
Greater Rifle Improvement Team (GRIT) ADVISORY BOARD

Regular Meeting Agenda – Remote

Dec. 8, 2020, 12:00 p.m.

City Hall - Rifle, Colorado
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
- 12:02 p.m. Visitor Introductions
- 12:08 p.m. Approve Minutes from Nov. 10, 2020 meeting – move to Jan. 12, 2020 meeting
- 12:10 p.m. Partner Group Update – Approximate 5 minutes each
- EDC
 - DDA
 - Chamber
- 12:25 p.m. Review Grant Evaluations
- RHS Baseball tournament
 - Farmers Market
 - Bookcliff Art – Concert Series
- 12:55 p.m. Project Updates – Approximate 3 minutes each
- COVID 19 Emergency Relief Programs
 - 2020 Main Street Annual Site Visit with Board select a date - virtual
- 1:00 p.m. Adjourn

Information to join via zoom:
Call: 1-346-248-7799 OR 1-669-900-6833
Meeting ID: 860 3688 1712
Passcode: 945704

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

Next Regular Meeting: January 12, 2021

The GRIT Advisory Board has two Grant Cycles. The **Grant Cycle/Deadline** to submit the application are:
January Cycle – Application Deadline: December 31st Funding: February
June Cycle – Application Deadline: May 31st Funding: July

GRIT Event Evaluation Report



PURPOSE OF EVALUATION:

The purpose of this evaluation is to facilitate conversation between the event organizers and the GRIT partners. This allows us to think about how to best work together and effectively allocate VIF funds for the benefit of the Rifle community. All events that receive VIF funds must fill out this evaluation form within 60 days of the event or Jan. 18, 2019 whichever is earlier. Completed evaluations should be returned to kburner@riflenco.org or to: GRIT, Attn: Kim Burner, 202 Railroad Ave., Rifle, CO 81650.

ATTACHMENTS REQUIRED:

Marketing materials such as flyers, ads, brochure, etc.
All Advertising was done on line due to Covid 19

EVALUATION QUESTIONS:

- 1. Name and date of event:** Summer Concert Series From June 7th to August 9th 2020
- 2. Amount received from VIF:** \$5000.00
- 3. Give a summary of the event. List all performers/entertainment (or provide flyer/brochure that includes this info):** Everything was done online through a live stream. We had and paid 23 artists. Rodrigo Arreguin, Dwight Ferren, Tom Evans, Portia Rogers, Paul Scott, Ryan Roberts, T. J. Roe, Joey Ball, Dennis Ward, Audrea Ware, Feeding Giants, Eric Gross & Company, Johanna Ball, Brendan Cochran, Bobby Campbell, Gary Cochran, Jonathan Satz.
- 4. Lead organization name and contact person:** Bookcliffs Council on the Arts & Humanities. Veronica Capraro and Debra Adams.
- 5. Committee members that worked on the event:** Debra Adams, Veronica Capraro, Terry Southworth and Genie Ulshoffer
- 6. Other groups or businesses that partnered on the event:** Two Rivers Productions

GRIT Event Evaluation Report

- 7. Attendance at the event (separate the attendance at each day or piece of event if multiple): Due to Covid and everything being online this is unknown.**
- 8. What percentage of event attendance would you estimate was from: a) Rifle residents; b) Garfield County residents; c) outside visitors? Rifle 90 % viewing, 10% other areas**
- 9. How did attendance and volunteer participation compare to last year? Do to Covid only one person from the board and the two production guys were allowed.**
- 10. What was the marketing strategy for the event? What mediums were used (social media, newspaper, radio, etc.)? What was most successful? Attach marketing materials. Everything was done online through Facebook streaming.**
- 11. How did the event affect Rifle's businesses, hotels, and restaurants? Measurable evidence is preferred, but anecdotal is acceptable: No impact due to Covid**
- 12. The VIF Board looks for continual effort put towards improvement and fine-tuning events, year after year. What was new or improved or especially fun at this year's event? Because of the limitations due to Covid we had to get creative. To do the live streaming we had to update our internet system and replace our old sound board. This allowed our viewer to watch the concerts from the safety of their homes.**
- 13. What was the biggest challenge the event faced? Not being able to have in person concerts reduced our ability to collect any donations which is generally a good amount of money that goes directly to our bottom line and helps to pay for our utilities. Additionally we had to bring in sound people that knew how to do the sound equipment and live streaming.**
- 14. What do the event organizers look to improve or fine-tune for next year's event? What can VIF or the GRIT Partners can do to help? We are excited to get back to in person concerts next year with even bigger names for the acts. Provided the covid restrictions are lifted.**

One additional thing we did with some of the VIF funds was to start the phase one of our new stage. We were able to purchase materials that will last for a very long time with very little maintenance.

GRIT Event Evaluation Report

15. Budget (if an existing budget in another form exists, you may submit that rather than filling in this form):

<i>Event revenues/grant funds</i>	
Source of funds:	Amount:
VIF	5000.00
Total event funds:	5000.00

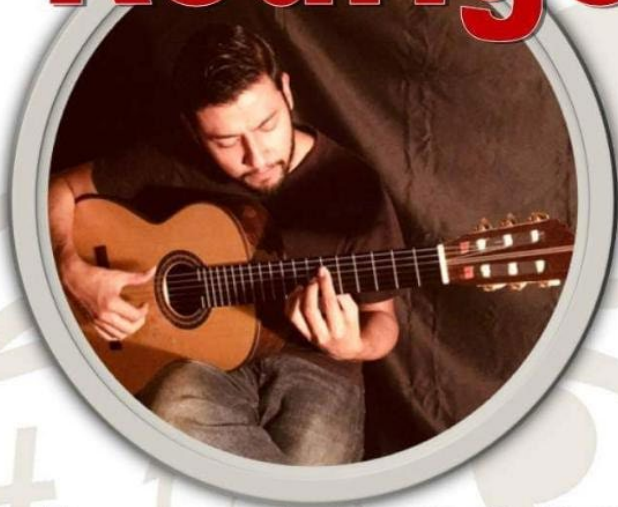
<i>Event expenses</i>	
Expenses:	Amount:
23 Artists	2300.00
New Sound board	500.00
Two Rivers Productions	228.84
Phase one of Stage	1560.83
Utilities	410.33
Total event expenses:	5000.00

Please contact Kim Burner, GRIT Manager, with any questions.
kburner@rifleco.org or 970-665-6496

GRIT Event Evaluation Report

BOOKCLIFFS ARTS Presents CENTER

Rodrigo



June 7, 2020

6:00 PM

1100 East 16th Street

Rifle, CO

Live Stream from Facebook at

Bookcliffs Council on Arts and Humanities

Musician BIO

RODRIGO ARREGUIN

Classical guitarist and professional musician from Mexico. He's been playing live music for over 14 years and his repertoire goes through different styles of music. His goal on every performance is to make people feel comfortable, happy and to give everyone a great experience with music.

Facebook:
Rodrigo Arreguin Music

Email:
rodarreg@gmail.com

GRIT Event Evaluation Report

BOOKCLIFFS ARTS CENTER Presents Feeding Giants



July 19, 2020

6:00 PM

Livestreaming from

<https://www.facebook.com/artsinrifle>

BIO

Feeding Giants is the “little country/rock band that feeds the soul”. From Americana, Classic Country, Classic Rock and more, this multi genre trio, performs unique acoustic versions of covers as well as many originals. With their acoustic melodies, smooth sweet harmonies, toe tapping rhythms and unique sound, Feeding Giants brings a fun, intense yet relaxing musical experience to delight the heart and feed the soul .

GRIT Event Evaluation Report

BOOKCLIFFS
ARTS
CENTER Presents
Dwight Ferren



June 14, 2020

6:00 PM

Livestreaming from

<https://www.facebook.com/artsinrifle>

BIO

From cutting his teeth with Steven Tyler of Aerosmith fame, to the Boston Band era of the '70's

and early '80's, then emigration to the Roaring Fork

Valley in 1983, Dwight Ferren has enjoyed a long and varied musical career.

On a lark, Ferren took his band *Les Tension and the Stress Kings* to a Battle of the Bands in Denver... which they won!

Throughout the years Dwight and his various bands have opened for many national acts including Aerosmith, The Guess Who, Steppenwolf, and Edgar Winter among others.

GRIT Event Evaluation Report



PURPOSE OF EVALUATION:

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ATTACHMENTS REQUIRED: SEE WWW.RIFLEFARMERSMARKET.COM

Marketing materials such as flyers, ads, brochure, etc.

EVALUATION QUESTIONS:

- 1. Name and date of event:** RIFLE FARMERS MARKET, JUNE 19TH – SEPT. 4TH
- 2. Amount received from VIF:** \$4,000 for the Bands.
- 3. Give a summary of the event. List all performers/entertainment (or provide flyer/brochure that includes this info):** Due to COVID-19 restrictions, the Market was recreated into an online marketplace. The Vendors let us know what they had available each week. The Produce Vendors created \$10, \$20, and \$30 Boxes and some add-ons such as corn and peaches.
Also due to the pandemic, the bands could not play in the gazebo at the park. The New Ute Theatre Society offered to host the bands at the UTE Theater and pay for renting it. The music was recorded and streamed online to 4 different entities, RFM, KMTS, UTE Theater and RCTV Facebook pages.
- 4. Lead organization name and contact person:**
Rifle Farmers Market Board of Directors
Helen Rogers, Chairperson
- 5. Committee members that worked on the event:**
Elissa Nye, Emily Bassett, Josh Bassett, Jill Peotter, Jessica Paugh, Marjorie Lear, Michelle Hosack, Helen Rogers, Anna Kaiser, Karen Roberts

GRIT Event Evaluation Report

- 6. Other groups or businesses that partnered on the event:**
New Ute Theater Society, Rifle Community TV, UTE Theater, KMTS Radio, Blue Eyes Design (the Chamber was going to have a beer and wine tent)
- 7. Attendance at the event (separate the attendance at each day or piece of event if multiple):** There were 420 individual orders placed during the season. There were over 19,000 views on the Facebook pages during the online streamed concerts.
- 8. What percentage of event attendance would you estimate was from: a) Rifle residents; 95% b) Garfield County residents; 5% c) outside visitors? 0**
- 9. How did attendance and volunteer participation compare to last year?**
The number of online listening attendance exploded this year - but as this was the first year it was done this way - we have nothing to compare it to.
The numbers of people attending the Market was down due to COVID restrictions and people not wanting to order online.
- 10. What was the marketing strategy for the event? What mediums were used (social media, newspaper, radio, etc.)? What was most successful? Attach marketing materials.** Social Media was the only way we marketed this along with KMTS Radio for the concerts which they directed.
- 11. How did the event affect Rifle's businesses, hotels, and restaurants? Measurable evidence is preferred, but anecdotal is acceptable:** Minimally due to COVID-19. More people picking up their food, going home, preparing a great meal and listening to music.
- 12. The VIF Board looks for continual effort put towards improvement and fine-tuning events, year after year. What was new or improved or especially fun at this year's event?** A few people are asking if next year's Market can include an Online Marketplace along with an open air market in the Park. Hopefully the bands will be able to play in the Park.
- 13. What was the biggest challenge the event faced?** Fulfilling the orders. Trying to reach people who did not show up to pick up their food and having to drop it off at their house.
- 14. What do the event organizers look to improve or fine-tune for next year's event? What can VIF or the GRIT Partners can do to help?** Work with Vendors to have more diversity. Create an online Marketplace as well as an open air Market.

GRIT Event Evaluation Report

15. Budget (if an existing budget in another form exists, you may submit that rather than filling in this form):

<i>Event revenues/grant funds</i>	
Source of funds:	Amount:
Visitor Improvement Fund	\$4,000
Total event funds: Pending	

<i>Event expenses</i>	
Expenses:	Amount:
Bands (14 nights at the UTE @\$300 each)	\$4,200
Total event expenses: Pending	

Please contact Kim Burner, GRIT Manager, with any questions.
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