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## **VISITOR IMPROVEMENT FUND ADVISORY BOARD**

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### ***Regular Meeting Agenda***

November 10, 2015, 12:00 p.m.

City Hall, Rifle, Colorado  
Main Conference Room  
202 Railroad Avenue

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*The Board may take action on any of the following agenda items as presented or modified prior to or during the meeting, and items necessary or convenient to effectuate the agenda items.*

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|------------|--|
| 12:00 p.m. | 1. Call to order and roll call   |
| 12:01 p.m. | 2. Approve minutes from September 8, 2015 regular meeting  |
| 12:02 p.m. | 3. Review evaluation form on the previous grant awarded to Bookcliffs Council on Arts and the Humanities   |
| 12:05p.m.  | 4. Hear grant application presentations and review <ul style="list-style-type: none"><li>A. Hometown Holidays- Rifle Area Chamber of Commerce</li><li>B. Bookcliffs Council on Arts and the Humanities</li><li>C. Rifle High School Summer Baseball program (<i>Previously presented to the board in June, will not be presenting at this meeting</i>)</li></ul> |
| 12:35 p.m. | 5. Receive update on plan for Marketing and Signature Events   |
| 1:00 p.m.  | 6. Adjourn   |

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*The order and times of agenda items listed above are approximate and intended as a guideline for the Board*

*Next Regular Meeting: December 8, 2015*

The VIF Advisory Board has three Grant Cycles. The **Grant Cycle/Deadline** to submit the application are: December/October 31<sup>st</sup>, April/February 28<sup>th</sup>, and August/June 30<sup>th</sup>

**VISITOR IMPROVEMENTS FUND  
ADVISORY BOARD MEETING**

Tuesday, September 8, 2015  
REGULAR MEETING  
Noon \* City Hall Planning Conference Room

A regular meeting of the Rifle Visitor Improvements Fund Advisory Board was called to order at noon by Chair Debi Billings.

**PRESENT AT ROLL CALL:** Board Members Sara Brainard, Debi Billings, Tanya Doose, Bob Gardner, and Kevin Kelley, Keith Lambert, and Angela Strode.

Board Member Brainard moved to excuse Board Member Llacuna from today's meeting; seconded by Board Member Gardner. Motion passed.

**OTHERS PRESENT:** AmeriCorps Intern Cathleen Anthony; Planning Director Nathan Lindquist; City Manager Matt Sturgeon; Downtown Development Authority Manager Helen Rogers.

**APPROVE MINUTES FROM August 11, 2015 REGULAR MEETING**

Board Member Lambert moved to amend the minutes presented; seconded by Board Member Strode. Motion passed.

Board Member Lambert moved to approve the amended minutes; seconded by Board Member Strode. Motion passed.

**DISCUSS 2016 BUDGET**

Board Member Lambert moved to approve the budget plan for 2016 seconded by Board Member Strode. Motion passed.

**DISCUSS LETTER OF SUPPORT FOR HISTORIC STRUCTURE ASSESSMENT  
GRANT FOR RIFLE BRIDGE**

Board Member Strode moved to approve and have Chair Billings sign the letter, seconded by Board Member Brainard. Motion passed.

**DISCUSS NEW REQUIREMENTS AND EXPECTATIONS FOR GRANT APPLICANTS**

The Board discussed the new requirements and expectations for the grant applicants.

Meeting adjourned at 1:27 p.m.

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Cathleen Anthony  
AmeriCorps Intern for City of Rifle

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Debi Billings  
Chair



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

***Project Evaluation – Bookcliffs Arts Center, 1100 East 16<sup>th</sup> Street, P.O. Box 1295, Rifle***

*Please complete this form within 60 days after your event or sponsorship is complete. E-mail the completed form to Cathleen Anthony at [canthony@riflenco.org](mailto:canthony@riflenco.org).*

**Evaluation**

<b>How did your organization decide to define and measure success:</b>
Garden and Visual Arts surveys were distributed to participants asking opinions on programming, instructor participation, suggestions for improvements, and probability of referral. Success was also measured by the amount of participants at each First Friday event, the number of people who participated in the gardens, and the amount of crops produced. The Humanities Building success was measured by the utilization of the building.
<b>Did your organization achieve success and how:</b>
BAC did achieve success. The surveys collected from participants presented a range from satisfied to highly satisfied with the Garden Arts Program. Participants also stated that, “having a place to grow sustainable food was wonderful and added to the amenities of living in Rifle.” In its inaugural year, the Visual Arts Program, First Fridays, collect surveys from participants that also presented a range from satisfied to highly satisfied. The number of attendees at the First Fridays exceeded our expectations. The Humanities Building was completed in September, and has since hosted several classes.
<b>How many people did your project reach:</b>
The first three First Friday events had over 65 participants each. As summer drew to a close, First Fridays attendance dropped by thirty percent. The total number of participants reached were estimated to be 265 for First Fridays, 96 for the Garden Arts, and 60 for the Humanities Building, for a total of 421. The next First Friday will be held December 4 at the Whistle Pig in downtown Rifle in conjunction with Rifle’s holiday festivities. We expect a large audience for this event.
<b>What did you learn or how would you improve the project in the future:</b>
Gardening Arts is a vital part of BAC’s programs. Plans to expand the garden plots in 2016 are in the works. Members of BAC also learned that the community is very interested in art and feels that it plays a vital role in Rifle’s culture. With additional advertising, a higher number of people can be reached. Going into planning the 2016 budget, BAC will set aside more monies towards advertising.



**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***

### Applicant Information

Date: 10.20.15

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Organization Name: THE RIFLE AREA CHAMBER OF COMMERCE

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Address: 100 E. 11th ST. RIFLE, CO 81650

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Contact Person: GILVA REECE LONG

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Phone Number: 625.2085 x4      E-mail address: events@riflechamber.com

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Federal Tax Id: 84-0431584      State Tax Id: 0409100

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### Organization Summary

***Organization's Board of Directors or Trustees***

Name	Phone #	e-mail address
<u>KASEY NISPEL</u>	<u>625.5075</u>	<u>kasey@pearsonagency.com</u>
<u>ARON DIAZ</u>	<u>456-0011</u>	<u>aron@1437consulting.com</u>
<u>RAMONA JAEGER</u>	<u>876-5020</u>	<u>canyoncleaners2000@gmail.com</u>
<u>ROBIN STEFFAN</u>	<u>665-6500</u>	<u>rsteffan@rifleco.org</u>
<u>DARRICK OHR</u>	<u>625.9610</u>	<u>darrickohr@alpinebank.com</u>

### Summary of Organizations History

CHERYL CHANDLER	625-4441	cheryl@cherylchandler.com
PEGGY ENGQUIST	625-1589	ckl@sopris.net
BRYAN VASHUS	355-0330	bvashus@amfam.com
RYAN GILBERT	625-1266	ryan.gilbert@bankofcolorado.com

### Grant Request

Amount requested from VIF: <sup>4</sup> 13,340.72

HUNDREDS ATTENDED IN 2014!

Number of people benefiting from the funding:

OPEN TO THE PUBLIC + EVERYTHING IS FREE.

In what way will they benefit:

WE WILL ALL BENEFIT FROM THIS COLLABORATION, AND HOPEFULLY HOMETOWN HOLIDAY WILL EVEN BEGIN TO PULL MORE PEOPLE IN FROM OUT OF TOWN, AND AGAIN OUR ENTIRE COMMUNITY WILL 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?

2015

How much was the grant for?

\$700.00

What was the grant for?

PRINTING OF THE TRAIL MAPS.

If funds were granted previously by VIF, what has been your plan to create a sustainable program

WE'RE HOPING FOR A CONTINUED COLLABORATION WITH THE CITY OF RIFLE, RREIX, CRIT, VIF + THE CHAMBER ALONG WITH MULTIPLE OTHER VOLUNTEER ORGANIZATIONS THAT HELP ORGANIZE THIS EVENT.

Brief description of request and why the purpose of your grant request is important to the city of Rifle

THE HOMETOWN HOLIDAY EVENT IS IMPORTANT TO THE CITY OF RIFLE BECAUSE IT BRINGS PEOPLE TO TOWN TO SHOP, EAT, STAY AND ENJOY THE FESTIVITIES OF AN ENTIRE WEEKEND, ALL FOR FREE (THE FESTIVITIES) IT SUPPORTS A COMMUNITY NEED.

Description of current programs, activities and accomplishments:

HOMETOWN HOLIDAY WAS A TRUE SUCCESS IN IT'S FIRST YEAR RUNNING (2014), AND THE CITY OF RIFLE, ALONG WITH OTHER ENTITIES, WOULD LIKE TO SEE THIS BECOME A SIGNATURE EVENT IN RIFLE.

Description of activities planned to accomplish these goals

ACTIVITIES INCLUDE BUSINESS WINDOW DISPLAY CONTEST + SCAVENGER HUNT, SANTA, RHS + CRHS CHOIRS, ANIMAL SHELTER PICTURES WITH SANTA + YOUR PET, A CRAFT FAIR, ORNAMENT MAKING AT THE LIBRARY, HAY RIDES, BONFIRE, PARADE OF LIGHTS, TREE LIGHTING CEREMONY WITH THE MAYOR,

Timetable for implementation:

A SHOWING OF POLAR EXPRESS AT BRENDEN 7, ETC.

THE EVENT IS THE FIRST WEEKEND IN DECEMBER (4, 5, + 6).



# Evaluation

<b>What will be the measurable results: (for example how many people with the project serve)</b>
WE HAD TO MOVE THE CRAFT FAIR BECAUSE OF THE AMOUNT OF PEOPLE ATTENDING + COMING TO SEE SANTA.
<b>How will the organization define and measure success:</b> Community Engagement BY:
1) MORE PARTICIPATION IN ACTIVITIES - PARADE, ADDED A 3 <sup>RD</sup> DAY TO EVENT, PICTURES WITH THE ANNUAL
<b>To what degree will the project and/or organization have a long-term sustainable value to the community of Rifle</b> SHELTER.
THE VALUE WILL BE COMMUNITY WIDE, AND THEY WILL LOOK FORWARD TO THIS COMMUNITY EVENT EACH YEAR!

PANCAKE BREAKFAST, EACH ELEMENTARY WILL BE TREE DECORATING AND SINGING THIS YEAR, ETC.

## Hometown Holiday Costs:

### Advertising Costs:

1. Radio
  - a. Western Slope Communication: \$1,824
  - b. KMTS: \$1,093
2. TV
  - a. KREX TV: \$5,955
3. Newspaper
  - a. Citizen Telegram/Post Independent: \$1,077.72
  - b. Sweepstakes Campaign thru the Post: \$2,300
4. Banner & Dry Erase Boards
  - a. City of Rifle Banner Permit Fee: \$100
  - b. Micro Plastics Banner & Dry Erase Boards: \$991

Advertising Total Costs: \$ 13,340.72

### Traffic Control for the Parade of Lights:

1. A-1 Traffic Control Plans: \$150
2. Day of Event Traffic Control: \$1,074

Traffic Control Total Costs: \$1,224

Staff Costs: \$3,230 (Based on 190 hours @ \$17/hr.)

### Craft Fair:

1. Room Rental: \$80
2. City of Rifle/Special Event License Application: \$50

Craft Fair Total Costs: \$130

### Decorations/Santa Gifts/Snacks/Volunteer Appreciation

1. Walmart Christmas Trees (15): \$632.68
2. Santa Gifts: \$92.85
3. Rifle Heritage Center/ Snacks & Drinks: \$100
4. Somethin' Sweet Candi Plus/ Santa Hats for all Volunteers: \$282.52

Decorations Total Costs: \$1,108.05

Grand Total Hometown Holiday Costs: \$19,032.77

VIF Fund Request (Advertising Costs): \$13,340.72

The Rifle Area Chamber of Commerce: \$5,692.05



## The History of Hometown Holiday:

It used to be called Holly Days and was run by the CT up until 2012, then in 2013 there was no event of any kind for the Christmas holiday.

In early 2014, both the Rifle Area Chamber of Commerce along with Johnson Construction put our minds together to come up with a vision of what the community would want in a holiday event.

## Activities of Hometown Holiday:

Window display contest, scavenger hunt, choir concerts, caroling, a craft fair, ornament making, gift wrapping, hay rides, a bonfire, the Parade of lights, a showing of the Polar Express, and of course getting to tell Santa what we desire for Christmas!

## Who's Involved:

The Rifle Area Chamber of Commerce & Johnson Construction enlisted the help of many Government entities, businesses, non-profit agencies, and a hoard of volunteers that include:

The City of Rifle, the RREDC, Mainstreet, DDA, Garfield County Library Rifle Branch, CMC, the Brenden 7 Theatre, Tally Ho Shires Draft Horse Teams, KMTS Radio, WSC Radio, the CT/Post Independent, RHS Varsity Choir, RHS Cheerleaders, CRHS Varsity Choir, The Rifle Animal Shelter, Rifle Moms for Moms, Rocky Mtn. Baptist Church, Rifle Methodist Church, Graham Mesa Elementary, Wamsley Elementary, Highlands Elementary, the Rifle Heritage Center, the Silt Historical Society, the Town of Silt, MOPS group, Wells Fargo Bank, and multiple other churches in the area.

## Who it helped:

We also wanted to make Hometown Holiday a free event so the entire community and surrounding communities could come and enjoy a holiday event, while also helping out some local non-profits.

We collected Angel Tree gifts for families in need, coats for our annual Coat Drive, and we collected over 1,400 cans of food for our local food bank!

## The Impact it had on the Community:

Hometown Holiday was such a wonderful event and was enjoyed by hundreds in the Community that this year we had to expand almost every event.

We moved the Craft Fair to RMS due to the crowds at the Ute Center coming to see Santa

We enlarged the Parade Route due to multiple entries last year and the amount of spectators in a small area.

We increased the hay rides from one wagon to two this year because many families never got to ride last year.

We had to increase the number of movie theatre rooms from 2 viewing rooms to 5 because approximately 650 showed up to see the Polar Express!

We added another entire day to the event, Sunday, and added a Community Choir Concert.

We extended Santa's stay at the Ute due to the overwhelming turn-out to see Santa.

We are voting on the window display contest this year via Facebook because we had so many businesses join the fun, and wanted to give each surrounding town a chance to enter.

We are adding a 40 x 60 tent at the 2<sup>nd</sup> St. Lot due to the amount of spectators for the Parade of Lights.

The Rifle Animal Shelter added "Pictures with your Pet" as another part of Hometown Holiday.

The Silt Historical Park is also joining the fun this year with their "Vintage Photos with Santa" at the Silt Historical Park.

All 3 elementary schools in Rifle are participating in decorating Christmas trees for a fundraiser for their classrooms.

Extended the hours of the Craft Fair and added double the vendors from last year.

## Summary of Hometown Holiday:

The running of the 2014 Hometown Holiday event in Rifle brought such success to the Community & Businesses that the City of Rifle and the GRIT (Greater Rifle Improvement Team) would like to see this event become one of their "Signature Events" in 2016! With the support of other entities outside of the Rifle Area Chamber of Commerce & Johnson Construction, we're hoping to keep growing this event in years to come!



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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*

### Applicant Information

Date: _____	
Organization Name: _____	
Address: _____	
Contact Person: _____	
Phone Number: _____	E-mail address: _____
Federal Tax Id: 84-1087796	State Tax Id: 20011219664

### Organization Summary

#### *Organization's Board of Directors or Trustees*

Name	Phone #	e-mail address
	970-309-9796	gwcutting3@gmail.com
	970- 625-3043	junerenfro@comcast.net
	970-355-2525	mhuffine9@gmail.com
	970-625-1889	genie4health@yahoo.com
	970-625-1889	sgallyart@gmail.com

## Summary of Organizations History

BCAH was established in 1989. In 2001, with funds from the Aspen Foundation and private donors, five acres in Rifle were purchased. Outbuildings were turned into a humanities building, clay center, meeting center and gallery. Garden plots were added in 2010. A well-attended concert series occurs annually.

## Grant Request

**Amount requested from VIF:** \$7,500.00

**Number of people benefiting from the funding:** 500

**In what way will they benefit:** The First Fridays campaign has been successful in showcasing local artists. Hanging the art in key areas have enticed out of town visitors and locals. The aesthetic beauty of the landscaping and garden have benefited community members and brought people for all over the county together.

**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?** 2015

**How much was the grant for?** \$4,000.00

**What was the grant for?** Program & Capital Improvement: Visual Arts, Garden Arts, Humanities Building.

**If funds were granted previously by VIF, what has been your plan to create a sustainable program**

a well-established program that assists community members with healthy food at an affordable price. Many families in the Rifle-area have assisted with the garden plots, also promoting outdoor, family activities. The creation of First Fridays couldn't have been possible without the VIF Grant. It has assisted in promoting the talent of Rifle, added to the income of local artists, and created an income source for BCAH.

**Brief description of request and why the purpose of your grant request is important to the city of Rifle**

The outdoor, park setting the arts center provides is a local charm. Word of mouth and a photo campaign by BCAH has brought people to Rifle from all over Western Colorado.

**Description of current programs, activities and accomplishments:**

**Description of activities planned to accomplish these goals**

**Timetable for implementation:** Three weeks for Garden Arts, 12 months for First Fridays.



## Evaluation

<b>What will be the measurable results: (for example how many people with the project serve)</b>
<b>How will the organization define and measure success:</b>
<b>To what degree will the project and/or organization have a long-term sustainable value to the community of Rifle</b>

The projects show visitors and even surrounding areas that Rifle is a place that promotes healthy lifestyles. Several garden plots are reserved for donating fresh produce to Lift-Up. According to a Marketplace article (2013), art and culture contribute more to the economy than tourism.



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

*For Office Use Only*

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***

**Applicant Information**

Date: July 13, 2015

Organization Name: Rifle High School Summer Baseball

Address: 1350 Prefontaine Ave.

Contact Person: Troy Phillips

Phone Number: 970-665-7739 E-mail address: tphillips@garfieldre2.org

Federal Tax Id: 84-0525428 State Tax Id: 98-03441

**Organization Summary**

***Organization's Board of Directors or Trustees***

Name	Phone #	e-mail address
<u>Troy Phillips</u>	<u>665-7739</u>	<u>tphillips@garfieldre2.org</u>

## Summary of Organizations History

Our summer baseball program has existed for the past 20 years. The two tournaments we host have been taking place for the past 10 years. Please see tournament flyers for information on teams who have attended.

## Grant Request

Amount requested from VIF: \$500

Number of people benefiting from the funding: Approximately 15 players, several coaches, + fans/parents.

In what way will they benefit: Money made from these tournaments helps fund the Austin Booth Scholarship as well as the Rifle High School Summer baseball program so the team can play approximately 20 to 30 games each summer.

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, what has been your plan to create a sustainable program

Brief description of request and why the purpose of your grant request is important to the city of Rifle

We would like to request extra funds to help pay for workers at the tournament to run scoreboard/music as well as to assist with costs for the summer baseball program.

Description of current programs, activities and accomplishments:

We host the Austin Booth Memorial Wood Bat Tournament (1st week of June) and Rifle Midsummer Tournament (2nd week of July). The first tournament is an 8-team tournament and the second is usually five teams. We get teams from all over including out of state.

Description of activities planned to accomplish these goals

The wood bat tournament raises money for the Austin Booth Scholarship Fund through T-shirt sales primarily. Emails are sent out to coaches across the state to invite them to the tournaments as well as some out-of-state teams.

Timetable for implementation: Flyers/E-mails are given/sent out starting in

January of each year. Bats for wood bat tournament are ordered in April. The tournaments take place in June & July.



## Evaluation

**What will be the measurable results: (for example how many people with the project serve)**

Number of teams that come to the tournament (3 teams x player/parents/fans) = 250 to 300

**How will the organization define and measure success:**

By how well we are able to fill the tournaments with teams because they want to come back each year.

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

Each year we will continue to bring teams from all over the state and out of state which will help fill hotels and showcase our great baseball facilities and tradition in Rifle.

## 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

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- 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 – 3<sup>rd</sup> 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

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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.