

Visitor Improvement Fund Advisory Board 2009 – 2010 Strategic Plan

Mission Statement

Our mission is to implement the intent of the 2007 Lodging Tax Ballot Question passed by the citizens of City of Rifle to create and improve upon the following:

- *Visitor Improvements and Attractions*
- *Special Events*
- *Community Beautification*
- *Historic Preservation*
- *General Promotion of the City and its Environs*

Visitor Improvement Fund Advisory Board Goals

Goal No. 1: Make Physical Improvements within the City of Rifle for the purpose of attracting visitors and strengthening the image of Rifle.

1 – 3 Year Action Steps:

- 1- Replace downtown benches and trash receptacles.
- 2- Site improvements to Colorado River boat ramp and I-70 interchange ramps.
- 3- Ute Theater renovations.
- 4- Downtown streetlight retrofits and/or replacement.
- 5- Formal banner poles for Railroad Avenue.

3 – 5 Year Action Steps

- 1- Old bridge enhancements and access for pedestrian use.
- 2- Streetscape improvements to south and west gateways to downtown.
- 3- Placement of informational kiosks.
- 4- Identify potential facilities to improve for the purpose hosting special events and exhibits.

Goal No. 2: Work with local special event coordinators (events planners, Chamber, City, etc.) to assist in funding events that appear to have community and visitor appeal as well as an exhibited ability to become a perpetual annual Rifle event.

1 – 3 Year Action Steps

- 1- Learn about on-going events by evaluating attendance, budgets, and event models.
- 2- Financially support known popular and growing events such as Farmer’s Market, Air Show, City of Rifle Clean-Up, and local sporting events (mountain bike races, running events, tournaments , etc.).
- 3- Promote local special events—including those put on by CMC, Garfield County, RE2, private, etc.—through advertising and web site management.

Goal No. 3: Promote Rifle as a destination while reminding local and regional residents of the amenities available close to home:

1 – 3 Year Action Steps

- 1- Use Rifle Area Chamber of Commerce expertise and web site to promote Rifle outdoor recreational opportunities and community events.
- 2- Fund solely or in partnership, advertising that promotes Rifle as a tourist and recreational destination. Advertising may include TV, radio, magazine, newspaper, and web.
- 3- Make maps available in a tablet form that can be obtained by travelers. Maps will direct folks to places of interest