

# BUILDING BLOCKS OF GREAT HISTORIC DOWNTOWNS



# DOWNTOWN COLFAX

## Design, Marketing, and Branding Workshop *with Michele Reeves*

A Workshop for  
Business and Property  
Owners, Community  
Leaders and Residents,  
Featuring:

### **Michele Reeves**

With more than 15 years in a variety of real-estate development, marketing and investment settings, Michele Reeves is a development strategist with significant private-sector experience revitalizing business districts. She founded Civilis Consultants, which assists businesses to recognize and leverage their strengths, accomplish economic development goals, and craft their unique stories to create multi-faceted communities.

**Thursday, May 7<sup>TH</sup>**  
**2-3 PM + Q&A**

**THE HISTORIC  
Colfax Theater | 49 S. Main St**

**Join us at this FREE workshop!**

**RSVP is requested. Please contact Lorraine Cassidy, at [city.clerk@colfax-ca.gov](mailto:city.clerk@colfax-ca.gov) or (530) 346-2313.**

■ This market-based workshop on town vitality will feature real-world examples of what makes a downtown district economically successful. Learn first-hand how rural communities can leverage their unique assets, surrounding natural resources, existing buildings, businesses and infrastructure to improve the community's brand and increase economic activity in the district. Find out more about the simple steps that you can implement quickly to raise your downtown's profile.

This workshop is supported in part by funds made available to the Sacramento Area Council of Governments by the Strategic Growth Council.