

VISITOR IMPROVEMENT FUND ADVISORY BOARD PRIMER



Table of Contents

Purpose of the Visitor Improvement Fund Advisory Board

P. 1---- Ordinance No. 33 Series of 2007- Creation and Establishment of a Visitor Improvement Fund
Advisory Board

p. 7---- Rifle Charter and Municipal Code Article XII- Visitor Improvement Fund Advisory Board

P. 9---- Mission Statement

Direction of the Visitor Improvement Fund Advisory Board

P. 10---- Strategic Plan Goals and Action Steps (May 2014)

P. 12---- Strategic Plan Goals and Action Steps Update (February 2015)

P. 18---- Greater Rifle Improvement Team-Visitor Improvement Fund Marketing Plan Strategy
(November 2015)

Implementation of the Visitor Improvement Fund Advisory Board

P. 22---- Grant Cycle and Board Meeting Schedule

P. 23---- Ten Tips for Effective Meetings

P. 24---- Grant Project Application Form

P. 29---- Grant Project Evaluation Form

**CITY OF RIFLE, COLORADO
ORDINANCE NO. 33
SERIES OF 2007**

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF RIFLE,
COLORADO ADOPTING A NEW ARTICLE VI OF CHAPTER 4 OF THE
RIFLE MUNICIPAL CODE REGARDING THE CITY'S LODGING TAX,
ADOPTING A NEW SECTION 4-1-140 CREATING A VISITOR
IMPROVEMENTS FUND, AND ADOPTING A NEW ARTICLE X OF
CHAPTER 2 ESTABLISHING THE CITY OF RIFLE VISITOR
IMPROVEMENTS FUND ADVISORY BOARD.

WHEREAS, by Ordinance No. 17, Series of 2007, the Rifle City Council approved submittal to the registered voters of the City of Rifle, Colorado a ballot question regarding imposition of a tax of two and one-half percent (2.5%) on lodging accommodations in the City of Rifle for the purpose of funding visitor improvements and attractions, historic preservation, special events, City beautification projects, and promoting the City (the "Lodging Tax Ballot Question"); and

WHEREAS, on September 11, 2007, a majority of the qualified electors of the City of Rifle voted in favor of the Lodging Tax Ballot Question; and

WHEREAS, Ordinance No. 17, Series of 2007 further authorized the City Council to proceed with necessary actions to impose a lodging tax in accordance with the Lodging Tax Ballot Question, including approval of an implementing ordinance; and

WHEREAS, in accordance with this mandate, the City Council finds and determines that Chapter 4 of the Rifle Municipal Code ("RMC"), "Revenue and Finance," should be amended by the addition of a new Article VI, "Lodging Tax," to implement the Lodging Tax Ballot Question; and

WHEREAS, incidental to implementing the Lodging Tax Ballot Question, the City Council desires to adopt a new Section 4-1-140 of the RMC creating a Visitor Improvements Fund for revenues from the Lodging Tax; and

WHEREAS, the City Council further desires to establish a Visitor Improvements Fund Advisory board by adopting a new Article X of Chapter 2 to make recommendations to the City Council regarding the use of the Visitor Improvements Fund.

NOW, THEREFORE, THE COUNCIL OF THE CITY OF RIFLE, COLORADO,
ORDAINS THAT:

Section 1. The foregoing recitals are incorporated herein as if set forth in full.

Section 2. Chapter 4 of the RMC. "Revenue and Finance." is hereby amended by the addition of a new Article VI, "Lodging Tax." to read as follows.

ARTICLE VI

Lodging Tax

4-6-10. Levy of tax.

Commencing January 1, 2008, there is hereby levied a tax on the leasing or renting of rooms or other accommodations within the City of Rifle constituting "lodging services" as defined at Section 4-2-30 of this Code for less than thirty (30) consecutive days at the rate of two and one-half percent (2.5%) of the total price paid or charged for such lodging. The person to whom the accommodations are rented shall pay the tax, and the lodging services vendor from whom the accommodations are rented shall be required to collect the tax. All sums of money paid to any lodging services vendor for lodging taxes shall be and remain public money and the property of the City held in trust for the sole use and benefit of the City.

4-6-20. Tax revenues pledged for certain purposes.

The proceeds of the lodging tax described in Section 4-6-10, together with investment earnings thereon, shall be used primarily for the development and marketing of visitor improvements and attractions, special events, and beautification projects in the City, historic preservation, and the general promotion of the City and its environs.

4-6-30. Collection, administration, and enforcement.

The tax levied by this Article shall begin to accrue on January 1, 2008. The collection, administration, and enforcement of this lodging tax shall be performed by the City Finance Director, who is hereby authorized to prescribe forms and administrative procedures for the ascertainment, assessment, and collection of the lodging tax not inconsistent with this Article, and for the enforcement of this Article.

4-6-40. Violation; penalty.

Failure to comply with the terms of this Article by payment of taxes, remitting the lodging tax to the City, and otherwise complying with the terms of this Article shall constitute an offense in violation thereof subject to the violation provisions for Retail Sales and Use Tax at Section 4-2-470 of this Code. Such remedies shall be cumulative with all other remedies provided herein for the enforcement of this Article. The City shall have the right to collect from any person who fails to comply with the terms of this Article all legal, court, and other costs and expenses necessary to or incidental to the collection of said tax and/or lien action as provided for in Section 4-6-50, including reasonable attorneys' fees, filing fees and other costs, and recording fees.

4-6-50. Lien on property.

If any person fails to pay the lodging tax when due, the Finance Director may issue a notice of lien on the real and personal property of the taxpayer following the provisions of Sections 4-2-400 through 4-2-460 of this Code.

Section 3. Chapter 4, Article I of the RMC is hereby amended by the adoption of a new Section 4-1-140. "Visitor Improvements Fund created." to read as follows.

4-1-140. Visitor Improvements Fund created.

There is hereby created a special fund, to be known as the Visitor Improvements Fund, and the funds therein shall be used only for the purposes allowed by law.

Section 4. The Rifle City Council hereby enacts a new Article X of Chapter 2 "Visitor Improvements Fund Advisory Board" as follows:

Article X

Visitor Improvements Fund Advisory Board

2-10-10 Creation and Establishment.

There is hereby created and established a Visitor Improvements Fund Advisory Board, with powers delegated as provided in this Article, for the purpose of providing advice and recommendations to the City Council on the use of the Visitor Improvements Fund and performing other duties as set forth in this Article.

2-10-20 Membership.

(a) The Visitor Improvements Fund Advisory Board shall consist of seven (7) voting members, plus one (1) alternate member with voting rights only in the absence of a regular member, all of which but one (1) shall be bona fide residents of the City. City staff members shall not be precluded from being on the Visitor Improvements Fund Advisory Board and need not be a resident of the City. Any non-resident city staff member(s) appointed to the Visitor Improvements Fund Advisory Board shall not count against the appointment the one (1) non-resident board member provided for above.

(b) Appointments to the Visitor Improvements Fund Advisory Board shall be made by the City Council. Persons interested in serving shall complete an application expressing their interest in serving on the Visitor Improvements Fund Advisory Board and responding to representative questions as approved by the Board. In the event a regular member of the Visitor

Improvements Fund Advisory Board resigns or is removed from his or her position, the alternate, if interested in filling that position, will be required to submit an application and participate in the interview process. The City of Rifle shall be responsible for advertising for positions that need to be filled. The chair or acting chair of the Visitor Improvements Fund Advisory Board shall be responsible for notifying the City Manager if and when there is a vacancy due to a resignation or other reason within two (2) weeks of the vacancy.

2-10-30 Compensation and terms of office.

The members of the Visitor Improvements Fund Advisory Board shall serve without compensation for their services as such, but may receive reimbursement for necessary travel and other expenses incurred on official duty when such expenditures have received prior authorization within the municipal budget. The members shall serve three (3) year staggered terms. The initial Visitor Improvements Fund Advisory Board shall consist of two (2) members to be appointed for term of one (1) year, two (2) members to be appointed for term of two (2) years and three (3) members and one (1) alternate to be appointed for term of three (3) years. Terms shall commence January 1st of each year. Nothing shall preclude a member from serving succeeding terms if so appointed.

2-10-40 Duties and responsibilities.

It shall be the responsibility of the Visitor Improvements Fund Advisory Board to perform the following duties:

- (1) Act in an advisory capacity to the City Council in all matters pertaining to the Visitor Improvements Fund which monies are designated for the development and marketing of visitor improvements and attractions, special events, and beautification projects in the City, historic preservation, and the general promotion of the City and its environs.
- (2) Review the preliminary budget for the Visitor Improvements Fund prepared by the City Manager and provide input as needed before submission to the City Council.
- (3) Create and recommend to the City Council for approval a master plan for the use of the Visitor Improvements Fund for the development and marketing of visitor improvements and attractions, special events, and beautification projects in the City, historic preservation, and the general promotion of the City and its environs, and review and update such plan annually prior to the budget process.
- (4) Perform such other duties not inconsistent with this Article as may be requested by the City Council or City Manager to other City departments or agencies.

2-10-50 Meetings and officers.

As soon as practicable following the first day of January every year, the Visitor Improvements Fund Advisory Board shall organize by electing three of its members to serve as Chair, Vice-Chair and Secretary, respectively, to serve at the pleasure of the Visitor Improvements Fund Advisory Board. The Board shall hold such regular and special meetings as may be required. All proceedings shall be open to the public. A majority of the membership of the Board shall constitute a quorum. The affirmative vote of a majority of the quorum of the Board shall be necessary for it to take any action except to adjourn. A member of the Board shall serve as secretary for the recording of minutes for the Board, who shall keep a record of its proceedings and transactions. The Secretary may request a member of the City administration to keep such minutes and records if he or she so desires. The Board may prescribe regulations for the conduct of its internal affairs, which shall be consistent with this Article and the Rifle Municipal Code, and copies of which shall be kept on file in the office of the City Clerk where they shall be available for public inspection.

2-10-60 Removal of members.

Members of the Visitor Improvements Fund Advisory Board may be removed by action of the City Council for malfeasance or nonfeasance or for unexcused failure to attend three (3) consecutive meetings of the Board. The Board may recommend such action to the City Council.

INTRODUCED on November 7, 2007, read by title, passed on first reading, and ordered published by title as required by the Charter.

INTRODUCED a second time at a regular meeting of the Council of the City of Rifle, Colorado, held on November 19, 2007, passed with amendment, approved, and ordered published in full as required by the Charter.

CITY OF RIFLE, COLORADO

BY Keith Lambert, Mayor

ATTEST:

Wanda Nelson, City Clerk

ARTICLE XII - Visitor Improvements Fund Advisory Board

Sec. 2-12-10. - Creation and establishment.

There is hereby created and established a Visitor Improvements Fund Advisory Board, with powers delegated as provided in this Article, for the purpose of providing advice and recommendations to the City Council on the use of the Visitor Improvements Fund and performing other duties as set forth in this Article. (Ord. 33 §4, 2007)

Sec. 2-12-20. - Membership.

- (a) The Visitor Improvements Fund Advisory Board shall consist of seven (7) voting members, plus one (1) alternate member with voting rights only in the absence of a regular member, all of which but one (1) shall be bona fide residents of the City or appointed representative of a business in the City. Membership on the Visitor Improvements Fund Advisory Board shall be in compliance with Section 2-2-50(b) of this Code. Any nonresident City employee or nonresident owner or owner-appointed representative of a business in the City appointed to the Visitor Improvements Fund Advisory Board shall not count against the appointment of the one (1) nonresident board member provided for above.
- (b) Appointments to the Visitor Improvements Fund Advisory Board shall be made by the City Council. Persons interested in serving shall complete an application expressing their interest in serving on the Visitor Improvements Fund Advisory Board and responding to representative questions as approved by the Board. In the event a regular member of the Visitor Improvements Fund Advisory Board resigns or is removed from his or her position, the alternate, if interested in filling that position, will be required to submit an application and participate in the interview process. The City shall be responsible for advertising for positions that need to be filled. The chair or acting chair of the Visitor Improvements Fund Advisory Board shall be responsible for notifying the City Manager if and when there is a vacancy due to a resignation or other reason within two (2) weeks of the vacancy. (Ord. 33 §4, 2007; Ord. 24 §2, 2012; Ord. 13 §9, 2014)

Sec. 2-12-30. - Compensation and terms of office.

The members of the Visitor Improvements Fund Advisory Board shall serve without compensation for their services as such, but may receive reimbursement for necessary travel and other expenses incurred on official duty when such expenditures have received prior authorization within the municipal budget. The members shall serve three-year staggered terms. Terms shall commence June 1 of each year. Nothing shall preclude a member from serving succeeding terms if so appointed. (Ord. 33 §4, 2007; Ord. 20 §7, 2008)

Sec. 2-12-40. - Duties and responsibilities.

It shall be the responsibility of the Visitor Improvements Fund Advisory Board to perform the following duties:

- (1) Act in an advisory capacity to the City Council in all matters pertaining to the Visitor Improvements Fund, which monies are designated for the development and marketing of visitor improvements and attractions, special events and beautification projects in the City, historic preservation, and the general promotion of the City and its environs.

- (2) Review the preliminary budget for the Visitor Improvements Fund prepared by the City Manager and provide input as needed before submission to the City Council.
- (3) Create and recommend to the City Council for approval a master plan for the use of the Visitor Improvements Fund for the development and marketing of visitor improvements and attractions, special events and beautification projects in the City, historic preservation, and the general promotion of the City and its environs, and review and update such plan annually prior to the budget process.
- (4) Perform such other duties not inconsistent with this Article as may be requested by the City Council or City Manager to other City departments or agencies. (Ord. 33 §4, 2007)

Sec. 2-12-50. - Meetings and officers.

At the first Board meeting following the commencement of new terms on June 1 of each year, the Visitor Improvements Fund Advisory Board shall organize by electing three (3) of its members to serve as Chair, Vice-Chair and Secretary, respectively, to serve at the pleasure of the Visitor Improvements Fund Advisory Board. The Board shall hold such regular and special meetings as may be required. All proceedings shall be open to the public. A majority of the membership of the Board shall constitute a quorum. The affirmative vote of a majority of the quorum of the Visitor Improvements Fund Advisory Board shall be necessary for it to take any action except to adjourn. A member of the Board shall serve as secretary for the recording of minutes for the Board, who shall keep a record of its proceedings and transactions. The Secretary may request a member of the City administration to keep such minutes and records if he or she so desires. The Visitor Improvements Fund Advisory Board may prescribe regulations for the conduct of its internal affairs, which shall be consistent with this Article and this Code, and copies of which shall be kept on file in the office of the City Clerk where they shall be available for public inspection. (Ord. 33 §4, 2007; Ord. 15 §3, 2011)

Sec. 2-12-60. - Removal of members.

Members of the Visitor Improvements Fund Advisory Board may be removed by action of the City Council for malfeasance or nonfeasance or for unexcused failure to attend three (3) consecutive meetings of the Board. The Board may recommend such action to the City Council. (Ord. 33 §4, 2007)

VISITOR IMPROVEMENT FUND ADVISORY BOARD MISSION STATEMENT

Our mission is to implement the 2007 Lodging Tax Ballot Question passed by the citizens of Rifle to promote, support, and improve upon the following five goals:

1. Improve visitor attractions
2. Identify and strengthen historic preservation
3. Support special events
4. Identify and support City beautification projects
5. Promote the City

VISITOR IMPROVEMENT FUND ADVISORY BOARD STRATEGIC PLAN

MISSION STATEMENT

Our mission is to implement the 2007 Lodging Tax Ballot Question passed by the citizens of Rifle to promote, support, and improve upon the following five goals:

- 1. Improve visitor attractions**
- 2. Identify and strengthen historic preservation**
- 3. Support special events**
- 4. Identify and support City beautification projects**
- 5. Promote the City**

GOAL STATEMENTS AND ACTION STEPS 2014-15

(S) Short term goals – 1 year or less

(M) Medium range goals – 2 – 5 years

(L) Long range goals – over 5 years

(O) Ongoing goals

Goal 1: Improve visitor attractions

1. Support the construction of the Rifle Boat Ramp and trail (M)
2. Support the New Ute Event Center (O)
3. Promote Rifle Mountain Park usage (O)
4. Establish and implement a plan to improve I-70 signage (M)
5. Expand Art in the downtown - see Goal 4 action steps (M)
6. Initiate Bike Share program (M)
7. Promote trail expansion and usage (M)

Goal 2: Identify and strengthen historic preservation

1. Complete historical survey (S)
2. Create and distribute a map with tourist attractions, amenities and historic locations - See Goal 5 (S)
3. Identify enhancements for the utilization of the Rifle Bridge (M)
4. Assess utilization of the historic Bridge (M)
5. Establish historic gateway signage (M)

Goal 3: Support special events

1. Use revenue as “seed money” the help start new events (O)
2. Capture all events on a master calendar and help coordinate promotion when they are occurring (M)
3. Create and implement a Summary Report format to evaluate all events (S)
4. Whereas tourist oriented events should produce a greater economic impact, and whereas, community events are intended to build community and should not be expected to produce a return on investment, now therefore, establish a criteria to

- determine whether events are community-oriented or tourist-oriented. (S)
5. Identify the expansion of events at the Fairgrounds (M)

Sample Special Events:

Air Show, Farmers Market, Bookcliff Arts Council Concert Series, July 4th, Rifle Rendezvous, Fall Festival, Cheatin' Wood Chuck Race, First Fridays, Symphony in the Valley, Holly Days, Chili Cook Off, Apple Pie Days, Ice Fishing, Softball Tournament, RFD Open House, Centennial Park Concert Series, Flea Market, Winefest, Beer 'n' Band Festival

Goal 4: Identify and support City beautification projects

1. Identify community beautification projects (O)
2. Create a flower planter plan (like Delta/Vernal) which includes budget and hurdle assessment (M)
3. Strategically locate and reduce ash trays in the downtown area (M)
4. Identify and promote a volunteer work force to assist with community based projects (M)
5. Identify locations for expansion of community art, murals, and sculptures. Establish criteria (art committee, budget, etc.) for new art (M)

Goal 5: Promote the City

1. Do a Market study to determine the focus of a marketing campaign (S)
 - a. Identify partnerships with other community attractions. Create a menu of activities.
 - b. Sell Rifle as a destination - midway stopping point between K.C. and Las Vegas
2. Develop a targeted advertising campaign (S)
 - a. Golf - market to front range
 - b. Explore and establish partnerships with organic farms for tours
 - c. Advance rock climbing
 - d. Create mountain bike trails/map
 - e. Rifle Creek/Falls tour (great for kids)
 - f. Fishing: Rifle Gap / Harvey Gap
 - g. Hunting
 - h. The Arch - a fun walk
 - i. Fish Hatchery
3. Generate a map to show how to get to downtown restaurants, what to do, landmarks, etc. (S)

VISITOR IMPROVEMENT FUND ADVISORY BOARD STRATEGIC PLAN

MISSION STATEMENT

Our mission is to implement the 2007 Lodging Tax Ballot Question passed by the citizens of Rifle to promote, support, and improve upon the following five goals: Improve visitor attractions; Identify and strengthen historic preservation; Support special events; Identify and support City beautification projects; Promote the City.

VIF PRIORITY PROJECTS

As selected by the board - February 2015

Visitor Attractions

- Construct new boat ramp and trail
- Implement Rifle Bike Master Plan Phase 1 (Bike lanes, signage, and sharrows)
- Develop mountain biking in Rifle (improve safety at Hubbard Mesa, build biking/walking soft-surface trails in-town)

Historic Preservation

- Investigate becoming a Certified Local Government for Historic Preservation
- Apply for grant for structural assessment of Historic Colorado River Bridge

Support Special Events; Promote the City (from VIF Marketing Plan)

- Update visitrifle.com website
- Create a calendar of events
- Create staff position for marketing and event coordination
- Events to focus on expansion: Fall Festival/Hunting/Chili fest and bike races

Beautification

- Façade improvement competition for buildings on major commercial streets
- 3rd Street and Railroad Avenue sidewalk replacements, add artistic elements
- Mural on Christener building at 3rd and Railroad Ave

Last modified February 13, 2015

Green = funding needed to complete (32 projects)

brown = can be accomplished without funding, need human resources (i.e. staff and volunteer time) (6 projects)

Blue = in process or complete (6 projects)

GOAL STATEMENTS AND ACTION STEPS 2014-15

Goal 1: Improve visitor attractions

Goal/Project (from VIF Strategic Plan)	Project Details (added by staff)	Cost	Other funding sources to match
1. Support construction of the Rifle Boat Ramp and LoVa Trail segment	Boat ramp tentatively scheduled for 2016. PRIORITY	240,000	
	Study possibility for whitewater park	2,000	
2. Support the New Ute Event Center	1. Ute Patio Improvements (in process)	40,000	
	2. Develop Ute website	2,000	NUTS, City
3. Promote Rifle Mountain Park usage	Host climbing movie festival at the Ute	1,000	NUTS
4. Establish and implement a plan to improve I-70 signage	Plan for I-70 signage is being developed, cost can potentially come out of devolution funding from CDOT	20,000	devolution
5. Expand Art in the downtown - see Goal 4 action steps	See Goal 4	--	--
6. Initiate Bike Share program	Phase 1 of Rifle Bike Master Plan implementation: PRIORITY 1. 5 th Street sharrows 2. East Avenue sharrows 3. I-70 frontage trail wayfinding 4. Rifle Creek Trail wayfinding 5. bike racks (locations?)	10,000	City funds
7. Promote trail expansion and usage	1. Complete a regional trail map inventory in partnership with Livewell Garfield County/RAMBO		Livewell
	2. Establish regional biking group to coordinate efforts.		Livewell
	3. Develop mountain biking in the Rifle region PRIORITY	3,000	Livewell

Last modified February 13, 2015

	4. finish Rifle Creek Trail	(Phase 1 is \$70,000; total is \$700,000)	GoCo, City funds
	5. 14 th Street to High School trail	15,000 design 100,000 construction	GoCo, City funds
	6. LOVA trail near boat ramp	80,000	GoCo
	7. Mtn biking trails – Morrow Drive trail	unknown	

Additional **visitor attraction** ideas

- Disc Golf course at Queen’s Crown 10,000
- Electric car charger downtown 1,000 (as match for state grant)

Goal 2: Identify and strengthen historic preservation

Goal/Project (from VIF Strategic Plan)	Project Details (added by staff)	Cost	Other funding sources
1. Investigate possibility of becoming a CLG.	PRIORITY Becoming a Certified Local Government (CLG), which allows the City to qualify local historic buildings for state tax credits (\$25 million available statewide). CLGs are eligible for a state grant for the historical assessment. An active historic preservation board must be created.		State Historic Fund
2. Create and distribute and update a map with tourist attractions, amenities and historic locations - See Goal 5	Complete – update annually	\$500 per year for reprinting	
3. Identify enhancements for the utilization of the Colorado River Bridge	PRIORITY Grants from State Historic Fund are available for structural assessment. No match required.		State historic fund
4. Assess utilization of the historic Bridge	See above		
5. Establish historic gateway signage	In process		

Other **historic preservation** ideas:

- Mini-grants for historic building remodels or façade restorations

Goal 3: Support special events

Goal/Project (from VIF Strategic Plan)	Project details (added by staff)	Cost	Other funding sources
1. Use revenue as “seed money” the help start new events	-New event development would require dedication of additional staff position.	8,000 for Americorps staff position	?
2. Capture all events on a master calendar and help coordinate promotion when they are occurring	PRIORITY Need staff assigned to coordinating all events in the community.	?	?
3. Create and implement a Summary Report format to evaluate all events	Staff can develop if directed.		
4. Whereas tourist oriented events should produce a greater economic impact, and whereas, community events are intended to build community and should not be expected to produce a return on investment, now therefore, establish a criteria to determine whether events are community-oriented or tourist-oriented.	Staff can develop if directed.		
5. Identify the expansion of events at the Fairgrounds.	-Need staff assigned to event expansion – or to work with County special events staff	?	?

PRIORITY SPECIAL EVENTS: “Beer n’ Bands”, Rifle Rendevous, Fall Festival, more concerts, a Rifle “Hunting and Gun Show”, Hometown Holidays

Sample Special Events: Air Show, Farmers Market, Bookcliff Arts Council Concert Series, July 4, Rifle Rendevous, Fall Festival, Cheatin’ Wood Chuck Race, Roan Cliff Chaos, First Fridays, Symphony in the Valley, Holly Days, Chili Cook Off, Apple Pie Days, Ice Fishing, Softball Tournament, RFD Open House, Centennial Park Concert Series, Flea Market, Winefest, Beer ’n’ Band Festival, (**Staff ideas:** youth sports tournament, antique gun show)

Goal 4: Identify and support City beautification projects

Goal/Project (from VIF Strategic Plan)	Project Details (added by staff)	Cost	Matching Funding Sources
Identify community beautification projects	1. “Parking for Parks Program” – demolish blighted structures and create parking lots for Centennial and Heinze Parks (also would create storage for Ute Theater)	5,000	City funds
	2. 3 rd Street and Railroad Ave sidewalks. create artistic concrete stamp, print in new sidewalks. PRIORITY	5,000	DDA
	3. façade improvement competition for buildings on major commercial streets. PRIORITY	10,000	DDA could help with downtown buildings
	4. Rifle Creek water filtration project	unknown	State Water Conservation Board
	5. Railroad Ave landscaping at Middle School and at Metro Park	5,000	Rifle Growing Community
	6. 3 rd Street and Railroad Avenue crosswalks	10,000	DDA, City funds
	7. Paint mural on utility box at southwest corner of 3 rd and Railroad	500	DDA
	8. Airport Road crosswalks	3,000	City funds
2. Create a flower planter plan (like Delta/Vernal) which includes budget and hurdle assessment	Railroad Avenue/Gateway/Airport Road? How many blocks?	3,000	DDA
3. Strategically locate and reduce ash trays in the downtown area	How many are needed and where?	500	DDA
4. Identify and promote a volunteer work force to assist with community based projects.	- Need staff assigned to volunteer development.	8,000	City funds/Americorps
5. Identify locations for expansion of community art, murals, and sculptures.	1. Mural on Christener Building (3 rd and Railroad) PRIORITY	5,000	DDA

Last modified February 13, 2015

Establish criteria (art committee, budget, etc.) for new art.	2. Art on Kum and Go wall at Highway 6 and Railroad Ave	3,000	DDA
	3. streetscape activation such as climbing boulders, hammocks, etc	3,000	Parks and Rec
	4. Mural on jersey barriers in Centennial Park	1,000	DDA

Goal 5: Promote the City (See VIF Marketing Plan for priorities)

Project (from VIF Strategic Plan)	Details (added by staff)
1. Do a Market study to determine the focus of a marketing campaign	In process
2. Develop a targeted advertising campaign	2a. Golf/hotel package - market to front range 2b. Explore and establish partnerships with organic farms for tours 2c. Advance rock climbing 2d. Create mountain bike trails/map 2e. Rifle Creek/Falls tour (great for kids) 2f. Fishing: Rifle Gap / Harvey Gap 2g. Hunting 2h. The Arch - a fun walk 2i. Fish Hatchery
3. Generate a map to show how to get to downtown restaurants, what to do, landmarks, etc.	complete

Other **City Promotion** project:

- create visitrifle.com website - \$15,000 + \$5,000 annual maintenance



DEPARTMENT OF PLANNING & DEVELOPMENT

202 Railroad Avenue, Rifle, CO 81650

Phone: 970-665-6490 Fax: 970-625-6268

COLLECTED INFORMATION FOR A MARKETING PLAN

A. Rifle's Quality Experiences. For marketing to be successful, the visitor's actual experience must be of a high quality. The group inventoried the quality experiences that Rifle can offer to visitors and that the group feels are ready to market.

1. **"Rifle Creek Valley" attractions** – Rifle Creek Golf Course, Rifle Gap (boating, fishing, camping), Rifle Falls (hiking, camping), Harvey Gap (swimming, kayaking, SUPboarding), Fish Hatchery, Rifle Mtn Park (climbing, ice caves, hiking, camping), Coulter Ranch (horseback riding, fishing, lodging), the Flat Tops (ATVing, snowmobiling, hiking, mountain biking, hunting camping).
2. **In-town attractions** - the Ute Theater is the highest priority. Also, Garfield County Fairgrounds, restaurants, Brenden Theaters, bowling alley.
3. **The "Rifle" theme** - hunting season, Shooter's Grill, Garfield County Fair, shooting ranges, and gun shops.
4. **Trails** for ATVing/biking/hiking/snowmobiling including Hubbard Mesa, JQS Trail, Rifle Arch, the Three Forks Trail, Cherry Creek Trail, Mamm Creek Trail, etc.
5. **Conferences and youth tournaments** – Rifle has the hotels and meeting room space for small conferences, and the sports fields for youth tournaments.

With the right investment, the following have potential to become quality experiences:

1. **Signature events** that play on the *Real Western Adventure* theme.
2. **Gun-related events** or expos.
3. **New trails** for all user types that are in process of being constructed or identified, particularly Hubbard Mesa, but also highlight the Rifle Creek Trail, Morrow Draw Trail, Colorado River/LOVA Trail that are to be completed in 2015-16, and others that could be constructed or designated on BLM and Forest Service land.
4. **The Colorado River** – the new boat ramp and trail are a good first step but more could be done to expand the river culture, including identifying a place with rental equipment for fishing and boating.
5. **Downtown Rifle** – need to work on sidewalks, landscaping, art, building facades as well as the RREDC's work to attract new businesses.

B. The implementation of the marketing plan should include:

1. The marketing plan should include a mix of place-branding and signature event promotion. This mix needs more discussion from the group.
2. The priority projects for marketing are:
 - a. revamp the VisitRifle website with graphics, activities, and event calendars.
 - b. Develop seasonal visitor guides with activities and event calendars.
 - c. Increase social media utilization.
 - d. Utilize online venues such as Colorado.com.



DEPARTMENT OF PLANNING & DEVELOPMENT

202 Railroad Avenue, Rifle, CO 81650

Phone: 970-665-6490 Fax: 970-625-6268

- e. Earn free media through effective PR efforts.
- f. Utilize high quality graphic design and photography.
- g. Consistently utilize messages that reflect the brand *Real Western Adventure*.

C. Based on the above, the group developed the following brand and messaging for marketing.

Brand: *Real Western Adventure*

- Rifle is a western town with adventure at every turn. An affordable, family-friendly, year-round playground with four seasons of fun.
- The spirit of the west is here – casual, authentic, and fun.
- Rifle is the real outdoors, where adventure exists for all comers whether you're the urban RV-er or the backcountry extremist. You can feel off the beaten path while being only minutes from I-70.
- Rifle's heritage is the classic West, where cowboys still roam working ranches, hunting season is a celebration, orange and camo are our favorite colors, and your waitress might have both a smile *and* a pistol. Outfitters, shooting ranges, and gun shops create a real western experience.
- Rifle is also the new West, where extreme adventurers ride ATVs 4,000 feet up the JQS Trail to the Roan Plateau, blaze a mountain biking trail at Hubbard Mesa, BASE jump off the Bookcliffs, or sport-climb the overhangs at Rifle Mountain Park.
- The town of Rifle is also the new West, with a main street where the famous Shooter's Grill and several gun shops rub shoulders with yoga studios and coffee shops. Come into town to for Rifle's hotels, downtown 7-plex movie theater, history museum, great restaurants, coffee shops, and art.
- Rifle is where the Colorado Rocky Mountains meet the Colorado Plateau, combining desert and mountain landscapes. The land rises from the Colorado River Valley, to sagebrush mesas, to aspen forests, waterfalls, lakes, canyons, and 12,000-foot peaks.
- The Rifle Creek Valley includes 20 miles of attractions and scenic landscapes that follows Rifle Creek from town to the Flat Tops. Along the way are three unique State Parks (Rifle Gap, Rifle Falls, Harvey Gap), Rifle Mountain Park, historic ranches, Rifle Creek Golf Course, miles of BLM and Forest Service land, shooting ranges, and every outdoor adventure you can imagine.
- Catch a show at the award-winning Ute Theater and Event Center—a newly refurbished art-deco performing arts center that is one of the premier intimate venues in Colorado.
- Plan your trip during one of Rifle's signature events to experience the west as it is meant to be – especially the Garfield County Fair at the newly refurbished Garfield County Fairgrounds.

D. Signature Events

1. Rifle Rendezvous/Heritage Days
2. Independence Eve – 3rd of July –expand activities beyond fireworks/symphony?



DEPARTMENT OF PLANNING & DEVELOPMENT

202 Railroad Avenue, Rifle, CO 81650

Phone: 970-665-6490 Fax: 970-625-6268

3. Garfield County Fair – focus on full day of activities on Saturday.
4. Outdoor activities festival TBD (replacing Fall Festival)
5. Hometown Holidays
6. Stand-alone athletic event or tournament? Or combine with one of other events.

STRATEGY SCREEN FOR MARKETING PROJECTS (Place-branding OR signature event promotion criteria)

1. **BRAND.** Does the project fit with the brand of Real Western Adventure? What is the unique hook? Does it highlight our quality experiences? Does the written or graphic quality of the project meet a high standard?
2. **DEMOGRAPHICS.** Who and where is the targeted demographic? Does the method of marketing match that?
3. **STAFF.** What ongoing ‘maintenance’ of marketing investment is needed? Are available staff or consultant resources sufficient?
4. **ROI.** Is Return on Investment identified when possible? (increased hotel overnight stays, or increased total dollars spent in Rifle per marketing dollar, or other methods used to measure return on investment). How many people were reached by, or viewed, the project? How many people “committed” (clicked on an ad, bought an event ticket, attended event, etc)?

STRATEGY SCREEN FOR SIGNATURE EVENTS

1. **BRAND.** Does the event fit with Rifle’s theme of Real Western Adventure? Which of Rifle’s *quality experiences* are involved in the event? What is the unique hook?
2. **REACH.** What is the event’s reach into the community? What partnerships and staff/volunteer/monetary resources are available to implement the project successfully?
3. **ROI.** Overall return on investment: what “bang for the buck” does the event have?
 - a. Does the project show continual improvement each year?
 - b. How many people attended?
 - c. What is the event’s impact on lodging tax and/or sales tax revenues? Is there *potential* for it to have a larger impact?



DEPARTMENT OF PLANNING & DEVELOPMENT

202 Railroad Avenue, Rifle, CO 81650

Phone: 970-665-6490 Fax: 970-625-6268

Potential parts of an RFP.

1. **Brand development, guidelines, and strategic positioning.** Define Rifle's brand, its key messages, and the positioning that Rifle should take in the tourism marketplace. Identify the overarching strategy needed to use branding to increase tourism in Rifle. Develop branding guidelines to be followed during content creation to ensure consistency.
2. **Content creation – graphic and written.** In order to implement many projects on this list (websites, social media, visitor guides), Rifle needs a strong foundation of content including photography, graphic presentation, and written copy that captures the essence of Rifle's quality experiences.
3. **Seasonal visitor guides.** Develop seasonal visitor guides with upcoming activities and event calendars, or other specific tourism publications.
4. **Visit Rifle website improvements.** Update the Visit Rifle website with new format and content including activities, event calendars, and other.
5. **Visit Rifle social media and website management.** Maintain the VisitRifle website and social media with fresh content, update the event calendar.
6. **Public relations.** Improve the amount of earned media we receive, develop press releases, etc.
7. **Signature event promotion/media buyer.** Get the word out about events in Rifle.
8. **Signature event production and development.** Conceptualize and produce new events or festivals in Rifle in collaboration with local partners.

Grant Cycle

Grant Cycle (Grant voted on)	Application Deadline	Applicant Presentation Date	Potential grant would be awarded in
2 nd Tuesday in April	February 28 th	2 nd Tuesday in March	May
2 nd Tuesday in August	June 30 th	2 nd Tuesday in July	September
2 nd Tuesday in December	October 31 st	2 nd Tuesday in November	January of the following year

Potential Board Meeting Schedule and Focus

The Visitor Improvement Fund Advisory Board plans to meet the 2nd Tuesday of every month at Noon in City Hall unless otherwise notified.

January: Focus on other board issues

February: Focus on other board issues

March: Grant applicant presentations

April: Vote on April grant cycle

May: Focus on other board issues

June: Elect Officers

July: Grant applicant presentations

August: Vote on August grant cycle

September: Review budget for following year

October: Focus on other board issues

November: Grant applicant presentations

December: Vote on December grant cycle

TEN TIPS FOR EFFECTIVE MEETINGS

1. Know your purpose – why are you meeting?
2. Establish a process for setting the agenda.
3. Set agendas that are action and decision oriented.
4. Anticipate meeting attendance – who’s represented?
5. Determine role and process for leadership of the group.
6. Establish a schedule and duration of meeting.
7. Establish meeting ground rules, e.g. respect other’s opinions, stick to the point, avoid repetition, don’t interrupt, etc. The Chair should diplomatically enforce the rules.
8. Be prepared to discuss items on the agenda – do your homework.
9. Do not agendize items that are incomplete or where information is inadequate.
10. Start on time – end on time.



**Visitor Improvement Fund
City of Rifle
202 Railroad Avenue
Rifle, CO 81650**

<i>For Office Use Only</i>	
VIF Approved the grant request:	Yes No
Date approved:	
Amount approved:	
Was this expense included in the budget:	Yes No
Council Approval:	Yes No
Date Approved by Council:	
Approval:	
Budget #:	

Application for Funding

Amount requested from VIF: _____

Describe the program/project for which you are requesting funding:

Feel free to attach any documentation your organization finds relevant to this funding request to the application.

Please note that we require a representative of your organization to give a brief presentation at noon the 2nd Tuesday of the month after the grant deadline.

Application Deadline	Appearance and Presentation Date	Board votes on application:
February 28 th	2 nd Tuesday in March	2 nd Tuesday in April
June 30 th	2 nd Tuesday in July	2 nd Tuesday in August
October 31 st	2 nd Tuesday in November	2 nd Tuesday in December

If awarded the funding, do you agree to complete and submit the Project Evaluation Form within 60 days of your completed project/program? (Not completing an evaluation form may hinder any future funding applications submitted to the VIF Advisory Board.) _____

Applicant Information

Date applying: _____
 Organization Name: _____
 Address: _____
 Contact Person: _____
 Phone Number: _____ E-mail address: _____
 Federal Tax Id: _____ State Tax Id: _____

Organization Summary

Organization's Board of Directors and Trustees

Name	Phone #	E-mail Address

Summary of Organization's History

Grant Request

Number of people who stand to benefit: _____
 In what way will they benefit?

Has your organization applied for a grant from the VIF before? Yes No

If so, when was the last year your organization received a grant payment from VIF? _____

How much was the grant for? _____

What was the grant for?

If funds were granted previously by VIF, describe your plan to create a sustainable program:

In what way does the program/project of your grant request relate to visitor improvement?

Description of current programs, activities, and accomplishments of your organization:

Description of activities planned to accomplish future goals:

Timetable for implementation:

The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. Please check what areas (up to 2) that you believe your request best falls under. The proceeds of the lodging tax shall be used primarily for the following:

- Visitor Improvement and Attractions: _____
- Historic Preservation: _____
- Special Events: _____
- City Beautification: _____
- City Promotion: _____

Program/Project Budget

<i>Revenues or other funding sources</i>	
List all sources of funds and level or funding provided	Amount:
Total funds available to the program:	

<i>Projected Expenses of this project</i>	
Expenses	Amount:
Total expenses for the program:	

Evaluation

What will be the measurable results? (For example, how many people will the project serve?)

How will the organization define and measure success of the program/project?

To what degree will the project and/or organization have a long-term sustainable value to the community of Rifle?



**Visitor Improvement Fund
 City of Rifle
 202 Railroad Avenue
 Rifle, CO 81650**

Project Evaluation

Please complete this form within 60 days after your event or sponsorship is complete. E-mail the completed form to Cathleen Anthony at canthony@rifleco.org or send it to 202 Railroad Avenue, Rifle, CO 81650.

Evaluation

How did your organization decide to define and measure success:
Did your organization achieve success and how:
How many people did your project reach:
What did you learn or how would you improve the project in the future: