
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

April 11, 2017, 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. Call to Order and Roll Call

12:01 p.m. Approve Minutes from March 14, 2017 Regular Meeting

12:02 p.m. Vote on grant applications

- Downtown Development Authority- Flowers \$1,250
- Downtown Development Authority- Christmas lights \$2,500
- Rifle Recreation- Large Chess Set \$583.80
- Rifle Heritage Center- Production/printing of brochures \$1,970

12:30p.m. Western Adventure Weekend and other budget- Alice Beauchamp,
Nathan Lindquist

12:40p.m. Board organization discussion- Nathan Lindquist

12:50p.m. Overview of 2017 events

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

Next Regular Meeting: May 9, 2017

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

VISITOR IMPROVEMENT FUND ADVISORY BOARD MEETING

Tuesday, March 14, 2017
REGULAR MEETING
Noon * City Hall Conference Room

A regular meeting of the Rifle Visitor Improvement Fund Advisory Board was called to order at 12:04p.m. by Chair Kevin Kelley.

PRESENT AT ROLL CALL: Board Members Angela Strode, Keith Lambert, Kevin Kelley, Kristine Llacuna, Paul Rice, Tanya Doose.

OTHERS PRESENT: Planning Director Nathan Lindquist; City of Rifle AmeriCorps Cathleen Anthony; George Pearson with the Rifle Heritage Center; Nella Barker with the DDA; Bryan Oliver from Rifle Parks and Rec.

APPROVE MINUTES FROM February 14, 2017 REGULAR MEETING

Motion made by Board Member Doose to approve minutes as presented; seconded by Board Member Strode. Motion passed.

GRANT APPLICATION PRESENTATIONS FOR APRIL 2017 CYCLE

The Board received grant application presentations from the following applicants:

- Rifle Heritage Center- Production/printing of brochures- \$1,970
- DDA applications: Downtown flowers-\$1,250; New LED Christmas lights- \$2,500
- Rifle Recreation: Giant Chess game- \$583.80

The board will vote on whether or not to approve these grant requests at the April meeting.

2017 BUDGET UPDATE

Board received budget update from Nathan Lindquist.

Board Member Strode moved to allocate \$48,000 to the Rifle Regional Economic Development Corporation and direct them to manage the funds for the express purpose of Western Adventure Weekend, to be spent in the planning and execution of the event; seconded by Board Member Doose. Motion passed.

WESTERN ADVENTURE WEEKEND UPDATE

Board received an update on the plans for Western Adventure Weekend from Nathan Lindquist.

BOARD ORGANIZATION PRESENTATION

Board received proposition on new board organization from Nathan Lindquist. A discussion on whether or not to adopt this new organizational strategy is to be readdressed in the April meeting.

Meeting adjourned at 1:28p.m.

Cathleen Anthony
City of Rifle AmeriCorps Intern

Kevin Kelley
Chair

Signature Events			
Date	Event	Description	More info
May 19 th - 21 st	Rifle Rendezvous	The Rendezvous is a festival that ties together the heritage of the area with all sorts of family fun. Events include a carnival, bull riding competition, car show, dancing and live music, and many, many activities in between. 3 rd street will be closed for the car show.	www.riflerendezvous.org
July 31 st - August 6 th	Garfield County Fair	Monday- Family Rodeo Tuesday- Youth Rodeo Wednesday- PRCA Xtreme Bulls Thursday- PRCA ProRodeo Friday- Concert, headlined by Scotty McCreery Saturday- Parade, Summer of Thunder Car Show, and Demolition Derby Sunday- Motor Sport Show	www.garfieldcountyfair.com
September 22 nd - 24 th	Western Adventure Weekend	Main features to include a block party on a shutdown street in the downtown, a craft/art fair, a major concert, a bike race, an all-sports swap meet, a gun show, and many other smaller events.	www.facebook.com/visitriflcolorado
December 1 st - 3 rd	Hometown Holiday	Last year included an amazing race, scavenger hunt, craft fair, Santa for the kids, the Parade of Lights, sleigh rides, bonfire, a screening of the Polar Express, and plenty of other smaller side activities. All events are to be free, or require something like food or clothing donation.	www.riflechamber.com
Other events			
Date	Event	Information	
February 23 rd	Sam Bush Live concert	Concert at 8pm http://utetheater.com/event/sam-bush-concert/	
March 3 rd	Symphony in the Valley Presents: Come Fly With Me	Starts at 7pm http://utetheater.com/event/symphony-valley-presents-come-fly/	
March 4 th	Hoot at the Ute	http://utetheater.com/event/hoot-at-the-ute/	

March 9 th	Young Dubliners	Starts at 8pm http://utetheater.com/event/young-dubliners-ute-theater-presentation/
March 25 th	Coco Montoya Live in Concert	Starts at 8pm http://utetheater.com/event/to-be-announced-2/
April 1 st	Grand River Gallop	5K Run and 2K Family fun run/walk http://riflearchamber.chambermaster.com/events/details/grand-river-gallop-7305
April 14 th	The River's Rising	Starts at 6pm, Free http://utetheater.com/event/rivers-rising-free-event-hosted-rifle-parks-recreation/
April 21 st	Comedy Night at the UTE: Spencer James	Starts at 7pm, \$10 http://utetheater.com/event/red-yeti-ute-theater-present-comedy-night-ute-spencer-james/
April 21 st	Rifle CMC Fine Art Show reception	Art Opening Reception during the Annual Fine Arts Show, followed by a 50th Anniversary program and dessert celebration. http://coloradomtn.edu/campuses/rifle/rifle_events_calendar/
April 21 st - 23 rd	Remote Cars (Rifle Redneck Nationals Vol 2)- Garfield County Fairgrounds	https://garfield-county.com/fairgrounds/events-schedule.aspx#/?i=2 https://www.facebook.com/events/1118493454944088/
April 22 nd	Strut your Mutt	http://rifleanimalshelter.com/events
April 28 th - 30 th	Barrel Racing- Garfield County Fairgrounds	https://garfield-county.com/fairgrounds/events-schedule.aspx#/?i=17
April 29 th	Renew Rifle	
May 5 th - 6 th	Action Shop Chainsaw Carving	

May 6 th	Chamber Fashion Show	http://riflearnchamber.chambermaster.com/events/details/spring-fling-fashion-show-7285
May 12 th	Boys of Summer – An Eagles Tribute Presented By : The New Ute Theater Society	Starts at 6pm, Tickets \$22 http://utetheater.com/event/boys-summer-eagles-tribute-presented-new-ute-theater-society/
May 13 th	Symphony in the Valley	http://utetheater.com/event/symphony-in-the-valley/
Mondays, Starts June 5 th	Rifle Rodeo Series	10 consecutive weeks (excluding the county fair) https://garfield-county.com/fairgrounds/events-schedule.aspx
Fridays; June 23 rd - September 8 th	Rifle Farmers Market	10-12 weeks, 4-8pm in the evening Supporting local producers and artisans, featuring live music http://riflefarmersmarket.com/
Sundays; May 26 th - September 1 st	Hilltop Summer Concert Series	10-12 weeks, featuring free music at the Bookcliffs Arts Center http://bookcliffsartscenter.org/
August 5 th	Cheatin' Woodchuck Chase	9am- Rifle Mountain Park
October 12 th	Chili Cookoff	http://riflearnchamber.chambermaster.com/events/calendar/2017-10-01
Monthly	First Fridays	



Proposal to City of Rifle
From
Amy L Cassidy
City of Rifle Destination Tourism Marketing & Communications



Background

The City of Rifle has embarked on a destination tourism marketing effort designed to attract overnight visitors to the region for outdoor tourism and recreation. With the recent renovation of the Ute City Theater and an interest in using tourism to drive sales tax revenue and assist with economic development efforts, the City of Rifle is wise to take a proactive, strategic approach to expanding its tourism reach.

Additionally, with the explosive growth of residents relocating to Colorado (estimated 10,000 new residents per month), smaller, "off the beaten path" communities are poised to take advantage of increased visitation from in-state residents, as well as their visiting friends and family.

Amy L Cassidy (ALC) proposes the following consulting contract to assist in accomplishing the successful implementation of the city's destination and tourism marketing efforts.

Amy's successes in promoting communities through tourism and outdoor recreation; community engagement and outreach; and public and community relations combined with her related experience with the town of Eagle and her relationship with the Colorado Tourism Office (CTO) bring valuable assets to the City of Rifle as it takes the next steps toward implementing this initiative.

Understanding that tourism marketing dollars are limited, the following proposal outlines key initiatives in partnership with the Colorado Tourism Office that have the potential for maximum impact with minimal investment.

1. Colorado Field Guide itineraries

Maximize efforts of the Colorado Tourism Office to expand in-state tourism to rural communities through trip planning itineraries.

Deliverables

- ALC will work with City of Rifle attractions and businesses to create, publish and market 3-3-1 itineraries and submit to CTO for publication
- ALC will attend the CTO quarterly media reception in late April/early May to pitch Rifle's itineraries to targeted media
- ALC will evaluate and implement other public relations strategies to communicate Rifle's itineraries and outdoor recreation offerings
- ALC will work closely with City of Rifle and its creative agency to ensure that messaging and itineraries support the Rifle brand

2. Colorado Tourism Office 2018 Marketing Matching Grant Program

Apply for matching grant dollars through the CTO's marketing department for funds (up to \$25,000) awarded to not-for-profit organizations in the State of Colorado for the purpose of promoting the state or a region as a tourism destination.

Deliverables

- ALC will facilitate partnerships in the region to create a destination tourism marketing organization designed to promote the Western Slope region as an outdoor recreation and tourism destination
- ALC will complete and submit the grant application by the 2017 deadline for 2018 dollars to include the following required documents
 - Defined region or partnership
 - Demonstrated matching funds
 - Marketing Plan, including
 - Quantifiable objective(s)
 - Advertising, website and promotional materials
 - Program evaluation methodology
 - Marketing Budget Worksheet
 - Matching Funds Worksheet
 - Timeline Worksheet
 - Letters of support
- ALC will work with partnering communities to secure in-kind and cash match for grant application

3. Community Outreach

Proactive engagement with all stakeholders impacted by these efforts is paramount to their ultimate success.

Deliverables

- ALC will present initiatives to Rifle Chamber, Rifle Regional Economic Development Corporation and other stakeholders to garner local and regional support and community buy-in for destination tourism marketing efforts
- ALC will host presentations, write blog posts, press releases or articles and facilitate educational forums on the value of outdoor recreation and tourism as economic drivers

4. Special Event support

ALC recommends the City of Rifle apply to the Colorado Tourism Office for event support through their CHAMP mentor program. Up to \$2,000 paid for by CTO.

Terms and Associated Costs

1. Itineraries \$2,500.00
2. CTO matching grant application \$15,000.00 to be paid for by City of Rifle and partnering communities
3. Community Outreach \$2,500.00 for up to 6 presentations, blog posts, press releases, educational forums or other
4. Special Event support paid for by CTO

Timeline

1. Itineraries: Begin immediately with a deadline of mid-April
2. Matching Grant Program: Begin spring 2017 for 2018 funding
3. Community Outreach: Begin immediately

Terms: Contract to begin at signing and continue through December 31, 2017 or upon completion of outlined tasks.

Fees include Amy L Cassidy (ALC) time and expenses. Contract is exclusive of fees by other agencies, printing, media, travel and other hard costs. Cost estimates will be submitted to city of Rifle for approval prior to purchasing.

