

## **NEWS RELEASE**

**For Immediate Release  
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### **Community Rallies Behind Main Street**

***Berthoud***—Downtown businesses and families in Berthoud have once again shown their support of their vision in keeping historic downtown as the center of their community by again renewing their charter support of the Berthoud Main Street Program.

“We are so pleased that there is renewed enthusiasm, along with a sense of pride and stewardship, in growing our downtown community,” said Scott Banzhaf, BSMP board chair.

The most recent support came in the form of a \$1,000 check from Centennial Bank of the West.

These charter supporters have continued their financial contributions to the program for the coming year:

Berthoud Ace Hardware  
Berthoud Bed & Breakfast  
Berthoud Golden Links  
Berthoud Wine & Spirits  
Castle Cleaning & Oriental Rug  
Centennial Bank of the West  
Cottage Realty  
Hays Market  
Jen Rotar, Reliable Business Support  
Jim White & Family  
John and Lisa Bauer & Family  
L & M Imports and Garden Center  
Maggi Town & Country Real Estate  
Nightwinds Tack Shop  
R.B. Fickle, Attorney at Law  
Renaze Day Spa  
Town of Berthoud

Eric Boyd, BMSP manager, was thrilled with the renewed support.

“Having so many business owners and residents supporting the Main Street Program with their generous contributions shows the commitment people in Berthoud have to make the historic downtown an attractive and active center of the community,” he said.

The Main Street program is nationally recognized and founded by the National Trust for Historic Preservation. A powerful downtown revitalization tool, Main Street focuses on economic development within the context of historic preservation, and is used in more than 1,600 towns in 44 states across the country. Berthoud’s participation is only one of seven communities involved in Colorado.

For the past three years, the people of Berthoud have recognized that they need to enhance and keep their downtown area viable, as it is an asset. In tough economic times, it is a positive sign to see businesses and individuals showing their optimism with their financial support of the program.

“The program is a very important tool in the methodical rebuilding of our economic base,” said Banzhaf. “We have established a successful and profitable downtown Farmers’ Market that runs 19 weeks every year and brings thousands of folks into town. Also, we have completed a downtown renovation streetscape master plan, we’ve helped to educate and support local business with training and promotions opportunities, organized art and seasonal events, and I believe we have an excellent start on the renewal of our downtown community.”

The program is designed on community involvement and public-private partnerships to preserve a town's unique assets and create an inviting atmosphere. The Colorado Community Revitalization Association (CCRA) administers Colorado's program with funding from the Colorado Historical Society's State Historical Fund.

If you would like to volunteer for the Berthoud Main Street Program please contact Eric Boyd at (970)532-5199 or send your tax deductible contribution to Berthoud Main Street Program, P.O. Box 254, Berthoud, CO 80513.

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