
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

July 8, 2014

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. Approve Minutes from June 10, 2014 Regular Meeting |
| 12:10 p.m. | 3. Elect Officers to the Board |
| 12:20 p.m. | 4. Financial update |
| 12:30 p.m. | 5. Consider grant application from City of Rifle for Railroad Avenue Improvements (Nathan Lindquist) |
| 12:40 p.m. | 6. Consider grant application from Rifle Museum Board |
| 12:50 p.m. | 7. Consider grant application form Rifle Area Chamber of Commerce for radio and TV promotions |
| 1:00 p.m. | 8. Consider topics for Workshop with Rifle City Council |
| 1:10 p.m. | 9. Consider quotes on marketing study options |
| 1:20 p.m. | 10 Adjourn |

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

Next Regular Meeting: August 12, 2014

VISITOR IMPROVEMENTS FUND ADVISORY BOARD MEETING

Wednesday, June 10, 2014
REGULAR MEETING
Noon * City Hall Conference Room

The regular meeting of the Board was called to order at 12:06 p.m. by Vice Chair Ryan Gilbert.

PRESENT ON ROLL CALL: Board Members Sara Brainard, Debi Billings, Bob Gardner, and Ryan Gilbert

OTHERS PRESENT: Kristy Christensen, Deputy City Clerk; Matt Sturgeon, City Manager, Nathan Lindquist, Planning Director; Helen Rogers, Project Manager, Downtown Development Authority; Frank Ladd, President/CEO, Rifle Area Chamber of Commerce; and Katie Harris, Tourism Director, Rifle Area Chamber of Commerce;

ITEMS ON THE AGENDA

APPROVE MINUTES FROM MAY 13, 2014 REGULAR MEETING

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

CONSIDER APPLICANTS FOR VACANT BOARD SEATS

Debi Billings an alternate member on the Board submitted a letter to be considered for a vacant regular seat.

Board Member Brainard moved to recommend to Council that Debi Billings be moved from the alternate seat to a regular seat; seconded by Board Member Gardner. The motion passed unanimously.

Letters of interest were received by Keith Lambert, Kristine Llacuna, Kevin Kelley, Angela Strode, and Frank Ladd

Board members cast ballots, which Deputy City Clerk Kristy Christensen tallied. Kevin Kelley, Keith Lambert, and Kristine Llacuna received a majority of votes to serve on the Board as a regular member. Angela Strode received a majority of the votes to serve on the Board as an alternate member.

CONSIDER ADOPTING 2014 STRATEGIC PLAN

The Board reviewed the final draft of the 2014 Strategic Plan and determined they would like to adopt it.

Board Member Brainard moved to adopt the 2014 Strategic Plan and submit it to council for their review; seconded by Board Member Gilbert. The motion passed unanimously.

CONSIDER QUOTES ON MARKETING STUDY OPTIONS

Three marketing firms were contacted to submit quotes to the Board for a marketing study. 44Ounces, ROIC Analytics, LLC, and Teradata were all contacted and asked to submit quotes for the Board to review. Teradata declined to provide a quote. Two quotes were received. One quote from ROI Analytics, LLC in the amount of \$15,000 and one from quote from 44Ounces in the amount of \$9,889.

The Board would like to discuss the marketing study at the next meeting and will ask 44Ounces to be available via phone to answer questions from the Board.

FINANCIAL UPDATE (CHARLES KELTY)

Finance Director Charles Kelty gave a financial update on Lodging Tax Board revenues and expenditures year to date. Year-to-date revenues are \$28,365 and 6.2% less than the same period in 2013. Lodging Tax expenditures year-to-date are \$19,257.

CONSIDER GRANT APPLICATIONS

Rifle Area Chamber of Commerce submitted a grant request for the amount of \$1,914.52. The funds would be used to create and print a new six pane brochure which will replace the existing bullet brochure.

Board Member Brainard moved to approve the grant application for new brochures in an amount not to exceed \$1,914.52; seconded by Board Member Gardner. The motion passed unanimously.

Rifle Creek Museum Board submitted a grand request for \$9,000. The funds would be used for computers, printers, archival supplies, brochures, marketing, preservation and processing of Garrison glass plate negatives, and reconfiguration of the lock on the vault.

The Board needs some clarification on the request and would like to have them attend the next meeting.

Rifle Area Chamber of Commerce submitted a grant request in the amount of \$10,000. The funds would be used for radio and TV advertising to promote the City of Rifle and it's amenities.

The Board will consider this grant request at the next meeting.

Rifle Farmer's Market Committee submitted a grant request in the amount of \$5, 000. The funds would be used for the 2014 Farmer's Market expenses such as, entertainment, tents, site use, lemonade stand, tokens for SNAP program, postage, and P.O. Box rental fee.

Board Member Brainard moved to approve the grant application in the amount of \$5,000; seconded by Board Member Gilbert. The motion passed unanimously.

City of Rifle submitted a grant application in the amount of \$25,000. The funds would be used for improvements to the Railroad Avenue and 3rd Street. These improvements would include wayfinding signage, improvements to sidewalks, bulbouts, connections from the Rifle Creek Trail to Railroad Avenue at 9th Street, and landscaping improvements in multiple locations.

The Board will consider this grant request at the next meeting.

UPDATE ON RIFLE BOAT RAMP

Ms. Rogers gave an update on the Rifle Boat Ramp. She stated the CDOT lease agreement is now fully executed and a 404 permit has been received.

Include some budget time on the next meeting to select priorities

The meeting adjourned at 1: 30p.m.

Kristy Christensen
Deputy City Clerk

Gil Frontella
Chair

Visitor Improvement Fund Advisory Board

Application for Funding

Applicant Information

Organization Requesting Grant: City of Rifle

Contact Person: Nathan Lindquist

Phone Number: 970-665-6499

Email: nlindquist@rifleco.org

Organization's Board of Directors: City Council

VIF Areas of Focus: Visitor Improvements and Attractions, City Beautification

Grant Request

Amount requested: \$25,000

Number of people benefitting: all residents and visitors of Rifle

Detailed Project Description: The project includes a number of improvements to the Railroad Avenue Corridor from Highway 13 to 18th Street. and 3rd Street. These include wayfinding signage at 6-8 intersections, pedestrian improvements to sidewalks, bulbouts on Railroad Avenue, connections from the Rifle Creek Trail to Railroad Avenue at 9th Street, and landscaping improvements in multiple locations. The requested VIF funding will be combined with DDA, Main Street, and City of Rifle funding as the 30% match for a \$10,000 FMLD grant.

Project Budget:

VIF funding:	
Wayfinding:	19,700
Rifle Creek Trail connections:	5,300
Other funding:	
Sidewalk and bulbout improvements:	108,000
Trail extensions:	25,000
Landscaping:	22,000



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

Application for Funding

Applicant Information

Date: April 8, 2014
 Organization Requesting Grant: Rifle Creek Center for Historical
 Contact Person: Cecil Waldron / Judy Builteman Preservation -
 Phone Number: 625-3391 379-6326
 E-mail Address retractcc@gmail.com builteman_5@msn.com

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
<u>See attached sheet</u>		

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:

Rifle Creek Center for Historical Preservation

Names, Emails and phone Numbers

Cecil Waldron	retractcec@gmail.com	625-3391
Judy Builteman	builteman_5@msn.com	379-6326
Betty Waldron	badalouw7@gmail.com	625-3391
Maryhannah Throm	mhthrom@comcast.net	625-1881
Jean Mullenax	rjmellenax@aol.com	625-1183
Rich Carter	richcarter@rof.net	625-0580
Kathy Runia	runiarifle@hotmail.com	379-8573
Shirley Lawson	shirleylawson@rocketmail.com	625-3915
Dick Rhoades	rwro@yahoo.com	
Betty Clifford	betcliff@rof.net	625-0636
Alan Lambert	dividecreek@sopris.net	(970) 260-0168
Kim Fazzi	kimandraymond@msn.com	625-3678

Grant Request

Amount requested from VIF: \$ 7500.00

Number of people benefiting from the funding: Entire Community, visitors

Detailed Project Description: Artifact Preservation

How will the money be used Computer, Printer, Brochures, & ^{General} Marketing

Archival Boxes & Paper for photo & ^{Paper} ephemera
Photo Frames, Backer Board & Sleeves - Computer for Research
Preservation of Garrison's glass plate negatives - ^{Printer}
Update & rotate displays - Reconfigure lock on vault

Proposed Project Budget

Revenues or other funding sources: Amount:

<u>Membership Dues</u>	}	<u>See Attached</u>
<u>Admissions</u>		
<u>Thrift Store</u>		
<u>Book Sales</u>		
		<u>financial Statement</u>

Expenses: Amount:

<u>Computers & Printers - (2 of each)</u>	<u>\$ 3000.00</u>
<u>Archival Boxes & Photo Papers</u>	<u>1500.00</u>
<u>Brochures & Marketing</u>	<u>1500.00</u>
<u>* Preservation Processing of Garrison Glass Plate Negatives</u>	<u>2500.00</u>
<u>Reconfigure Lock on Vault</u>	<u>500.00</u>

For Office Use Only

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

RIFLE CREEK MUSEUM
Income Statement
For the Period Ended December 31, 2013

	<u>1 Month Ended</u> <u>Dec. 31, 2013</u>	<u>12 Months Ended</u> <u>Dec. 31, 2013</u>
Revenue		
ADMISSIONS	\$ 0.00	\$ 1,872.00
BOOKSALES	42.55	98.50
GIFT SHOP SALES	0.00	1,396.94
INTEREST INCOME	0.00	34.27
MEMBERSHIP FEES	0.00	1,295.00
MEMORIALS	0.00	25.00
PICTURE USAGE	0.00	25.00
THRIFT SHOP RENT	<u>300.00</u>	<u>3,600.00</u>
Total Revenue	342.55	8,346.71
Operating Expenses		
ADVERTISING	0.00	634.31
BANK SERVICE FEES	18.95	556.68
DUES & SUBSCRIPTIONS	0.00	85.00
EQUIPMENT - SMALL	0.00	384.00
INSURANCE - LIABILITY	0.00	233.00
LICENSES & FEES	0.00	22.00
MISCELLANEOUS EXPENSE	(6.61)	182.19
OFFICE EXPENSE	0.00	8.26
OPERATING SUPPLIES	0.00	540.09
POSTAGE	0.00	45.00
PUBLICATIONS	0.00	170.00
REPAIRS & MAINTENANCE	0.00	1,267.25
SALARIES	0.00	5,995.00
TAXES - FICA EXPENSE	30.69	371.66
TAXES - MEDICARE EXPENSE	7.18	86.92
TELEPHONE	57.09	665.41
UTILITIES - CITY	62.77	993.99
UTILITIES - XCEL	<u>(5.41)</u>	<u>562.95</u>
Total Operating Expenses	<u>164.66</u>	<u>12,803.71</u>
Net Income (Loss)	\$ <u>177.89</u>	\$ <u>(4,457.00)</u>



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

Application for Funding

Applicant Information

Date: April 1, 2014

Organization Requesting Grant: Rifle Area Chamber of Commerce

Contact Person: Frank Ladd, CEO/President

Phone Number: 970-625-2085 Ext #3

E-mail Address ceo@riflechamber.com

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
See attached sheet		

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:

\$10,000

Number of people benefiting from the funding:

Numerous

Detailed Project Description:

Radio and TV Campaigns for tourism. Area from Colorado Springs

including Denver area

How will the money be used

Radio and TV advertising to promote the City of Rifle and it's

amenities.

Proposed Project Budget

Revenues or other funding sources:

Amount:

Expenses:

Amount:

TV and Radio Advertising

\$10,000

For Office Use Only

VIF Approval: Yes No

Council Approval: Yes No

Date Approved by Council:



44 ounces

The Rifle Visitor Improvement Fund Advisory Board

May 2014



Searching For The Best Kind of Tourist

The Rifle VIF Advisory Board wants to identify the consumer segments most likely to visit and stay an extra night.

Rifle, Colorado is perched on the doorstep of incredible recreational activities available in and around the sea of national forests, plateaus, and natural beauty that surround it. From Rifle Mountain State Park to the Rifle Gap, the Rifle-area attractions are sufficient to attract travelers from all over the Rocky Mountain Region.

The Rifle VIF Advisory Board is wrestling with an important question. When seeking to increase the number of overnight stays in Rifle, to whom should Rifle direct its marketing messages when there are limited resources and funds with which to build a marketing campaign?

The travel and tourism industry is filled with competitive offerings, particularly

in Colorado and notably on the Western Slope of the Rocky Mountains. The Rifle VIP Advisory Board needs to know with confidence which consumer segments will provide the largest return on marketing communications investment.

44ounces proposes to help answer these questions through a combination of data and analytics that can confidently identify which consumer segments are most likely to stay in Rifle, CO for a few extra nights in order to take advantage of its activities.



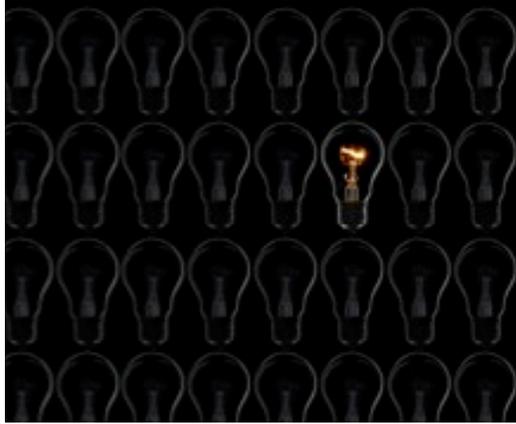
How To Exceed The Objective.

44ounces proposes to perform the following:

- a. **Identify** the profile of the best prospective customers according to current and historical category purchase transaction and relevant demographic and market research data on U.S. customers in and around the Rocky Mountain region, with the specific geographic scope to be determined based on consultations with Rifle's VIF Advisory Board members and other stakeholders.
- b. **Identify** the profile of the best prospective consumer segments based on this intelligence data set.
- c. **Create** a segmentation strata and buyer persona of the best prospective consumers for its use in creating an effective outbound marketing campaign.
- d. **Deliver** reports that sum and present the following:
 - i. Best prospective customer type, quantity and valuation.
 - ii. Buyer persona that details the demographic, lifestyle and purchase habit of the representative best prospective customer type.

Proposed Components

of a predictive analytics approach to growth.



Identify & Measure

1. **Identify** the profile of the best prospective customers according to current and historical category purchase transactions and relevant demographic data on U.S. customers;

- Data sets may include but not be limited to 44ounces Buyer Behavior Database, Commercial Distribution Database, and U.S. Shopping Behavior Database and other key inputs.

- (a) **DELIVERABLES:** 44ounces will deliver a full MS Word or PPT report that details the following consumer and commercial statistics:

1. Current size of the Rifle CO best consumer segments according to demographics,

market size (valuation), and will include the following breakdowns:

- Quantity of consumers
- Geographic distribution with mapping
- Segmentations by statistically relevant groups based on:
 - Income
 - Education
 - Occupation
 - Ethnicity
 - Financial services use
 - Shopping-relevant Buyer Behavior Characteristics
 - Others deemed relevant by 44ounces data scientists
- Market valuation, based revenue and/or units sold, according to reasonable industry-standard sell through rates to the identified consumer market.
- Quantity of retailers that service identified consumers by industry, size according to revenue and employee size.

Create

2. Buyer persona of the prototypical consumer for travel in, around and through Rifle.

- (b) **DELIVERABLES:**
44ounces will deliver a PPT report that outlines the consumer type and his/her buyer behaviors, motivations and purchase triggers as derived from 44ounces syndicate research and shopping behavior data. (Intended to accompany the statistical overview of the current prospective customer marketplace as described and delivered in deliverable (a) described herein.

- (c) **DELIVERABLES** can and should be used to formulate the messaging strategy and calls to action included in any future outbound marketing campaign.

Economics



Identify & Measure

1. Assembly of Analytical Dataset
 - a. Datasets pulled and queued from 44ounces' system include but are not limited to demographic, financial, behavioral, and other data pertinent to the identification of the prospective customer profile and market overview as described.
2. Data organization, integration and rationalization via *Customer Data OCD™* Process.
3. Quantification and measurement of the Rifle, CO best consumer segments.

Create

4. Assembly of Syndicate Research Datasets matching identified consumer profile
5. Assimilation of qualitative data descriptions to match identified consumer profile within industry standard margin of error.

Investment*

3. **Identify, Measure & Create Full Market Profiling, Valuation & Buyer Persona: \$9,889.⁰⁰**