

LYONS MAIN STREET PROGRAM

2024-2027 STRATEGIC PLAN

The Economic Vitality Commission (EVC) was established to act as an advisory committee to the Town's Board of Trustees. The EVC also serves as the Main Street Board and works to promote economic development and a business-friendly environment consistent with adopted plans and in collaboration with the Town and other local and regional organizations.

The Economic Vitality Commission (EVC)/ Main Street Board also assists the Town in supporting the enhancement and vitality of its downtown area and local businesses throughout the Lyons community. Since 2010, Lyons has partnered with the Colorado Main Street Program and through this partnership, Lyons has access to a number of grants as well as State support to help advance their downtown and local business goals.

The Lyon Economic Vitality Commission/Main Street Program 2024-2027 Strategic Plan lays out our organizational Mission and Vision and identifies our program focus for the next three years through the articulation of specific priorities and projects we will advance in the Lyons local business district.



Destination Lyons!

-Connecting people to local businesses, events, arts, adventure and music.



Mission Statement

"Strengthen local businesses, attract visitors, and celebrate our unique character to enhance economic vitality for all"





Strategies & Projects

The Lyons EVC/Main Street Board has identified four strategic priorities for the Lyons local business district as part of their 2024-2027 Strategic Plan. These priorities will be advanced through the implementation of a series of projects identified below. Project level work is focused on creating positive business impact for Lyons and harnessing the great work of others to achieve similar goals.

STRATEGY 1:

Develop a business retention strategy/campaign to maintain existing businesses & ensure they have access to resources to support their sustainability in Lyons.

Projects

- Complete a Business Needs Survey, conducted by the Main St Board/EVC to understand challenges & identify potential solutions and resources to target for local businesses.
- Finalize a list of local resources that are available to support existing, local businesses.
- Partner with the Chamber to identify resources available to support businesses and include them in the Resources Sheet.
- Advocate for the completion/construction of wayfinding signage to support traffic circulation throughout the town (increase visibility of businesses).

STRATEGY 2:

Complete a Market Analysis to inform a Recruitment Strategy.

Projects

- Request consulting services from the Colorado Main Street program to perform a market analysis for the Main Street district to identify opportunities for business retention and attraction.
- Utilize results of Market Analysis to understand the physical feasibility for different types of businesses based on land availability/constraints.
- Develop a list of top 2-3 targets for business recruitment and develop a business profile/marketing outreach strategy.
- Work with the town to identify the top three obstacles in the development review process and timing that deters local/small businesses. Develop a coordinated strategy to address these obstacles.

STRATEGY 3:

Pursue opportunities to enhance the visual appeal of the Lyons Business District/Main Street Area.

Projects

- Partner with businesses in the Lyons local business district to find ways to improve the attractiveness of storefronts and public spaces to entice people to the area.
- Collaborate on a store front window program for seasons and/or local events to encourage positive synergy and local support.

STRATEGY 4:

Enhance local and regional collaboration to promote the Lyons local business district and increase our impact.

Projects

- Host regular coordination meetings with area organizations to share activity updates and avoid duplication of efforts.
- Collaborate with regional partners and the town to leverage existing/planned marketing initiatives that are focused on promoting Lyons and local businesses.
- Work with Peak to Peak Scenic Byway and the Colorado Tourism Office to share local business news, improvements and activities in Lyons.



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