
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

August 11, 2015, 12:00 p.m.

City Hall, Rifle, Colorado
Conference Room
202 Railroad Avenue

The Board may take action on any of the following agenda items as presented or modified prior to or during the meeting, and items necessary or convenient to effectuate the agenda items.

- | | |
|------------|---|
| 12:00 p.m. | 1. Call to Order and Roll Call |
| 12:01 p.m. | 2. Approve Minutes from July 14, 2015 Regular Meeting |
| 12:02 p.m. | 3. Consider grant applications <ul style="list-style-type: none">A. Rifle American Legion Kelly Hanson Post 78B. Rifle Area Chamber of CommerceC. Rifle Area Mountain Biking OrganizationD. Rifle Creek MuseumE. Greater Rifle Improvement Team (GRIT) Steering Committee |
| 12:15 p.m. | 4. Discuss processing of grant applications |
| 12:20 p.m. | 5. Discuss “mini Rural Philanthropy Day” |
| 12:25 p.m. | 6. Review 2015 budget |
| 12:35 p.m. | 7. Receive update on VIF-funded projects |
| 12:40 p.m. | 8. Discuss 2016 potential projects |
| 12:50 p.m. | 9. Discuss reactivating VIF marketing committee |
| 12:55 p.m. | 10 Consider cancelling, relocating or rescheduling September 2015 meeting |
| 1:00 p.m. | 11 Adjourn |
-

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

Next Regular Meeting: September 8, 2015

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

**VISITOR IMPROVEMENTS FUND
ADVISORY BOARD MEETING**

Tuesday, July 14, 2015
REGULAR MEETING
Noon * City Hall Conference Room

A regular meeting of the Rifle Visitor Improvements Fund Advisory Board was called to order at 12:04 p.m. by Vice Chair Debi Billings.

PRESENT AT ROLL CALL: Board Members Debi Billings, Tanya Doose, Bob Gardner, and Kevin Kelley.

Board Member Kelley moved to excuse Board Members Sara Brainard, Keith Lambert, Kristine Llacuna, and Angela Strode from today's meeting; seconded by Board Member Gardner. Motion passed.

OTHERS PRESENT: City Manager Matt Sturgeon; City Clerk Lisa Hamilton; Planning Director Nathan Lindquist; Rifle Area Chamber of Commerce President/CEO Andrea Maddalone; Troy Phillips; and John Scalzo.

Board Member Llacuna arrived at 12:10 p.m.

ELECT OFFICERS

Board Member Gardner nominated Board Member Billings for Chair; seconded by Board Member Doose. There were no other nominations for Chair. Board Member Billings was elected Chair.

Board Member Doose nominated Board Member Kelley for Vice Chair; seconded by Board Member Llacuna. There were no other nominations for Vice Chair. Board Member Kelley was elected Vice Chair.

Board Member Doose nominated Board Member Llacuna for Secretary; seconded by Board Member Kelley. There were no other nominations for Secretary. Board Member Llacuna was elected Secretary.

APPROVE MINUTES FROM JUNE 9, 2015 REGULAR MEETING

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

CONSIDER GRANT APPLICATIONS

The Board reviewed grant applications from Rifle American Legion Kelly Hanson Post 78,

Rifle Area Chamber of Commerce, Rifle Area Mountain Biking Organization, Rifle Creek Museum, and Greater Rifle Improvement Team (GRIT) Steering Committee. The Board will consider taking action on the applications at its August 11, 2015 meeting.

RECEIVE PRESENTATION FROM TROY PHILLIPS ABOUT LOCAL BASEBALL TOURNAMENTS

Troy Phillips presented information about the Austin Boone Memorial Wood Bat Tournament and the Rifle Midsummer Tournament.

REVIEW 2015 BUDGET

The Board reviewed its 2015 budget.

RECEIVE UPDATE ON VIF-FUNDED PROJECTS

Planning Director Nathan Lindquist updated the Board on VIF-funded projects.

DISCUSS 2016 POTENTIAL PROJECTS

The Board discussed 2016 potential projects.

DISCUSS VIF MARKETING COMMITTEE

The Board discussed reactivating the VIF Marketing Committee.

CONSIDER CANCELLING OR RESCHEDULING AUGUST 2015 AND SEPTEMBER 2015 MEETINGS

The Board's consensus was to hold its next meeting on August 11, 2015 as scheduled.

The Rifle municipal election will take place September 8, 2015, so the conference room will not be available that day for the Board meeting. At its August 2015 meeting, the Board will consider cancelling, relocating, or rescheduling its September 8 meeting.

CONSIDER CHANNEL 10 FILMING OF MEETINGS

The Board's consensus was that Channel 10 need not film the Board's meetings.

Meeting adjourned at 2:00 p.m.

Lisa K. Hamilton
City Clerk

Chair



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

<i>For Office Use Only</i>	
VIF Approved the grant request:	Yes No
Date approved:	
Amount approved:	
Was this expense included in the budget:	Yes No
Council Approval:	Yes No
Date Approved by Council:	
Approval:	
Budget #:	

Application for Funding

Applicant Information

Date: MARCH 4 2015

Organization Name: RIFLE AMERICAN LEGION KELLY-HANSE POST #78

Address: PO 1304786

Contact Person: John B. Sealzo

Phone Number: 970-625-1842 E-mail address: Johnbsealzo@comcast.net

Federal Tax Id: #51-0572973 State Tax Id: _____

Organization Summary

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address

Summary of Organizations History

Grant Request

Amount requested from VIF: ANY amount THAT YOU CAN GIVE

Number of people benefiting from the funding: ALL THE PEOPLE THAT WILL VISIT IT

In what way will they benefit: VISITORS ATTRACTION

Has your organization applied for a grant from the VIF before? Yes No

If so, when was the last year your organization received a grant payment from VIF? 2009

How much was the grant for? \$10,000

What was the grant for? WEST GARFIELD VETERANS MEMORIAL

If funds were granted previously by VIF, what has been your plan to create a sustainable program
MONEY RECEIVED OVER THE COST WILL BE USED FOR PERPETUAL CARE

Brief description of request and why the purpose of your grant request is important to the city of Rifle
IN HONOR AND REMEBERANCE OF VETERANS WHO GAVE THE ULTIMATE SACRIFICE FOR THEIR COUNTRY'S FREEDOM

Description of current programs, activities and accomplishments:
THIS IS MY #1 MEMORIAL THAT I HAVE WORKED ON

Description of activities planned to accomplish these goals
UP GRADING AND LAND SCRAPING BEUTIFICATION

Timetable for implementation: ACTUAL DEDICATION MAY 3 2PM



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

For Office Use Only	
VIF Approved the grant request:	Yes No
Date approved:	
Amount approved:	
Was this expense included in the budget:	Yes No
Council Approval:	Yes No
Date Approved by Council:	
Approval:	
Budget #:	

Application for Funding

Applicant Information

Date: FEBRUARY 12 2015

Organization Name: RIFLE AMERICAN LEGION POST # 78

Address: P.O. BOX # 78

Contact Person: JOHN B. SCALZO

Phone Number: 625-1842 E-mail address: JOHNBSCALZO@COMCAST.NET

Federal Tax Id: #51-0572973 State Tax Id: _____

Organization Summary

OFFICER
Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
<u>DEAN WELLS</u>	<u>1-970 4579 319 4579</u>	
<u>JAN R DETWILER</u>	<u>1-970 618 6142</u>	
<u>JOHN B SCALZO</u>	<u>625-1842</u>	
<u>BETTY A. CLIFFORD</u>	<u>625-0636</u>	
<u>JAY MILLER</u>	<u>1970-665-9088</u>	

Evaluation

What will be the measurable results: (for example how many people with the project serve)
<i>All of GARFIELD County THAT will come to visit</i>
How will the organization define and measure success:
To what degree will the project and/or organization have a long-term sustainable value to the community of Rifle
<i>YES</i>

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:

Program/Project Budget

Revenues or other funding sources:

Amount:

List all sources of funds and the level of funding provided

please see attached for list of organizations and individuals who donated money

Total funds available to the program: *13,800.⁰⁰-*

Expenses:

Amount:

Stone engraving of names *\$5,000.⁰⁰*

stall *?*

KILROY WAS HERE

LEGION FLAG

AMERICAN FLAG

MIA FLAG

**IN HONOR AND REMEMBRANCE OF THE GARFIELD COUNTY VETERANS
WHO GAVE THE ULTIMATE SACRIFICE FOR THEIR COUNTY'S FREEDOM**

**INSPIRED BY
JOHN B. SCALZO**

CREATED BY

**AMERICAN LEGION
KELLY-HANSEN POST 78
AUXILIARY UNIT 78**

DECEMBER 7, 2014

**VOLUNTEERS
JOHN B. SCALZO, Chair
CATHIE ZARLINGO DICK RHOADES LAURA WEST
RIFLE LIBRARY RIFLE MUSEUM**

**THE RIFLE AMERICAN LEGION KELLY HANSEN POST 78
THE MANY DONORS WHO MADE THIS MEMORIAL POSSIBLE**

GARFIELD COUNTY

**CITY OF RIFLE
TOWN OF PARACHUTE
TOWN OF SILT
TOWN OF NEW CASTLE
TOWN OF NEW CASTLE
TOWN OF CARBONDALE**

ERECTED BY

**K KUERSTEN CONSTUCKSON LLC
CARLSON MEMORIAL INC**

**U UNITED COMPAINES OF WESTERN COLORADO
CITY OF RIFLE**

**S. STORMY D. ANDERSON
JERRY & DORTHY COOK
CHARLES A. & AMY JO JONES
JOHN B. SCALZO
RIFLE ELKS LODGE
DICK & KAREN RHOADES
JACK & IRENE WIGINTON
ED. & IDA HOAGLUND
JOSEPH H. & LIND W. MORENY
CHARLES & LINDA SOURS
LARRY ANTONELLI**



The Visitor Improvement Fund Advisory Board

Grant Application Directions and Process

Grant process

The Visitor Improvement Fund Advisory Board has three grant cycles a year. The grant cycles are December, April, and August. The application deadline for each grant cycle is listed in the chart below. Grant request approved for the upcoming year, will not be processed until after the first of the year.

Grant Cycle	Application Deadline
December	September 30th
April	January 31st
August	May 31st

Grant Application

1. Complete the grant application and submit to Deputy City Clerk Kristy Christensen at kchristensen@rifleco.org or 202 Railroad Avenue, Rifle, CO 81650. If you have any questions about the grant applications, please contact Kristy Christensen at 970-625-6403.
2. If the Board has questions regarding your grant application, they may request additional information or they may ask you to attend the meeting.
3. If the grant is approved, a check request will be sent to the Finance Department.

Project Completion/Evaluation

Once the project or sponsorship is complete, please complete the Project Evaluation Form and submit to kchristensen@rifleco.org no later than 60 days after the completion of the event. If you fail to complete the evaluation, you may be denied a future grant.



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

<i>For Office Use Only</i>	
VIF Approved the grant request:	Yes No
Date approved:	
Amount approved:	
Was this expense included in the budget:	Yes No
Council Approval:	Yes No
Date Approved by Council:	
Approval:	
Budget #:	

Application for Funding

Applicant Information

Date: 5/12/2015

Organization Name: Rifle Area Chamber of Commerce

Address: 200 Lions Park Circle

Contact Person: Andrea Maddalone

Phone Number: (970) 625-2085 E-mail address: CEO@riflechamber.com

Federal Tax Id: 84-0431584 State Tax Id:

Organization Summary

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
Kasey Nispel	970.625.5075	Kasey@pearsonagency.com
Oron Diaz	970.436.0011	aron@alignmultimedia.com
Ramona Jaeger	970.876.5020	CanyonCleaners2000@gmail.com
Robin Steffen	970.665.6500	rsteffen@rifleco.org
Darrick Ohr	970.625.9610	darrickohr@alpinebank.com
Cheryl Chandler	970.625.4441	Cheryl@cherylchandler.com
Bryan Vashus	970.355.0330	bvashus@amfam.com
Ryan Gilbert	970.625.1266	ryan.gilbert@bankofcolorado.com

Summary of Organizations History

Serving the community for 60+ years!

Grant Request

Amount requested from VIF: \$ 700⁰⁰

Number of people benefiting from the funding: 2,500

In what way will they benefit:

Retain information on best Hiking trails in the area. Promote our community.

Has your organization applied for a grant from the VIF before? Yes No

If so, when was the last year your organization received a grant payment from VIF? 2015

How much was the grant for? \$1,200

What was the grant for? Maintain Visit Rifle Facebook Page

If funds were granted previously by VIF, what has been your plan to create a sustainable program

Funds previously granted were for a different purpose

Brief description of request and why the purpose of your grant request is important to the city of Rifle

The top requested item at the Rifle Information Center is Colorado State Maps next in line is "Where to Go Hiking" in the area access to this brochure will enable us to answer their questions.

Description of current programs, activities and accomplishments:

The Rifle Information Center is a valuable piece to the Rifle Community. Having "Rifle Information" accessible to handout is a key component to it's operations.

Description of activities planned to accomplish these goals

We greet over 33,000 annually at the Rifle Information Center having the information they desire keeps them coming back.

Timetable for implementation: ASAP

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:	<input checked="" type="checkbox"/>
Historic Preservation:	<input type="checkbox"/>
Special Events:	<input type="checkbox"/>
City Beautification:	<input type="checkbox"/>
City Promotion:	<input checked="" type="checkbox"/>

Program/Project Budget

Revenues or other funding sources:

Amount:

List all sources of funds and the level of funding provided

This project is needed ASAP, the Rifle Information Center has ran out of this brochure. The Rifle Area Chamber of Commerce has fronted the cost in hope for reimbursement from the Visitor Improvement Fund.

Total costs to complete this project are:

Total funds available to the program: \$700⁰⁰

Expenses:

Amount:

2,500 = \$700⁰⁰

Evaluation

What will be the measurable results: (for example how many people with the project serve)
We track frequently asked questions - we will be able to determine measurable results
How will the organization define and measure success:
Satisfied visitors this data collected.
To what degree will the project and/or organization have a long-term sustainable value to the community of Rifle
Encouraging Visitors to Stay and Play!



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

For Office Use Only	
VIF Approved the grant request:	Yes No
Date approved:	
Amount approved:	
Was this expense included in the budget:	Yes No
Council Approval:	Yes No
Date Approved by Council:	
Approval:	
Budget #:	

Application for Funding

Applicant Information

Date: 5-26-15

Organization Name: Rifle Area Mtn Biking Organization (RAMBO)

Address: 136 E 3rd Street Rifle CO 81650

Contact Person: Nathan Lindquist

Phone Number: 665-6499 E-mail address: n.lindquist@rifleco.org

Federal Tax Id: RREDC (will find) State Tax Id: RREDC (will find)

Organization Summary

Organization's Board of Directors or Trustees

Name	Phone #	e-mail address
<u>Sean Stride</u>	<u>President</u>	<u>coming in an addendum</u>
<u>Steve Fuller</u>	<u>Vice-President</u>	
<u>Nathan Lindquist</u>	<u>Secretary / Treasurer</u>	
<u>Dale Rhoades</u>	<u>Board Member</u>	



The Visitor Improvement Fund Advisory Board

Grant Application Directions and Process

Grant process

The Visitor Improvement Fund Advisory Board has three grant cycles a year. The grant cycles are December, April, and August. The application deadline for each grant cycle is listed in the chart below. Grant request approved for the upcoming year, will not be processed until after the first of the year.

Grant Cycle	Application Deadline
December	September 30th
April	January 31st
August	May 31st

Grant Application

1. Complete the grant application and submit to Deputy City Clerk Kristy Christensen at kchristensen@rifleco.org or 202 Railroad Avenue, Rifle, CO 81650. If you have any questions about the grant applications, please contact Kristy Christensen at 970-625-6403.
2. If the Board has questions regarding your grant application, they may request additional information or they may ask you to attend the meeting.
3. If the grant is approved, a check request will be sent to the Finance Department.

Project Completion/Evaluation

Once the project or sponsorship is complete, please complete the Project Evaluation Form and submit to kchristensen@rifleco.org no later than 60 days after the completion of the event. If you fail to complete the evaluation, you may be denied a future grant.

Summary of Organizations History

RAMBO was formed in 2011 and became more active in 2014. In 2015 RAMBO will build 4 miles of trail in Rifle.

Grant Request

Amount requested from VIF: 5,000

Number of people benefiting from the funding: all of Rifle

In what way will they benefit: health benefits, safer transportation options, recreational access to a scenic area of Rifle.

Has your organization applied for a grant from the VIF before? Yes No

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

How much was the grant for?

What was the grant for?

If funds were granted previously by VIF, what has been your plan to create a sustainable program

Brief description of request and why the purpose of your grant request is important to the city of Rifle

RAMBO has secured funding for trail construction, but would like to add gravel to the trail, and place signage at trailheads.

Description of current programs, activities and accomplishments:

RAMBO also constructed trails on a piece of Goat Creek, at the Rifle CMC campus, and is seeking other trail building locations.

Description of activities planned to accomplish these goals

RAMBO seeks grant funding and has contracted with Gumption Trail Works (Aaron Mattix) to build trails. Gumption is able to use donations of equipment and volunteer build days

Timetable for implementation: November 2015 - to construct trails at a price that is lower than other contractors could match, while delivering a professional product from years of trail building experience.

Evaluation

What will be the measurable results: (for example how many people with the project serve)
3,000 ft of trail constructed
How will the organization define and measure success:
Reduction of number of residents walking on Morrow Drive
To what degree will the project and/or organization have a long-term sustainable value to the community of Rifle
This trail is a Top 10 priority according to the Rifle Bike Master Plan. RAMBO will organize volunteer days for maintenance.





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

For Office Use Only	
VIF Approved the grant request:	Yes No
Date approved:	
Amount approved:	
Was this expense included in the budget:	Yes No
Council Approval:	Yes No
Date Approved by Council:	
Approval:	
Budget #:	

Application for Funding

Applicant Information

Date: Feb 24 / 2015

Organization Name: Rifle Creek Museum

Address: 331 East Ave

Contact Person: Kathy Runea

Phone Number: 970 379-8573 E-mail address: runiarifle@hotmail.com

Federal Tax Id: _____ State Tax Id: _____

Organization Summary

Organization's Board of Directors or Trustees

	Name	Phone #	e-mail address
Pres	Cecil Waldron	625-3391	retractee@gmail.com
VP	Kathy Runea	379-8573	runiarifle@hotmail.com
Secretary	Betty Waldron	625-3391	badalouw7@gmail.com
Members			

Museum originally opened in 1967 at Rifle Creek in the Austin School House.

Summary of Organizations History

We have been located in the old City Hall building since 1984, operating with sale income till 2014 coming from visitor fees 2014-2015 fundraising, grant income to help with efforts

Grant Request

Amount requested from VIF: \$2000.00

Number of people benefiting from the funding: 600 - 1000 per year visitors

In what way will they benefit: Refreshing our displays and protecting our artifacts, make for a better visual experience

Has your organization applied for a grant from the VIF before? Yes No

If so, when was the last year your organization received a grant payment from VIF? 2014

How much was the grant for? 4000

What was the grant for? Archival materials & equipment for the Harrison Collection

If funds were granted previously by VIF, what has been your plan to create a sustainable program

Bettering the experience by constant renewal in displays, fundraising, increase of visitors

Brief description of request and why the purpose of your grant request is important to the city of Rifle

The museum is integral to Historic Tourism - the city benefits from visitors increase of sales tax base - and the tourism interest

Description of current programs, activities and accomplishments:

See attached

Description of activities planned to accomplish these goals

See attached

Timetable for implementation: 2015 - 2016

Evaluation

What will be the measurable results: (for example how many people with the project serve)
<i>increase in income / increase in visitor base</i>
How will the organization define and measure success:
<i>increase in interest, increased income</i>
To what degree will the project and/or organization have a long-term sustainable value to the community of Rifle
<i>Continuing to invest in the museum, so the heritage of Rifle being preserved for future generations</i>

Ongoing projects at The Rifle Creek Museum

The Museum has had the same settings for displays for the past 21 years. The displays were put together with very little money being spent and have been maintained as status quo. As a means to spark new interest, which will add revenue and to protect our existing artifacts; the BOD have set a goal of trying to get all of the artifacts in frames, showcases and to establish some new displays. Our BOD is not just an advisory BOD we are a working Board and we will be doing as much of the work that we can do ourselves. We will need to hire a Graphic Artist to assist with new story boards.

Immediate plans for 2015

- a. Get as many artifact photos and paper ephemera items under glass for protection from the environment and visitors hands. This will be taking care of 2 separate displays at the cost of \$1000.00
- b. The Gallery Hall has many photos and maps that have never been framed, they also need protection at the cost of \$1000.00
- c. Displays: We have set a goal to reset or create new displays for the museum, many of the displays are haggard in appearance, all are lacking story boards and artifact cards. There are currently 22 displays that all need help to spruce them up or to create new displays. We feel that we can reset or create 2 new displays per year without much difficulty and are asking for funding to help with this endeavor. It will cost roughly \$ 1000.00 per display created. With hopes of getting 2 done per year, we are asking \$2000.00 be granted for this project this year.

The Board is presenting this to two different groups with the hope that this amount can be split between the two and act as matching grant monies for the plans listed above. The grant totals \$4000.00 and we are asking each group to assist us with \$2000.00. Should you each have extra available we would be able to create/reset more displays.

Thank you for your consideration of our request,
Rifle Creek Center for Historical Preservation Board

History of Rifle Creek Museum / Rifle Creek Center for Historical Preservation

The Museum was originally formed in 1967 and resided in the Austin School House on Rifle Creek for many years. The school house was approx.800 square foot. In 1984, the Museum was moved into the old City Hall building. The current building is three stories and approximately 4000 square foot is exhibits with another 1000 sq. ft. of archive storage in the basement. Our local community, has been very generous throughout all the years; and have graced the museum with many wonderful artifacts. The museum thrived for many years in the current location.

In 1999, the boilers in the 1950's era building started to fail, at that time the City of Rifle did not have funds to replace the boilers, the boilers were drained and decommissioned. For the past 15 years; the museum has had to close the doors in mid- October and not open until mid-May because of lack of heat. The artifacts are put through a drastic environmental distress (fluctuating heat to cold cycles), that concerns us immensely. The lighting also started to fail about the same time and it was tenuous as to how we would be able to operate without lighting. In 2014, the museum was given a grant from the Clough Foundation to replace the light fixtures. Due to the age of the building, there are several factors that the Board of Directors of the museum is facing, (plumbing, heating, and lack of handicap accessibility)the building is comprised of cinderblock and brick and is not insulated, the windows are single paned, stairs rather than elevator system as was common in the 50's.

We are pursuing a two phased plan.

Plan A: Locate an existing building that we can move into until a new building is available. This would allow the museum to be open year round; to assist with the increase of finances, and to be able to raise funds for a new building, to be able to move on to plan B.

Plan B: Purchase or be given a property that we can build a new facility on. Our plan also includes excess square footage for growth, increase of revenue through rent of an auditorium, and capabilities of hosting traveling exhibits. Our plan includes a secure, environmentally controlled plan, to be able to keep our existing artifacts in top condition.

Current Board of Directors for 2015

Cecil Waldron retractcec@gmail.com 970-625-3391

Betty Waldron badalouw7@gmail.com 970-625-3391

Maryhannah Throm mhthrom@comcast.net 970-625-1881

Rich Carter richcarter@rof.net 970-625-0580

Kathy Runia runicarifle@hotmail.com 970-379-8573

Kevin Runia runicarfile@hotmail.com 970-379-

Shirley Lawson shirleylawson@rocketmail.com 970-625-3915

Betty Clifford betcliff@rof.net 970-625-0636

Alan Lambert dividecreek@icloud.com 970-260-0168

George Pearson george@pearsonagency.com 970-625-2209

Ava Bowles avabowles@gmail.com 970-625-0673

Becky Mall rstone13@msn.com 970-618-9728

Jake Mall jakemallhunt@msn.com 970-

2014 List of Accomplishments for the Rifle Creek Museum

Maintenance of building

Painting

9 rooms at the museum were painted

Carpet

Carpeting was replaced in the office and Native American Display

Carpet cleaning

Carpet was cleaned in the upstairs entry and Automotive display and hallway

Floor stripped of wax and broken tiles replaced in entry

Drapes

Drapes were replaced in the office and entry

Archival

1300 glass plate negatives of the Garrison Collection were archived

Purchase of equipment and materials

1/6' antique showcase for the ranch/farm implement artifacts

1/4' oak showcase for barber artifacts

3 / 4'x 6'x 18" glass showcases for military/ fashion artifacts

4 / 4'x 6'x 12 " glass/wood showcases for Native American artifacts

Book rack and postcard rack

Laptop Computer

Negative scanner

External hard drive for Garrison Collection

Complete amount of archival folders and boxes for the Garrison Collection

Large amount of archival folders and envelopes for the photo collection

Exhibit Development

James and Birdie Cayton Exhibit

Ranching/Farming Exhibit

Native American Exhibit

GRANTS AWARDED

Visitor Improvement Fund for \$4500.00

Rifle Community Foundation for \$2500.00

CHRAB for \$2,225.00

Clough Foundation \$ 16,515.00 for light fixtures

Wells Fargo Grant \$ 750.00

Garfield County Grant \$10,000.00

Deardorf Trust

Bernklau Trust

Fund Raising Activities

Penny War at Graham Mesa Elementary

Farmer's Market

Vintage postcard sales

Rifle Raffle

Community Awareness activities

Farmer's Market

Business Expo

Monthly display series at the Rifle Branch Library

Monthly summer series "Remembering Rifle"

Chili Cook off

Highland Elementary heritage day program

Hometown Holidays booth

7:22 PM
01/13/15
Accrual Basis

Rifle Creek Center for Historical Preservation
Balance Sheet
As of December 31, 2014

	<u>Dec 31, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
ANB CKG ACCT	11,469.14
DESIGNATED FUNDS	<u>27,823.71</u>
Total Checking/Savings	39,292.85
Other Current Assets	
CERTIFICATE OF DEPOSIT	7,010.34
RECEIVABLE - OFFICE DEPOT	<u>41.82</u>
Total Other Current Assets	<u>7,052.16</u>
Total Current Assets	46,345.01
Fixed Assets	
FURNITURE & EQUIPMENT	<u>4,951.82</u>
Total Fixed Assets	<u>4,951.82</u>
TOTAL ASSETS	<u>51,296.83</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
PAYROLL LIABILITIES	
Colo. Withholding Tax	11.00
FWT/FICA Taxes Payable	<u>152.27</u>
Total PAYROLL LIABILITIES	163.27
SALES TAX PAYABLE	<u>119.43</u>
Total Other Current Liabilities	<u>282.70</u>
Total Current Liabilities	<u>282.70</u>
Total Liabilities	282.70
Equity	
Opening Balance Equity	12,420.83
Net Income	<u>38,593.50</u>
Total Equity	<u>51,014.13</u>
TOTAL LIABILITIES & EQUITY	<u>51,296.83</u>

7:17 PM
 01/13/15
 Accrual Basis

Rifle Creek Center for Historical Preservation
Profit & Loss
 December 2014

	Dec 14	Jan - Dec 14
Ordinary Income/Expense		
Income		
BOOKS		
Books For Resale	0.00	774.00
Retail Book Sales	50.91	1,363.97
Total BOOKS	50.91	2,137.97
CD/CKG INTEREST INCOME	3.06	16.93
DONATIONS	5,220.18	6,739.28
FUNDRAISING		
Penny War	2.29	1,208.52
Rifle Raffle	635.00	4,324.56
Rifle Rendezvous	0.00	62.00
Total FUNDRAISING	637.29	5,595.08
MEMBERSHIPS		
Business Membership	0.00	1,400.00
Family Membership	0.00	300.00
Individual Membership	0.00	125.00
Senior Membership	0.00	355.00
Total MEMBERSHIPS	0.00	2,180.00
MISC. GIFT SHOP SALES	0.00	662.99
MISC. INCOME	0.00	495.00
MUSEUM ADMISSIONS	0.00	2,502.00
RENTAL INCOME		
Thrift Shop Rent	300.00	3,600.00
Thrift Shop Utility Reimburse	56.12	843.22
Total RENTAL INCOME	356.12	4,443.22
Total Income	6,267.56	24,772.47
Expense		
CREDIT CARD FEES	20.95	449.70
DUES/SUBSCRIPTIONS	0.00	85.00
EQUIPMENT & SUPPLIES		
Display Cases	0.00	300.00
EQUIPMENT & SUPPLIES - Other	0.00	410.54
Total EQUIPMENT & SUPPLIES	0.00	710.54
INSURANCE		
General Liability	0.00	230.00
Workmen's Compensation	0.00	362.00
Total INSURANCE	0.00	592.00
INVENTORY PURCHASES		
Book Purchases	0.00	290.00
Postcard Purchases	0.00	314.02
INVENTORY PURCHASES - Other	0.00	384.00
Total INVENTORY PURCHASES	0.00	988.02
LICENSES/FEES	12.00	67.00
MARKETING	259.00	664.22
MISC. EXPENSE	41.10	258.88
NEW BUILDING PLANNING	800.00	800.00
OFFICE SUPPLIES	88.99	419.72
PAYROLL EXPENSES		
FICA Tax	0.01	472.09
Wages	0.00	6,171.00
Total PAYROLL EXPENSES	0.01	6,643.09
POSTAGE	0.15	145.92
REPAIRS & MAINTENANCE	20.95	1,670.93
REPRODUCTION	0.00	709.48
TELEPHONE/INTERNET	80.14	709.27
UTILITIES		

7:17 PM

01/13/15

Accrual Basis

Rifle Creek Center for Historical Preservation
Profit & Loss
December 2014

	<u>Dec 14</u>	<u>Jan - Dec 14</u>
Electric	36.28	931.73
Natural Gas	65.14	610.15
Water & Sewer	65.91	930.58
Total UTILITIES	<u>167.33</u>	<u>2,472.46</u>
Total Expense	<u>1,490.62</u>	<u>17,386.23</u>
Net Ordinary Income	4,776.94	7,386.24
Other Income/Expense		
Other Income		
GRANTS	10,000.00	36,490.00
RIFLE HISTORICAL SOCIETY	0.00	3,383.55
Total Other Income	<u>10,000.00</u>	<u>39,873.55</u>
Other Expense		
ARCHIVAL SUPPLIES - GRANT	1,087.44	8,666.29
Total Other Expense	<u>1,087.44</u>	<u>8,666.29</u>
Net Other Income	<u>8,912.56</u>	<u>31,207.26</u>
Net Income	<u><u>13,689.50</u></u>	<u><u>38,593.50</u></u>

7:25 PM

Rifle Creek Center for Historical Preservation
Profit & Loss Budget Performance
December 2014

01/13/15

Accrual Basis

	Dec 14	Budget	Jan - Dec 14	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
BOOKS	50.91	50.00	2,137.97	1,750.00	1,750.00
CD/CKG INTEREST INCOME	3.06	3.00	16.93	36.00	36.00
DONATIONS	5,220.18		6,739.28		
FUNDRAISING	637.29		5,595.08	1,500.00	1,500.00
MEMBERSHIPS	0.00		2,180.00	1,382.00	1,382.00
MISC. GIFT SHOP SALES	0.00		662.99	222.00	222.00
MISC. INCOME	0.00		495.00		
MUSEUM ADMISSIONS	0.00		2,502.00	2,000.00	2,000.00
RENTAL INCOME	356.12	404.00	4,443.22	4,445.00	4,445.00
Total Income	6,267.56	457.00	24,772.47	11,335.00	11,335.00
Expense					
CREDIT CARD FEES	20.95	19.00	449.70	406.00	406.00
DUES/SUBSCRIPTIONS	0.00		85.00	75.00	75.00
EQUIPMENT & SUPPLIES	0.00		710.54	1,600.00	1,600.00
INSURANCE	0.00		592.00	446.00	446.00
INVENTORY PURCHASES	0.00		988.02	500.00	500.00
LICENSES/FEES	12.00		67.00	73.00	73.00
MARKETING	259.00	50.00	664.22	600.00	600.00
MISC. EXPENSE	41.10		258.88		
NEW BUILDING PLANNING	800.00		800.00		
OFFICE SUPPLIES	88.99		419.72	210.00	210.00
PAYROLL EXPENSES	0.01		6,643.09	6,453.00	6,453.00
POSTAGE	0.15		145.92	107.00	107.00
REPAIRS & MAINTENANCE	20.95		1,670.93	2,507.00	2,507.00
REPRODUCTION	0.00		709.48	710.00	710.00
TELEPHONE/INTERNET	80.14	91.00	709.27	847.00	847.00
UTILITIES	167.33	161.00	2,472.46	2,402.00	2,402.00
Total Expense	1,490.62	321.00	17,386.23	16,936.00	16,936.00
Net Ordinary Income	4,776.94	136.00	7,386.24	-5,601.00	-5,601.00
Other Income/Expense					
Other Income					
GRANTS	10,000.00		36,490.00	7,000.00	7,000.00
RIFLE HISTORICAL SOCIETY	0.00		3,383.55	3,384.00	3,384.00
Total Other Income	10,000.00		39,873.55	10,384.00	10,384.00
Other Expense					
ARCHIVAL SUPPLIES - GRANT	1,087.44		8,666.29	7,000.00	7,000.00
Total Other Expense	1,087.44		8,666.29	7,000.00	7,000.00
Net Other Income	8,912.56		31,207.26	3,384.00	3,384.00
Net Income	13,889.50	136.00	38,593.50	-2,217.00	-2,217.00

7:13 PM
01/13/15

Rifle Creek Center for Historical Preservation
Reconciliation Summary
ANB CKG ACCT, Period Ending 12/31/2014

	<u>Dec 31, 14</u>
Beginning Balance	25,640.37
Cleared Transactions	
Checks and Payments - 14 Items	-2,214.47
Deposits and Credits - 6 Items	16,326.35
Total Cleared Transactions	<u>14,111.88</u>
Cleared Balance	<u>39,752.25</u>
Uncleared Transactions	
Checks and Payments - 2 items	-459.40
Total Uncleared Transactions	<u>-459.40</u>
Register Balance as of 12/31/2014	<u>39,292.85</u>
New Transactions	
Checks and Payments - 7 Items	-423.93
Total New Transactions	<u>-423.93</u>
Ending Balance	<u>38,868.92</u>

7:31 PM
01/13/15
Accrual Basis

Rifle Creek Center for Historical Preservation
Profit & Loss Budget Overview
January through December 2015

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	TOTAL Jan - Dec 15
Ordinary Income/Expense													
Income													
BOOKS													
CD/CKG INTEREST INCOME	3.00	3.00	22.00	723.00	183.00	67.00	433.00	204.00	92.00	253.00	71.00	52.00	2,100.00
DONATIONS			3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	3.00	36.00
FUNDRAISING						2,500.00	495.00	225.00	500.00	1,500.00	1,075.00	330.00	1,700.00
MEMBERSHIPS			775.00	325.00	500.00	276.00	175.00	155.00	500.00	500.00	600.00		5,600.00
MISC. GIFT SHOP SALES					37.00	182.00	150.00	209.00	98.00	28.00			2,200.00
MISC. INCOME	46.00				45.00	45.00	45.00	45.00	45.00	45.00			700.00
MUSEUM ADMISSIONS			100.00		241.00	399.00	604.00	367.00	318.00	551.00			2,710.00
PHOTO SALES			382.00										2,500.00
RENTAL INCOME	374.00	495.00	385.00	370.00	356.00	364.00	362.00	372.00	375.00	371.00	363.00	366.00	200.00
Total Income	423.00	495.00	1,285.00	1,421.00	1,640.00	3,735.00	2,112.00	1,600.00	1,429.00	2,754.00	2,112.00	741.00	4,440.00
Expense													
CREDIT CARD FEES	19.00	19.00	19.00	19.00	19.00	37.00	37.00	58.00	52.00	67.00	41.00	13.00	400.00
DUES/SUBSCRIPTIONS	290.00				76.00	100.00	100.00	10.00	30.00				375.00
EQUIPMENT & SUPPLIES	300.00				300.00	300.00	300.00	100.00	100.00				330.00
EXHIBIT IMPROVEMENTS													1,300.00
INSURANCE													230.00
INVENTORY PURCHASES				12.00	283.00	178.00	60.00	230.00	145.00	40.00			1,000.00
LICENSES/FEES					31.00	12.00		282.00					55.00
MARKETING													1,000.00
MISC. EXPENSE	17.00	17.00	16.00	250.00	250.00	28.00	114.00	95.00	250.00	16.00			500.00
NEW BUILDING MARKETING													200.00
OFFICE SUPPLIES	1,600.00	1,600.00	500.00	500.00	500.00	500.00	500.00	17.00	17.00	17.00	16.00		3,000.00
POSTAGE	42.00	42.00	42.00	42.00	42.00	42.00	42.00	42.00	41.00	41.00	41.00	41.00	500.00
PROFESSIONAL DEVELOPME...	21.00	21.00	21.00	21.00	21.00	21.00	21.00	21.00	21.00	20.00	20.00	21.00	500.00
REPAIRS & MAINTENANCE	500.00												250.00
REPRODUCTION	42.00	42.00	42.00	655.00	234.00	42.00	525.00	42.00	175.00	61.00			500.00
TELEPHONE/INTERNET	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	65.00	41.00	41.00	1,650.00
TRAVEL EXPENSE	50.00	50.00	50.00	200.00	50.00	50.00	92.00	92.00	92.00	92.00	14.00	14.00	500.00
UTILITIES	63.00	189.00	279.00	157.00	152.00	185.00	279.00	298.00	281.00	240.00	171.00	167.00	500.00
VOLUNTEER APPRECIATION					200.00		100.00			200.00			2,472.00
Total Expense	2,959.00	2,545.00	1,034.00	1,980.00	2,408.00	1,611.00	2,228.00	1,318.00	1,165.00	885.00	344.00	325.00	18,802.00
Net Ordinary Income	-2,536.00	-2,050.00	251.00	-559.00	-768.00	2,124.00	-116.00	282.00	264.00	1,869.00	1,768.00	416.00	945.00
Net Income	-2,536.00	-2,050.00	251.00	-559.00	-768.00	2,124.00	-116.00	282.00	264.00	1,869.00	1,768.00	416.00	945.00

RCCHP 2015 BUDGET

INCOME		
book sales	2,100.00	retail & resale (based on 2014 actual)
donations	1,700.00	based on 2014 actual
fundraisers	5,600.00	based on 2014 actual
memberships	2,200.00	based on 2014 actual
misc. gift shop sales	700.00	based on 2014 actual
museum admissions	2,500.00	based on 2014 actual
other income	307.00	Life magazine sales, CD & bank account interest
photo sales	200.00	?
rental income	4,440.00	Rifle Thrift Shop rent + utility reimbursement
total	19,747.00	
EXPENSE		
building repair & maintenance	1,650.00	paint, materials, cleaning supplies, bedding plants
credit card fees	400.00	merchant fees (based on 2014 actual)
education	500.00	educational programs, books
equipment/supplies purchases	330.00	storage bins, storage shelves, misc. supplies
exhibit improvements	1,300.00	frames (30 @ \$20 + 4 @ \$50), graphic artist, lamination supplies
Heritage Center marketing	3,000.00	business proforma preparation
Heritage Center planning	3,200.00	Johnson-Carter Architects
insurance	230.00	general liability insurance
inventory purchases	1,000.00	books, gift shop items (based on 2014 actual)
licenses & fees	55.00	sales tax license renewals, Secretary of State registration
marketing	1,000.00	advertising for spring fundraiser, signage, Farmer's Market booth rent, etc.
misc. expense	200.00	contingency
office supplies	500.00	paper, ink cartridges, software updates
postage	250.00	to mail newsletters, membership forms, thank you notes, bill payments
reproduction	500.00	Jean's Printing (newsletters, forms, flyers, etc.)
subscriptions & memberships	375.00	Chamber, CO WY Assn. of Museums, 4 Rivers Historic
telephone & internet	840.00	based on 2014 actual + addition of internet capabilities to museum office
travel expense	500.00	travel to educational programs, meetings, presentations
utilities	2,300.00	electric, natural gas, water, sewer (based on 2014 actual)
volunteer appreciation	500.00	meals, parties, trips
total	18,630.00	



The Visitor Improvement Fund Advisory Board

Grant Application Directions and Process

Grant process

The Visitor Improvement Fund Advisory Board has three grant cycles a year. The grant cycles are December, April, and August. The application deadline for each grant cycle is listed in the chart below. Grant request approved for the upcoming year, will not be processed until after the first of the year.

Grant Cycle	Application Deadline
December	September 30th
April	January 31st
August	May 31st

Grant Application

1. Complete the grant application and submit to Danielle Hogan, Executive Assistant, City Of Rifle at dhogan@rifleco.org or 202 Railroad Avenue, Rifle, CO 81650. If you have any questions about the grant applications, please contact Danielle Hogan at 970-665-6403.
2. If the Board has questions regarding your grant application, they may request additional information or they may ask you to attend the meeting.
3. If the grant is approved, a check request will be sent to the Finance Department.

Project Completion/Evaluation

Once the project or sponsorship is complete, please complete the Project Evaluation Form and submit to dhogan@rifleco.org no later than 60 days after the completion of the event. If you fail to complete the evaluation, you may be denied a future grant.

Summary of Organizations History

City of Rifle, RREDC, Chamber of Commerce
= GRIT

Grant Request

Amount requested from VIF: \$1,800

Number of people benefiting from the funding: all of Rifle

In what way will they benefit:
facilitation of GRIT Partners meetings

Has your organization applied for a grant from the VIF before? Yes No

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

How much was the grant for?

What was the grant for?

If funds were granted previously by VIF, what has been your plan to create a sustainable program

Brief description of request and why the purpose of your grant request is important to the city of Rifle

facilitation of process so that VIF has a staff person dedicated to projects.

Description of current programs, activities and accomplishments:

follow Main Street program

Description of activities planned to accomplish these goals

hire GRIT coordinator

Timetable for implementation:

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:

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

Program/Project Budget

Revenues or other funding sources:

Amount:

List all sources of funds and the level of funding provided

Total funds available to the program:

Expenses:

Amount:

Evaluation

What will be the measurable results: (for example how many people with the project serve)

How will the organization define and measure success:

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



To: VIF Advisory Board

From: Debi Billings, Chair

Date: Tuesday, August 04, 2015

Subject: Processing of Grant Applications

To better focus our Meetings for better productivity:

Here's a proposed way to focus our Board meetings:

- October: focus on reviewing grant applications with applicants
- November: focus on other Board issues
- December: decide whether to approve grants and in what amounts
- January: focus on other Board issues
- February: focus on reviewing grant applications with applicants
- March: focus on other Board issues
- April: decide whether to approve grants and in what amounts
- May: focus on other Board issues
- June: elect officers; focus on reviewing grant applications with applicants
- July: focus on other Board issues
- August: decide whether to approve grants and in what amounts
- September: focus on other Board issues

Let's discuss this further at our August 11 meeting.



To: VIF Advisory Board
From: Debi Billings, Chair
Date: Wednesday, July 15, 2015
Subject: Mini Rural Philanthropy days

Dear VIF Advisory Board Members

In an effort to have a better focus and a more clear picture of the upcoming years needs and requests which arise. It was suggested that VIF could host a “mini Rural Philanthropy Day.” We could do some publicity on the availability of grants from VIF, and invite interested potential applicants to come to a VIF meeting, make a 5-minute pitch, answer questions from the VIF, and get a “thumbs up, thumbs down” from the VIF.

The applicants receiving thumbs up could follow up with a formal application. Possibly VIF would accept applications only from applicants who had attended the mini Rural Philanthropy Day.

This could also be helpful to better learn a grant cycle that each applicant could fall into that would fit their needs, and get a handle on the full years requests to better utilize our available grant funds.

My feelings are that we waste a lot of time pushing things to the next meeting because we were not prepared enough or informed enough and some grant request just do not fall within this groups goals and objectives. I am hoping this may make our precious hour meetings more productive and reach some kind of resolution and move forward with our goals.

Thanks so very much for your consideration and for your precious volunteer time you put in for VIF.

Debi

Report Criteria:

- All Accounts
- Summarize Payroll Detail
- Print Period Totals
- Print Grand Totals
- Include No Comments
- Page and Total by Fund
- All Segments Tested for Total Breaks
- [Report].Account Number = 2043000313005, 2043000331010, 2043000361001, 2044650400320-2044650400954

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Budget Amount	Encumbrance Amount	Actual Amount	Budget Balance
Lodging Tax Revenues				12/31/2014 (14/14) Balance	204-3000-313-005			.00
12/03/2014	BUD1	15	2015 Budget Adopted 12/3/14		111,000.00-	.00	.00	
			01/01/2015 (00/15) Period Totals and Balance		111,000.00- *	.00 *	.00 *	111,000.00-
01/31/2015	BTC	4	BTC - Billings - Lodging Tax		.00	.00	7,165.53-	
01/31/2015	BTC	52	BTC - Billing Adjustments - Penalt		.00	.00	4.88	
01/31/2015	BTC	54	BTC - Billing Adjustments - Intere		.00	.00	.57	
01/31/2015	BTC	56	BTC - Billing Adjustments - Lodgin		.00	.00	48.82	
01/01/2015	JE	501	TO REVERSE LODGING TAX RE		.00	.00	7,348.55	
01/31/2015	JE	503	TO ADJUST RECEIVABLE		.00	.00	245.76-	
			01/31/2015 (01/15) Period Totals and Balance		.00 *	.00 *	8.47- *	110,991.53-
02/28/2015	BTC	40	BTC - Billings - Lodging Tax		.00	.00	5,179.47-	
02/28/2015	JE	93	TO RECORD LODGING RECEIP		.00	.00	1,568.41-	
			02/28/2015 (02/15) Period Totals and Balance		.00 *	.00 *	6,747.88- *	104,243.65-
03/31/2015	BTC	6	BTC - Billings - Lodging Tax		.00	.00	5,684.80-	
03/31/2015	BTC	22	BTC - Billing Adjustments - Penalt		.00	.00	.65-	
03/31/2015	BTC	34	BTC - Billings - Lodging Tax		.00	.00	1,193.00-	
			03/31/2015 (03/15) Period Totals and Balance		.00 *	.00 *	6,878.45- *	97,365.20-
04/30/2015	BTC	6	BTC - Billings - Lodging Tax		.00	.00	8,208.51-	
04/17/2015	JE	9	To correct lodgin tax receipt paym		.00	.00	115.07-	
			04/30/2015 (04/15) Period Totals and Balance		.00 *	.00 *	8,323.58- *	89,041.62-
05/31/2015	BTC	6	BTC - Billings - Lodging Tax		.00	.00	8,464.13-	
			05/31/2015 (05/15) Period Totals and Balance		.00 *	.00 *	8,464.13- *	80,577.49-
06/30/2015	BTC	6	BTC - Billings - Lodging Tax		.00	.00	14,075.92-	
06/30/2015	BTC	16	BTC - Fees - Penalty - Lodging		.00	.00	84.70-	
06/30/2015	BTC	18	BTC - Fees - Interest - Lodging		.00	.00	4.94-	
06/30/2015	BTC	28	BTC - Billing Adjustments - Penalt		.00	.00	35.81	
06/30/2015	BTC	30	BTC - Billing Adjustments - Intere		.00	.00	10.44	
06/30/2015	BTC	32	BTC - Billing Adjustments - Lodgin		.00	.00	317.53-	
06/30/2015	JE	79	To correct lodging tax		.00	.00	1,208.33	
			06/30/2015 (06/15) Period Totals and Balance		.00 *	.00 *	13,228.51- *	67,348.98-
07/31/2015	BTC	6	BTC - Billings - Lodging Tax		.00	.00	17,173.95-	
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	17,173.95- *	50,175.03-
Grant Revenues				12/31/2014 (14/14) Balance	204-3000-331-010			.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
Interest Earnings				12/31/2014 (14/14) Balance	204-3000-361-001			.00
12/03/2014	BUD1	16	2015 Budget Adopted 12/3/14		228.00-	.00	.00	
			01/01/2015 (00/15) Period Totals and Balance		228.00- *	.00 *	.00 *	228.00-
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
Professional Services				12/31/2014 (14/14) Balance	204-4650-400-320			.00
12/03/2014	BUD1	17	2015 Budget Adopted 12/3/14		3,000.00	.00	.00	
			01/01/2015 (00/15) Period Totals and Balance		3,000.00 *	.00 *	.00 *	3,000.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Budget Amount	Encumbrance Amount	Actual Amount	Budget Balance
Visitor Imp. & Attractions				12/31/2014 (14/14) Balance	204-4650-400-321			.00
12/03/2014	BUD1	21	2015 Budget Adopted 12/3/14		10,000.00	.00	.00	
			01/01/2015 (00/15) Period Totals and Balance		10,000.00 *	.00 *	.00 *	10,000.00
01/01/2015	AP	145	Bookcliff Council On The Arts		.00	.00	1,333.34	
			01/31/2015 (01/15) Period Totals and Balance		.00 *	.00 *	1,333.34 *	8,666.66
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
Historic Preservation				12/31/2014 (14/14) Balance	204-4650-400-322			.00
12/03/2014	BUD1	22	2015 Budget Adopted 12/3/14		4,500.00	.00	.00	
			01/01/2015 (00/15) Period Totals and Balance		4,500.00 *	.00 *	.00 *	4,500.00
01/01/2015	AP	146	Bookcliff Council On The Arts		.00	.00	1,333.33	
			01/31/2015 (01/15) Period Totals and Balance		.00 *	.00 *	1,333.33 *	3,166.67
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
Special Events				12/31/2014 (14/14) Balance	204-4650-400-323			.00
12/03/2014	BUD1	23	2015 Budget Adopted 12/3/14		45,000.00	.00	.00	
			01/01/2015 (00/15) Period Totals and Balance		45,000.00 *	.00 *	.00 *	45,000.00
01/01/2015	AP	139	Rifle Rendezvous Festival, Inc		.00	.00	3,500.00	
01/01/2015	AP	147	Bookcliff Council On The Arts		.00	.00	1,333.33	
			01/31/2015 (01/15) Period Totals and Balance		.00 *	.00 *	4,833.33 *	40,166.67
03/10/2015	AP	368	RIFLE FARMER'S MARKET		.00	.00	5,000.00	
03/10/2015	AP	391	MOUNTAIN RURAL PHILANTHR		.00	.00	2,500.00	
			04/30/2015 (04/15) Period Totals and Balance		.00 *	.00 *	7,500.00 *	32,666.67
03/10/2015	AP	508	MOUNTAIN RURAL PHILANTHR		.00	.00	2,500.00	
05/11/2015	AP	515	THE SUMMIT FOUNDATION		.00	.00	2,500.00	
			05/31/2015 (05/15) Period Totals and Balance		.00 *	.00 *	.00 *	32,666.67
07/31/2015	JE	13	TRANSFER IN TRANSFER OUT		.00	.00	10,000.00	
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	10,000.00 *	22,666.67
City Beautification Projects				12/31/2014 (14/14) Balance	204-4650-400-324			.00
12/03/2014	BUD1	24	2015 Budget Adopted 12/3/14		3,540.00	.00	.00	
			01/01/2015 (00/15) Period Totals and Balance		3,540.00 *	.00 *	.00 *	3,540.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
City Promotion				12/31/2014 (14/14) Balance	204-4650-400-325			.00
12/03/2014	BUD1	25	2015 Budget Adopted 12/3/14		37,904.00	.00	.00	
			01/01/2015 (00/15) Period Totals and Balance		37,904.00 *	.00 *	.00 *	37,904.00
03/10/2015	AP	390	MOUNTAIN RURAL PHILANTHR		.00	.00	2,500.00	
			04/30/2015 (04/15) Period Totals and Balance		.00 *	.00 *	2,500.00 *	35,404.00
03/10/2015	AP	507	MOUNTAIN RURAL PHILANTHR		.00	.00	2,500.00	
05/11/2015	AP	514	THE SUMMIT FOUNDATION		.00	.00	2,500.00	
			05/31/2015 (05/15) Period Totals and Balance		.00 *	.00 *	.00 *	35,404.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
Special Projects				12/31/2014 (14/14) Balance	204-4650-400-326			.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
Postal Services				12/31/2014 (14/14) Balance	204-4650-400-340			.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
Repair & Maint Services				12/31/2014 (14/14) Balance	204-4650-400-430			.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
Other Purchased Services				12/31/2014 (14/14) Balance	204-4650-400-501			.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Budget Amount	Encumbrance Amount	Actual Amount	Budget Balance
			12/31/2014 (14/14) Balance	204-4650-400-510				.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
			12/31/2014 (14/14) Balance	204-4650-400-520				.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
			12/31/2014 (14/14) Balance	204-4650-400-530				.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
			12/31/2014 (14/14) Balance	204-4650-400-540				.00
12/03/2014	BUD1	18	2015 Budget Adopted 12/3/14		750.00	.00	.00	
			01/01/2015 (00/15) Period Totals and Balance		750.00 *	.00 *	.00 *	750.00
06/12/2015	AP	197	Colo Mtn News Media		.00	.00	55.20	
			06/30/2015 (06/15) Period Totals and Balance		.00 *	.00 *	55.20 *	694.80
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
			12/31/2014 (14/14) Balance	204-4650-400-550				.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
			12/31/2014 (14/14) Balance	204-4650-400-580				.00
12/03/2014	BUD1	19	2015 Budget Adopted 12/3/14		1,500.00	.00	.00	
			01/01/2015 (00/15) Period Totals and Balance		1,500.00 *	.00 *	.00 *	1,500.00
02/11/2015	AP	55	Platinum Plus For Business		.00	.00	169.00	
02/11/2015	AP	66	Platinum Plus For Business		.00	.00	159.86	
02/11/2015	AP	67	Platinum Plus For Business		.00	.00	170.00	
03/11/2015	AP	531	Platinum Plus For Business		.00	.00	198.25	
			03/31/2015 (03/15) Period Totals and Balance		.00 *	.00 *	697.11 *	802.89
06/11/2015	AP	620	Platinum Plus For Business		.00	.00	120.00	
			06/30/2015 (06/15) Period Totals and Balance		.00 *	.00 *	120.00 *	682.89
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
			12/31/2014 (14/14) Balance	204-4650-400-610				.00
12/03/2014	BUD1	20	2015 Budget Adopted 12/3/14		34.00	.00	.00	
			01/01/2015 (00/15) Period Totals and Balance		34.00 *	.00 *	.00 *	34.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
			12/31/2014 (14/14) Balance	204-4650-400-617				.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
			12/31/2014 (14/14) Balance	204-4650-400-641				.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
			12/31/2014 (14/14) Balance	204-4650-400-741				.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
			12/31/2014 (14/14) Balance	204-4650-400-890				.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
			12/31/2014 (14/14) Balance	204-4650-400-893				.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
			12/31/2014 (14/14) Balance	204-4650-400-895				.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00

Date	Journal	Reference Number	Payee or Description Comments	Account Number	Budget Amount	Encumbrance Amount	Actual Amount	Budget Balance
Transfer to Capital Fund			12/31/2014 (14/14) Balance	204-4650-400-897				.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
Tranfer to Parks and Rec			12/31/2014 (14/14) Balance	204-4650-400-899				.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
Contingency			12/31/2014 (14/14) Balance	204-4650-400-900				.00
12/03/2014	BUD1	26	2015 Budget Adopted 12/3/14		50,000.00	.00	.00	
			01/01/2015 (00/15) Period Totals and Balance		50,000.00 *	.00 *	.00 *	50,000.00
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	.00 *	.00
Operating Trans Out - DDA Fund			12/31/2014 (14/14) Balance	204-4650-400-954				.00
12/03/2014	BUD1	27	2015 Budget Adopted 12/3/14		5,000.00	.00	.00	
			01/01/2015 (00/15) Period Totals and Balance		5,000.00 *	.00 *	.00 *	5,000.00
07/31/2015	JE	12	TRANSFER IN TRANSFER OUT		.00	.00	5,000.00	
			07/31/2015 (07/15) Period Totals and Balance		.00 *	.00 *	5,000.00 *	.00
Number of Transactions: 54 Number of Accounts: 30								
Total Visitor Improvement Fund:					50,000.00	.00	27,452.66-	22,547.34
Number of Transactions: 54 Number of Accounts: 30								
Grand Totals:					50,000.00	.00	27,452.66-	22,547.34

Report Criteria:

- All Accounts
 - Summarize Payroll Detail
 - Print Period Totals
 - Print Grand Totals
 - Include No Comments
 - Page and Total by Fund
 - All Segments Tested for Total Breaks
- [Report].Account Number = 2043000313005, 2043000331010, 2043000361001, 2044650400320-2044650400954

DEPARTMENT OF PLANNING & DEVELOPMENT

202 Railroad Avenue, Rifle, CO 81650

Phone: 970-665-6490 Fax: 970-625-6268



TO: Visitor Improvement Fund Advisory Board

FROM: Nathan Lindquist, Planning Director

DATE: 8-6-15

RE: Projects Ideas for 2016 Budget

Discussions between City Staff and other GRIT partners have been ongoing to generate ideas for improving our visitor promotions and events for 2016. Please consider the following as initial ideas that would allow the multiple groups (Chamber, City, Farmers Market Board, Bookcliff Art Center) work together better. By setting aside funds in the 2016 Budget process, VIF would be giving the GRIT partners time to make more detailed plans to present to VIF in late 2015/early 2016 in preparation for the 2016 event season. The hope is that this results in a better promotions and events product for Rifle.

SIGNATURE EVENT(S), PROMOTIONS, MARKETING \$20,000 (subject to discussion)

The number #1 project that is most mentioned by VIF and other groups is working on our "signature events". For 2016, we would like to choose one, or possible two, signature events and focus on providing a quality event production and promotions that brings in visitors for a multi-day experience. The promotions for the signature event(s) will include core Rifle branding themes (outdoor adventure, hunting, western lifestyle, etc). This allows the event promotion to accomplish the branding/marketing of Rifle at the same time. Potential signature events might be Rifle Rendezvous, Garfield County Fair, a "Fall Hunting Festival", or something new we create. Andrea, Don, and Nathan would take the lead on this.

ONGOING CHAMBER MARKETING AND EVENT PROJECTS \$5,495 (same as 2015)

These are ongoing projects that are not changes from 2015: Rifle informational mailer, subscription to www.go-colorado.com, visitor maps, sportsmen's expo, ice-fishing tourney, Visit Rifle Facebook upkeep.

WINTER CONCERT SERIES AT THE UTE \$10,000 (reduced from \$11,000 in 2015)

In lieu of a summer concert series at Centennial Park, in 2016 we are proposing that funding be shifted to a Winter Concert Series at the Ute in January - March 2016. This would give Rifle a unique event that would not have to compete with other summer concert series in the area.

BOOKCLIFF ART CENTER SUMMER CONCERT SERIES \$4,000 (Subject to discussion)

DEPARTMENT OF PLANNING & DEVELOPMENT

202 Railroad Avenue, Rifle, CO 81650

Phone: 970-665-6490 Fax: 970-625-6268



The BAC concert venue has attributes such as grass and views that make it a great venue. Working with the BAC board, we propose a partnership to share volunteers and marketing to make the BAC summer concert series the premier summer concert series in Rifle.

DOWNTOWN FARMERS MARKET

\$5,000 (same as 2015)

Just as the GRIT Partners will assist BAC in the summer concert series, we would like to explore partnering with BAC to bring more art to the downtown farmers market. Getting these pieces in the budget now will allow both groups time to coordinate on days of the week that work for Summer 2016. This meets the purpose of GRIT to reduce duplication among groups.

OTHER INFORMATION

Additionally, see attached a draft "GRIT Goals and Strategy Screen" document that could be used as a tool for deciding which projects do or do not meet our goals. This builds on the criteria in the VIF Marketing Plan with input from other GRIT Partners. It could be helpful for the "mini-Rural Philanthropy Days" idea, which is a great idea!

This is all food for thought at this point and can be discussed more in the September VIF meeting.



To: VIF Advisory Board

From: Lisa Hamilton, City Clerk

Date: Friday, August 07, 2015

Subject: Relocating, rescheduling or cancelling September 2015 meeting

The Board's September 2015 meeting is currently scheduled to take place September 8, 2015 in the 2nd floor conference room of City Hall. September 8 is also the date of the Rifle Municipal Election. Election judges will be using the 2nd floor conference room from 7 a.m. to 7 p.m. to count ballots, with no break for lunch. The 2nd floor conference room is the best place in City Hall for the judges to count ballots, because of the large windows in the interior wall of the room. These large windows allow watchers to observe the judges' activities, without disturbing them.

Please consider relocating your September 8 meeting to the conference room on the 1st floor or the Council Chamber, rescheduling your meeting to a different date in September, or cancelling your September meeting. Thank you.

DRAFT GRIT Goals:

- 1) The GRIT Partners will use the Main Street structure to **develop a diverse economic base**.
- 2) The GRIT Partners will work to **expand the tourism industry** by promoting existing **quality experiences** and creating new quality experiences.

QUALITY EXPERIENCES

A **quality experience** is a Rifle place, event, or attraction that is at a level where visitors and residents can be expected to choose Rifle. Some experiences are already at a high level of quality and ready to receive promotional investments, and some experiences have potential but need capital or staff investments to reach the needed level of quality.

DRAFT STRATEGY SCREEN - Decision-making criteria for proposed projects.

- 1) **Does the project use an existing quality experiences to attract visitors? Does the project create a new quality experience?** Examples include, but are not limited to: “outdoor adventure”, hunting, the Colorado River, Rifle Gap and Falls, rock climbing, Rifle Mtn Park, Centennial and Deerfield Parks, ATVs, mountain biking and road biking, downtown, the Ute Theater, County Fairgrounds, Rifle Creek Golf Course, the Heritage Center, Bookcliff Arts, agricultural heritage, special events, concerts, sporting events, etc.
- 2) **Does the project attract visitors to Rifle with a clear purpose that resonates with our brand?** Funding should go to projects that have a targeted purpose, or create a specific experience—as opposed to projects that promote Rifle more vaguely.
- 3) **Is it feasible to implement the project with a standard of excellence?**
 - a. Does the project have a deep reach into the community?
 - b. Are resources (staff, volunteer, funding) sufficient to meet a standard of excellence?
 - c. Is the project sustainable over time, and is it on a path of continual improvement?
 - d. Does the project follow best practices for Colorado communities like Rifle?
- 4) **For marketing or event projects:**
 - a. What number of people does the marketing piece or event reach, or attract?
 - b. What demographic(s) are targeted?
 - c. If the project is an event, what is the promotion plan?
 - d. Does the project follow Rifle’s marketing guidelines?
- 5) **Overall cost-benefit analysis: what “bang for the buck” does the project have?**
 - a. Can a measurable Return on Investment (ROI) be identified?
 - b. Would the project have a positive impact on lodging tax and/or sales tax revenues?
 - c. Overall, how does the cost and feasibility of the project relate to the project’s benefits?