

---

## **VISITOR IMPROVEMENT FUND ADVISORY BOARD**

---

### **Regular Meeting Agenda**

March 8, 2016, 12:00 p.m.

City Hall, Rifle, Colorado  
Conference Room  
202 Railroad Avenue

---

*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.*

- |            |  |
|------------|--|
| 12:00 p.m. | 1. Call to Order and Roll Call   |
| 12:01 p.m. | 2. Approve Minutes from February 9, 2016 Regular Meeting   |
| 12:02 p.m. | 3. Grant Application Presentations for April 2016 cycle<br>Lower Valley Trails Group- \$2,000<br>Downtown Development Authority- \$1,200 |
| 12:30 p.m. | 4. Update on the GRIT/VIF Marketing proposals  |
| 12:50 p.m. | 5. Update on Special Events  |

---

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

*Next Regular Meeting: March 8, 2016*

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 IMPROVEMENT FUND ADVISORY BOARD MEETING**

Tuesday, February 9, 2016  
REGULAR MEETING  
Noon \* City Hall Conference Room

A regular meeting of the Rifle Visitor Improvement Fund Advisory Board was called to order at 12:05pm by Chair Debi Billings.

**PRESENT AT ROLL CALL:** Board Members Angela Strode, Bob Gardner, Debi Billings, and Keith Lambert. Tanya Doose arrived soon after roll call.

**OTHERS PRESENT:** AmeriCorps Intern Cathleen Anthony; Planning Director Nathan Lindquist.

### **APPROVE MINUTES FROM January 12, 2016 REGULAR MEETING**

Board Member Lambert moved to approve the minutes as presented; seconded by Board Member Gardner. Motion passed.

Board Member Lambert moved to approve Board Member Brainard's resignation. Seconded by Board Member Gardner. Motion passed.

### **DISCUSS FILLING OPENING ON VIF BOARD**

Board Member Lambert moved to recommend to City Council from the VIF board that Alternate Board Member Strode be promoted to a full member, seconded by Board Member Doose.

AmeriCorps Intern will post the opening for the alternate board member announcement on the city website.

### **REVIEW/VOTE ON BUDGET**

Board Member Lambert moved to adopt the budget contingent upon updates to the organization as suggested; seconded by Board Member Billings. Motion passed. Board requested to be shown the update at the next VIF meeting.

### **BOARD LOOKED AT GRIT WINTER 2016 UPDATE, TOURISM EVENT CALENDAR, VISITOR MAP, AND VISIT RIFLE SOCIAL MEDIA**

Meeting adjourned at 1:11p.m.

---

Cathleen Anthony  
AmeriCorps Intern for City of Rifle

---

Kevin Kelley  
Chair



**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: \_\_\_\_\_ \$2,000**

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

The Lower Valley Trails Group (LoVa) is requesting funding to support our operations in 2016. LoVa is a 501c(3) non-profit whose mission is to facilitate the development of the LoVa Trail through Garfield County's Colorado River Valley. This 47-mile will eventually provide a non-motorized trail connecting Glenwood Springs, New Castle, Silt, Rifle, and Parachute. LoVa has been successful in assisting these communities, and Garfield County, in planning and constructing many sections of this ambitious regional trail. This includes the Rifle Boat Ramp Park and Trail, an area that LoVa has targeted for a section of the LoVa Trail since 2004.

**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.

<b>Application Deadline</b>	<b>Appearance and Presentation Date</b>	<b>Board votes on application:</b>
February 28 <sup>th</sup>	2 <sup>nd</sup> Tuesday in March	2 <sup>nd</sup> Tuesday in April
June 30 <sup>th</sup>	2 <sup>nd</sup> Tuesday in July	2 <sup>nd</sup> Tuesday in August
October 31 <sup>st</sup>	2 <sup>nd</sup> Tuesday in November	2 <sup>nd</sup> 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.) Yes

## **Applicant Information**

Date applying: February 28, 2016  
Organization Name: Lower Valley Trails Group (LoVa)  
Address: PO Box 41, New Castle, CO 81647  
Contact Person: Larry Dragon, Executive Director  
Phone Number: 970-379-9889 E-mail address: ldragon@lovatrails.org  
Federal Tax Id: 84-1612182 State Tax Id: 98-17875-0000

## **Organization Summary**

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

Name	Phone #	E-mail Address
Helen Rogers, Co-Chair	970-274-6147	<a href="mailto:hinteriordesign@msn.com">hinteriordesign@msn.com</a>
Michael Larime, Co-Chair	970-379-3857	<a href="mailto:mwlarime@comcast.net">mwlarime@comcast.net</a>
Jeanne Golay, Secretary-Treasurer	970-379-5581	jgolay92@gmail.com
Dave Devanney	970-285-2263	<a href="mailto:dgdevanney@camcast.net">dgdevanney@camcast.net</a>
Gary Broetzman	970-984-3360	<a href="mailto:gbroetzm@rof.net">gbroetzm@rof.net</a>
Bill Lockwood	970-945-9708	<a href="mailto:lox@sopris.net">lox@sopris.net</a>
Tod Tibbetts, Board Emeritus	970-366-6857	<a href="mailto:todt@sherwoodlumber.com">todt@sherwoodlumber.com</a>
Michael Sawyer, Council	970-274-0877	<a href="mailto:mjs@mountainlawfirm.com">mjs@mountainlawfirm.com</a>

### *Summary of Organization's History*

LoVa began in 1999 as a grassroots effort to work to conserve the Colorado River Valley through Garfield County. The vision of a non-motorized regional trail through the Valley, connecting all of the communities along the way, was conceived shortly after forming. In 2003, LoVa incorporated as a 501c(3) non-profit, and received funding to complete a comprehensive master plan, which has since been adopted by Garfield County, Glenwood Springs, New Castle, Silt, Rifle, and Parachute. In 2004, planning and engineering began for the trail through South Canyon, west of Glenwood, and 2 sections of this trail were constructed. Partnership with Rifle began in 2004 for a section of the LoVa Trail through the Rifle I-70 rest area. This long-awaited

section, as part of the new Boat Ramp project, is finally ready for construction in 2016. LoVa is also partnering with: 1) Glenwood Springs and Garfield County to continue the progress on the trail through South Canyon; 2) New Castle on the planning effort for the LoVa Trail from Town, east for 4 miles to Canyon Creek; Silt on the trail under I-70 near 16<sup>th</sup> St. and the trail from Town to Coal Ridge HS; 3) Parachute to complete a town-wide trail master plan.

Governor Hickenlooper's "16 in 2016" trails initiative is an example of LoVa's work, and how it benefits Rifle. In the summer of 2015, the governor announced this initiative as part of his Colorado the Beautiful program. The purpose was to identify the 16 most important trails or trail segments that are missing in the State, and to make funding available to help these identified projects. The importance for Garfield County and all of the communities along the route of the conceptual LoVa Trail was clear -- the LoVa Trail needed to make this select list. LoVa coordinated intense efforts to highlight the importance and urgency of the LoVa Trail. We convinced Garfield County and all of the communities in western Garfield County to each respond to a survey asking which trails are critical, and to partner together and write a joint letter to the governor expressing solidarity that the LoVa Trail should make the list. This effort has proven to be successful, and the LoVa Trail was the 2<sup>nd</sup> trail listed in the list of 16. Even Garfield County, through Manager Kevin Batchelder, wrote of their strong support for a public relations piece for the governor, which states, "**Garfield County is proud to continue to support the future development of the LoVa trail.**" This is published on the CDNR Colorado the Beautiful website, <https://cdnr.us/#/cothebeautiful>, and can be viewed by clicking on Lower Valley Trail. This represents a welcome 180 degree turn for Garfield County.

## Grant Request

Number of people who stand to benefit:

Countless visitors and residents to Rifle and all of Garfield County, and boaters who use the Colorado River.

In what way will they benefit?

The trail will be used by visitors and residents for walking, running, cycling, in-line skating, wildlife viewing, and as an alternative transportation corridor.

Has your organization applied for a grant from the VIF before? Yes

If so, when was the last year your organization received a grant payment from VIF? 2012

How much was the grant for? \$5,000

What was the grant for?

Operational support.

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

Almost all support for LoVa has historically come from local government and foundations. Operational support, though less glamorous than funding for bricks and mortar projects, is vital to show funders for large, expensive construction projects that LoVa has support from the local communities that served by the LoVa Trail. This support needs to continue into the future.

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

Creation of the LoVa Trail, particularly the section into and around the Rifle Boat Ramp project, provides a wonderful new amenity for visitors to Rifle and Garfield County, both as a safe, non-motorized trail and as a safe access to boaters and anglers using the Colorado River in and near Rifle.

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

1. Rifle: Partnering and collaborating with the City on the Boat Ramp and Trail project at the CDOT rest area, with construction planned for 2016.
2. New Castle: Partnering with the Town in their planning effort to construct the trail from the Town, 4-miles east to Canyon Creek. Thanks to a grant from the DPW Trails Program, co-written by LoVa, the planning needed to identify the trail alignment and determine funding requirements will be completed in 2016, and construction grants will then be possible beginning in 2017.
3. Glenwood Springs: In 2015, LoVa was successful in convincing the City to take over from Garfield County the primary responsibility of leading the trail effort through South Canyon (the South Canyon Trail). We are currently working with the City, Garfield County, and CDOT to make progress on the next phase(s) of the South Canyon Trail.
4. Parachute: we are currently working with the Town to find funding for, and assist in, a town-wide trails master plan.
5. LoVa was the driving force behind the LoVa Trail being named #2 on Governor Hickenlooper's "16 in 16" trails initiative through the Colorado Department of Natural Resources. Our efforts to support this initiative will result in grant funding becoming more accessible.

Description of activities planned to accomplish future goals:

1. Continue our participation with the Inter-Mountain Transportation Planning Region (IMTPR) to identify federal transportation funds available for trail projects in Garfield County.
2. Assist in all grant-writing activities for Rifle and the other Garfield County communities. Through GOCO, State Trails, the IMTPR, the Garfield County Federal Mineral Leasing District.
3. Continue advocating for trails with the local governments.
4. Continue outreach efforts with community groups like Kiwanis, Lions, etc.
5. Continue to be the leader representing all of Garfield County with Governor Hickenlooper's "16 in 16" trails initiative.

Timetable for implementation:

Throughout 2016.

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:
Glenwood Springs	15,000
Garfield County	5,000
Aspen Environment Foundation	3,500
New Castle	500
Silt	500
Parachute	500
Rifle VIF	2,000 (requested here)

Total funds available to the program:	27,000

<i>Projected Expenses of this project</i>	
Expenses	Amount:
Staffing	24,000
Travel	350
Office Supplies	300
Telephone/Internet	600
Accounting Services	400
Liability Insurance	1,350
Total expenses for the program:	27,000

## Evaluation

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

- By December 31, 2016, the first phase of the Rifle Boat Ramp and Trail project will be constructed.
- By October 31, 2016, the planning for the LoVa Trail section from New Castle east to Canyon Creek will be completed.
- By December 31, 2016, the trail through the I-70 underpass by 16<sup>th</sup> Street in Silt will be constructed.
- By June 30, 2016, a plan to move forward with the South Canyon Trail west of Glenwood Springs will be determined.

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

- By December 31, 2016, the first phase of the Rifle Boat Ramp and Trail project will be constructed.
- By October 31, 2016, the planning for the LoVa Trail section from New Castle east to Canyon Creek will be completed.

- By December 31, 2016, the trail through the I-70 underpass by 16<sup>th</sup> Street in Silt will be constructed.
- By June 30, 2016, a plan to move forward with the South Canyon Trail west of Glenwood Springs will be determined.

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

The LoVa Trail will eventually stretch for 47 miles, from Glenwood Springs west to the Mesa County line, connecting Glenwood Springs, New Castle, Silt, Rifle, and Parachute. Trails like this must be maintained properly to insure its sustainability, and this is addressed with all trail segments. This ambitious project will take decades, but will produce an amenity to all of Garfield County's visitors and residents that will last a lifetime. This will be a safe, non-motorized trail that will include the section by the new Boat Ramp project, as well as connecting to Silt to the east and Parachute to the west. This amenity will be available to the Rifle community for decades to come, and will be used for cycling, walking, fishing, and wildlife viewing.



**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**

Amount requested from VIF: \$1,200

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

Downtown flower display from Memorial Day to  
Labor Day. Ten sets of flower pots - large, med + small  
placed on 3RD + 4TH STS. + Second St. lot.

**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.

<b>Application Deadline</b>	<b>Appearance and Presentation Date</b>	<b>Board votes on application:</b>
February 28 <sup>th</sup>	2 <sup>nd</sup> Tuesday in March	2 <sup>nd</sup> Tuesday in April
June 30 <sup>th</sup>	2 <sup>nd</sup> Tuesday in July	2 <sup>nd</sup> Tuesday in August
October 31 <sup>st</sup>	2 <sup>nd</sup> Tuesday in November	2 <sup>nd</sup> 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.) Yes

## Applicant Information

Date applying: Feb 17, 2014  
Organization Name: Rifle Downtown Development Authority  
Address: 202 Railroad Ave  
Contact Person: Hele Rogers  
Phone Number: 970-274-6147 E-mail address: hr@interiordesign@msn.com  
Federal Tax Id: \_\_\_\_\_ State Tax Id: 98-04577  
(City of Rifle)

## Organization Summary

### Organization's Board of Directors and Trustees

Name	Phone #	E-mail Address
<u>Jay Rickstrew - Pres/Chair</u>		<u>jayrickstrew@alpinebank.com</u>
<u>Sally Brands - Vice Chair</u>		<u>kmlj@prof.net</u>
<u>Randy Winkler</u>		<u>randy@mpsigns.com</u>
<u>Dana Wood</u>		<u>dwood@rifleco.org</u>
<u>Nelle Baker</u>		<u>nelle@rof.net</u>
<u>Ed Arnold</u>		<u>eda@rof.net</u>
<u>Stephanie Stocking</u>		<u>sstocking@gcpld.org</u>
<u>Gil Frontella</u>		

### Summary of Organization's History

Taxing district for downtown area, voted in by  
those residing in the district in 1982.  
Property tax to help improve infrastructure, sidewalks,  
building facades, etc.

## Grant Request

Number of people who stand to benefit: All of Rifle, Downtown

In what way will they benefit?

Increased beautification, color, improved  
surroundings in downtown

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? \$1,200

What was the grant for?

Same

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

Budget appropriations

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

Beautification

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

Renew Rifle, maintenance of downtown trees + curb extensions, removal of trash, irrigation systems, store front renovations, signage program

Description of activities planned to accomplish future goals:

Participation of any activities + events that contribute to the betterment of Rifle.

Timetable for implementation:

Order flowers in March for May 31<sup>st</sup> delivery.

---



---



---



---

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:

<input checked="" type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input checked="" type="checkbox"/>
<input type="checkbox"/>

### Program/Project Budget

<i>Revenues or other funding sources</i>	
List all sources of funds and level or funding provided	Amount:
Rep'd DDA	1,200
VIF	1,200
total needed	\$ 2,400
<b>Total funds available to the program:</b>	<b>0</b>

Projected Expenses of this project	
Expenses	Amount:
30 Flower pots filled with flowers	2,400
Expense for flowers only - DBA pays for additional pots if needed.	
Total expenses for the program:	\$ 2,400 0

### Evaluation

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

All of Rifle, Visitors to Rifle

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

Keeping the flowers alive, replacing plants when stolen, replace pots when run over.

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

This is a seasonal project from Memorial Day to Labor Day.