



About Us

City Receives “Main Street” Designation

Monte Vista was designated as a “Main Street” City through the [Colorado Community Revitalization Association](#) and the [National Trust for Historic Preservation](#) in 2006.

The mission of the Monte Vista Main Street Program is to revitalize the downtown historic district by developing a diversified retail and service economy utilizing the National Main Street Four-Point approach. We hope Therefore to achieve economic strength with the cooperation of business, volunteer organizations and local government.

The four-point approach includes these key elements; (1) **organization** by working with the public and private sectors; (2) **design** in building visual elements found on Main Street; (3) **promotion** of business through downtown advertising and activities; and (4) **economic restructuring** by diversifying the type and mix of downtown businesses.

This is an exciting opportunity for the community to develop a vibrant and sustainable downtown that will become the social and financial center of the city. The City and various organizations and individuals bring a wealth of knowledge and skills to the program and will assist in making Monte Vista the best place to live, work, shop and play in the valley.

Main Street Board of Directors

Carol Schroeder, Vice President

Kyli Kehler, Secretary/Treasurer

Position vacant, Chair, Economic Restructuring

Beth Keck, Chair, Promotion

Malisa Rytting, Chair, Design

Position vacant, Chair, Organization