

2020 Olde Town District 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 to work on behalf of advocacy in the areas of economic vitality and public improvements.

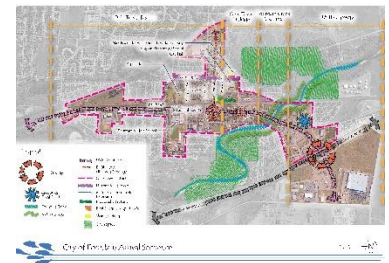
District Ambassador

Teresa Vieira, owner of Peaks N Pines Brewing Company, stepped forth in 2020 as the first Olde Town district Ambassador. In this role, she will work with the City of Fountain (COF) and Fountain Urban Renewal Authority (FURA) to advocate on behalf of the district. We welcome Teresa's passion and commitment to Fountain and the greater Valley community. **Contact info:** 719-650-9132 or businessoffice@peaksnpinesbrewery.com

District Collaboration:

Ohio Avenue Placemaking Campaign

A leadership team was formulated which well represented a diverse mix of OTSC, FURA, Economic Development Commission, Historic Society, City Representatives, and community partners, to steward a community outreach effort which embodied the Ohio Avenue Placemaking Campaign. Over the course of a compressed five months, the Campaign garnered over 190+ public feedback surveys and resulted in identification of Short-Term Wins and Long-Term Missions for the district's Ohio Avenue corridor. The Campaign culminated during the week of October 19-23 with nightly musician performances held at the Lawn of City Hall for free community enjoyment under an inaugural hosting of the #ARTSmnth Awareness program.



Small Business and Economic Vitality

The OTSC worked on behalf of several policy measures with City Council, to include:

- Advocacy and applicability of City Planning's Olde Town Overlay District Zoning adoption
- Design+Aesthetics Incentive Program adoption on behalf of spurring Olde Town private capital investment
- Business outreach/education on COVID aid funding through the City's Business Impact Assistance Program (BIAP)
- Inaugural #ARTSmnth awareness program in Olde Town; co-funded by the Cultural Arts Office of Pikes Peak

Business Development

- Ohio and Walnut St. Commercial Project
- Property participation in EPA Brownfields Program for site(s) redevelopment/revitalization
- Peaks N Pines Brewery celebrates 1-year Anniversary

Business Support Activities

- [Community Events Calendar](#)
- Season of Lights (November – January)
- 50th Anniversary of Labor Day Parade/festival
- Summer Market Series (May – October)
- Trunk n' Treat on Main Street (October)

Capital Improvement Project Advocacy:

- New Signaled Intersection for traffic management within district; Indiana Ave. and US 85/S. Santa Fe Ave.
- Main Street/Ohio Avenue Intersection Improvements at Town Center; co-funded by CDOT
- Front Range Trail Connectivity Master Plan co-funded by PPACG
- [Olde Town and Gateway Improvements Timeline](#)

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

COVID: During the year of the pandemic, 2020, the Steering Committee was unable to host its Open House nor Business Social; as well as the numerous event activities hosted within the district were cancelled on behalf of public health and safety.