



2021

## MAIN STREET PROGRAM STRATEGIC PLAN

**VISION:** Enhance Fraser Main Street and promote Fraser as a base camp for rejuvenating body & spirit



**MISSION:** Serve as the catalyst for community-based revitalization that embraces Fraser's unique identity and encourages visitors and residents to stay, gather and explore

Economic Vitality → Design → Promotion → Organization

Main Street Four Points Strategy for Community Transformation



**COLORADO**  
Department of Local Affairs  
Division of Local Government

## Transformation Strategies

Create a unifying aesthetic and theme that expresses the character/identity of Fraser to connect our community and honor our history

### ACTIONS

- Engage with appropriate stakeholders to determine the brand/image for Fraser that reflects the unique attributes and characteristics of the community
- Engage design support to develop the Fraser brand
- Develop a Fraser Gateway, wayfinding and signage plan and identify Fraser Main Street Base Camps ( 3 centralized park and walk points)
- Identify & place public art in key locations to identify different base camps (sasquatch, yak, llama, alpaca)
- Partner with the Town to identify & install a unified streetscape for Main street (lighting, street furniture, flags/banners, landscape, respite areas, hanging baskets)
- Integrate and promote Fraser's history into design elements

Serve as a collaborative resource for existing and potential businesses to promote the benefits and value of Main Street revitalization

### ACTIONS

- Provide a centralized web site to identify and promote properties available in the Fraser Main Street area
- Conduct a Market Assessment for the Fraser Main Street area (*pursue DOLA Technical Assistance Grant*)
- Coordinate with the Town & ED Board to identify economic development incentives to attract business
- Leverage town development, rehabilitation activities and projects to showcase the energy, investment and character of the Main Street Area. Marketing tool to attract new businesses
  - Cozen Ranch Open Space Implementation
  - Fraser River Corridor
  - Mural Park
  - Church of What's Happening Now
  - Camber Brewery
- Encourage year-round and day/night business operations to create foot traffic, activity along Main Street
- Coordinate directly with businesses to promote activities and events, and to cultivate business partnerships –create connectivity to Fraser Base camp “kiosks” with QR codes, etc.
  - Develop a map/directory to identify and promote businesses
  - Create a calendar of events, for business and town events
- Support efforts in Fraser's Strategic Plan to expand and diversify local housing options