

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 Summer Newsletter

Greetings!



Greetings from Darlene Jensen
Main Street Coordinator

Hello Woodland Park!

The many volunteers of the Woodland Park Main Street program are to be thanked! They provided endless hours working alongside City and Build-A-Generation staff in the planning of the Woodland Park Old Fashioned 4th of July Celebration!



Old Fashioned 4th of July

In addition, the volunteers put up patriotic decorations throughout downtown and helped to clean-up the City by participating in Keep Woodland Park Beautiful back in May, where they toted shovels, brooms and wheelbarrows.



WOODLAND PARK
MAIN STREET

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 our history, and build community."

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



Volunteers cleaning Main Street

To help further beautify the City, the Woodland Park Downtown Development Authority (DDA) provided a grant for flowers in the downtown as well, to complement the colorful flower baskets and the flowers planted each year by the City. Through the planting efforts of Main Street volunteers, downtown business owners and City staff, flowers brighten Woodland Park! The hard work and thankless hours put forth by the City grounds crew has been immeasurable.



Flowers planted at Bliss Hair Salon

Staff has put exceptional effort into beautifying the City this summer, from removing dead trees in the medians, to planting new trees in the Pedestrian Plaza (just east of the old Buck's building), among countless other tasks. This work was labor intensive and they did a great job! Main Street also coordinated a joint project by the City and the DDA in the cost share of power washing of the downtown. With its decorations, flowers and cleaning, the downtown is welcoming. To further improve the downtown, Main Street will be looking at opportunities to enhance pedestrian safety. In conjunction with the Department of Local Affairs, Main Street completed a walkability plan that addresses downtown pedestrian improvements. Main Street will be looking at funding opportunities through grants and partnerships to construct these improvements.

[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.

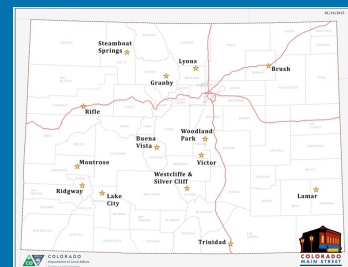
Colorado Main Street Communities

Colorado Main Street Communities:

Brush, Buena Vista, Grandby, Lake City, Lamar, Lyons, Montrose, Ridgeway, Rifle, Steamboat Springs, Trinidad, Westcliffe, Silver Cliff, Victor, and Woodland Park.

Newest Main Street Communities 2015:

Central City, Elizabeth, Leadville and Wellington.



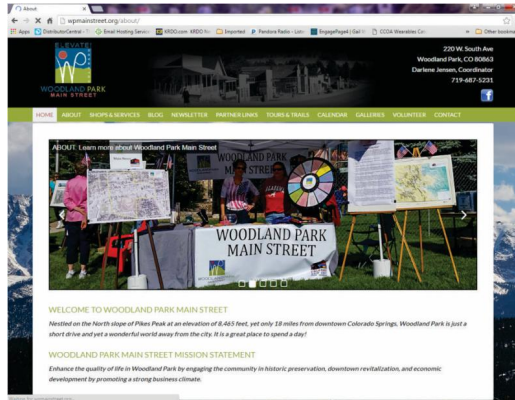
Fun Historical Facts!

The Post Office was built in



Pedestrian Plaza

This quarter Main Street launched its website at: www.wpmainstreet.org.



Woodland Park Main Street website

Through the commitment of volunteers to see businesses served by the website, business owners within the Main Street boundary ([Main Street boundary map](#)) were contacted for their business information and website links. In turn, this information was posted at no charge to the businesses on the Main Street website under, [Shops and Services](#). Please visit the Woodland Park Main Street website to find further information on the local businesses within Main Street.

Main Street has used the Pedestrian Plaza this summer to host educational booths, including information on local wildlife by Guides-to-Go and the many outdoor activities in our area. Through the efforts of Dee DeJong of Guides-to-Go, and the volunteers of the Main Street Design Committee, (with special thanks to Jill White), Main Street, in partnership with the Ute Pass Historical Society developed a Companion Guide to the Woodland Park Historic Walking Tour. The guide features information on local flora and fauna. It is the intent of this work to tie downtown with area trails and outdoor experiences. To view the guide, please visit the WP Main Street website under [Tours and Trails](#).

1937 by Harold Robinson. The building was built on the north side of US Highway 24 and resided at this location until 1969 when Woodland Park outgrew the 575 postal boxes available. Throughout the years this building has housed many retail businesses including Bob's TV Store, the Copy Store and a Clothing Store. It is now currently Dana's Dance Studio.



Woodland Park Post Office - 1937

Board Meeting Schedule

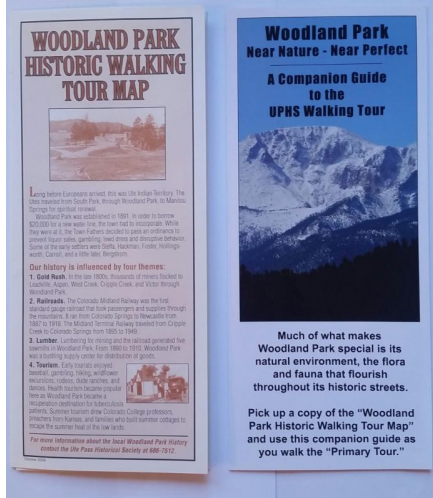
Every first and third Tuesday of each month.
3:00 pm-4:00 pm
City Council Chambers

We invite participation!

Reserve a seat.

Board Members

- Vera Egbert, Chairperson
- Gary Crane, Vice-Chairperson
- Noel Sawyer
- Renee Bunting
- Jan Cummer Wilson
- Anita Riggle
- Laurie Glauth
- Steve Jeroslow
- Debbie Miller
- Lee Willoughby



Walking Tour Map and Companion Guide

Lastly, as you can see Main Street is a comprehensive volunteer based program. The Main Street Organization Committee has just completed the Main Street volunteer handbook. If you are interested in volunteering with Main Street, please visit the Main Street website under [Volunteer](#).

Main Street continues to work on implementation of its 2016 Work Plan. If you would like a copy of the 2016 Main Street Work Plan or would like to provide your input, please contact the Main Street office at 719-687-5231. Darlene Jensen Main Street Coordinator

Business Spotlight



Rainbow Twist Frozen Yogurt Shop
is owned and operated by Ellen Zhuo, and has been part of

Main Street Committee Members

ORGANIZATION COMMITTEE

Renee Bunting
Peggy Fields
Steve Jeroslow
Linda Garret
Sandy Bridgewater
Holly Morrell
Connie Sims

PROMOTIONS COMMITTEE

Anita Riggle
Gail Wingerd
Kim Smith
Ellen Carrick
Lora Thornton

DESIGN COMMITTEE

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

ECONOMIC VITALITY

Vera Egbert
Debbie Miller
Merry Jo Larsen
Jan Wilson
JR Gatlin
Jim Jones
Tim Winders

MAIN STREET COORDINATOR

Darlene Jensen

Join Our Mailing List!

Sign up now!

the downtown business community since July 2014. It is a fun place to have a yummy frozen treat and hangout with friends and neighbors. We had the opportunity to ask Ellen a few questions about her business and learn more about her background.

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

I started working when I was very young and in 2012 we came to Woodland Park to visit my husband's relatives who own Fortune Dragon. I wanted to own my own business and saw that WP didn't have many choices for frozen treats. I wanted to create a place where kids and families could come and hang out as well.

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

My parents

3. The best thing about your job?

I get to see a lot of kids. They love the yogurt and all the selection of toppings. I love to watch them run around the store having fun.

4. The worst thing about your job?

Owning a business means cutting back on personal family time.

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

I look for someone with a pleasant personality, responsible, punctual and a positive attitude. People want friendly and good service.

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

Whenever a situation pops up, one must be capable of fixing it.

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

We opened business July of 2014. When we have a cool and wet Spring and Summer it effects our business. Once it starts warming up people go outside more and it really improves our business.

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

Our outdoor sign and the smaller signs we place around town. The city only allows those to stay up for a day or two though.

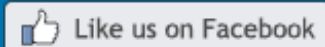
9. Name one thing you would like to improve within your business in the upcoming year?

I am hiring more teenagers who are good workers. This allows me to do other business tasks. We close during the slow season which is December, January and February.

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

The influx of more people and more tourists every year.

Up to the minute news!
Like us on Facebook.



For more information contact:

Darlene Jensen

Main Street Coordinator

Email: djensen@city-woodlandpark.org

Office Phone: 719-687-5231

Cell Phone: 719-322-5232

Mailing address:

220 W. South Avenue

P.O. Box 9007

Woodland Park, CO 80866

<http://www.city-woodlandpark.org/home/main-street/>

Main Street Board Member Spotlight



Jan Wilson

Board of Director and Design Committee member

I was born and raised in New Jersey and lived in Hawaii for 4 years prior to moving to Colorado in 1972. My husband and I have four children, Tom, Kim, Kelli and Jami and seven grandchildren, Becky, Ethan, Kyle, Sage, Mollie, Sam and Ben and one awesome son-in-law, Johnny. We moved to Woodland Park in 1991 and it has been a love affair with Woodland Park ever since.

I was a criminal investigator with the Colorado Public Defender for 15 years prior to owning Curves of Woodland Park. My background also includes nutrition.

I serve Woodland Park on several boards including, the DDA, Keep Woodland Park Beautiful, Woodland Park Main Street, The Lighter Side of Christmas Parade and I'm also a committee member on the Beautification Committee.

Promoting Woodland Park is truly my pleasure.

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.

