



CML's 93rd Annual Conference
June 16 - 19, 2015
Breckenridge, Colorado



Economic Development for Small Communities
Thursday, June 18 from 8:30 - 9:45

Monty Torres, Brush! City Administrator
Richard Sales, Palisade Town Manager
Sheryl Trent, Evans Economic Development Director



Goals of our session

Learn how small- to medium-sized Colorado municipalities can excel at economic development. This session will focus on utilizing existing opportunities as a starting point, marketing and leveraging resources, urban renewal, strategic planning and vision.




Monty Torres, City Administrator



Economic Development Stakeholders Group

- Established in 2008
- Monthly Meetings
- United Front
- Strategic Planning
- Agency Updates
- One informational topic




Rebranding Efforts




Marketing

- Targeted Marketing
- City Incentives
- Coordination with Chamber of Commerce
- Marketing Series for Business Owners
- Local Media Relationship

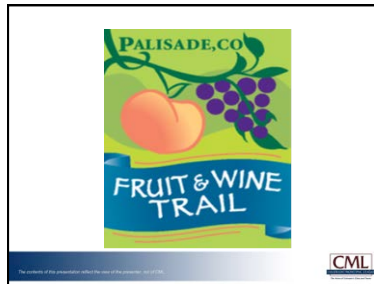



Infrastructure Expansion/ Enhancements




Efforts & Success Stories



State and Federal Grant Application

A grant was awarded, from the Colorado Department of Agriculture USDA Specialty Crops Block Grant, to start a project to develop tourism infrastructure that increases diffusion of tourism throughout the Palisade area agricultural enterprises and the Town of Palisade

Palisade Fruit & Wine Trail

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Two pronged effort

The first prong involves the creation of a Fruit and Wine Trail Study group to develop a vision plan. This plan will address sustainable integration of tourism into the area economic and social structures. This study group is designed to become a permanent forum for tourism integration activities.

The second prong is a specific effort to develop a piece of physical and digital signage, the Fruit and Wine Trail, that is integrated with existing Town of Palisade and Chamber of Commerce efforts, to pull traffic from I-70 and US 6 and diffuse it to area businesses and points of interest.

Palisade Fruit & Wine Trail

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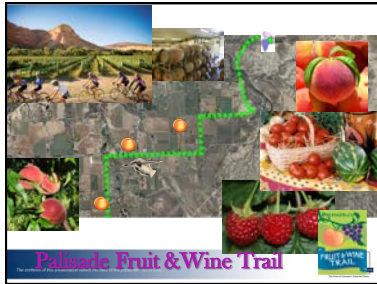
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Palisade Fruit & Wine Trail

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Palisade Fruit & Wine Trail



Agri and Wine Designation

- Entire area because there is a sense of traveling to a specific recreation area
- Recreation users get a feeling of immersion when they can see & smell the Fruit & Wine "loop"

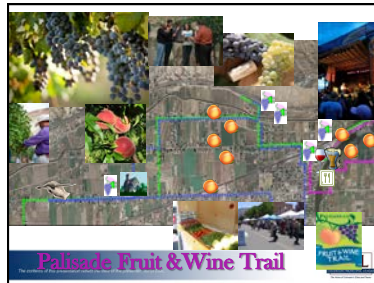
Palisade Fruit & Wine Trail



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Palisade Fruit & Wine Trail



Palisade Fruit & Wine Trail

This is a collaborative effort between The Orchardists, Vintners, Town, Businesses and the Chamber to increase tourism to our area through agritourism, education and entertainment for those who visit Palisade.

Life does tastes good here!

The need for this request is real and critical to our success because without this designation it will be difficult if not impossible for people to envision this critical mass of opportunity that creates Fruit & Wine Trail network.

Please designate the noted routes as part of a Mesa County Agritourism network.

Thank you

Palisade Fruit & Wine Trail



City of Evans, Colorado

3 Key Factors

- ✓ Vision
- ✓ Strategic Planning
- ✓ Leverage Tools



Vision: The Future of Evans

- 16 year history
- ERA formed
- Strong land use laws passed
- Over \$4,000,000 invested in our future




The Junction at Evans

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Details of Project

Currently own 12 acres
 Partnered with NewMark Merrill to develop property
 Will purchase additional acreage as needed for tenants
 Looking at this as a long term investment in our financial future, a catalyst project

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Strategy: The Future of Evans

- Backbone is our unique strategic planning process
- Operational, approved by City Council at high level
- Guided by the vision

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Strategy: Details

- What is strategic?
- How do you implement strategy?
- How does strategy drive the vision?

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Mission: Confirms our Purpose
Values: Guidelines for Behavior
Vision Statement: How We Look in the Future
Priorities/Core Issues: Allocates Resources Strategically
Definitions: Make Sure We All Understand
Tag Line: Marketing Statement
Perspective and Questions: Reality Check and Confirmation
Projects: What is our End Result?
Long Term Goals: Where We are Headed
Strategy: How to Get There
90 Day Action Items/Deliverables: Focus and Commitment

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Leverage as a part of the Plan

We leveraged:

- Urban renewal law
- Existing codes and guidelines
- CDDT requirements
- The financial downturn from 2007 – 2010
- Our funding partners
- The flood

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Strategy: Implementation

70% of strategic plans fail to be implemented: why?

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Audience Participation

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