

2019 Olde Town Steering Committee Activity Snapshot

The Olde Town Steering Committee (OTSC) was formed through the efforts and adoption of the [2014 Olde Town Revitalization Plan](#). The purpose of the Committee is to represent the businesses, property owners, and residents of the Olde Town district on behalf of advocacy and to work with both the City of Fountain (CoF) and Fountain Urban Renewal Authority (FURA) as to project support.

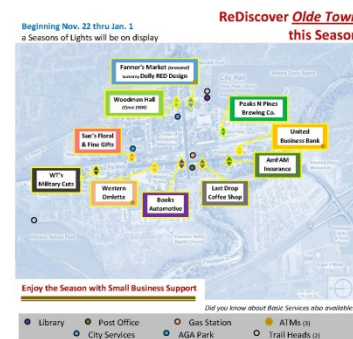
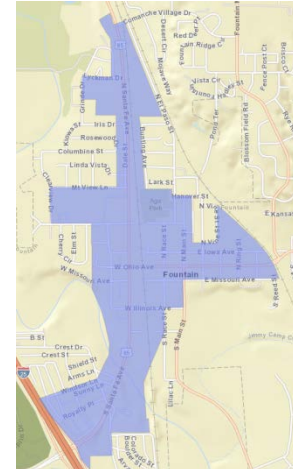
District Business Cohesion:

Placemaking Initiative

In mid-2019 City of Fountain, in conjunction with the OTSC, FURA, and community partners, applied for, and were awarded, a Colorado Office of Economic Development and International Trade RTAP grant focused on Community Placemaking. This is in support of the collaborative efforts to eradicate blight in the city's Central Business District (CBD) and develop a "Sense of Place" in the Ohio corridor from Main St. to US-85.

Season of Lights Campaign

Sponsored by the Economic Development Commission (EDC), the OTSC hosted the Season of Lights Campaign which occurs each year with participative equity demonstrated by the business / property owners within the district. Local businesses decorate their respective locations with holiday decorations to sync with the Mayor's Tree Lighting Ceremony. Participating businesses were advertised via City social media and newspaper ads to draw traffic to the corridor and promote small business engagement in tandem w/ AMEX small business weekend which kick starts the holiday shopping season. With growing interest and involvement each year, the event creates a friendly ambiance throughout the District while simultaneously promoting the Shop Local campaign, bridging awareness of district offerings.



New Business Development

- Peaks N' Pines Brewery
- Ohio and Walnut St. residential project
- Residential Re-investment within corridor

Business Support Activities

- [Community Events Calendar](#)
- Season of Lights (November – December)
- 50th Anniversary Labor Day Parade/festival
- Summer Market Series (May – October)

District Advocacy Voice Areas:

Capital Improvement Projects

- New Signaled Intersection ; Indiana Ave. and US 85/S. Santa Fe Ave. construction
- [Olde Town and Gateway Improvements Timeline](#)
- Transportation: Streets repaving and stripping

Beautification and Enhancement Projects

- Overall district beautification awareness
- Summer Arts Festival (2020)
- Blast Park/ Aga Park connectivity (Pedestrian Corridor)

COF Directional Map – An all-encompassing [Directional Map](#) for residents and visitors.

Olde Town Steering Committee

Open House

The Olde Town Steering Committee (OTSC) was formed through the efforts and adoption of the [2014 Olde Town Revitalization Plan](#). The purpose of the Committee is to represent the businesses, property owners, and residents of the Olde Town district on behalf of advocacy and to work with both the City of Fountain (COF) and Fountain Urban Renewal Authority (FURA) as to project support.

Yearly Projects/ Events

• Spring

- Main Street & US 85 banner program(s)
- Litter Campaign (City Spring Cleanup/ Earth Day event)

Earth Day 50th Anniversary 4/22/2020

2020 Event Date – May 2, 2020

- Utilizing the Neighborhood Services' volunteer network
- Rekindle Blast Park; Day of History Reflection

• Summer

- May 30th begins Summer Market series
- July 4th week potential to tie-in festivities
 - Thunder in the Valley Car show July 10th and 11th
- Western Heritage Days
 - Riding and Roping Club potential host venue

• Autumn

- District Business Social
- Labor Day Parade and Festival
- Creek Week Clean Up (9/26 – 10/4/2020)
- Trunk or Treat Tot walk – via Business Trunks participation

• Winter

- Season of Lights - district holiday momentum
- Open House event – New Year kick-off planning

2020 Meeting Dates

March 18th
April 15th
May 20th
June 17th
September 16th
October 21st
November 18th

2021 Open House Date

March 17th