

Rifle Health + Wellness Center

A new recreational center and icon of wellness and energy

Rifle, Colorado

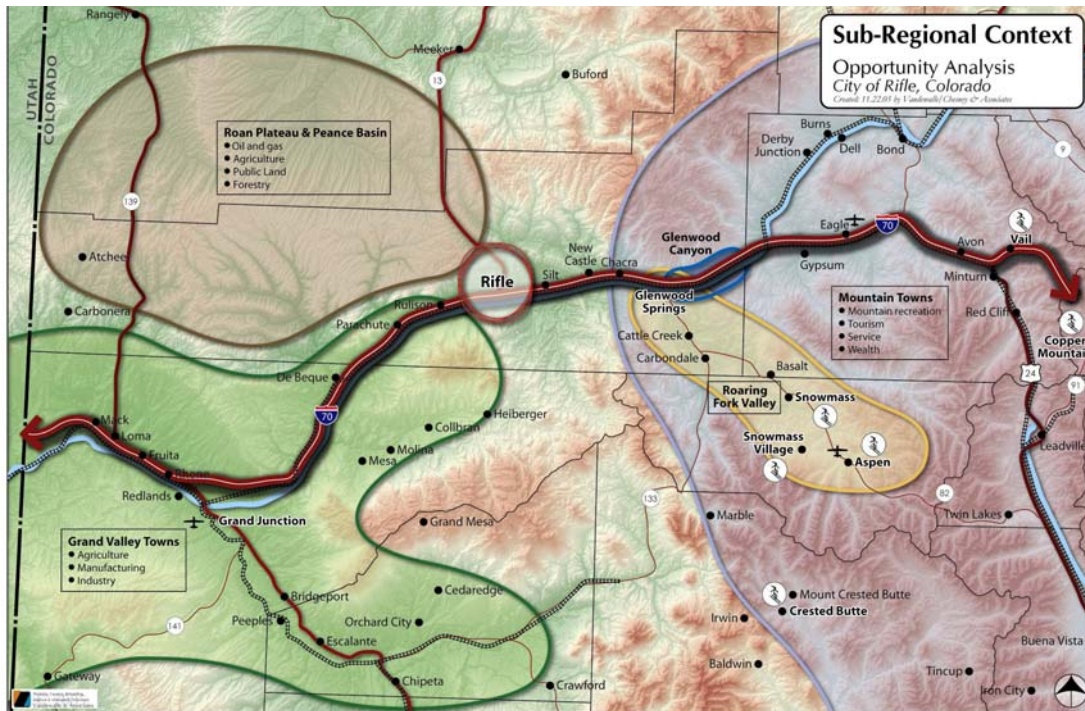
THE RIFLE HEALTH + WELLNESS CENTER

Healthy Environment + Healthy Community + Healthy Economy

The Rifle Health + Wellness Center is destined to become the energetic heart and soul of the unique, growing river city of Rifle. The people of Rifle have been actively working to establish a community center that provides year-round exercise and recreation options for the current population of approximately 8,500 residents. The facility should also accommodate the projected growth rate of 15% annually over the next 10 years.

COMMUNITY BACKGROUND:

Located on the edge of the Intermountain Region and the Western Slope, Rifle's geographic position offers many benefits. Its unique location provides connection to both service and labor in the Roaring Fork Valley and to employment and recreation in Western Garfield County. With its geologic position on the edge of the Peance Basin, the community is also positioned to be the region's functional center for oil and natural gas exploration.



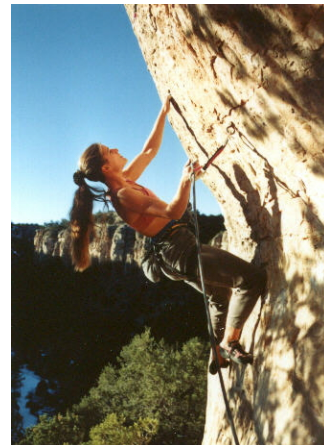
The people of Rifle are familiar with the involvements of the exploration and extraction of petroleum products in the region. Having revived their economy from the boom and bust of the oil shale industry in the 1980's, Rifle is committed to maintaining a focus on a diverse, healthy, and sustainable economy. This is true especially as renewed interest in petroleum exploration emerges. The City welcomes tremendous opportunities to partner with businesses that have interest in Rifle's rich natural resources. The unique western

community actively embraces a forward-thinking strategy of renewable sources and distributed energy to preserve its natural heritage and to propel its economic future.

PROJECT GOAL AND VISION:

The Rifle Health + Wellness Center is part of a larger economic vision for the community that will be explained in a later section of this document. The City of Rifle, together with its citizens, crafted a goal to develop a community and recreation center unlike any other project on the Western Slope.

For over 20 years, the people of Rifle have been taking steps toward the implementation of that goal by voting on referendums and passing sales tax legislation. They have also outlined, in the Park and Recreation Department Strategic Plan, that a Recreation Center for the City of Rifle is a top priority in the next five years. In addition, the community has adopted an economic development vision of Rifle as both a River Town and an Energy Village. Outlined in the document “Rifle, Colorado: Harnessing the Energy of the Upper Colorado Watershed,” this new vision comes at a critical time. Currently there is a great opportunity to make the Rifle Health + Wellness Center a reality for the residents and an icon for the future vision of the community.



Goal: Build an innovative and functional icon for the City that represents “Sustainability+ Wellness + Energy.”

The overall goal of the Rifle Health + Wellness Center project is to quickly and visibly declare Rifle’s commitment to a sustainable economic position for the future. It will strive to channel the tremendous energy and corporate interest opportunities in a way that wisely sustains Rifle’s economy, river assets, western character, and unique quality of life. In order to achieve these goals, the Rifle Health + Wellness Center will need to include the following three key components.

The Rifle Health + Wellness Center will help lead economic development.

The Rifle Health + Wellness Center is a signature project in the larger economic development of Rifle as a River Town and Energy Village. The Center will be an innovative icon and leader in health, wellness, and energy use. It will inspire youth, attract a new economy workforce, and provide a visible cornerstone for a new and sustainable economic focus. Critical to this concept is to centrally locate the Center

within the existing Rifle Downtown district. The outcome of successfully locating in the Downtown will:

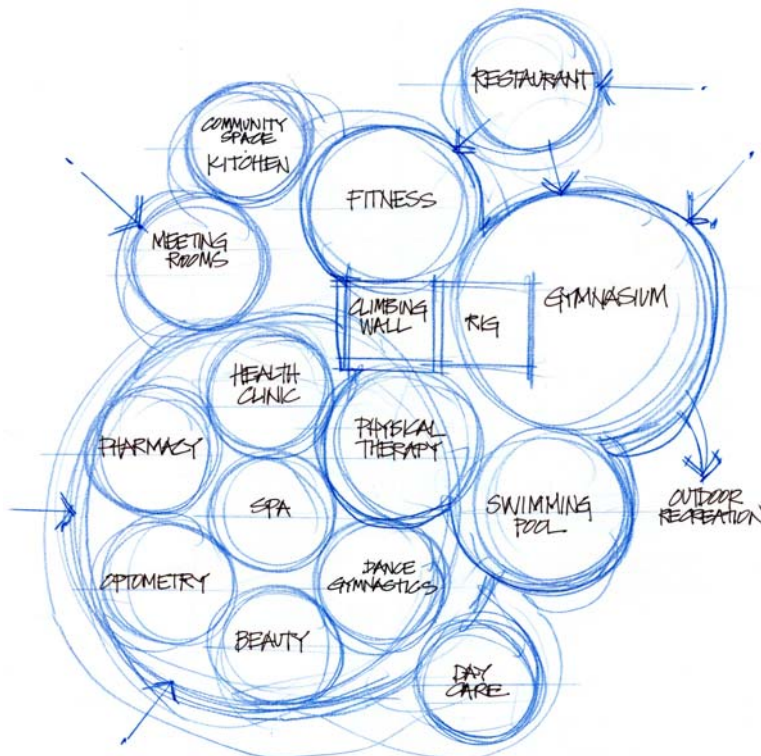
1. Spur adjacent economic development
2. Maintain “central city” activities
3. Establish visual connection to I-70 across the Colorado River
4. Promote a walkable downtown with a variety of uses
5. Provide a strong community anchor for increased investment in the downtown



The Rifle Health + Wellness Center will be a mixed-use public/private partnership.

The Rifle Health + Wellness Center will host a mix of enterprises, both public and private, to ensure the site generates retail and service revenues. Excellent opportunities exist for forging public/private partnerships in the health, wellness, and energy arenas

within the Rifle region. The City is prepared to work with partners to create a shared vision that will create market feasible community assets. The Center is envisioned with a mixture of uses that can be not only compatible, but also synergistic in providing opportunity for increased activity and economic vitality.



<p>Potential public uses include:</p> <ul style="list-style-type: none"> i. Pool ii. Climbing iii. Gyms iv. Studio v. Locker Rooms vi. Exercise 	<p>Private components may include:</p> <ul style="list-style-type: none"> i. Health Care ii. Pharmacy iii. Optics iv. Dry Cleaner v. Café vi. Full-service restaurant 	<p>Other potential uses include:</p> <ul style="list-style-type: none"> i. Conference ii. Meeting Rooms iii. Auditorium iv. Community Kitchen v. Reception Hall
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The Rifle Health + Wellness Center will incorporate green technology.

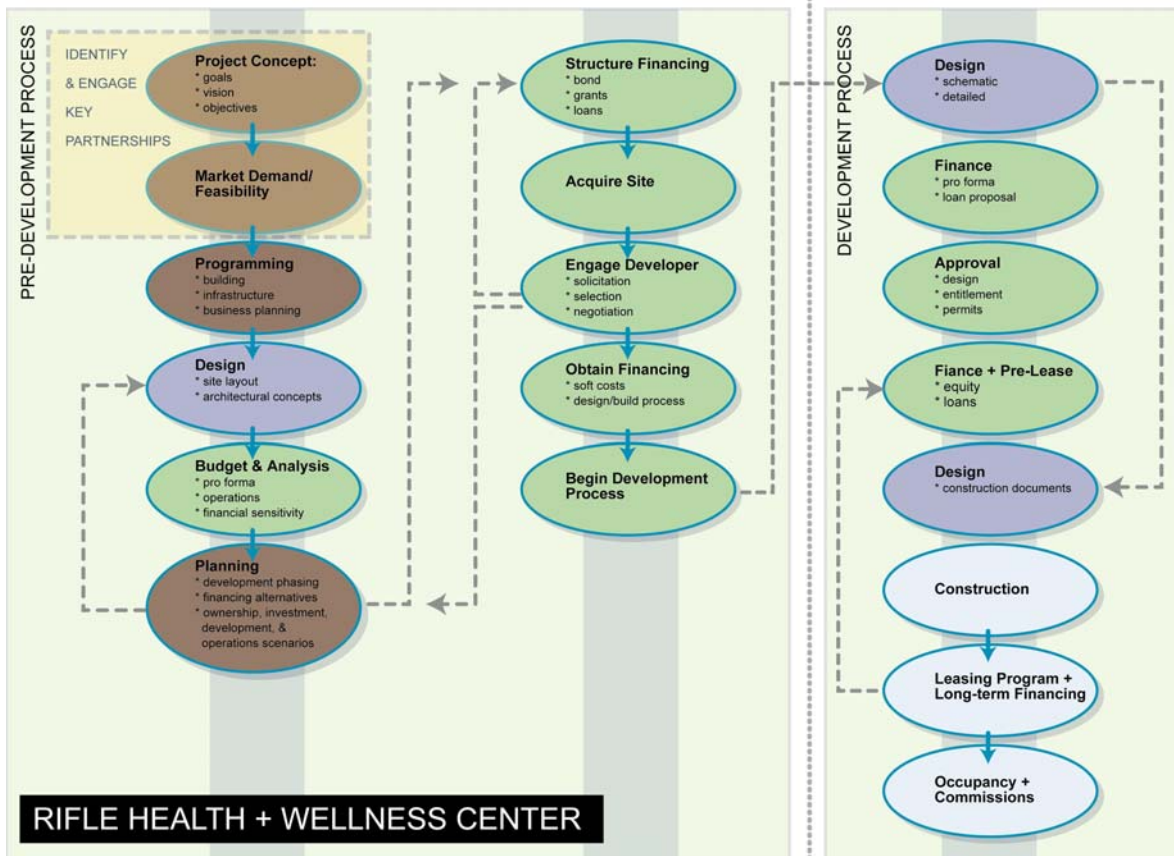
To support and fulfill its vision as a health and wellness icon, the Rifle Recreation Center will be constructed using the latest in proven green building technologies. It will be a demonstration of energy conservation and a community showcase. The strategy is to design, build, and commission the project using the USGBC (www.usgbc.org) Leadership in Energy and Environmental Design (LEED) Standards, with an attempt to become the first Community Recreation Center in the world with a LEED Platinum Certification. By having infrastructure sized and operating at optimal levels, the energy consumption of the facility is reduced and long-range operation and maintenance costs are minimized. The Rifle Health + Wellness Center will stand as a fully functioning public energy showplace that will be market attractive and energy wise.



DEVELOPING THE RIFLE HEALTH + WELLNESS CENTER

To take the vision of the Rifle Health + Wellness Center to a fully conceived and implementable project, shared efforts between the City, community partners, and the private development sector are required. For this project to be a long-term success and to meet the goals outlined in this document, the City of Rifle is prepared to actively engage in public/private partnerships at a variety of levels. The first step in the process of planning, financing, and implementing the Rifle Health + Wellness Center is to create a shared vision. This vision must support the desires and needs of the community, be market feasible, and attract private partners within the Downtown District.

The Rifle Health + Wellness Center Process



CALL TO ACTION

The City of Rifle, as part of its larger economic vision, has begun developing the Rifle Health + Wellness Center Project to meet the needs and desires of the community. By creating a market driven anchor, they are securing the economic vitality of their Historic Downtown. The Center will offer a mix of uses and will be formed through public/private partnerships at a variety of levels. The Center will be an icon for the City and a model throughout the Region because of its use of green technologies, energy conservation, and inspiring design.

Now is the time for engagement - from both the private and public sectors- to guarantee that the outcome of this effort is community centered, market driven, and forward thinking. Additional materials will be made available in the coming months including a market demand/feasibility study, initial programming, and infrastructure design. A preliminary business plan and pro forma for operations and maintenance will also be accessible. All updates to this project will be made available on the City of Rifle website (www.rifleco.org).

If you or your organization are interested in participating in this exciting effort, please contact Matt Sturgeon, Director of Community Development, at the following address:

Matt Sturgeon

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