

Hi, just a reminder that you're receiving this email because you have expressed an interest in the Main Street Program. Don't forget to add djensen@city-woodlandpark.org to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



Woodland Park Main Street Spring Newsletter

Greetings!



Greetings from Darlene Jensen
Main Street Coordinator



Hello Woodland Park!

Thanks to the work of the many volunteers that have stepped up to serve Woodland Park through the Main Street program, Main Street has been successful in this first quarter of 2016 in working toward implementation of its 2016 Work Plan. Main Street has achieved a significant milestone by receiving its nonprofit designation as a 501(c)(3) nonprofit organization. This will provide Main Street the opportunity to be eligible for additional grants to be used for projects in the downtown, in addition to receiving tax-deductible contributions for support of Main Street projects and programs.

Main Street is fortunate to work with the DDA and the City of Woodland Park, as well as other partners in the

What is Main Street?

"Main Street is an historically based national program which allows us to tell our story and enhance our downtown. Main Street brings resources and additional opportunities to bolster our local economy, preserve

City and State. Main Street welcomes the opportunity to work with the newly elected officials on the Woodland Park City Council. In addition, welcomes Noel Sawyer as City Council liaison to the Main Street Board, and thanks to Bob Carlsen for his volunteer service as former City Council member and previous liaison to the Main Street Board. Bob will continue to serve as a volunteer on the Woodland Park Main Street Design Committee.

With Spring upon us you may have seen crews working hard in the Downtown to clean up the sidewalks from the sediment and dirt which has accumulated over the winter. Much appreciation goes out to the City crews for their labor intensive clean-up efforts! On May 21st Keep Woodland Park Beautiful will be hosting a clean-up day in Woodland Park. Volunteers are welcome for this impactful community event!

Main Street is active in planning for the Old Fashioned 4th of July event to be held again this year at the Ute Pass Cultural Center. Main Street is working with Build-A-Generation, the City of Woodland Park and other partners to once again host a fun filled 4th of July. If you are interested in volunteering for this event or having a booth at the event please contact the Main Street Office at 719-687-5231.

Woodland Park Main Street Coordinator - Darlene Jensen

Come out and help with the Annual Spring Cleanup of Woodland Park!

**our history, and build
community."**

**Woodland Park Main
Street is one of 2,000
Main Street programs
nationwide.**

[Colorado Department of
Local Affairs Main Street
Program website](#)

[Downtown Colorado Inc.
National Main Street Center](#)

**Is your business
located in the Main
Street district or is
your organization
having a event within
Main Street?**

If so, please email Darlene Jensen, Main Street Coordinator, at djensen@city-woodlandpark.org

with your event details and we will assist in your event promotions by publicizing it on our WP Main Street Facebook page.

**Colorado
Main Street
Communities**

[Colorado Main Street
Communities:](#)

Brush, Buena Vista,
Grandby, Lake City, Laramie,
Lyons, Montrose, Ridgeway,



Spring Cleanup

Keep Woodland Park Beautiful

Saturday, May 21, 2016 9am-1pm
 Ute Pass Cultural Center Pavilion Green
 Free Cookout at Noon



www.kwpb.info

Planning Department 719-687-5209

Rifle, Steamboat Springs, Trinidad, Westcliffe, Silver Cliff, Victor. and Woodland Park.

Newest Main Street Communities 2015:

Central City, Elizabeth, Leadville and Wellington.



Fun Historical Facts!

The Donut Mill was built in 1910 by John Webb as his family home. It was directly across the street from the train depot where he was employed as the station agent for the steam railway. The building was later used as a restaurant, craft shop, real estate office and now the Donut Mill since the 1980's. The building was burned and reconstructed in 2003.



Happy Anniversary!

WOODLAND PARK

WOODLAND PARK
 CELEBRATING 125 YEARS

125 years • 1891 - 2016

The 125th Celebration Continues!

Upcoming Events

May 13 - Celebrate! Art, Wine, History & More

6 p.m. - 9 p.m.

Wine & Microbrew Tasting

Ute Pass Cultural Center



The Donut Mill - 1980

Proceeds go to the Woodland Park Arts Alliance public art projects and to help restore the Antler Alley Arch.

Wine & MICROBREW Tasting



50 Wines

Friday, May 13
6:00 pm

UTE PASS CULTURAL CENTER



25 MICROBREWS

Celebrate Art,
Wine, History,
& More!



TICKETS
wpartsalliance.com
\$25 Advance
\$30 At The Door



July 2 - Vintage Baseball Game

12 p.m. - 2 p.m.

Meadow Wood Park

Vintage Baseball game, vintage rules, vintage uniforms

Refreshments sold at 1900 prices .



Board Meeting Schedule

Every first and third
Tuesday of each
month.

3:00 pm-4:00 pm

City Council
Chambers

We invite
participation!

Reserve a
seat.

Board Members

Vera Egbert, Chairperson

Gary Crane, Vice-Chairperson

Noel Sawyer

Renee Bunting

Jan Cummer Wilson

Anita Riggle

Brian Fleer

Laurie Glauth

Steve Jeroslow

Debbie Miller

Lee Willoughby

Main Street Committee Members

ORGANIZATION COMMITTEE

Renee Bunting

Peggy Fields

Steve Jeroslow

Linda Garret

Sandy Bridgewater

July 4 - Old Fashioned 4th of July Celebration

9 a.m. - 3 p.m.

The Pavilion on the Green

Kids games, fire truck rides, concessions, vendors, live music and the 3 on 3 basketball tournament. Celebrating 125 years of Woodland Park with the unearthing of a time capsule buried 50 years ago in the city.



Business Spotlight



The Historic Ute Inn

is one of the oldest historic businesses in downtown Woodland Park. Located on US 24 in the center of downtown, the "Ute" has been a Woodland Park favorite bar and restaurant since 1942. We had the opportunity to ask the owner Elijah Murphy, better known as Murph

Holly Morrell
Connie Sims

PROMOTIONS

COMMITTEE

Anita Riggle
Gail Wingerd
Sue Griswold
Kim Smith

DESIGN COMMITTEE

Laurie Glauth
Lee Willoughby
Bob Carlsen
Jan Wilson
Jeff Cahill
Tanner Coy
Donna Finicle
Pat Hyslop
Jill White

ECONOMIC VITALITY

Vera Egbert
Brian Flear
Debbie Miller
Marty McKenna
Jan Wilson

MAIN STREET

COORDINATOR

Darlene Jensen

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to his clientele, some fun questions to learn more about his background.

1. What was your first job?

My first job was when I was 12, helping my dad's friend who owned a janitorial service. I swept and mopped floors in supermarkets during summer vacation. I worked eight hours a night and earned five dollars a night. When I turned fourteen I worked in the poultry industry where I was made manager of the "school boy crew" for the local hatchery at the ripe old age of 16.

2. What was the first thing you spent money on when you received your first-ever paycheck?

One of the first things I bought with my first paycheck was a new pair of Levi bell bottom jeans, then I started saving to buy a car. I owned my first car when I was 15, before I had a driver's license.

3. What's led you to your current position? Why did you want to own your own business?

I started bar backing at the Historic Ute Inn for my wife, Karen. I enjoyed hearing the stories about Bert Bergstrom and how he founded the Ute and how it had been a part of community life in Woodland Park. I looked at the Ute as an iconic place within the community and when the opportunity arose, Karen and I decided to buy the business and try our hand at being restaurateurs'. I thought it would be a great way to help keep family and community members gainfully employed. As far as wanting to own my own business, I didn't really want that challenge but the stars and moon aligned and the year that my wife and I were to retire, we found ourselves business owners instead.

4. Do you have a role model or mentor in your career?

My number one role model was my father, who always told me if I was going to do something to be the best. My other role models and mentors were the men with whom I worked with throughout my military career. These men taught me how to capitalize on strengths and what it took to be a truly good leader, and they also taught me to never stop learning and to never quit.

5. What was the most beneficial course you took in school?

I think the best course I ever took in school was either auto mechanics or my involvement in the reserve officer training program. I enjoyed auto mechanics because you had to tinker with cars back then to figure out the problem, which required perseverance. The reserve officer training corps taught me discipline and how to deal with adversity and began my understanding of what courage was and how to overcome obstacles through team work and training.

6. The best thing about your job?

I enjoy meeting a lot of awesome folks from all over the country. As the owner of the Ute, I have the ability to help define its course and future. I really don't look at what I do as a job; I look at it more as an investment in the future of others and the community. My wife does the book keeping and general management, I get to play in the kitchen working on new recipes and teaching cooks

Darlene Jensen

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how to prepare good food. So I guess cooking and teaching are probably two of the high points of the experience.

7. The worst thing about your job?

The worst thing about my job is terminating people who have fired themselves. But I guess another unsavory detail has to do with people who think that alcoholic beverages are for getting drunk and not for responsible enjoyment in a social setting. Neither aspect is especially fun but it is part of the job.

8. What is your favorite work-related gadget?

My favorite gadget is my cell phone. It has more computing power than the first Apollo spacecraft. The cell phone has just about everything I need to stay organized and stay in touch.

9. What qualities do you look for when hiring a good employee?

The number one attribute I look for in an employee is honesty. I have a few very simple and basic questions that I ask and if a prospective employee is honest I will generally give them the opportunity to work with our team. We have an approach in our business where we work to fix the problem and not fix the blame. This requires that people be open and honest about mistakes. Other than that, just a good work ethic that includes attention to detail, the ability to play well with others and of course reading and writing are a must.

10. If you could take back one business decision you made in your career, what would it be?

I haven't made any decisions in this business to date that I regret so sorely that I would take it back. I look at bad decisions as an opportunity to learn. But more importantly I read and research and sleep on it before I make a decision of any serious magnitude that could affect the lives of my family, our employees, or the existence of the business.

11. What is the one trait a strong business leader cannot afford to be without?

Integrity is the number one trait that I expect of myself and those around me. If I do what I say I will do, and honor my contracts with others, then I have lived up to my word. Without integrity, men may succeed for a while but eventually people see through them and their endeavors soon fall apart.

12. What are the biggest changes you have seen in your specific line of business over the past few years?

The prices of goods, services, and taxes are probably the singular most important items that have changed in the last few years. The costs of locally produced meat products are also prohibitively expensive for a small community. For instance, I buy 81% lean Angus chuck for our Ute Burgers, the price with all the amenities is \$8.99. If I were to buy locally produced beef, the price of that same plate would be around \$11.69.

13. What is the best marketing decision you have made while in business?

The best marketing decision I think that I made was to just start going through the recipes and producing and selling the best quality food with the best possible price

point. I also decided that when we bought the Ute Inn that I would let word of mouth carry the news as opposed to trying a lot of advertising, hype, or any gimmicks. That's because I knew it would take time to bring the Ute up to a higher standard of performance. Had I tried going too fast it could have been a fast road to ruination. But as it is, we are improving the food in one area or another on a weekly basis. As the food gets more desirable the customer base is growing.

14. Name one thing you would like to improve within your business in the upcoming year?

I would really like to improve the speed of service and operations flow within the establishment. This will take time to make the Ute Inn more profitable through volume. I don't want to make fast food, we want to make good food as fast as possible. As many of us know, it's hard to make "fast food" good. We still wish to preserve the Ute's quaint charm and have it as a place to come, relax, and enjoy and not make customers feel like they are being rushed out the door.

15. What do you think is the biggest change Woodland Park will see in the next 10 years?

I think with the increase in population Woodland Park will see an increase in the corporate presence. With that, there will be a decrease in the hometown feeling and amenities and even fewer dollars will stay within the local area making it more difficult for young people and small business owners to succeed. Sadly enough, that is progress these days.

The Nature Walking Companion Brochure



Near Nature! Near Perfect!

The Design Committee is developing a brochure that will focus on the natural history of Woodland Park. It is intended to be a companion guide to the UPHS Historic Walking Tour Map, following the primary route through town with information on trees,

wildflowers, animals, birds, geology and other aspects of nature at each stop. It will be available in May. Many thanks to the Ute Pass Historical Society and Guides-To-Go founder Dee DeJong for partnering with Main Street on this project.

Main Street Board Member Spotlight



Anita Riggle

Promotions Committee Chair

My family moved to Woodland Park in 2013 from Southwest Georgia. I am a Southern girl so there was some adjustment to the snow and altitude. My husband, Eric, myself, and our two children ages 19 and 16 have certainly enjoyed getting to know people in this community. I am currently working as a Farm Bureau Independent agent here in Woodland Park. My office is located in Park State Bank. I am also doing independent sales for the Pikes Peak Courier. I enjoy serving on the Promotions Committee and on the Board of Directors for Main Street. I believe promoting local businesses and knowing what is going on in the community are key elements for growth and change in Woodland Park. Having owned my own small business for four years back in Georgia, I can relate to the challenges faced by small business. Promoting Woodland Park Main Street is a great way to help draw attention to our town and what we love about it!

Woodland Park Main Street Mission Statement

Enhance the quality of life in Woodland Park by engaging the community in historic preservation, downtown revitalization, and economic development by promoting a strong business climate.



WOODLAND PARK
MAIN STREET
