VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

November 12, 2013
12:00 p.m.

Rifle City Hall
Conference Room
202 Railroad Avenue
Rifle, CO

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
12:05 p.m.	2. Approval of Minutes from October 8, 2013Regular Meeting
12:10 p.m.	3. Review Grant Requests for 2014 a. Rifle Area Chamber of Commerce b. Rifle Rendezvous c. City of Rifle d. Symphony in the Valley e. Rifle Regional Economic Development f. First Friday g. Downtown Development Authority h. Northwest Colorado Cultural Heritage Tourism
12:30 p.m.	4. Discuss Action Steps for Strategic Plan Goal
1:00p.m.	5. Adjourn

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

Next Regular Meeting: December 10, 2013

VISITOR IMPROVEMENTS FUND
ADVISORY BOARD MEETING

Tuesday, October 8, 2013
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:04 p.m. by Chair Gil Frontella.

PRESENT ON ROLL CALL: Board Members Blair Bracken, Gil Frontella, Ryan Gilbert, Kevin Kelley, Keith Lambert, Kristine Llacuna, and Carol Mozingo.

Board Member Lambert moved to excuse Sara Brainard from today's meeting; seconded by Board Member Mozingo. The motion passed unanimously.

OTHERS PRESENT: Kristy Christensen, Deputy City Clerk; Helen Rogers, Project Manager, Downtown Development Authority; Kelley Diaz, Tourism Director, Rifle Area Chamber of Commerce, and Frank Ladd, President/CEO, Rifle Area Chamber of Commerce.

ITEMS ON THE AGENDA

APPROVAL OF MINUTES FROM THE AUGUST 13, 2013 REGULAR MEETING

Board Member Gilbert moved to approve the minutes as presented; seconded by Board Member Bracken. The motion passed unanimously.

REVIEW DRAFT STRATEGIC PLAN

Mr. Gary Suiter of Suiter & Associates completed a draft summary report of the Strategic Planning session held on September 12th. The Board reviewed the report.

DISCUSS ACTION STEPS FOR STRATEGIC PLAN GOALS

The Board plans to complete the action steps for each goal listed in the Strategic Report over the next five meetings. The Board started to develop action steps for Goal 2: Identify and Strengthen Historic Preservation.

The Board developed the following action items for Goal #2, Identify and Strengthen Historic Preservation:

- Complete a Historical Assessment
- Create a Map which has tourist attractions, amenities, and historic locations
- Explore utilization of the Rifle Museum
- Assess utilization of the historic Bridge
- Establish historic gateway signage

OTHER DISCUSSION ITEMS

The Board discussed these additional items:

- Frank Ladd, President/CEO, Rifle Area Chamber of Commerce, brought up his concerns to the Board over the new funding process created by the Board at the Strategic Planning retreat. His major concern was the dates of the funding, as April would be too late in the year to receive money.

  Board Member Lambert moved to approve changing the grant award dates to January and July meetings with the submittal dates 90 days prior (October and July); seconded by Board Member Mozingo. The motion passed unanimously.

  The Board will review grant applications for 2014 at the November meeting, so they will be able to award grants at the January meeting.

- Kelley Diaz, Tourism Director, Rifle Area Chamber of Commerce, distributed a list of 2013 accomplishments, projections for 2014, and a budget justification memo for the Chamber to the Board.

- Board Member Frontella presented to the Board additional funding requests for Holly Days for $750, Fall Festival for $3,000, and Symphony in the Valley for $2,500.

  Board Member Lambert moved to approve the request for Holy Days for $750; seconded by Board Member Mozingo. The motion passed unanimously. Board member Bracken abstained.

  Board Member Mozingo moved to approve the request for Symphony in the Valley for $2,500; seconded by Board Member Mozingo. The motion passed unanimously.

The meeting adjourned at 1:10 p.m.

Kristy Christensen	Gil Frontella
Deputy City Clerk	Chair

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

Application for Funding

Applicant Information

Date: November 1, 2013

Organization Requesting Grant: Rifle Area Chamber of Commerce

Contact Person: Frank Ladd, CEO/President

Phone Number: 970-625-2085 Extension #3

E-mail Address ceo@ riflechamber.com

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
Please Attached List for Board of Directors		

The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check which areas your request falls under.

Visitor Improvement and Attractions:	
Historic Preservation:	
Special Events:	
City Beautification:	
City Promotion:	✓

Grant Request

Amount requested from VIF: $44,500.00

Number of people benefiting from the funding: The Entire Business Community of Rifle

Detailed Project Description: Complete Marketing Package including:print,web,radio,and television.

Also, includes the International Sportsman's Expo in Denver & Distribution of materials across CO.

How will the money be used To Market the City of Rifle as a Premiere Tourist Destination.

Proposed Project Budget

Revenues or other funding sources:	**Amount:**
NONE	

Expenses:	**Amount:**
Please See Attached Budget Break-Out	$44,500.00

For Office Use Only

VIF Approval: Yes No

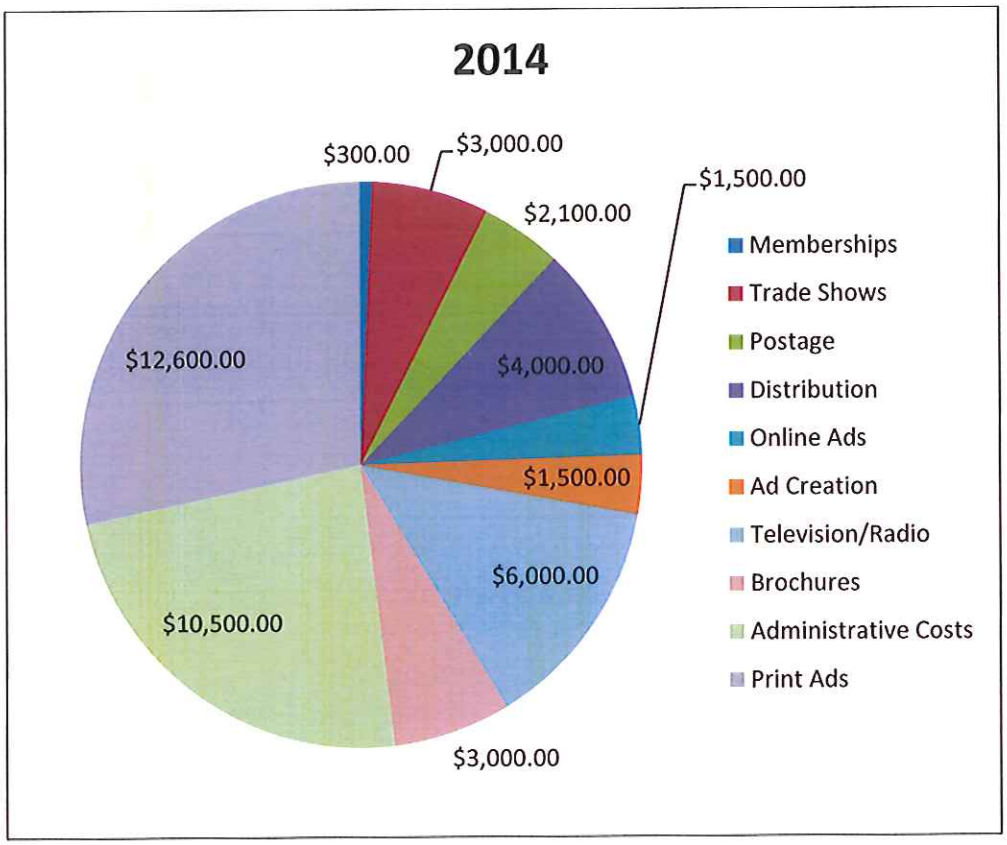
Council Approval: Yes No

Date Approved by Council:

Board of Directors

Name	Phone #	e-mail address
Nita Smith	970-625-8433	nita@nlsbusiness.com
Kasey Nispel	970-625-5075	kasey@pearsonagency.com
Karrie Fletcher	970-625-9610	karriefletcher@alpinebank.com
Chris Manera	970-625-4933	chris@coloradorivereng.com
Lori Cartwright	970-573-8383	Lori.Cartwright@wellmaster.com
Jay Barner	970-625-3550	jay@jeansprinting.net
Susan Nichols-Alvis	970-625-0411	nicholsfui@yahoo.com
Bobby Seidlitz	970-625-2600	seidlie@sosstaffing.com
Cheryl Chandler	970-625-4441	Cheryl@cherylchandler.com

Projected Budget Break-Out



Please Note: Prices of Advertising are subject to change due to vendor pricing changes.

1.	Memberships	$300.00
2.	Trade Shows	$3,000.00
3.	Postage	$2,100.00
4.	Distribution	$4,000.00
5.	Online Ads	$1,500.00
6.	Ad Creation	$1,500.00
7.	Television/Radio	$6,000.00
8.	Brochures	$3,000.00
9.	Administrative Costs	$10,500.00
10.	Print Ads	$12,600.00
	Total	$44,500.00

Addendum to Budget Break-Out Chart

1. Memberships- These include 4 Rivers Historical Society and the Rifle Historical Society.
2. Trade Show-This is the International Sportsman's Expo held in Denver in January each year. Over 1,000 potential guests were talked to over the 4 day expo.
3. Postage- This amount is for the Relocation, Hunters, and Vacation Packets sent out from the Visitor Center. A total of almost 1,000 packets were sent out last year.
4. Distribution-The distribution of "Rifle" material throughout Colorado.
5. Television-Exposure in the Denver and Front Range markets as well as Southwest Colorado Tourism markets.
6. Radio-Entry into the Southwest Colorado market.
7. Brochures-This includes the printing of the Rifle "Bullet" Brochure as well as all Rifle Area Attractions (such as Rifle Arch, Rifle History Guide, Etc.).
8. Administrative Costs- See Attached Budget Justification Memorandum.
9. Print Ads-Pricing for Ads are subject to change due to vendor pricing changes.

Rifle Chamber of Commerce

Visitor Improvement Fund Advisory Board

2014

Budget Justification Memorandum

Professional Staff Services

CEO/President/ Full Time Weekdays	**10%**	**$4725***

Job Description: Responsible for the overall day to day activities of the Rifle Area Chamber of Commerce and the Rifle Information/Visitor Center. Works diligently to promote Rifle as a place to live, work, play, and visit. Attends many events and meetings as an advocate for the City and Business Community of Rifle. Searches new avenues for marketing expansion to bring tourists to Rifle. Advocates for the Business Community of Rifle.

Tourism Director/Membership Services/ Full time Weekdays	**15%**	**$4368***

Job Description: Responsible for Tourism for the City of Rifle, including print, web, radio, TV, and International Sportsmen's Expo. Handles all emails and phone calls for Tourism and promotes Rifle with advertising of specific events, locations, etc. Works on keeping Chamber website up to date with new information for the tourism section as needed. Handles the day to day office management for the Chamber. Puts on events to help promote Rifle's vast qualities as a premiere destination (i.e., Hunters Hospitality Tent).

*2014 Staff Services: Does Not include 20% for FICA, Workman's Comp, Unemployment and Medicare

$1819

NOTE: Budget Amount is $10,500 (Amount to be charged VIF) **Actual Total:** **$10,912**

There many value added items that are not charged to the Visitor Improvement Fund. These include:

- A full Tourism section on the Rifle Chamber Website www.riflechamber.com
- The Official Rifle Visitor Guide that is sent to 1,000's of interested parties every month.
- Travel to/from Denver for "Live" Segments on the Colorado's Best.
- Time for meetings and events for the Four Rivers Alliance and Rifle Historical Society.
- Time spent on keeping Visitors section of website updated and looking current.
- Time spent putting on events that draw visitors to the City of Rifle (ice fishing tournament, county fair parade, softball tournament, chili cook-off, etc.).
- Time spent on locating bigger and better advertising selections to draw more visitors to Rifle.
- Approximately 500 hours spent on tourism related items per year by the Chamber CEO.

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

RECEIVED
OCT 23 2013
City of Rifle
Clerk's Office

Application for Funding

Applicant Information

Date: Oct 22. 2014

Organization Requesting Grant: Rifle Rendezvous Festival Inc.

Contact Person: Scott Bryxildson

Phone Number: 970-230-1047

E-mail Address Bryxildson et Yahoo.com

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
Yvonne Gehrett	948-7377	Ygehrett et gmail.com
June Benfro	625-3043	Junerenfro et COMCAST.NET
Scott Bryxildson	230:1047	Bryxildson et Yahoo.com

The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check which areas your request falls under.

Visitor Improvement and Attractions:	X
Historic Preservation:	X
Special Events:	X
City Beautification:	
City Promotion:	

Grant Request

Amount requested from VIF: 5,000

Number of people benefiting from the funding: Gar. Pitkin, Rio Blanco County

Detailed Project Description: Family Fun and History WALK

How will the money be used Help pay for the Rendezvous- 18th Event 2014- May 16, 17, 18 we are a Registered Non profit group

Proposed Project Budget

Revenues or other funding sources:	Amount:
Gar County	5,000
Clough Foundation	5,000
Alpine Bank	3,000
Local Businessess	3,000
Oil Companies	3,000

Expenses:	Amount:
Bands, advertizing, Acts, gar co. Fairgrounds rental, car show, skate boarding, Archery shoot, carnival, food.	45,000

For Office Use Only

VIF Approval: Yes No

Council Approval: Yes No

Date Approved by Council:

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

Application for Funding

Applicant Information

Date:

Organization Requesting Grant: CITY OF RIFLE / HOLLY DAYS WAGON RIDES AND MORE

Contact Person: BLAIR BRACKEN

Phone Number: 970-665-6574

E-mail Address BBRACKEN@RIFLECO.ORG

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
SARA BRAINARD		
MICHAEL CHURCHILL		
BETTY FITZGIBBONS		
CHRISTY GRAY		
RYAN MACKEY		
WILMA PADDOCK		
TOM STUVER / ED WEISS		

The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check which areas your request falls under.

Visitor Improvement and Attractions:	
Historic Preservation:	
Special Events:	X
City Beautification:	
City Promotion:	

Grant Request

Amount requested from VIF: $750.00

Number of people benefiting from the funding: RIFLE COMMUNITY / YOUTH

Detailed Project Description: EVENT WILL TAKE PART OF RIFLE BRANCH LIBRARY EVENTS AS PART OF HOLLY DAYS WEEKEND

How will the money be used

USED PRIMARILY to FUND WAGON RIDES / SANTA [redacted] VISIT

Proposed Project Budget

Revenues or other funding sources:	Amount:
MAYBE 1 or 2 OTHER SPONSORS -	?

Expenses:	Amount:
WAGON RIDES	$600-700
PROMOTION	(MINIMAL — 50?)
SANTA C.	$100

For Office Use Only

VIF Approval: Yes No

Council Approval: Yes No

Date Approved by Council:

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

Application for Funding

Applicant Information

Date:

Organization Requesting Grant: CITY OF RIFLE / FIREWORKS

Contact Person: BLAIR BRACKEN

Phone Number: 970 - 665 - 6570

E-mail Address BBRACKEN@RIFLECO.ORG

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
SARA BRAINARD		
MICHAEL CHURCHILL		
BETTY FITZGIBBONS		
CHRISTY GRAY		
RYAN MACKLEY		
WILMA PADDOCK		
TOM STUVER / ED WEISS		

The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check which areas your request falls under.

Visitor Improvement and Attractions:	
Historic Preservation:	
Special Events:	X
City Beautification:	
City Promotion:	

Grant Request

Amount requested from VIF: $5,000

Number of people benefiting from the funding: RIFLE COMMUNITY

Detailed Project Description: 3RD - OR 4TH OF JULY CELEBRATION

How will the money be used $5,000 WILL BE PUT EITHER TOWARDS FIREWORKS DISPLAY for 2014 IF AN ADDITIONAL 7,000 IS RAISED, OR WILL GO INTO POT FOR 2015 DISPLAY AS DEPOSIT TO COMPANY.

Proposed Project Budget

Revenues or other funding sources:	Amount:
HAVE NOT FOUND RELIABLE FUNDING SOURCE BEYOND VIF ——	
TRYING OTHER BUSINESS FOR SPONSORS: BRENDEN MANN FOUNDATION?	7,000

Expenses:	Amount:

For Office Use Only

VIF Approval: Yes No

Council Approval: Yes No

Date Approved by Council:

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

Application for Funding

Applicant Information

Date:

Organization Requesting Grant: CITY OF RIFLE / CENNTENIAL CONCERT SERIES

Contact Person: BLAIR BRACKEN

Phone Number: 970 - 665 - 6574

E-mail Address BBRACKEN@RIFLECO.ORG

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
SARA BRAINARD		
MICHAEL CHURCHILL		
BETTY FITZGIBBONS		
CHRISTY GRAY		
RYAN MACKLEY		
WILMA PADDOCK		
TOM STUVER / ED WIESS		

The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check which areas your request falls under.

Visitor Improvement and Attractions:	
Historic Preservation:	
Special Events:	X
City Beautification:	
City Promotion:	

Grant Request

Amount requested from VIF: $ 11,000

Number of people benefiting from the funding: RIFLE COMMUNITY / BEYOND

Detailed Project Description: EVENT WILL LAST THROUGH THE SUMMER MONTHS ONE CONCERT EACH WEEK, TENTITIVELY.

How will the money be used

FUNDING BANDS

Proposed Project Budget

Revenues or other funding sources:	Amount:
ALPINE BANK	$ 5,000
~~BOND~~	
GRHD	?
OTHER SPONSORING ENTITIES —	?

Expenses:	Amount:

For Office Use Only

VIF Approval: Yes No

Council Approval: Yes No

Date Approved by Council:

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

Application for Funding

Applicant Information

Date:

Organization Requesting Grant: CITY OF RIFLE / FALL FESTIVAL

Contact Person: BLAIR BRACKEN

Phone Number: 970-665-6574

E-mail Address BBRACKEN@RIFLECO.ORG

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
SARA BRAINARD		
MICHAEL CHURCHILL		
BETTY FITZGIBBONS		
CHRISTY GRAY		
RYAN MACKLEY		
WILMA PADDOCK		
TOM STUVER / ED WEISS		

The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check which areas your request falls under.

Visitor Improvement and Attractions:	
Historic Preservation:	
Special Events:	X
City Beautification:	
City Promotion:	

Grant Request

Amount requested from VIF: $ 3000

Number of people benefiting from the funding: RIFLE COMMUNITY / BEYOND

Detailed Project Description: COMMUNITY FESTIVAL IN PARTNERSHIP TO THE NEW VIE THEATER SOCIETY.

How will the money be used FUNDING, BANDS, SOUND ENFORCEMENT, PROMOTION, ACTIVITIES.

Proposed Project Budget

Revenues or other funding sources:	Amount:
BOOKCLIFF SURVEY ?	250.00
OTHER SPONSORS... ?	

Expenses:	Amount:
BANDS, ~~TROPHIES, MARKING, SOUND~~	2,000 APPROX
SOUND	1,500 APPROX
TROPHIES	75 APPROX
MISC. (PROMOTION, ETC)	100.00

For Office Use Only

VIF Approval: Yes No

Council Approval: Yes No

Date Approved by Council:

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

Application for Funding

Applicant Information

Date: 7 October 2013

Organization Requesting Grant:

Symphony in the Valley, PO Box 1831, Glenwood Springs, CO 81602

Contact Person: David Merritt

Phone Number:970 379 7064

E-mail Address DAVIDHMERRITT@AOL.COM

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
David Merritt	970 379 7064	davidhmerritt@aol.com
Steve Hessl	970 963 8465	khessl@aol.com
Rick Oakes	970 309 4608	gasorgan@rof.net
Peggy Sconce	970 984 2705	peggylu@sopris.net
Ruth Mollman Lorraine Curry Karin White	970 876 5874 970 379 3803	mollman@rof.neet currymusic@comcast.net rwhite@rof.net

The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check which areas your request falls under.

Visitor Improvement and Attractions:	
Historic Preservation:	
Special Events:	**XXXXXX**
City Beautification:	
City Promotion:	

Grant Request

Amount requested from VIF:
$2500

***Number of people benefiting from the funding*: We normally have 100 to 150 at the three concerts at the High School, 125 to 150 at the Symphony Swing at the Hospital, and probably 300 to 400 at the Independence Day Concert on July 3rd. The SITV has also provided musicians for special events , such as library opening, etc.**

***Detailed Project Description*: The Symphony in the Valley is a local volunteer Symphony comprised of individuals from Parachute to Aspen. We put on three concert series per year (October, December, and May) a Swing Dinner Dance fundraiser, and an Independence Day Patriotic concert. The concert series consist of two each, one of which is held in Glenwood Springs (where we rehearse) and in the recent past, the other has been held in Rifle. For the past three years (and this coming year) the Friday Symphony Swing Dinner Dance has been held at the Grand River Hospital (with the Saturday performance either in Glenwood Springs or Carbondale) and for the past two years the Independence Day Concert has been held in Rifle on the evening of July 3rd.**

***How will the money be used*: The money will be used to support the cost of the Symphony (Conductor, Manager & Treasurer compensation) music rental, rehearsal and performance space rental, and misc. costs. (See annual budget attached)**

Proposed Project Budget

Revenues or other funding sources: ***Amount:***

Revenues are from Concert ticket sales, the fund raiser, donors, and other sponsors and grants which become available.

See attached budget.

Expenses: **Amount:**

For Office Use Only

VIF Approval: Yes No
Council Approval: Yes No
Date Approved by Council:

Symphony in the Valley
Profit & Loss Budget Overview
September 1 through October 6, 2013

	Sep 13	TOTAL Sep 1 - Oct 6, 13
Ordinary Income/Expense		
Income		
4000 · Contributions		
4010 · Friends Circle Contributions	2,000.00	2,000.00
4011 · Donations-Business	1,500.00	1,500.00
4012 · Donations-Individual	5,000.00	5,000.00
4013 · Scholarship	1.00	1.00
4014 · Concert Sponsor		0.00
4070 · Legacies & bequests		0.00
4075 · Uncollectible pledges - est		0.00
4085 · Long-term pledges discount		0.00
4110 · Donated pro services - GAAP		0.00
4120 · Donated other serv - non-GAAP		0.00
4130 · Gifts in kind - goods		0.00
4140 · Donated art, etc		0.00
4150 · Donated use of facilities		0.00
4210 · Corporate/business grants		0.00
4230 · Foundation/trust grants		0.00
4250 · Nonprofit organization grants		0.00
4255 · Discounts - long-term grants		0.00
4310 · Split-interest agreement contri		0.00
4320 · Gain (loss) - split int agree		0.00
4410 · Federated fundraising allocatio		0.00
4420 · Affiliated organization revenue		0.00
4430 · Fundraising agencies revenue		0.00
4510 · Agency (government) grants		0.00
4520 · Federal grants		0.00
4530 · State grants		0.00
4540 · Local government grants		0.00
4551 · Grants (all)	4,000.00	4,000.00
4000 · Contributions - Other	1.00	1.00
Total 4000 · Contributions	12,502.00	12,502.00
49900 · Uncategorized Income		0.00
5000 · EarnedRevenues		
5010 · Agency(government) contract/fee		0.00
5020 · Federal contracts/fees		0.00
5030 · State contracts/fees		0.00
5040 · Other government contracts/fees		0.00
5110 · Publication sales - program-		0.00
5115 · Bad debts, est - fees & sales		0.00
5150 · Program-related sales - other		0.00
5180 · Program service fees		0.00
5185 · Bad debts, est - program sales		0.00

Symphony in the Valley
Profit & Loss Budget Overview
September 1 through October 6, 2013

	TOTAL	
	Sep 13	Sep 1 - Oct 6, 13
5210 · Membership dues - individuals		0.00
5220 · Assessments & dues - orgs		0.00
5310 · Interest-savings/short-term inv	10.00	10.00
5320 · Dividends & interest-securities		0.00
5330 · Gross rents revenue		0.00
5335 · Related rental cost		0.00
5340 · Other investment income		0.00
5360 · Security sales - gross		0.00
5365 · Security sales cost		0.00
5410 · Other asset sales - gross		0.00
5415 · Other asset sales cost		0.00
5440 · Non-program sales		0.00
5445 · Cost of non-program sales		0.00
5450 · Advertising revenues		0.00
5460 · Affiliate revenue-other entity		0.00
5490 · Miscellaneous revenue		0.00
5830 · CONCERTS		
5831 · Season Passes	600.00	600.00
5832 · FALL	1,500.00	1,500.00
5833 · FALL-2nd Performance	500.00	500.00
5834 · WINTER	1,500.00	1,500.00
5835 · WINTER-2nd Performance	500.00	500.00
5836 · SPRING	1,500.00	1,500.00
5837 · Spring-2nd Performance	500.00	500.00
5838 · Fund Raiser		
5838.1 · Fund Raiser - Dinner Dance	11,000.00	11,000.00
5838.2 · Fund Raiser - Other concert	5,000.00	5,000.00
5838.5 · Fund Raiser - Silent Auction	0.00	0.00
5838.6 · Fund Raiser - Live Auction	0.00	0.00
5838 · Fund Raiser - Other		0.00
Total 5838 · Fund Raiser	16,000.00	16,000.00
5839 · Fund Raiser-2nd Performance		0.00
5839.5 · SUMMER		0.00
5840 · Program Advertising	500.00	500.00
5850 · Concessions	250.00	250.00
5830 · CONCERTS - Other		0.00
Total 5830 · CONCERTS	23,350.00	23,350.00
5911 · VCR & CD sales		0.00
5912 · Dues income		0.00
5913 · Concerto entrance fees	0.00	0.00
5000 · EarnedRevenues - Other		0.00
Total 5000 · EarnedRevenues	23,360.00	23,360.00

Symphony in the Valley
Profit & Loss Budget Overview
September 1 through October 6, 2013

	Sep 13	TOTAL Sep 1 - Oct 6, 13
5800 · Special events		
5810 · Special events - non-gift rev		0.00
5820 · Special events - gift revenue		0.00
5800 · Special events - Other		0.00
Total 5800 · Special events		0.00
5838.7 · Chair auction-Swing concert	10,000.00	10,000.00
5839.7 · Gigs income	2,500.00	2,500.00
5844 · Other performances	1,000.00	1,000.00
6900 · Assets released fr restrictions		
6910 · Satisfaction of use restric		0.00
6920 · LB&E acquisition satisfaction		0.00
6930 · Time restriction satisfaction		0.00
6900 · Assets released fr restrictions - Other		0.00
Total 6900 · Assets released fr restrictions		0.00
Total Income	49,362.00	49,362.00
Cost of Goods Sold		
50000 · Cost of Goods Sold		0.00
Total COGS		0.00
Gross Profit	49,362.00	49,362.00
Expense		
6560 · Payroll Expenses		0.00
7000 · Awards, Grants,Etc.		
7010 · Contracts - program-related		0.00
7020 · Grants to other organizations		0.00
7030 · Allocations to affiliates		0.00
7040 · Awards & grants - individuals		0.00
7041 · Scholarships Granted		0.00
7042 · Thank you's,Memorium, Gifts		0.00
7050 · Specific assistance - ind		0.00
7060 · Benefits paid to or for members		0.00
7000 · Awards, Grants,Etc. - Other		0.00
Total 7000 · Awards, Grants,Etc.		0.00
7200 · Contract Labor		
7210 · Other staff		0.00
7211 · Artistic Director/Conduc	9,000.00	9,000.00
7212 · Managing Director	7,200.00	7,200.00
7220 · Wages - other		0.00

Symphony in the Valley
Profit & Loss Budget Overview
September 1 through October 6, 2013

	Sep 13	TOTAL Sep 1 - Oct 6, 13
7221 · LIBRARIAN	1,000.00	1,000.00
7222 · Assoc. Conductor		0.00
7224 · Symphony Swing Manager	750.00	750.00
7230 · Pension plan contributions		0.00
7233 · Contract Labor	500.00	500.00
7240 · Employee benefits - not pension		0.00
7250 · Payroll taxes		0.00
7200 · Contract Labor - Other		0.00
Total 7200 · Contract Labor	18,450.00	18,450.00
7219 · Treasurer	1,200.00	1,200.00
7500 · General Expenses-Fees		
7510 · Fundraising fees		0.00
7520 · Accounting fees		0.00
7530 · Legal fees		0.00
7540 · Professional fees - other		0.00
7550 · Temporary help - contract		0.00
7580 · Donated pro services - GAAP		0.00
7590 · Donated other service - nonGAAP		0.00
7500 · General Expenses-Fees - Other		0.00
Total 7500 · General Expenses-Fees		0.00
8100 · Concert Expenses		
8101 · Rent-Rehearsal/Perform Spaces	1,500.00	1,500.00
8102 · Lights/Sound crew	700.00	700.00
8106 · Practice CD's		0.00
8107 · Flowers, refreshment,etc.	600.00	600.00
8108 · Mileage	700.00	700.00
8109 · Education-Workshops,etc.		0.00
8111 · Concert supplies		0.00
8113 · Music copies	125.00	125.00
8115 · Music--Rental	250.00	250.00
8120 · Donated materials & supplies		0.00
8121 · Concessions		0.00
8130 · Telephone & telecommunications		0.00
8151 · Audio/Visual Services		0.00
8152 · Fees-Stage, Tuning/Other	450.00	450.00
8153 · Music Licensing		0.00
8154 · CD production		0.00
8160 · Equip rental & maintenance		0.00
8180 · Books, subscriptions, reference		0.00
8190 · In-house publications		0.00
8100 · Concert Expenses - Other		0.00
Total 8100 · Concert Expenses	4,325.00	4,325.00

Symphony in the Valley
Profit & Loss Budget Overview
September 1 through October 6, 2013

	Sep 13	TOTAL Sep 1 - Oct 6, 13
8150 · Concerto contest-expenses		0.00
8200 · Rental Expenses		
8210 · Rent, parking, other occupancy		0.00
8211 · Rent-Equipment	500.00	500.00
8213 · Rent-Storage-Music	700.00	700.00
8214 · Rent-Storage-equipment	700.00	700.00
8220 · Utilities		0.00
8230 · Real estate taxes		0.00
8240 · Personal property taxes		0.00
8250 · Mortgage interest		0.00
8280 · Donated facilities - GAAP		0.00
8200 · Rental Expenses - Other		0.00
Total 8200 · Rental Expenses	1,900.00	1,900.00
8300 · Travel & Meeting		
8310 · Travel		0.00
8311 · Meals		0.00
8312 · Travel expense		0.00
8320 · Conference,convention,mtg,Educ.		0.00
8300 · Travel & Meeting - Other		0.00
Total 8300 · Travel & Meeting		0.00
8400 · Depreciation & amortization exp		
8450 · Deprec & amort - allowable		0.00
8460 · Deprec & amort - not allowable		0.00
8400 · Depreciation & amortization exp - Other		0.00
Total 8400 · Depreciation & amortization exp		0.00
8500 · Operating expenses		
8507 · Accounting Service Fee	250.00	250.00
8508 · PayPal,Bank,&CC Service Charges	250.00	250.00
8509 · Licenses & Permits		0.00
8510 · Interest expense - general		0.00
8511 · Supplies	50.00	50.00
8512 · Postage, shipping, delivery	50.00	50.00
8513 · Printing & copying	150.00	150.00
8514 · P.O. Box rental	60.00	60.00
8515 · Computer/Website Services	1,000.00	1,000.00
8520 · Insurance - non-employee		0.00
8521 · Liability Insurance	1,650.00	1,650.00
8530 · Membership dues - organization		0.00
8531 · Memberships	75.00	75.00
8540 · Staff development		0.00

Symphony in the Valley
Profit & Loss Budget Overview
September 1 through October 6, 2013

	Sep 13	TOTAL Sep 1 - Oct 6, 13
8550 · List rental		0.00
8560 · Outside computer services		0.00
8570 · Advertising expenses		0.00
8580 · Contingency provisions		0.00
8590 · Other expenses	500.00	500.00
8500 · Operating expenses - Other		0.00
Total 8500 · Operating expenses	4,035.00	4,035.00
8600 · Business expenses		
8610 · Bad debt expense		0.00
8620 · Sales taxes		0.00
8630 · UBITaxes		0.00
8650 · Taxes - other		0.00
8660 · Fines, penalties, judgements		0.00
8670 · Organizational (corp) expenses		0.00
8600 · Business expenses - Other		0.00
Total 8600 · Business expenses		0.00
8700 · Publicity		
8710 · Advertising	3,150.00	3,150.00
8720 · Graphic Design	1.00	1.00
8730 · Photo Services/Photos		0.00
8740 · Printed Materials		
8742 · Posters	1.00	1.00
8743 · Postage		0.00
8744 · Programs for Concerts	1.00	1.00
8745 · Postcards		0.00
8740 · Printed Materials - Other		0.00
Total 8740 · Printed Materials	2.00	2.00
8700 · Publicity - Other		0.00
Total 8700 · Publicity	3,153.00	3,153.00
8800 · Fundraising		
8805 · PayPal & cc charges for Benefit	300.00	300.00
8810 · Printing & Postage		
8810.1 · Brochures		
8810.11 · Printing	210.00	210.00
8810.12 · Postage		0.00
8810.1 · Brochures - Other	200.00	200.00
Total 8810.1 · Brochures	410.00	410.00
8810.2 · Invitations		
8810.21 · Printing	350.00	350.00

Symphony in the Valley
Profit & Loss Budget Overview
September 1 through October 6, 2013

	Sep 13	TOTAL Sep 1 - Oct 6, 13
8810.22 · Postage		0.00
8810.2 · Invitations - Other		0.00
Total 8810.2 · Invitations	350.00	350.00
8810.3 · Posters & 4-ups		0.00
8810.4 · Program	500.00	500.00
8810 · Printing & Postage - Other		0.00
Total 8810 · Printing & Postage	1,260.00	1,260.00
8820 · Banquet charges	10,000.00	10,000.00
8830 · Fund Raising Marketing Expenses	200.00	200.00
8800 · Fundraising - Other		0.00
Total 8800 · Fundraising	11,760.00	11,760.00
8825 · lights/sound crew-swing	300.00	300.00
8840 · Additional Insurance for Swing		0.00
8850 · Rental Items for Swing		0.00
8850.1 · Dance floor rental-swing	150.00	150.00
Total Expense	45,273.00	45,273.00
Net Ordinary Income	4,089.00	4,089.00
Other Income/Expense		
Other Income		
6800 · Unrealized gain (loss)		
6810 · Unrealized gain(loss) - investm		0.00
6820 · Unrealized gain(loss) - other		0.00
6800 · Unrealized gain (loss) - Other		0.00
Total 6800 · Unrealized gain (loss)		0.00
Total Other Income		0.00
Other Expense		
9800 · Fixed asset purchases		
9810 · Capital purchases - land		0.00
9820 · Capital purchases - building		0.00
9830 · Equipment purchases		0.00
9840 · Capital purchases - vehicles		0.00
9850 · Music Purchase	150.00	150.00
9851 · Music Arrangements	150.00	150.00
9855 · Computer Equipment	75.00	75.00
9800 · Fixed asset purchases - Other		0.00
Total 9800 · Fixed asset purchases	375.00	375.00

Symphony in the Valley
Profit & Loss Budget Overview
September 1 through October 6, 2013

	Sep 13	TOTAL Sep 1 - Oct 6, 13
9890 · Depreciation Expense		0.00
9910 · Payments to affiliates		0.00
9920 · Additions to Reserves		0.00
9930 · Program admin allocations		0.00
Total Other Expense	375.00	375.00
Net Other Income	-375.00	-375.00
Net Income	**3,714.00**	**3,714.00**

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

Application for Funding

Applicant Information

Date: 9-9-13

Organization Requesting Grant: Rifle Main Street / RREDC

Contact Person: Dana Ingram

Phone Number: 625-4202

E-mail Address dingram@rifleedc.com

Donna Roberts 4041599
zoelifenaturalproducts@hotmail.com

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
Helen Rogers, Chair	274-6147	hrinteriordesign@msn.com
Michael Langhorne	379-2904	mla@bookcliffsurvey.com
Nathan Lindquist	456-2183	nlindquist@rifleco.org
Blair Bracken	665-6574	bbracken@rifleco.org
Frank Ladd	625-2085	frank@rifleechamber.com
Skye Sieber	928-699-3021	misskyc@live.com
Janine Rose	625-3471	jrose@gcpld.org

The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check which areas your request falls under.

Visitor Improvement and Attractions:	
Historic Preservation:	
Special Events:	
City Beautification:	X
City Promotion:	

Grant Request

Amount requested from VIF: $712.20

Number of people benefiting from the funding: 9,300+

Detailed Project Description: Rifle Icon mural done by Rifle Middle School students to beautify Downtown.

How will the money be used The money will be used to complete a Downtown mural done by Rifle Middle School's Second Shift art students.

Proposed Project Budget

Revenues or other funding sources:	Amount:
Main Street (paid for mural materials and supplies)	$400

Expenses:	Amount:
mural supplies/materials	$400
Frame	$481
Primer and sealer	$41.20

For Office Use Only

VIF Approval: Yes No

Council Approval: Yes No

Date Approved by Council:

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

Application for Funding

Applicant Information

Date: 9-9-13

Organization Requesting Grant: Rifle Main street / RREDC

Contact Person: Dana Ingram

Phone Number: 625-4202

E-mail Address dingram@rifleedc.com

Organization's Board of Directors or Trustees

Donna Roberts 404-1599 zoelifenaturalproducts@hot.mai co

Name	Phone #	e-mail address
Helen Rogers Chair	274-6147	hrinteriordesign@msn.com
Michael Langhorne	379-2904	ml@bookcliffsurvey.com
Nathan Lindquist	456-2183	nlindquist@rifleco.org
Blair Bracken	665-6574	bbracken@rifleco.org
Frank Ladd	625-2085	frank@riflechamber.com
Skye Sieber	928-699-3021	missskye@live.com
Janine Rose	625-3471	jrose@gcpld.org

The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check which areas your request falls under.

Visitor Improvement and Attractions:	X
Historic Preservation:	
Special Events:	X
City Beautification:	X
City Promotion:	X

Grant Request

Amount requested from VIF: $8,070.00

Number of people benefiting from the funding: 9,300+

Detailed Project Description: (see attached budget) First Friday events in 2014, Downtown event materials (tent rental, patio sets) and Way Finding signage.

How will the money be used ① To increase foot traffic in Downtown Rifle through events involving Downtown merchants and organizations. ② To strengthen Rifle's 'Real Western Innovation' brand (through way finding).

Proposed Project Budget

Revenues or other funding sources:	Amount:	
DDA	$15,700	
Rifle Area Chamber of Commerce	$2,320	
DOLA	$5,000	
Alpine Bank	$1,500	
VIF	$8,070	Total: $32,590

Expenses:	Amount:
Renew Rifle Spring Community Day	$2,200
First Fridays	$2,640
Volunteer Event	$600
Event Materials	$3,500
Streetscape Art/Landscape Design Program	$10,000
Way Finding Signage	$14,250
Total:	$32,590

For Office Use Only

VIF Approval: Yes No

Council Approval: Yes No

Date Approved by Council:

2014 Main Street Budget

Project/Deliverable	Date	Budget
Renew Rifle Spring Community Day – clean up the downtown and paint the jersey barrier wall in Centennial Park. An artist will come up with a color scheme and simple design that community members can follow.	April 2014	**Total = $2,200** Ads $400 Lunch $500 Supplies $1,000 Artist stipend $300 (downtown gift cards) Request: DDA ($700) and Alpine Bank ($1,500)
First Fridays – Merchants and organizations in the downtown provide specials and entertainment. The Main Street group provides materials to promote the event and occasional items needed for specific event functions.	Each month	**Total = $2,640** Marketing posters: $540 First Friday directional signs: $100 Miscellaneous materials (balloons, chalk, popcorn, etc): $400 Special Event Permit: 2 months @$100/month= $200 Entertainment: 3 months @$300/month= $900 Advertising: $500 Request: VIF ($1,320) and Chamber ($1,320)
Volunteer Appreciation Event – Hold an event with food and purchase gift cards from downtown businesses to thank volunteers, artists, and photographers that help with downtown promotions.	Fall 2014	**Total= $600** Food and supplies: $300 Gift cards: $300 Request: Chamber
Event Materials – This would allow a wider range of events on the 2nd Street lot, in Centennial Park, and on 4th Street.	Spring and Summer 2014	**Total= $3,500** Party tent rental (rent from Wing Nutz): 5 months @ $400/month: $2,000 Patio sets and umbrellas (useable throughout downtown): 3 sets @ $300 each and 4 umbrellas @ $200 each: $1,500 Request: VIF ($2,500) and Chamber ($1,000)
Streetscape Art and Landscaping Design Program – using recycled art or other materials, involve local artists and community members in simple streetscape improvement projects. A recommended focus area would be on Railroad Ave., between 3rd and 4th Street.	Summer 2014	**Total= $10,000** for designer and/or materials Ideas could include: Fence with hanging artwork Colored concrete design Recycled Art Adirondack chairs Antique Mining Cars Railroad Avenue planters Request: DDA

2014 Main Street Budget

Wayfinding Signage – Design is finished, sign locations and funding sources must be identified for implementation in 2014.	Spring 2014	**Total= $14,250** **$5,000 will come from DOLA mini grant, $1,250 matching** Median: 3 @ $2,400 per sign Gateway: 2 @ $2,900 per sign Request: DOLA ($5,000), DDA ($5,000), VIF ($4,250)
Mural on Christener building (3rd and Railroad)		
Mural on Qwest building (3rd Street)		Middle School mural?
Ute Programming – Funds for performances/events have not been identified. Theater should open in 2014.	Spring 2014?	Grand Opening Celebration?
Total Request from DDA: $15,700 Total Request from VIF: $8,070 Total Request from Chamber: $2,320 Total Request from Alpine Bank: $1,500 DOLA Mini Grant Request: $5,000 **Grand Total= $32,590**		

DRAFT First Fridays 2014 Schedule

DATE	EVENT	MAIN STREET BUDGETED FUNDS	NEEDED FUNDS
JAN 3	?	--	--
FEB 7	Event @ Ute 7 pm	--	$4,000 band
MAR 7	E 3rd Street – south businesses 5 – 7 pm Event @ Ute 7 pm	--	$4,000 band
APR 4	W 3rd Street – south businesses 5-7 pm Event @ Ute (volunteer appreciation?) 7 pm	$600	$3,400 band
MAY 2	High School Art show @ Ute? 5 – 7 pm Concert @ Centennial Park 7 pm	--	$4,000 band
JUN 6	W 3rd Street – north businesses 5-7 pm Concert @ Centennial Park 7 pm	--	$4,000 band
JUL 4	4th of July Celebration @ Centennial	?	?
AUG 1	E 3rd Street - north businesses 5 – 7 pm Farmers Market @ 2nd Street Lot 4-8 pm Movie in the Park 8 pm	Tent $400 Music $300	--
SEP 5	Farmers Market @ 2nd Street Lot 4-8 pm Movie in the Park 8 pm	Tent $400 Music $300	--
OCT 3	Chili Contest-Thursday Pumpkin carving contest-Friday Fall Festival- Saturday	?	?
NOV 7	Art show at Library? 2nd St bonfire? 5- 7 pm Event @ Ute 7 pm	--	$4,000 for band
DEC 5	Holly Days? Event @ Ute 7 pm	--	$4,000 for band
	TOTAL	**$2,000** ($3,500 budgeted for event materials available if Musser Grant is awarded)	**$19,400** for Ute Events **$8,000** for Centennial Concerts

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

Application for Funding

Applicant Information

Date: 11/8/13

Organization Requesting Grant: Rifle DDA

Contact Person: Helen Rogers

Phone Number: 970-274-6147

E-mail Address hrinteriordesign@msn.com

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
Jay Rickstrew	625-7276	jayrickstrew@alpinebank.com
Michael Longhorne	379-2904	ml@brookcliffsurvey.com
Sally Brands	379-8040	kmlj@rof.net
Nella Barker	379-2700	Nella@rof.net
Gil Frontella	625-3002	
Randy Winkler	625-1718	rwinkler@rifleco.org
Tom Stuver	625-1887	tstuver@rifletaw.com
Wilma Paddock	625-4270	wpaddock@gcpld.org

The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check which areas your request falls under.

Visitor Improvement and Attractions:	
Historic Preservation:	
Special Events:	
City Beautification:	X
City Promotion:	

Grant Request

Amount requested from VIF: $1,200

Number of people benefiting from the funding: 18,000 +

Detailed Project Description: Flowers / plants for the downtown flower pots, placed on 3RD, 4TH + Railroad Ave.

How will the money be used The order for plants needs to occur in March for delivery at the end of May.

Proposed Project Budget

Revenues or other funding sources:	Amount:
DDA	$1,200

Expenses:	Amount:
Total to plant 33 pots	Approx $2,400

For Office Use Only

VIF Approval: Yes No

Council Approval: Yes No

Date Approved by Council:

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

Applicant Information

Date: August 6, 2013
Organization Requesting Grant: Community Agriculture alliance – Northwest Colorado Cultural Heritage Tourism Program(NWCCHT)
Contact Person: Nancy B Kramer, Program Coordinator
Phone Number: (970) 879-4370
E-mail Address: nbkramer@communityagalliance.org

Organization's Board of Directors or Trustees
Name – The NWCCHT is currently a program of the community Agriculture Alliance. The program has a very engaged steering committee, of which the Helen Roger and Richard Rhoades continue to participate with past Rifle Chamber marketing staff member Kacey Beres participating prior to her departure. Efforts to engage new chamber representation will be made this fall. A strategic goal for the program is to work toward an independent 501c3 charitable organization with a focus on education. Organizational development efforts are ongoing at this time. It is anticipated this will be accomplished by the end of 2014 or early in 2015. Attached is a complete list of the Community Agriculture Alliance Board of directors and Advisors and a sampling of the regional steering committee for NWCCHT.
Phone #
e-mail address

The Visitor Improvement Fund is generated through a 2.5% Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check which areas your request falls under:
Visitor Improvement and Attractions: X
Historic Preservation: X
Special Events:
City Beautification:
City Promotion: X

Grant Request
Amount requested from VIF: $4,500

Number of people benefiting from the funding: The Number of people benefiting will be determined by the site that is chosen for the sign installation. It is intended to be placed in high tourist traffic area to assure maximum visitor engagement.

Detailed Project Description: The proposed project is to engage and inform visitors to Rifle Colorado about the history and vast heritage and cultural assets of the community and surrounding area. This will be accomplished through the development of an Interpretive Gateway sign that will share the legacy and community icons through quality graphic design and compelling photography. The signs are two sided with one panel dedicated to a map and description of the region and the other dedicated to a specific community Local historians and visitor related organization representatives will participate in the selection of the stories and assets to be shared. A locator map will assist visitors in finding their way to highlighted community icon such as historic building, sites, and natural resource areas. This will assist visitors in finding their way into and around the community. The cultural travel market is made up of visitors that stay longer and spend more monies in a community. A diagram of the sign and a template sample community and regional panel are included in this packet for demonstration of the project. Large formatted version will be available for in-person presentation.

How will the money be used: Funds will be used to complete design, fabrication and installation of 2 sided Community Gateway Interpretive Sign for the community of Rifle Colorado. Design and fabrication are based on experience gained with similar projects in other NWCCHT communities in Routt, Jackson, Moffat and Rio Blanco County.

Proposed Project Budget:

Revenues or other funding sources; $4,500 – Garfield County Commissioners have approved a 1:1 match for the project.

Total Amount of Project: $9,000

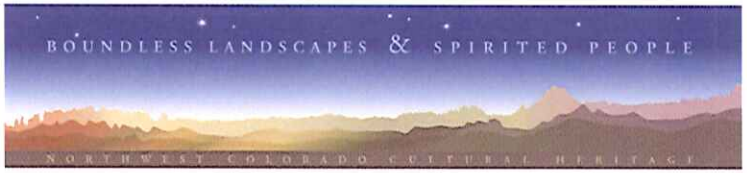
Project Expenses: $9,000

Budget is based on original project costs (Routt, Moffat, Rio Blanco and Jackson County)

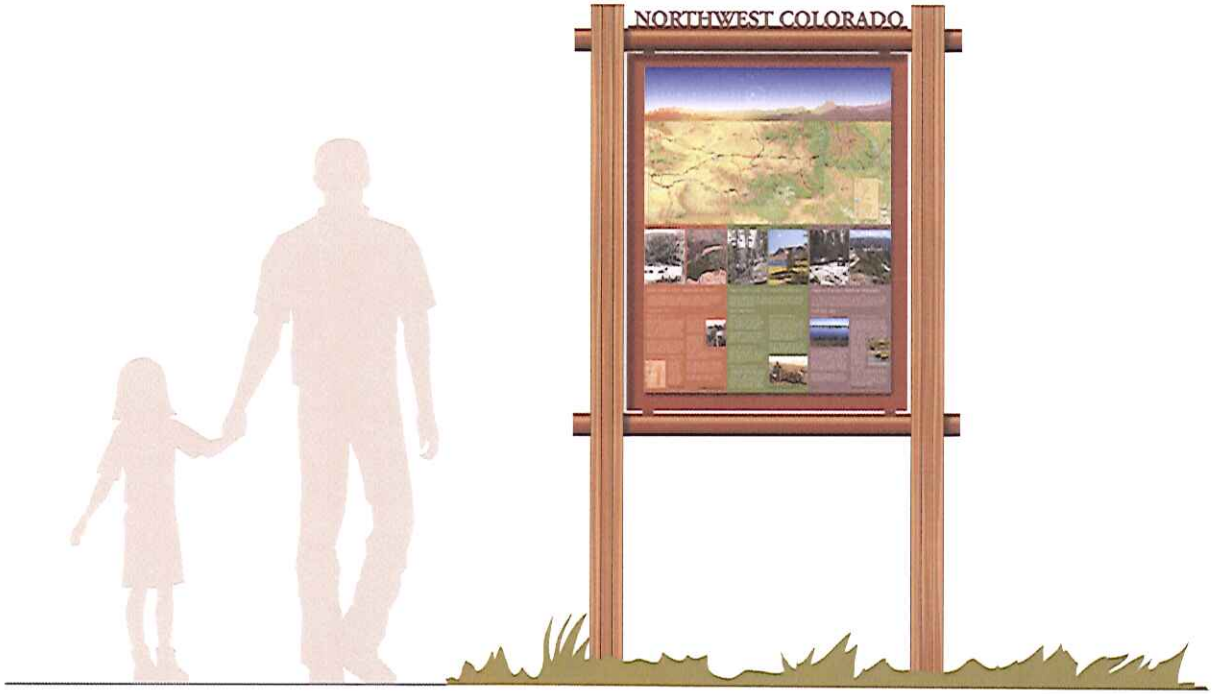
Panel Research, Development coordination: $900
Panel Design fee $2,600
Panel Fabrication: $1,500
Frames Fabrication: $2,500
Installation (includes site prep and mileage) $1,500
Total Amount: $9,000

For Office Use Only

VIF Approval: Yes No
Council Approval: Yes No
Date Approved by Council:



Community Gateway Interpretive Sign Project - Northwest Colorado Cultural Heritage Tourism Program



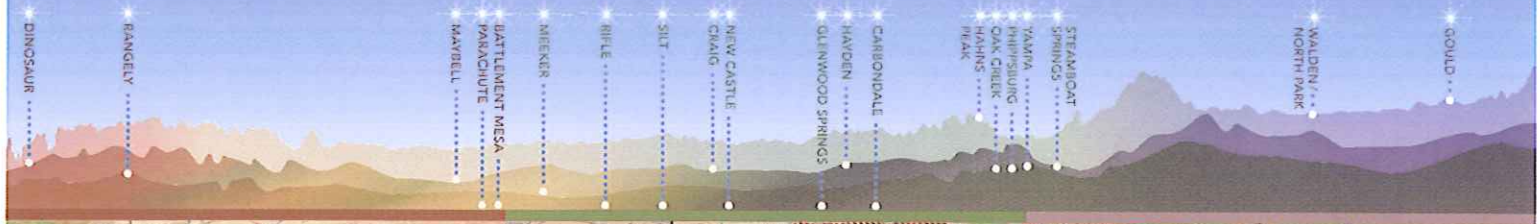
Conceptual Design of Upright Wayside "Gateway"

BRANDING PLAN: INTERPRETIVE SIGNS

Following the National Park Service: *Wayside Exhibits, A Guide to Developing Outdoor Interpretive Exhibits,* two types of waysides have been develop for site specific interpretation:

- Upright Waysides to inform regional residents and visitors about a town, region or trail. Signs will be developed based on a Wayside Exhibit Plan specifying fabrication standards for sign structure and panels as well as design guidelines for type size and style, design and formatting, mapping and illustration, interpretive text and headers. The Plan will also include Site Preparation and specifications for Installation and Maintenance. The Northwest Cultural Heritage signs are designed to meet the National Park Service's Four **Key Factors for successful interpretation:**
- Significant landscape feature with well documented story
- Compelling graphics
- Safe and accessible visitor access
- Routine maintenance for site and sign

BOUNDLESS LANDSCAPES & SPIRITED PEOPLE



Heritage Journeys: roam with a view

Unrelenting forces of nature have carved immense yet intimate landscapes in the remote northwest region of Colorado. Spanning 14,918 square miles, the area encompasses expansive areas of public lands—canyons and rivers, forests and wilderness, parks and peaks, mesas and plateaus.

The map denotes *Heritage Journeys* created by "locals" who know the less direct, more adventurous trails for exploration. Discover the region's legacy of timeless places where you can *roam with a view.*

For additional info visit: www.nwheritagetravel.org

LEGEND

Powell's Second Expedition, Lodore Canyon, 1871

Green and Yampa River from Harpers Corner

On the trail to Trappers Lake ca. 1900

Trappers Lake and The Amphitheater

Hahns Peak village celebrating the Fourth of July, 1907

Hahns Peak in winter snow

canyons & rivers

Irish Canyon Journey:
Rock art sites abound in the canyon of this 1,000-foot deep dry gorge.

Canyon Pintado Journey:
The striking rock art of the Fremont people in the "Painted Canyon," dates back to 1200 BC.

Browns Park Journey:
Appearing much as it did one hundred years ago, this high desert valley was a favored Ute Indian wintering area—and given its access to three state borders, outlaws. Browns Park National Wildlife Refuge offers you wildlife viewing and scenic solitude.

Journey through Time:
The first Powell Expedition in 1869 ran the Green River in oak boats. Today, in Dinosaur National Monument you can raft the river or hike to a precipice above the confluence of the Green and Yampa Rivers and see for miles.

forests & wilderness

65 Million Years in 65 Miles Journey:
Explore geological time—from fossils and coal deposits to hot springs.

White River Ute Journey:
Through the ancestral home of the Ute Indians, this trail traces the history of conflict over land and ways of life.

Heritage Ranch Journey:
This loop passes ranches listed on local, state, and national registers of historic places.

Elkhead Journey:
Take a day-long trek through stunning California Park to Slater, a ranching town, and then to historic mines.

Cradle of Wilderness Journey:
Trappers Lake offers views of the Flat Tops and opportunities for fishing, hiking, and camping.

Gore Pass Journey:
A stage route from Steamboat Springs to historic mining and railroad towns.

mountains & parks

Buffalo Pass Journey:
Rarely open before July 4th, this Continental Divide journey provides remarkable scenic vistas as the pass climbs over 3,000 feet. While in North Park don't miss Arapaho National Wildlife Refuge. Created in 1967, the Refuge provides habitat for waterfowl and moose. Bring your camera and take the six-mile self-guided tour to learn about the wildlife and habitats in the Refuge.

Hahns Peak Gold Journey:
After the gold bust, Hahns Peak became a mining ghost town, yet over time timber harvesting brought people back into the area. Today, Hahns Peak is a quiet historic village.

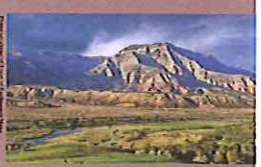
North Park Journey:
From Walden to Lake John, a remote 656-acre high plains lake, you travel across the Continental Divide to unique recreational opportunities.

Theodore Roosevelt hunting in Garfield County, 1905

Vast body of oil shale, ca. 1910

Drilling near Rangely

Garfield County's Union Mine Workers, 1913



Battlement reveals geological layers

mesas & plateaus

Mesa Journey:
Travel to Battlement Reservoir, a chain of lakes carved out by horse-drawn equipment in the 1890s. This pristine setting offers fishing and hiking.

Mesa Journey:
Along this route, Theodore Roosevelt hunted bear and lynx in 1905.

Rifle Falls Journey:
A scenic loop featuring a trio of side by side cascading waterfalls and limestone caves.

Whitehouse Mountain Journey:
Trek to Marble where, at 9,500 feet, marble was cut from the mountain and hauled over a three mile wagon road.

energy trail

Douglas Pass Energy Trail:
Paralleling the Canyon Pintado Journey, this trail reveals the story of oil in Colorado. In the 1930s, oilmen drilled over a mile down to a vast pocket of trapped oil measuring ten miles long and five miles wide.

Roan Plateau Energy Trail:
The world's largest known source of oil shale was deposited 50 million years ago in an area north of Rifle. It is estimated that 1.8 trillion barrels of oil exists within the shale of the Roan Cliff area.

Axial to Yampa River Energy Trail:
Traveling north on Hwy 13 to Craig you enter coal mining territory. This "black gold" enticed miners to the region beginning in the 1870s. Today, coal still supplies the state's energy needs as do the oil fields just south of the town of Milner.

North Park Energy Trail:
Glacial meltwater carved rock terraces and faults in the North Park basin, which trapped oil. The first oil well was drilled in the 1920s west of Walden. Named McCallum Field, this drill site has accounted for more than half the oil production in North Park.

BOUNDLESS LANDSCAPES & SPIRITED PEOPLE

STEAMBOAT SPRINGS

community legacy

This remote northwest region of Colorado had long-served as the Ute Indians' summertime hunting grounds. Later, trappers and mountain men pursued small game to sell the hides to the fur traders. Legend has it that French fur trappers thought the spring along the Yampa River sounded like a steamboat.

In 1875 James Crawford arrived with his family to file a homestead claim and establish what would become the town of Steamboat Springs. Rugged homesteaders soon followed to raise cattle or sheep. Others established businesses or worked in the nearby gold and coal mines.

The town remained isolated until the arrival of the Denver, Northwest and Pacific Railroad in 1908. The rail line from Denver across the Continental Divide enabled year-round transportation of livestock and coal as well as passenger travel. Today, the railroad still transports coal from the region.

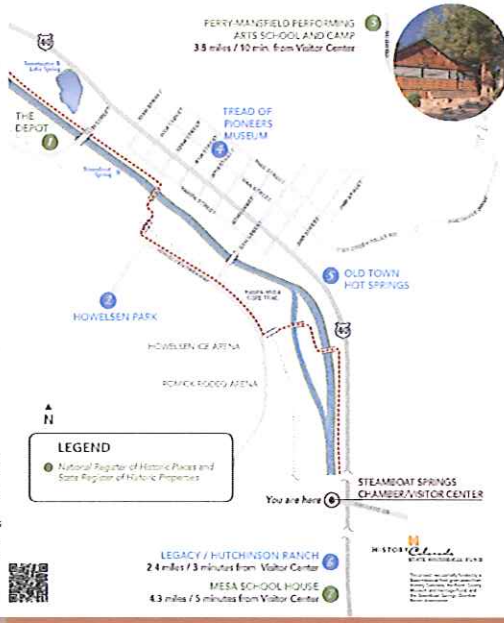
For directions and information: www.nwcoloradoheritagetravel.org

1 Eleanor Bliss Center for the Arts at the Depot 1001 13th Street

By 1913 the Steamboat Springs' Depot was the largest cattle shipping center in the country. Placed on the National Register of Historic Places in 1978, "The Art Depot" is now a thriving art and community center where you can enjoy exhibits, classes, and performances.

2 Howelsen Park
Howelsen Parkway

This City Park includes the oldest operating ski hill in Colorado and is named for Norwegian ski champion, Carl Howelsen, who introduced the community to ski jumping and recreational skiing. The all-season sports complex is home to the Steamboat Springs Winter Sports Club, a training organization for aspiring and Olympic athletes.



3 Perry-Mansfield Performing Arts School and Camp
40755 County Road 36

Charlotte Perry and Portia Mansfield's dream of creating a theatre and dance camp in the mountains of Steamboat Springs was fulfilled in 1915. Today, the School and Camp is recognized as the oldest continuously operating performing arts school and camp in the nation.

4 Tread of Pioneers Museum
800 Oak Street

Set in a 1908 Queen Anne-style Victorian home, the Museum engages visitors in exploring the region's legacy of Native Americans, ranching, mining, and pioneers. Trace the history of skiing, ski jumping, and Olympic heritage in Steamboat Springs in our Ski Town U.S.A.® exhibit.

5 Old Town Hot Springs
136 Lincoln Avenue

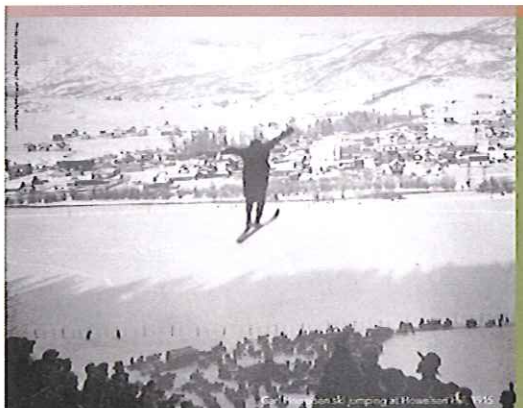
The Ute Indians, who summered in the valley long before the arrival of settlers, believed the area's natural mineral springs had healing and spiritual powers. Pioneers enjoyed the "heart spring" and its 103-degree waters as early as 1875. Old Town Hot Springs has provided locals and visitors a place to rejuvenate and relax for over 100 years.

6 Legacy / Hutchinson Ranch
35435 Highway 40

The 130-acre ranch preserves the high country farming and ranching history of northwest Colorado. This ranch has been operating and intact since 1899 and continues to demonstrate a time-honored way of life.

7 Mesa Schoolhouse
33985 Highway 40

Built in 1916, the school served grades one through eight until rural school district consolidation was complete in 1959. The Schoolhouse was restored in 2000 with the support of Historic Routt County and gifted to the City of Steamboat Springs for use as a community meeting center.

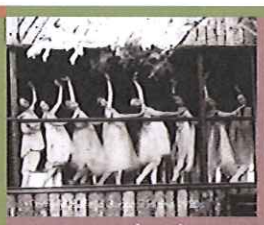


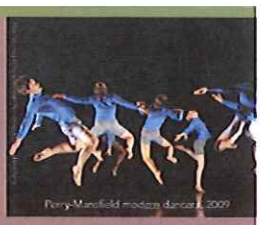
Carl Howelsen ski jumping at Howelsen Hill, 1915

working landscape: ranching and rodeos

Open-range cattle operations were common in northwest Colorado prior to the 1880s, but Steamboat Springs and its allure of free land drew a hopeful and unique group to the area—homesteaders. These hardy settlers braved heavy snows and long winters. The life was not easy, and some ultimately sold their parcels. The folks who remained started family ranching traditions that continue to this day.

Many of those who stayed were the ancestors of current multi-generational ranchers and farmers who continue to raise cattle, sheep, and wheat. Routt County is well-known for its high quality grass hay, one of the region's principal agriculture commodities.

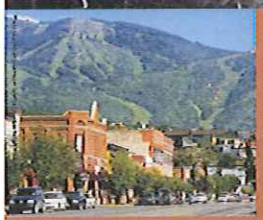




Perry-Mansfield modern dancers, 2009

arts and culture

The citizens of Steamboat Springs have supported arts, culture, and learning since the town's beginning. Visionary leaders founded a public library, opened a public school, and promoted the arts. Starting in 1915, summer students from all over the nation journeyed to Steamboat Springs to attend Perry-Mansfield Performing Arts School and Camp, the oldest continuous operation of its type in the U.S. The town's galleries, performances, library, museums, and schools reflect an ongoing commitment to culture.



View of the Steamboat Ski Resort from Downtown Steamboat Springs

PRORodeo riders compete in the Cowboy Downhill at Steamboat Springs

skiing heritage: ski town u.s.a.®

Winters in Steamboat Springs could be long with heavy snows that often made travel difficult. People in the area relied on skis to get to where they needed to go. When Carl Howelsen arrived in Steamboat Springs in 1913, the ski jumper from Norway introduced residents to the sports of skiing and ski jumping.

The winter fun has continued, and since 1915, Howelsen Hill has held awe-inspiring Winter Carnival stunts and competitions. Storm Mountain, known today as Mount Werner, opened in 1963, launching the world-class ski resort that attracts winter enthusiasts from around the world.

For locals and visitors alike, there is nothing like Ski Town U.S.A.® and its trademark Champagne Powder.® Today, Steamboat Springs prides itself with the distinction of producing more Olympic athletes than any other town in North America.

Winter feeding on a Routt County ranch

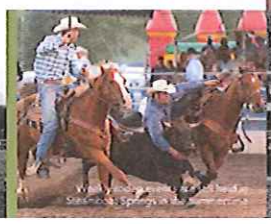
Ute Indians teaching the trail

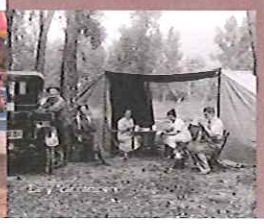
natural landscape

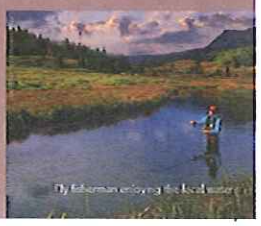
Ute Indians traveled to the Yampa Valley because of the abundant game, fish, plants, and the local mineral springs during summer months.

Today, people still come to the valley seeking the same outdoor pursuits and often follow the trails of the region's earliest travelers.

Eddie Eagle bull on a bronc, 1939







Fly fisherman enjoying the local water

2013 NW Colorado Cultural Heritage Community Reprepresentatives - Bloggin and Journey Development Resource list

Communities and Organizations	County	Representative	Phone	E-mail
Battlement Mesa	**Garfield**	Keith Lammey	285-7844	klammey@elkpeaks.com
Carbondale Chamber	**Garfield**	Andrea Stewart	963-1890	andrea@carbondale.com
Carbondale -Mt. Sopris Historical Society	**Garfield**	Beth White	970-963-7041	bethwhitephotography@gmail.com
Glenwood Springs - Frontier Historical Society	**Garfield**	Cindy Hines	945-4448	history@rof.net
Glenwood Springs Chamber	**Garfield**	Lisa Langer	945-6589 x110	lisa@glenwoodchamber.com
Hahns Peak - North Routt	**Routt**	Becky Hicks	879-3679	beckyofsteamboat@gmail.com
Hayden Heritage Museum	**Routt**	Laurel Watson	(970) 276-4380	heritagemuseum@nctelecom.net
Marble	**Garfied/Gunnison**	Charlotte Graham	704-0567	marbledweller@wildblue.net
Meeker Chamber of Commerce	**Rio Blanco**	Katelin Cook	8789-5510	director@meekerchamber.com
Moffat County Tourism Association	**Moffat**	Melody Villard	824-2335/629-2035	mvillard@moffatcounty.net
New Castle	**Garfield**	Bruce Leland	(970) 984-3864	bruceleland@sopris.net
Oak Creek - Tracks and Trails Museum	**Routt**	Nita Naugle	736-8245	tracksandtrailsmuseum@gmail.com
Parachute - Grand Valley Hist. Soc.	**Garfield**	Judith Hayward	285-9696	judi.heart@juno.com
Rangely - Town of Rangely	**Rio Blanco**	Lisa Piering	675-8476	lpiering@rangelygovt.com
Rangely Chamber	**Rio Blanco**	TBD	675-5290	
Rifle Area Chamber	**Garfield**	TBD	625-2085 x2	mail@riflechamber.com
Silt	**Garfield**	Fran Thrower	618-5779	silthistorical@yahoo.com
Silt Historical Park	**Garfield**	Bill Smith	618-4182	bsstudio@willowwisp.net
Steamboat Springs	**Routt**	Nancy B. Kramer	879-4370	nbkramer@communityagalliance.org
Walden - North Park Visitors Bureau	**Jackson**	Jamie Brown		jamie067@centurytel.net
Yampa - Town of Yampa	**Routt**	Janet Ray	638-4480/638-4511	jray@townofyampa.com

2012 - 2013 Board of Directors	Occupation	Contact Information	Ag Alliance Information	Organization/Volunteer Information
Carol (Shine) Atha PO Box 772323 Steamboat Springs CO 80477	Part-time Office: Ski Haus	879-4055 Home 846-4055 Cell c.atha@earthlink.net	Board Co-chair Term #2 Appointed October 2009 Expires December 2013	Perry Mansfield Board Steamboat Arts Council Board
Dan Bell 33560 Rodeo Drive Steamboat Springs CO 80487	General Manager, Storm Mountain Ranch	846-9921 Cell dan.smr@gmail.com	Board Secretary Term #1 Appointed August 2011 Expires December 2013	
Chris Bradley 2540 Copper Ridge Drive #2 Steamboat Springs CO 80487	Owner, Sacred Resource Top Drawer Inc	870-9605 Work 871-1516 Home 846-9760 Cell	Board Member Term #1 Appointed August 2011 Expires December 2013	Deep Roots Food Trust Pres. NW Colo Products member YV Sustainability member Transition Steamboat member
Greg Brown 22455 RCR 56 Steamboat Springs CO 80487	Routt County Weed Supervisor Rancher: Sheep	870-5246 Work 879-7089 Home	Board Co-chair Term #1 Appointed August 2011 Expires December 2013	Past CAA Board Membr Colorado Woolgrowers
Barry Castagnasso PO Box 807 Hayden CO 81639	Rancher: Draft Horses, Hay	276-3693 Home/Work 819-2948 Cell bcastagnasso@yahoo.com	Board Member Term #3 Appointed August 2006 Expires December 2014	Tri-county Farmers Union Clydesdale Breeders of USA Clydesdale Horse Assn of Canada
Medora Fralick 36155 RCR 51 Hayden CO 81639	Owner, Commercial Property Group And Homes&Land Steamboat Spgs Arabian Horse Breeder	879-1402 x 1 Work 846-4866 Cell 276-4945 Home 879-7777 Fax mfralick@springsips.com	Board Treasurer Term #7 Appointed July 1999 Expires December 2014	Western Slope Reining Horse Assn RoCo Agriculture Youth & Heritage
Diane Holly HC 66 Box 8 Steamboat Springs CO 80487	Rancher: Cattle, Hay Elk Guide and Outfitting	879-4210 Home 819-5900 Cell overlookranch@zirkel.us	Board Member Past Board Treasurer Term #2 Appointed August 2008 Expires December 2014	Routt County CattleWomen Hayden Museum Board Museum &Heritage Funding Board Reaching Everyone Preventing Suicide
Brett Mason PO Box 1028 Oak Creek CO 80467	Security Manager Steamboat Ski Morgan Horse Breeder	871-5338 Work 846-3057 Cell bmason@steamboat.com	Board Member Term #2 Appointed August 2008 Expires December 2014	South Routt School Board NW CO BOCES Rep for SoRoCo Co-chair of True North American Horse Assn

2012- 2013 Board of Directors	Occupation	Contact Information	Ag Alliance Information	Organization/Volunteer Information
Erika Murphy 28005 RCR 37 Hayden CO 81639	Rancher: Registered Angus Horses Marketing Director	970-276-2190 Home 970-481-7473 Cell coyotecreek@comcast.net	Board Member Term #2 Appointed October 2009 Expires December 2013	YV Horse Show Assn Member American Angus Assn Member RoCo 4-H Scholarship Found. Routt County CattleWomen
Wayne Shoemaker 8190 RCR 3 Toponas CO 80479	Bar A Ranch Manager Owner: Yampa Valley Beef	638-4687 Work waynebara@hughes.net	Board Member Term #1 Appointed August 2011 Expires December 2013	Routt County Cattlemen
Brian Smith PO Box 770939 Steamboat Springs CO 80477	Ranch Partner: Hall & Hall	879-5544 Work 875-0000 Home 846-1262 Cell bsmith@hallandhall.com	Board Member Term #2 Appointed October 2009 Expires December 2013	Member of: Trout Unlimited Rocky Mtn Elk Foundation, Mule Deer Foundation, Pheasants Forever, Ducks Unlimited
Kathy Smith PO Box 461 Hayden CO 81639	Rancher: Cattle, Sheep, Hay, Grain Hunting Camp Cook	276-3805	Board Member Term #4 Appointed August 2005 Expires December 2013	Routt County CattleWomen
Deb Werner PO Box 12 Yampa CO 80483	Lift Operations Director: Steamboat Ski Corp	871-5235 Work 638-0638 Home 734-8537 Cell dwerner@steamboat.com	Board Member Term #2 Appointed October 2009 Expires December 2013	CMC Leadville – Advisor

2012-2013 Board of Advisors	Occupation	Contact Information	Ag Alliance Information	Organization/Volunteer Information
Adonna Allen 41590 RCR 44 Steamboat Springs CO 80487	President, Alpine Bank of Steamboat Rancher: Cattle and Hay	870-7418 Work 870-6585 Home 879-8597 Fax adonnaallen@alpinebank.com	Board Advisor Board Member 2000-2002	Colorado CattleWomen Treasurer Deep Roots Food Trust Board Treasurer CSU Extension Advisory Board YV Community Foundation Board Women's Foundation of CO Board CARL Graduate Routt County CattleWomen Member Steamboat Springs Chamber Board
Chad Bedell 42205 Story Teller Way Steamboat Springs CO 80487	Ag Manager, Marabou Ranch Guide & Outfitter	846-6201 Cell chadandjenbedell@msn.com	Board Advisor	
Katie Brown PO Box 882951 Steamboat Springs CO 80488	Director of Sales, Steamboat Ski & Resort Corp	871-5486 Work 879-8236 Home 291-1101 Cell 879-7844 Fax kbrown@steamboat.com	Board Advisor Board Member 2001-2012	Catamount Advisory Board Ski Town Rotary Member Leader: Girl Scout/Brownies Mountain Village Properties Board
Tammie Delaney 41090 RCR 80 Hayden CO 81639	Owner: Yampa Valley Feeds/ The Hayden Granary Rancher: Yak, Horses, Hay	276-4250 Work 846-1404 Cell tamdelaney@gmail.com	Board Advisor Board Member 1999-2008 VAP Committee Co-chair Past Board Co-chair	American Leadership Forum Sr. Fellow CSU State Extension Advisory Board Routt Extension Advisory Vice Chair Hayden EDC Board Secretary Yampa Valley Pony Club Treasurer Vision 2030 Project Manager Hayden Chamber Board
Vonnie Frentress PO Box 282 Hayden CO 81639	Broker/Owner Colorado Group Realty Rancher: Cattle, Grain, Hay, Hunting	276-9101 Work 276-3602 Home 846-4372 Cell vonnie@mybrokers.com	Board Advisor Board Member 2004-2010 Past Board Secretary	
Rod Hanna 3001 S Lincoln, Suite E Steamboat Springs CO 80487	President, Sidney Peak Ranch	879-1940 Work 879-6040 Home 846-7305 Cell 879-7777 Fax rhanna@springsips.com	Board Advisor Board Member 2005-2009	Rotary International Steamboat Art Museum Steamboat Marketing District Doak Walker Memorial Endowment YV Community Foundation
Carl Herold PO Box 135 Yampa CO 80483	Rancher: Cattle and Hay	638-4670 Work/Home cwheroldjr@yahoo.com	Board Advisor VAP Committee Co-chair	Routt County Farm Bureau Routt County Weed Board Colorado Sage Grouse Task Force
Ren Martyn 301 South Lincoln, Ste E Steamboat Springs CO 80487	President: Finger Rock Preserve Rancher: Hay & Wetland Mitigation	879-4546 Work 846-3118 Cell	Board Advisor	Yampa-White River Round Table Steamboat Pro-Rodeo Board

2012-2013 Board of Advisors	Occupation	Contact Information	Ag Alliance Information	Organization/Volunteer Information
Nancy Merrill 40515 RCR 69A Hayden CO 81639	Rancher: Hay	276-1932 Home nanmerrill@mac.com	Board Advisor	Yampa Valley Birding Club Nature Conservancy Advisory Board
Andy Schaffner PO Box 121 Yampa CO 80483	Water Commissioner Rancher: Hay and Cattle	638-4470 Home 819-4899 Cell andy.schaffner@state.co.us	Board Advisor	CO Water Officials Assn Member Steamboat Orchestra Yampa Valley Singers
Nancy Stahoviak PO Box 773598 Steamboat Springs CO 80477	Routt County Commissioner	879-0108 Work 736-8505 Home 879-3992 Fax nstahoviak@co.routt.co.us	Board Advisor	Vision 2030 Routt County and SS EDC Routt County CattleWomen First Impressions Early Childhood Board Yampa Valley Housing Authority Board
Rich Tremaine PO Box 774525 Steamboat Springs CO 80477	Attorney, Klauzer and Tremaine	879-5003 Work 879-8498 Home 879-1131 Fax rich@ktlaw.com	Board Advisor Board Member 2000-2008 Past Board Co-Chair	Colorado Legal Education 14th Judicial District Performance Commission Fish Creek Meadows HOA
Staff	**Organization Position**	**Contact Information**	**Ag Alliance Information**	**Organization/Volunteer Information**
Marsha Daughenbaugh PO Box 774134 Steamboat Springs CO 80477	Executive Director, Community Ag Alliance Rancher: Cattle and Hay	879-4370 Work 846-7054 Cell 879-1820 Home 870-4511 Fax marshad@communityagalliance.org	Executive Director 2003-Present	CO Farm Service Agency State Chair RoCo CattleWomen NW Colorado Farmers Union
Nancy Kramer PO Box 772778 Steamboat Springs CO 80477	Project Coordinator, NWCP Project Coordinator, NWCCHT	879-4370 Work 879-2739 Home 846-2969 Cell nbkramer@communityagalliance.org	Project Coordinator 2007 – Present	Past Steamboat City Council Member Past Exec Director Steamboat Arts Council Community Support Steering Committee
Michele Meyer 23150 Snowshoe Lane Steamboat Springs CO 80487	Fundraiser and Public Relations Coordinator	879-4370 Work 970-214-2298 Cell michele@communityagalliance.org	Fundraiser/PR Coordin. 2011	Past Mktg Director, Larimer Co Hospice Past Mktg Director, Fort Collins United Way