

## **MEMORANDUM**

To: Mayor & Council Members  
From: Preston Neill, Town Manager  
Date: January 18, 2020  
Re: **TOWN MANAGER'S REPORT**

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### **INTRODUCTION**

This report serves as my first update to Council on the activities I have undertaken over my first two weeks with the Town. My aim will be to send a report every couple of weeks that updates Council on community issues. I intend to incorporate updates from each department, including reports on key projects and activities. I'll try to keep these reports brief and interesting enough to be entertaining.

I consider my first two weeks in the town manager role to be a resounding success. I have been introduced to the Town's various policies, procedures and general ways of doing things. I am quickly becoming acquainted with important Town documents and plans such as the adopted 2020 Fiscal Year Budget, the Town of Ridgway Master Plan and the Town of Ridgway 2020 Strategic Plan, all while trying to memorize the Ridgway Municipal Code word for word (kidding).

In recent days I have tried to take advantage of every opportunity to meet as many community partners and local stakeholders as possible. In the coming days, I plan to venture around town to introduce myself to more residents and business representatives. In addition, I intend to reach out to each member of Council individually to arrange a time to sit down and get to know you all better.

Every staff member has been warm, welcoming and patient with me as I try to get beyond a foundational understanding of everything. For that, I am extremely grateful.

### **RIDGWAY SPACE TO CREATE – LOW INCOME HOUSING TAX CREDIT APPLICATION**

Staff is working diligently with Artspace to prepare another funding application to submit to the Colorado Housing Finance Authority (CHFA) for low-income housing tax credits (LIHTC) to support the Ridgway Space to Create Project. The submittal deadline for the next cycle of 9% LIHTC funding is a few weeks away on February 3, 2020. We received substantive feedback from CHFA on our 2019 LIHTC application and have adjusted our project accordingly.

### **COLORADO MAIN STREET – COMMUNITY QUARTERLY REPORT**

Attached to this report as Exhibit 1 is the Ridgway Creative Main Street Narrative Report for the fourth quarter of 2019 that Diedra prepared. Accompanying the Narrative Report is the Quarterly Statistical Worksheet, which is labeled as Exhibit 2.

### **COLORADO SUNSHINE LAW REMINDER**

I'd like to take this opportunity to remind you all about the Colorado Sunshine Law. Under the law (§ 24-6-402, C.R.S.), "meeting" refers to any kind of gathering, convened to discuss public business, whether in person, by telephone, electronically, or by other means of communication. Electronic mail messages can be considered "meetings" under the statute. The law states that a gathering of a quorum or three or more individuals of a local body constitutes a meeting.

The purpose of the law is to have elected officials engage in open discussions so that the public has the opportunity to be fully informed of their reasons and intentions. There isn't an exception to the law if the discussions are held via a group email conversation. Please remember to make sure you are not inadvertently violating the state's transparency laws when sharing information amongst one another that way.

### **UPCOMING MEETINGS AND EVENTS**

- **Town Offices Closed** – Monday, January 20, 2020 in observance of Martin Luther King, Jr. Day
- **Ridgway Creative District Creative Advocacy Team Meeting** – January 21, 2020 at 3:00 p.m. in the Ridgway Community Center
- **Joint Workshop Meeting of the Ridgway Town Council, Ouray County Commissioners, and Elected Officials from the City of Ouray** – January 22, 2020 at 12:00 p.m. in the Ridgway Community Center
- **Planning Commission Regular Meeting** – January 28, 2020 at 5:30 p.m. in the Ridgway Community Center
- **Joint Meeting of the Town Council and Planning Commission** – February 10, 2020 at 6:00 p.m. in the Ridgway Community Center
- **Regular Town Council Meeting** – February 12, 2020 at 5:30 p.m. in the Ridgway Community Center

### **JOKE OF THE DAY**

BILL: My friend David lost his ID.

TED: What happened?

BILL: Now we just call him Dave.

Please feel welcome to reach out to me if you have any questions.

All the best,

Preston

JANUARY 15, 2020

## QUARTERLY REPORT – NARRATIVE

*Please email your completed Narrative to Colorado Main Street Program staff each quarter AND complete a [Quarterly Report on Statistics](#) online. This Narrative **report should be cumulative throughout the year** – added text can be color coded or labeled for each quarter. Please contact Colorado Main Street staff if you have any questions.*

*Quarter 1 (January, February, March) - Due **April 15***

*Quarter 2 (April, May, June) - Due **July 15***

*Quarter 3 (July, August, September) - Due **October 15***

*Quarter 4 (October, November, December) - Due **January 15***

**COMMUNITY: RIDGWAY**

**COMPLETED BY: DIEDRA SILBERT**

### ATTACHMENTS TO INCLUDE

Attach relevant, supporting information such as:

- Updated board roster (if there have been any changes)
- Written reports to your Main Street board, local government or for other community programs
- Minutes from Main Street board meetings
- Examples of any completed work this quarter that may serve as an example for other communities. This may include: brochures, fliers, photos of façade improvements, planning documents, etc.

If you cannot easily send electronic files then please list items and Main Street Program staff will request the information if needed.

# EXHIBIT 1

## GENERAL PROGRAM INFORMATION

### 1. What is your program's annual **operating budget** (not including salaries)?

The below amounts are from the Town's budget for Community and Economic Development, and all can be related to Main Street goals. However, every item is not necessarily listed as a specific objective on our Main Street Work Plan for 2019.

Tourism Promotion	\$50,400
Community Outreach	2,500
Creative District	33,000
Econ. Development/MS	10,000
Events and Festivals	59,000
<u>Broadband Participation</u>	<u>50,000</u>
<b>TOTAL</b>	<b>\$204,900</b>

### 2. Indicate any **issues related to funding**. Are there specific projects on your work plan for which you are seeking funding?

Q1: The Town and Artspace will be applying to Colorado Housing Finance Authority for low-income housing tax credits in May/June. We expect to be seeking the financing necessary to construct the Space to Create facility, even beyond that application. Once we have a plan for the gateway area (in process this quarter), we will be seeking funding to implement phased improvements to the Town properties. We will also likely be seeking funding to implement various action items in the Town's Master Plan, once adopted next quarter.

Q2: The cost estimate for the Heritage Plan/Visitor Center Strategic Master Plan (gateway area) is quite high for the Town and the Chamber, so additional funds will definitely be sought. Especially tricky will be brick-and-mortar funding to remodel buildings, restrooms, or new construction (including shipping containers). Space to Create may still be seeking funds, once it becomes clear this fall whether the project will be funded through low-income housing tax credits or not. Numerous Master Plan action items will require funding too; implementation priorities are being worked on and will be discussed further during the Town's budget process.

Q3: At the end of September, the Town and Artspace will present to the Colorado Housing Finance Authority to support the Ridgway Space to Create application for low-income housing tax credits. If we are not awarded those tax credits, the process will slow down and another application will be made in January 2020. However, that may preclude breaking ground until 2021. Heritage Park funding will be needed to complete even Phase 1 in the next two years. Other priority items from the Master Plan will also require funding as priorities become clearer through the Town's budget process.

Q4: (A) The Ridgway Space to Create project has not yet been awarded low-income housing tax credits. A second application to the Colorado Housing Finance Authority will be submitted in early February 2020.

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(B) Funding will be sought in order to implement the Heritage Park and Visitor Center Strategic Plan. The Town budgeted for Phase 1 and 2 in 2020 (including funds from this year's COMS mini-grant), but more funds will be needed to move beyond the first phases. Depending on what takes place as the "Green Main Street" initiative takes shape, funding may be needed there as well.

3. List the **training** Main Street staff, board members and volunteers have attended. Include who attended each training.

Q1:

Date	Training	Attendees
1/16/19	<i>Holistic Strategies for Business Development and Recruitment</i> , National Main Street	Diedra Silbert, Pamela Cannalte and Hilary Lewkowitz (Chamber)
3/25-27/19	<i>National Main Street Conference</i> – Seattle, WA	Diedra Silbert, Ninah Hunter (Town Council)
3/28/19	<i>Civics, Civility, and Circles</i> , Orton Heart and Soul webinar	Diedra Silbert

Q2:

Date	Training	Attendees
4/24/19	<i>Think Tank: NMSC Highlights</i>	Diedra Silbert, Ninah Hunter
4/26/19	<i>Community Builders Webinar: The Climate Connection – How a Lack of Housing Affordability is Driving Climate Change</i>	Diedra Silbert
5/15 – 17/19	<i>State Creative Districts Convening and Colorado Creative Industries Summit – Salida, CO (numerous sessions)</i>	Diedra Silbert, John Clark, Ninah Hunter, Betsy Baier, Paula Marlatt, Diane Thompson, Julia Reid
5/29/19	<i>Think Tank: CDOT Conversation</i>	Diedra Silbert (joined late)
5/30-31/19	<i>Western Slope Redevelopment and Reinvestment Symposium – Durango, CO</i>	Diedra Silbert (co-presented 1 workshop with Local First Durango, participated on a panel, and moderated another workshop with Ann Morgenthauer, City of Montrose)

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Q3:

Date	Training	Attendees
7/31/19	<i>Think Tank: Activating Second Stories webinar</i>	Diedra Silbert
8/28/19	<i>Think Tank: Aging in Place webinar</i>	Diedra Silbert
9/16-17	<i>Rural Housing Summit, Ouray, CO</i>	John Clark, Shay Coburn, Diedra Silbert

Q4:

Date	Training	Attendees
10/23-24/19	<i>Colorado Creative Industries Creative District Leadership Convening, Boulder, CO</i>	Diedra Silbert
10/25/19	<i>UC Boulder Community Building Colorado-Style Conference: "Squeezed Out: Challenges of Diversity and Affordability in Colorado Communities", Boulder, CO</i>	Diedra Silbert
11/7-8/19	<i>Main Street Manager's Summit, Granby, CO</i>	Diedra Silbert
12/17/19	<i>Harassment Prevention Training (by CIRSA)</i>	Diedra Silbert ( and Town staff)

4. List the names and dates of your **upcoming Main Street events** so we can promote them. If you have a calendar/list of events you can attach it rather than entering it here.

Q1: The Creative District is still planning some of its 2019 events, and here's what we anticipate so far, though some dates could change:

- First Fridays - June through September
- July Concert Series – every Thursday at 6pm at Hartwell Park
- October 11-13 – RCD will hold a "western art" exhibit in conjunction with Ridgway Old West Fest, being planned by another nonprofit for the 50<sup>th</sup> anniversary of the filming of the original movie, *True Grit*)
- October 27 – unveiling of Space to Create artwork and community celebration
- November 8 and 9 – Ridgway Independent Film Festival
- Dec. 6 --Noel Night

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Q2: The dates above still stand with one exception which has been crossed off. The RFP for Space to Create Artwork had to be re-opened, and the date for that event to unveil the artwork will likely change to October.

Q3: The Town and Creative District contracted with Jimmy Descant from Salida/Tucson in August, after re-opening the bid process in June. The artwork unveiling event was rescheduled to 10/27. This project was funded by a grant from Colorado Creative Industries with matching dollars from the Town. Ridgway Noel Night is planned by a group of businesses who are just beginning to work on the event for this December and supported with Main Street promotions.

Q4: A 2020 calendar of Town and Creative Main Street events was just beginning to come together this quarter. Priorities for events will likely be (1) continuing with First Fridays June through September (hopefully with more involvement from storefronts and businesses); (2) the sixth year of the Ridgway Independent Film Fest in Nov.; (3) the July Concert Series; (4) involvement in some way with Ridgway Old West Fest in September; (5) Ridgway Noel Night in early Dec., and (6) a possible event to celebrate progress with Space to Create (groundbreaking, we hope!).

## PROVIDE A SUMMARY OF WORK PLAN PROGRESS AS RELATED TO EACH TRANSFORMATION STRATEGY.

### Transformation Strategy #1

#### 1. What is your first transformation strategy?

Continue to develop an inviting and thriving downtown community and retail environment.

*Objective 1:* Collaborate with Ridgway Area Chamber in a reimagining and planning process for Ridgway's east gateway—the Town's Heritage Park and current Ridgway Visitor Center.

*Objective 2:* Implement recommendations from the 2018 downtown parking assessment to address specific areas with parking pressures.

*Objective 3:* Continue to promote the Colorado Creative Corridor in collaboration with the Ridgway Chamber, Creative District Creative Advocacy Team (C.A.T.), and the 4 other communities involved in the second year of the CTO Marketing Grant.

*Objective 4:* Apply for Graduate Main Street status.

#### 2. What progress has been made related to this strategy?

Q1: (1) In this quarter, the Ridgway Chamber of Commerce, which manages the Visitor Center on Town property, applied for and received a Colorado Tourism Office grant allowing them to hire a consultant to lead the Gateway re-imagining planning process. The Main Street Manager is collaborating with the Chamber on this process. DHM Design was hired and began work in March. A public community gathering was held on March 28<sup>th</sup> to collect input. A second and final meeting is planned for April. (2) As expected, parking was a main topic of conversation

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during the Planning Commission meeting for Space to Create in late March. Outreach based on the parking assessment has not yet begun. (3) The RCD completed its initial brochure highlighting businesses and Creatives in Ridgway that might be of interest to Creative Corridor visitors. It does not include all businesses or Creatives—only those who responded to surveys. Work continues in conjunction with the other towns to refine promotional materials and increase publicity. (4) We still want to apply for Graduate status but have not worked on the application yet.

Q2: (Objective 1) DHM Design, Chamber, and Town hosted a second public meeting on April 29 to inform the Heritage Park/Visitor Center plan for Ridgway's eastern gateway area. At that meeting, the idea of a new visitor center gained traction with some community members. A draft plan was presented to the Planning Commission and Town Council, with another meeting scheduled before the Town's Parks, Trails, and Open Space Committee in early July, and before Town Council again on July 10<sup>th</sup> for potential plan adoption. An RFP for construction drawings, utilizing COMS technical assistance funding, was published early May. DHM Design was again selected for that process with some deliverables by June 30 and others into the following fiscal year. (Objective 3) Chamber, Town staff, and volunteers have continued to collaborate on Creative Corridor projects. The *Creativity and Entrepreneurship in Ridgway* brochure was distributed to businesses and Visitor Center. A new Creative Corridor brochure promoting a different set of businesses and activities for each town will be published very soon. The CTO application for a possible third year of funding will be due in August, and discussions will be underway locally and in each community about applying again for this. (Objectives 2 and 4) Still on the agenda...

Q3: (Objective 1) Collaboration between the Ridgway Area Chamber of Commerce and the Town has continued during this period. Town Council adopted the Heritage Park/Visitor Center Strategic Plan on July 10. During this period, Town and Chamber worked with DHM Design through COMS technical assistance for construction drawings to further the project. Cost estimates for irrigation and planting should allow the Town to seek quotes for a contractor to at least begin the process of installing irrigation around the current Visitor Center this fall, utilizing COMS mini-grant funding. (Objective 2) Time did not allow for outreach and education to businesses and community about the parking recommendations during the busy summer season, when it would have been most helpful. It is likely this objective will need to extend into 2020, with some preparation of outreach materials through 2019. (Objective 3) The five towns involved in the Colorado Creative Corridor agreed to apply again to the CO Tourism Office for a third year of funding to continue to deepen our marketing efforts for the Corridor. [In October, we learned we were granted a third year of funding!] A new Corridor brochure was printed and distributed statewide, regionally and locally. An updated printing of the local *Creativity and Entrepreneurship in Ridgway* brochure was distributed locally. (Objective 4) It is the Town's goal to apply for Graduate Main Street status before the end of 2019. Items needed for the application were discussed with COMS staff during this quarter.



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Q4: (Objective 1) The Town sought quotes from landscaping contractors in early October to install irrigation and plantings before winter for Phase 1 of the Heritage Park plan. However, the quotes received came in high, and some contractors were too busy at that time to even respond. Rather than proceed in a rush at a higher price, it was agreed to re-work the bid documents for a spring 2020 start, utilizing 2019 and 2020 COMS mini-grant funds plus funds the Town will budget for the project in 2020.

(Objective 2) Reviewed the Downtown Parking Assessment Recommendations and discussed strategy with then Town Manager Jen Coates. Started to draft materials for employee parking outreach.

(Objective 3) Work proceeds on the CO Creative Corridor effort with planning between all 5 towns for 2020 underway. Discussion took place about a possible promotional video on all 5 towns and new ways to highlight Creatives and creative enterprises on social media for the Corridor. KVNf Radio reached out to do a story on the Ridgway Creative District and the Paonia Creative District, as well as interviewing Margaret Hunt of CCI and some of our entrepreneurs: <https://www.kvnf.org/post/local-motion-creative-districts-spark-economic-growth>.

(Objective 4) Ridgway's Graduate Main Street application was nearly complete at the end of the quarter. With a few additional touches, it should be ready to submit in January.

## 3. What challenges have been encountered?

Q1: Many simultaneous and large projects continue to move forward. The main challenge is having the capacity to "balance all the plates" with the staff we have!

Q2: Fewer community members participated in the Heritage Park/Visitor Center public meetings than is common for Ridgway, likely due to the fact that the well-attended Master Planning process engaged so many recently. Chamber volunteers made up a large percentage of the attendees which was helpful, just not as representative of the usual folks who engage in Town processes. A number of those attending felt strongly that a new Visitor Center building should be built, so that was included as a second option in the plan. However, additional public process would be needed to move that forward (plus even more significant funding options beyond what the Town could cover). This planning process has been on a very fast timeline, pushing the limits a bit to respond to all its phases in a timely way!

Q3: The Heritage Park process has been on a fast track with overlapping funding sources and timetables that have been a challenge to maintain for staff at both Town and Chamber. DHM Design has, once again, been super helpful at keeping us on track and accomplishing our objectives.

Q4: We had hoped to be able to have the new irrigation system in the ground at Heritage Park before winter, but the timing the Town was able to make happen as we finished up work with DHM Design (and other competing priorities) did not work well for the potential contractors. That slowed down the project.

## 4. Are there ways DOLA may be of assistance?

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Q1: DOLA has been of tremendous assistance. I continue to work closely with Andrew Coburn on fitting Main Street funding opportunities to the right projects at the right time.

Q2: Once again, thank you for working with us on technical assistance funding and a COMS RFP to obtain construction drawings for the initial phases of Heritage Park improvements. Without COMS help with this, the process would be much slower and more challenging. Andrew Coburn has been incredibly helpful with all of this.

Q3: Lots of gratitude to COMS for helping with the Heritage Park process. It's such an important project since the appearance of our entrance to town makes that first impression. Town Council was supportive of the effort; yet, funding needed for the project is higher than the Town can absorb, so we'll be looking for funding.

Q4: Thank you, COMS staff, for working with the Town to combine two years of mini-grants into the initial phase of Heritage Park improvements in 2020. We are grateful for the many ways you seek to make things work smoothly for us and customized to our needs and timetables!

### 5. Other comments:

Q1: The Town will be holding a Single Use Plastics Open House in April to address business and community concerns and receive feedback regarding the ordinance passed in late 2018 banning the use of many plastic bags. So far, the feedback has been generally positive.

Q2: The Single Use Plastics Ordinance went into effect June 1. Some exemptions have been requested by specific businesses, but generally the community has supported this effort. During this same period, the Town's water rate structure was changing which brought on a strong response from some businesses who felt impacted. Council held additional meetings with business owners to hear concerns and work on responses.

Four First Friday events are planned for downtown Ridgway this year. The Creative Advocacy Team of the creative district is focusing this year on increasing the number of performers spread throughout the area for First Fridays, especially in spots that saw fewer visitors last year during the events. A Call for Artists and Performers was publicized locally in early May. The response was excellent and filled the slots available for art exhibitors and musicians/performers. Clinton St. has clearly been successfully revitalized (a major objective for Ridgway Main Street)! That's where the crowd wants to stay during First Fridays which naturally pleases Clinton St. businesses but not necessarily those in other areas who must rise to the competition.

Q3: Town Councilor, Ninah Hunter, and the Community Initiatives Facilitator visited Proximity Space Ridgway to learn more about what they accomplished with their expansion this year, increasing the communication and the potential for collaboration between Town and Proximity Space related to cultivating more of an entrepreneurship culture here. Related to this, conversations took place in this quarter between Main Street and the Telluride Regional Loan

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Fund and the West End of Montrose County business development effort, networking to explore supporting each other.

Q4: Two significant events occurred this quarter, Ridgway Old West Fest and Noel Night, both organized by others but supported by the Town and Creative Main Street with funding and volunteer time. Ridgway Old West Fest brought in numerous *True Grit* movie lovers to celebrate our town's heritage and the 50<sup>th</sup> anniversary of the filming of the original *True Grit* in Ridgway and Ouray County. The Creative District organized a Western Art Show with musicians accompanying it, in conjunction with the event and very well-attended. The larger event itself, organized by a new local nonprofit, involved many local organizations, businesses, and individuals and brought in between 100 and 200 participants for most activity sessions. (Train rides netted 750 paid adults and more than 1,000 rides, so it was a busy time for the Ridgway Railroad Museum!) Noel Night had its largest attendance ever, despite frigid temperatures.

## Transformation Strategy #2

### 1. What is your second transformation strategy?

Develop models, virtually and on the ground, that inspire desired downtown housing and economic development.

*Objective 1:* Finish the Master Plan and begin phased implementation as it pertains to Creative Main Street.

*Objective 2:* Achieve scope of work for Ridgway Space to Create pre-development phase, exploring and determining design, financing, and construction plans for the future workforce housing building, with consultant Artspace.

*Objective 3:* Explore potential implementation of business licensing with Chamber and businesses.

### 2. What progress has been made related to this strategy?

Q1: (1) The Town and its consultants held an event on Feb. 27<sup>th</sup> for the community to engage in prioritizing proposed action items for the Master Plan. The following day focus group took place with those who had been previously involved to update them on sections of interest. A special meeting on Housing took place as well. A third survey was promoted and received 52 responses from people who needed to read the draft plan in order to respond! That survey indicated a high level of satisfaction with most of the plan's sections. The Master Planning process is on schedule and is expected to be presented to the Ridgway Planning Commission at the end of April for adoption with ratification by Town Council in May, assuming no major changes are needed. (2) Artspace requested variance approvals for Ridgway Space to Create at the March 26<sup>th</sup> Planning Commission meeting. In the words of the Town Manager: "...The Commission unanimously approved: variances to building height, building size and parking, and a conditional use for building size. While this is an unprecedented approval from the Commission, I think the most exciting part is the outpouring of community support for the project and the requests, which demonstrates the need for this affordable/workforce housing project and the progressive

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vision of our community supporting your vision and efforts...” The Creative District applied for and received a matching grant from Colorado Creative Industries to commission a piece of artwork that will be installed on the Space to Create lot, as a way of activating the lot prior to the building and keeping the community engaged. (3) While business licensing has been discussed for years, outreach needs to be made to the business community to understand their perspective before implementing it. The Town now has access to software to track business licenses, but procedures would need to be developed. From the Main Street Manager perspective, having this would be invaluable.

Q2: (Objective 1) The Master Plan was reviewed by the Planning Commission on April 30 and adopted by them on May 28. It was ratified by Town Council on June 12. Additional public hearings were scheduled in May and June before both bodies to allow for final community input. A celebration is being planned with the Master Planning Steering Committee volunteers. The implementation process will get underway next, and current work plan objectives for Creative Main Street are included! See Master Plan Snapshot and full document at [www.colorado.gov/ridgway/plans-documents-and-studies](http://www.colorado.gov/ridgway/plans-documents-and-studies). (Objective 2) Artspace worked with Town staff to prepare an application to the Colorado Housing Finance Authority for low-income housing tax credits, submitted in early June. Status won't be known until the fall. An RFP, funded in part by Colorado Creative Industries, for Artwork for the Space to Create Lot was reopened. The current deadline for proposals is July 16<sup>th</sup>. The later proposal deadline necessitated a delay in scheduling the unveiling event until October. (Objective 3) Timing of addressing business licensing with businesses needs further exploration.

Q3: (Objective 1) A celebration was held Aug. 1 with the citizen volunteers, Town Councilors, and Planning Commissioners, who comprised the Master Plan Steering Committee (ice cream and reflection on the process). The objectives and action items from the Master Plan are being utilized by Town Council, Town Manager, and department heads as the foundation for planning the 2020 budget. Prioritization is critical in this process because there are many short-term action items. (Objective 2) Artspace staff visited Ridgway in September in preparation for a presentation before the Colorado Housing Finance Authority board. Jen Coates and Mayor John Clark presented along with Andrew Michaelson from Artspace. Results will be known in October. With assistance from a grant from Colorado Creative Industries, an RFP was published to hire an artists to create a piece of artwork which will be installed on the Space to Create lot, prior to construction, and then re-installed in the environs of the building post-construction. After a selection process with a citizen committee, Jimmy Descant from Salida was awarded the contract. An event will be held at the end of October to bring the community together to unveil the artwork, network, and hopefully raise the energy and excitement for Space to Create again. Staff also presented to the Montrose County Housing Authority regarding Space to Create to encourage their continued support of the project. (Objective 3) It is unlikely that business licensing will be addressed in 2019. Too many other high-priority and, at times, controversial topics engaged the business community this year. It doesn't seem like timing is right to pursue business licensing right now.

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Q4: (Objective 1) Prioritized Master Plan goals and objectives were incorporated into the Town's 2020 Budget, as well as into each department head's 2020 work plan before Jen Coates' departure. For Creative Main Street, the Creative District Team will be working with the Town's goals and objectives in January to further define their 2020 activities.

(Objective 2) The Town was notified in early October that Ridgway Space to Create was not awarded low-income housing tax credit funding. Artspace and the Town will apply again in January/February 2020 for these funds, making some revisions where necessary per the Colorado Housing and Finance Authority's feedback. The predevelopment contract with Artspace was extended for an additional year until Dec. 31, 2020. Keep fingers crossed for this second CHFA application! An event was held at the end of October to install a piece of artwork on the Space to Create lot. The artist was present, and the Mayor introduced the dedication of the artwork and updated the community on Space to Create. About 60 people of all ages attended this first gathering on the actual site where approximately 30 units of housing will be built. The event was organized primarily by Creative District volunteers.

(Objective 3) The possible implementation of business licensing will continue to be explored in 2020, including input from the new Town Manager and businesses.

## 3. What challenges have been encountered?

Q1: The Master Planning effort has taken a significant amount of time for Town staff. The RCD Creative Advocacy Team has been especially active and enthusiastic lately, and channeling all that energy into a manageable list of projects for 2019 has been a challenge.

Q2: Getting through the final approval process for the Master Plan took longer and required more work of staff than anticipated. Yet, the result is exciting!

Q3: The Space to Create process is long and slow -- challenging to keep the energy of community support flowing over the multi-year effort. We will learn more about CHFA funding in October. If we don't receive it, we will re-apply in January, but that may put the date for groundbreaking off until 2021.

Q4: It was certainly disappointing to not be awarded funds by the Colorado Housing and Finance Authority. We will try again, and this slowed down the groundbreaking process by at least 6 months. Ridgway has such a critical need for housing that a delay in that process hurts, especially in community perception; yet, as these development projects go, Space to Create has generally proceeded in a very timely manner.

## 4. Are there ways DOLA may be of assistance?

Q1: None at this time.

Q2: DoLA has been a huge partner with the long process of the Space to Create project. Where would we be without DoLA?!

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Q3: DoLA continues to be a huge support to the Town and to our Creative Main Street process. Your willingness to apply technical assistance funds to projects we very much need has been invaluable.

Q4: Thank you, DoLA, for continuing to support the Town in its effort to add affordable housing in our community through Space to Create. DoLA funding is essential in helping us be the vibrant place that we are becoming! We are grateful to Patrick Rondinelli for his sustaining interest in our town's future and for his help in making things happen!

## 5. Other comments:

## OTHER NOTES

List additional local program accomplishments, challenges, concerns, questions, or anything else you would like to share with Colorado Main Street Program staff.

Q1: Three new Town Councilors will be sworn in at the April Council meeting.

Q2: Beth Lakin, Tessa Cheek, and Russ Meyer are the three new Town Councilors who were sworn in at the April Council meeting. Ninah Hunter and Eric Johnson were re-elected to new terms and sworn in then as well. The Community Initiatives Facilitator provided a 1.75-hour orientation to the new Councilors about Creative Main Street on June 26. (It had been hoped that a Main Street consultant could assist with this, but the timing didn't work out.) They asked good questions and seemed to be absorbing information, though they have much to absorb all at once in their new role.

Q3: Jen Coates, Town Manager, resigned during this quarter. Though we are excited about this change for her, we regretfully anticipate her departure by late November/early December. Town Council is hard at work on the hiring of Ridgway's next Town Manager. It was a delight to show Traci Stoffel around Ridgway and hold our annual COMS meeting with her! In this quarter, a community member came forward with an offer the Town could not refuse to help fund a new Athletic Park Pavilion. A fundraising effort began, and a design firm was hired. We appreciated Larry Lucas' assistance early in the process with a sketch of the possible building!

Q4: Longtime Town Manager Jen Coates left her position in December 2019. Newly hired Town Manager Preston Neill, who had been the Deputy Town Manager in for the Town of Avon, began as Town Manager in early January 2020. The Athletic Park Pavilion project is continuing with a design presented at a public meeting in November. It is anticipated to be a \$400,000 facility to serve as a shelter, a gear storage area, and a concession area. The Ridgway Independent Film Fest took place in November, in conjunction with the Ridgway Chautauqua Society at the Sherbino, and packed the house for both evenings with short films ranging from locally made to international.

# EXHIBIT 1

## Attachments:

Master Planning Community Gathering Flyer

Master Planning Housing Meeting Flyer

Gateway Community Gathering Flyer

Local Businesses Brochure for Creative Corridor

Single Use Plastics Open House Flyer

April Public Meeting on Heritage Park/Visitor Center

First Friday Flyer

Master Plan Adopted Flyer

Ridgway Independent Film Festival Call to Filmmakers Flyer

Western Art Show Call to Artists and Musicians Flyer and Event Flyer

Perk Up the Park Flyer

Perk Up the Park Pavilion Design Concept

Ridgway Old West Fest Facebook post on book published and photo of "Harold"

Space to Create Artwork Unveiling Event and photos

Ridgway Independent Film Fest Flyer and photos of 2 award winning filmmakers

Ridgway Noel Night Flyer



## EXHIBIT 1

**REVIEW THE DRAFT  
MASTER PLAN!**

JOIN US TO  
**REVIEW** OUR COMMUNITY'S ROADMAP FOR  
THE FUTURE & TO **PRIORITIZE**  
STRATEGIES TO HELP  
US GET THERE



WEDNESDAY  
**FEBRUARY 27, 2019**  
6:00 pm - 8:00 pm • 4-H Event Center  
Refreshments will be provided  
**Childcare will be available!**  
Learn more: [www.bit.ly/ridgwaymp](http://www.bit.ly/ridgwaymp)



## HOUSING IN RIDGWAY'S MASTER PLAN



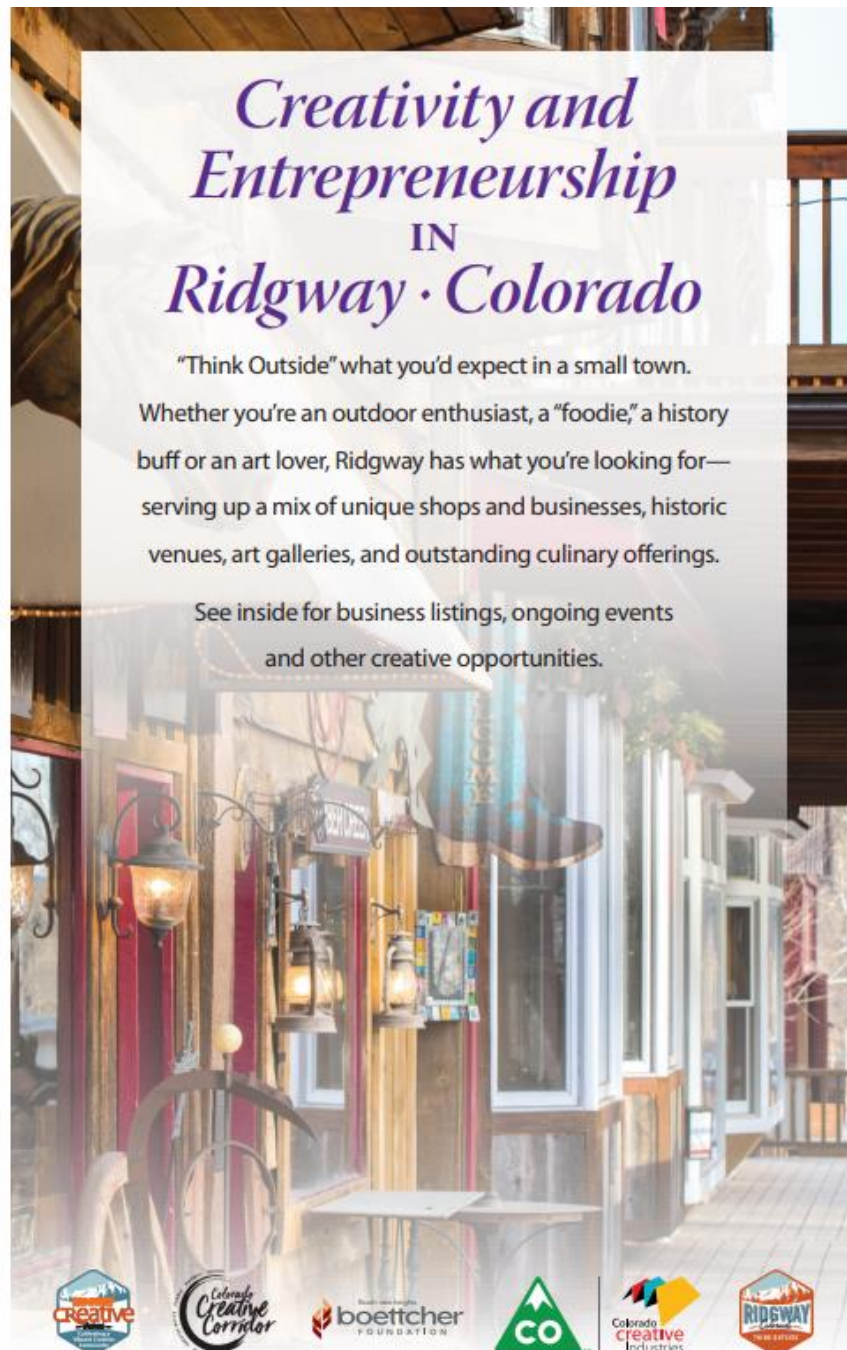
**Thursday, Feb. 28th**  
**9:00 - 11:00 A.M.**

**Town Hall Community Room**

A follow-up discussion to the Master Planning Community Gathering on 2/27, focused on housing. This meeting will be facilitated by Heidi Aggeler, housing consultant for Ridgway's Master Plan.





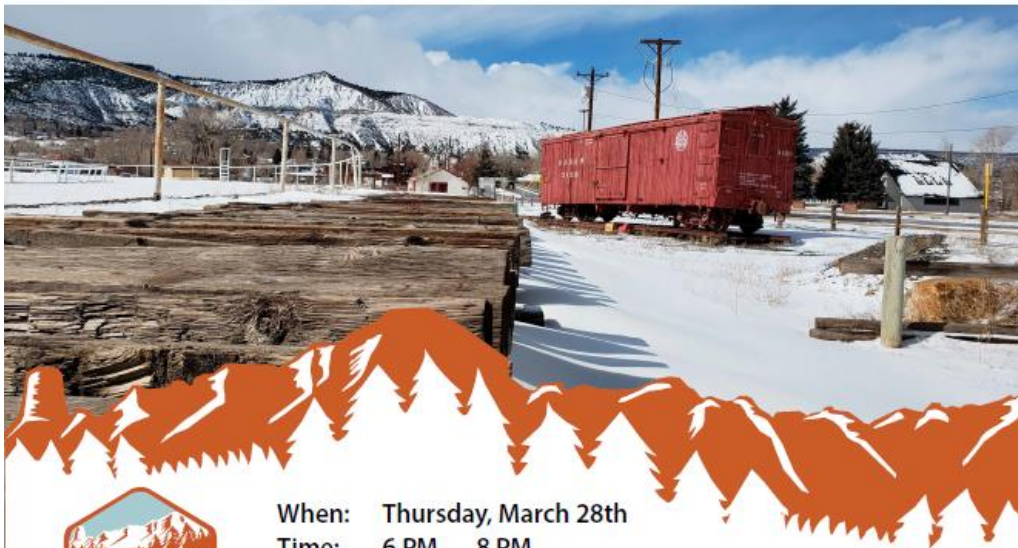


First page of the brochure. (Whoops, we will add the Colorado Main Street logo to the next one. Just noticed it isn't there!)

# BRING YOUR IDEAS



Please join the Ridgway Area Chamber of Commerce at a **PUBLIC MEETING** to gather input on a Strategic Plan for Heritage Park and Ridgway Visitor Center!



DHM DESIGN

When: Thursday, March 28th  
Time: 6 PM — 8 PM  
Where: Town Hall Community Center

\*This is your opportunity to provide feedback on the vision and direction of this critical gateway area to the Ridgway community and surrounding region. We are at a juncture where this space needs to be re-imagined and re-designed in order to attract visitors year-round, improve our community park, and better represent our Ridgway Character.

# Open House: Single Use Plastics



Monday, April 22, 2019  
6:00 - 8:00pm  
Town Hall



*Businesses and the public are invited to offer input and learn how the Town is addressing single use plastics. Information on the town-wide prohibition on plastic bags will be provided.*



# PUBLIC MEETING



Please join the Ridgway Area Chamber of Commerce at the **FINAL PUBLIC MEETING** to gather input on a Strategic Plan for Heritage Park and Ridgway Visitor Center!



DHM DESIGN

When: Monday, April 29th  
Time: 6 PM — 8 PM  
Where: Town Hall Community Center

\*This will be the last public meeting held for the Ridgway Visitor Center and Heritage Park by the design team. The team will present the preliminary design option created from input gathered at the first public meeting held on March 28th. It is your opportunity to provide feedback on the vision and direction of this critical gateway area to the Ridgway community and surrounding region.

# Come out and see what's happening in Ridgway!

FIRST  
*Friday*  
RIDGWAY

## Deals, Demos, Art, Treats, Fun & Frolic!

5pm – 9pm

Fridays • June 7 • July 5 • Aug 2 • Sept 6

*Look for the First Friday graphic at participating businesses.*





# CONGRATULATIONS!

The Town of Ridgway has

**ADOPTED** a NEW  
**MASTER PLAN**

which couldn't have happened  
**WITHOUT YOU!**



A **SNAPSHOT** and the full **Master Plan**  
are available on the **Town's Website:**

<https://www.colorado.gov/ridgway/plans-documents-and-studies>



# Strategic Master Plan for RIDGWAY VISITOR CENTER & HERITAGE PARK

PREPARED BY DHM DESIGN MAY 2019

**DHM DESIGN** LANDSCAPE ARCHITECTURE  
LAND PLANNING  
URBAN DESIGN  
1100 E. 3RD AVE. SUITE 200  
DENVER, CO 80202-1000



Approved by Town Council at their July 2019 meeting.





The poster features a warm, orange-to-red gradient background. At the top left is the 'The Sherbino' logo with 'RIDGEWAY' and 'CHARTERED' and 'Est. 1985'. At the top right is the 'RIDGEWAY Creative District' logo with the tagline 'Cultivating a Vibrant Creative Community'. The main title 'Ridgway Independent FILM FEST' is centered, with 'Ridgway Independent' in a script font and 'FILM FEST' in large, bold, white block letters. A black and white striped clapperboard is positioned horizontally across the middle of the title. Below the clapperboard, a black rectangular box contains the text 'November 8th and 9th 2019' in a gold script font. Below this box, the text 'TWO EVENINGS OF JURIED INDEPENDENT SHORT FILMS (1-20 min)' is written in a small, black, sans-serif font. The phrase 'Film Entries Sought' is written in a large, bold, gold script font, followed by 'Deadline September 20, 2019' in a smaller, bold, gold script font. At the bottom, the text 'For more details go to [filmfreeway.com/ridgwayindependentfilmfest](http://filmfreeway.com/ridgwayindependentfilmfest)' is written in a gold, sans-serif font. The bottom of the poster features a row of five logos: 'boettcher FOUNDATION' (with a small flame icon), 'CO' (with a green mountain icon), 'Colorado Creative Industries' (with a colorful abstract icon), 'RIDGEWAY Creative District' (with a mountain icon), and 'alpenglow ARTS ALLIANCE' (with a mountain icon).

**The Sherbino**  
RIDGEWAY CHARTERED  
Est. 1985

**Ridgway Creative District**  
Cultivating a Vibrant Creative Community

**Ridgway Independent**  
**FILM FEST**

*November  
8th and 9th  
2019*

TWO EVENINGS OF JURIED INDEPENDENT SHORT FILMS (1-20 min)

**Film Entries Sought**  
**Deadline September 20, 2019**

For more details go to [filmfreeway.com/ridgwayindependentfilmfest](http://filmfreeway.com/ridgwayindependentfilmfest)

**boettcher**  
FOUNDATION

**CO**

**Colorado Creative Industries**

**RIDGEWAY**  
Creative District

**alpenglow**  
ARTS ALLIANCE



**WANTED**  
**ARTISTS and MUSICIANS**

---

for the  
 **RIDGWAY OLD WEST FEST**  
**WESTERN ART SHOW AND SALE**

at the  
**Treehouse Studio**  
549 Clinton St., Ridgway, CO

**October 12-13, 2019**  
**10 am to 4 pm**

---

**SUBMISSIONS SOUGHT**  
Deadline **Wednesday, September 18, 2019, by 4:00 pm.**

Seeking original artwork with a Southwestern or Native American theme reflecting people, places, artifacts, traditions, etc., as well as musicians with an Old West / Acoustic or Native American style to perform at the event.

For more details and entry process, visit:  
[www.ridgwaycreativedistrict.com/calendar](http://www.ridgwaycreativedistrict.com/calendar)  
Scroll down to find call.

 **RIDGWAY OLD WEST FEST**  
**WESTERN ART SHOW**  
**AND SALE**

at the  
**Treehouse Studio**  
549 Clinton St., Ridgway, CO

**October 12-13, 2019**  
**10 am to 3 pm**

Featuring 14 local artists and 3 musical groups, the show is a collection of original Southwestern and Native American themed artwork reflecting the people, places, artifacts, and traditions of our area's past.

# PERK UP THE PARK

Athletic Park

## — Pavilion Fundraiser —



The new park pavilion will be a versatile asset for the whole community consisting of:

- A sheltered retreat for park users.
- A storage space for athletic park users.
- A concession area for use during events.

An anonymous donor has committed to contribute substantial funds to the Town for a pavilion in the Athletic Park, matching every \$1 raised with \$3 ! So Please help in any way you can to perk up our park. Your donation is tax deductible.

**To learn more and donate go to:**  
[www.colorado.gov/ridgway/perk-park-pavilion-project](http://www.colorado.gov/ridgway/perk-park-pavilion-project)



Nov. 2019 Concept Drawing



## EXHIBIT 1

A book was published by a local nonprofit to commemorate the 50<sup>th</sup> anniversary of the filming of *True Grit*.



Durango artist Elizabeth Kinahan won Artists' Choice and People's Choice awards at the Western Art Show for her oil painting, "Harold."



**Come Celebrate  
Ridgway's Creative  
Community Spirit**

**Sunday, October 27, 2019  
1 p.m. to 3 p.m.  
Space to Create Lot**  
(Just west of Kate's Place)

**Unveiling of a New Art Installation  
Networking • Music • Food  
Drinks • Fun**

Affordable housing through  
Ridgway Space to Create is on the way!

Artist Jimmy Descant, below, talking about his artwork, “The Ridgway Ride with Space to Create” at the event. Each artifact represents something in Ridgway’s history or geography.





## EXHIBIT 1



The poster for the Ridgway Independent Film Fest 1 features a red background with a large white '1' and the word 'FILM FEST' in large white letters. A clapperboard is positioned over the '1'. The event is held at the Sherbino Theater, 604 Clinton Street, Downtown Ridgway, on Friday and Saturday, November 8th and 9th, from 6:30-9:30 pm. Doors open at 6:00 pm both nights. The poster also mentions two evenings of juried independent short films, an eclectic mix of themes and genres, filmmakers in attendance, a People's Choice Award each night, and a \$10 suggested donation. For more details, it directs to [RidgwayCreativeDistrict.com/calendar](http://RidgwayCreativeDistrict.com/calendar) or [Sherbino.org](http://Sherbino.org). Logos for the Boettcher Foundation, CO, Colorado Creative Industries, Ridgway Creative District, and alpenglow Arts Alliance are at the bottom.

**Ridgway Independent FILM FEST 1**

**Sherbino Theater**  
604 Clinton Street  
Downtown Ridgway

*Friday and Saturday  
November 8th and 9th*

**6:30-9:30 pm**  
Doors open at 6:00 pm  
both nights

Two evenings of juried independent short films (different each night)  
An eclectic mix of themes and genres • Filmmakers in attendance  
People's Choice Award each night  
**\$10 suggested donation**

For more details go to [RidgwayCreativeDistrict.com/calendar](http://RidgwayCreativeDistrict.com/calendar) or [Sherbino.org](http://Sherbino.org)

boettcher FOUNDATION CO Colorado Creative Industries RIDGWAY CREATIVE DISTRICT alpenglow ARTS ALLIANCE

He Qianming from Beijing, China (left) – Professional Filmmaker Award, and Yuri Chicovsky from Paonia (right) – Amateur Filmmaker Award, with their awards.







# NOEL NIGHT and more!

## 2019

### Friday, December 6, Ridgway

**Kid Parking at Voyager!**  
5 - 8 p.m.  
Drop your kids at Voyager for a holiday movie with Santa while you shop.  
Noel Night Gift Wrapping Services!

**5 p.m. - 9 p.m.**  
**Treats & Deals along the way, Santa too! Light Parade circling town park at 5-ish p.m.**

**Amulet Arts** -- Eclectic treasures, jewelry & creative gifts. Pick a discount from the hat - all day.  
**Art by the Park** -- Wine and goodies. Flute Players. Featuring 3 local artists, jewelry, gifts & more.  
**Cafe Ridgway a la mode** -- Glogg Glogg Glogg and gift cards for stockings!  
**Cimarron Art Glass** -- Come warm up and enjoy give aways, sweet treats, hot cider & wine.  
**Cimarron Coffee & Books** -- Discount grab bag, food & drink, music, local artist bazaar.  
**Colorado Boy Brewing Co.** -- Enjoy craft beer & a pizza special.  
**Cowgirl Creations Flowers** -- 50% off fall decor & 25% off Christmas decor, hot choc. & sangria.  
**Crumb** -- Come for coffee & dessert, place your holiday orders.  
**Dragonfly** -- New Fiber Arts Center featuring clothing and all sorts of fiber related classes.  
**Eatery 66** -- 20% off Eatery merchandise, drink & food specials, "Uncle Eddy Cocktail" all night.  
**Glow Day Spa** -- Hot cocoa, marshmallow roasting, gift basket giveaway, samples & gift cards.  
**Kane Scheidegger Photography** -- Fine art landscape photography of the beautiful San Juan's.  
**Lizzie Tilles** -- Photography & Studiokind Web Development.  
**Lucky Find Consignments** -- A pre-owned mix of potential gift treasures.  
**Lupita's Bizarre Bazaar** -- Friends, Laughter, Discounts! New artists' works. Christmas cards.  
**Mountain Girl Gallery** -- Local ceramics, jewelry, fiber art & forged metal. Discounts & drinks.  
**Mountain Market** -- Get your stocking stuffer treats while enjoying hot chocolate & cookies.  
**Panji Bags** -- The Panji shop will be filled with handpan tunes, inspirational gifts & free hugs!  
**Ridgway Adventure Sports** -- Gifts, gear, holiday cheer, wine & beer. 25% off storewide alcohol, books and other exclusions apply  
**Ridgway Liquors** -- The ORIGINAL!  
**Ridgway Pilates** -- Get your picture with Uncle Joe + discounts + libations!  
**Ridgway Real Estate** -- Kris Kringle will have presents for all.  
**Ridgway Wrench** -- Come drink beer and tell lies!  
**Ridgway Yoga Shala** -- \$85 punches. Singing Springs Botanicals, 25% off tea items, jewelry...  
**Rocky Mountain Cannabis** -- Colorado's finest cannabis collection.  
**San Juan Wine & Liquors** -- Come get your holiday cheer here!  
**Steps Tavern** -- Step on down and finish your Noel Night right! Patio open pending weather.  
**Taco del Gnar** -- Cocktail special & complementary appetizer, Gift cards!  
**Timber Creek** -- Western art, clothes, furnishings, gifts & jewelry. Discounts all day!  
**The Vault** -- Vintage Wonderland Holiday Sale & live music by "You Knew Me When" @ 8 PM  
**Western Slope Rides** -- Airport, local & regional shuttle rides! GOwsr.com, 970 626 5121.  
**610 Arts Collective** -- The 610 Holiday Open. Great gifts, affordable original art from local artists.

## 16th ANNUAL HOLIDAY ART & GIFT SALE

Ridgway Community Center, N. Railroad Avenue

**Friday, Dec. 6, 6 PM - 9 PM. Saturday, Dec. 7, 9 AM - 4 PM**

Jewelry • Handwoven Textiles • Paintings • Books • Toys • Fiber Arts • Handmade Dolls • Pottery  
Clothing • Greeting Cards • Bath Products • Unique Ornaments • Leather items & much more!

## OURAY COUNTY RANCH HISTORY MUSEUM

### HOLIDAY OPEN HOUSE wreaths, garlands, ornaments, historic mugs

  
 Friday, 12/6, 5pm - 9pm

  
 Saturday 12/7, 11am - 3pm





# EXHIBIT 2

Quarterly Tracking Worksheet for Statistics		2019 Q4	
<b>BUSINESS OPENINGS/EXPANSIONS/RELOCATIONS</b>	<b>Type (restaurant, retail, professional, services)</b>	<b># of Employees (part-time / full-time)</b>	<b>Date</b>
Clark-e Family Rentals	Services (lodging)	2 PT / 0 FT	11/1/2019
Cora Ridgway	Services (lodging)	0 PT / 1 FT	11/1/2019
Dragonfly Creative LLC	Retail	1 PT / 1 FT	12/1/2019
<b>Total</b>	3	3 PT / 2 FT	
<b>BUSINESS CLOSING/RELOCATED OUT OF DISTRICT</b>	<b>Type (restaurant, retail, professional, services)</b>	<b># of Employees (part-time / full-time)</b>	<b>Date</b>
None			
<b>Total</b>	0	0	
<b>BUILDING REHABS/FACADE RENOVATIONS</b>	<b>Amount of Private Investment</b>	<b>Amount of Public Investment</b>	<b>Date</b>
162 N. Cora St.	\$20,000		10/9/2019
751 W. Charles St.	\$50,000		10/15/2019
1015 Clinton St.	\$3,000		11/20/2019
220 Sherman St.	\$27,500		12/2/2019
775 Tabernash	\$12,000		12/3/2019
751 W. Charles St.	\$20,000		12/16/2019
171 N. Cora St.	\$80,000		12/23/2019
<b>Total</b>	\$212,500	\$0	
<b>NEW CONSTRUCTION</b>	<b>\$ Amount (all private)</b>		<b>Date</b>
None			
<b>Total</b>	\$0		
<b>BUILDINGS SOLD</b>	<b>Amount of Private Investment</b>	<b>Amount of Public Investment</b>	<b>Date</b>
760 N. Laura St.	\$499,000		9/30/2019
181 S. Lena St.	\$429,800		11/6/2019
TBD Redcliff Dr.	\$504,000		11/7/2019
260 S. Laura St.	\$610,000		11/14/2019
600 River Park Dr.	\$635,000		11/15/2019
146 N. Cora St.	\$882,500		12/3/2019
455 Kismet St.	\$444,600		12/10/2019
TBD Highway 550	\$550,000		12/16/2019
153 S. Elizabeth St.	\$400,000		12/20/2019
<b>Total</b>	\$4,954,900	\$0	
<b>PUBLIC IMPROVEMENT &amp; INFRASTRUCTURE PROJECTS</b>	<b>\$ Amount (all public)</b>		<b>Date</b>
Ridgway Library Remodel and Addition (on Town-owned land)	\$1,600,000		9/18/2019
Stormwater Master Plan consulting	\$15,549		10/20/2019
Cottonwood Park Trail - gravel	\$157		11/14/2019
Stormwater Master Plan consulting	\$29,489		12/5/2019
Cottonwood Park Trail - gravel	\$894		12/5/2019
Stormwater Master Plan consulting	\$34,214		12/27/2019
Athletic Park Pavilion Design Plan Consultant	\$20,741		12/27/2019
Landscaping around town	\$12,789		12/27/2019
<b>Total</b>	\$1,713,833		
<b>HOUSING UNITS ADDED</b>	<b>Amount</b>		<b>Date</b>
No way to track this.			

## EXHIBIT 2

<b>Total</b>	0		
<b>VOLUNTEER HOURS</b>	<b># of Unduplicated Volunteers</b>	<b># of Hours</b>	<b>Date</b>
Board meetings and time (TC)	6	51	Oct - Dec '19
RCD Committee Meetings (2)	8	40	Oct - Dec '19
Ridgway Old West Fest Western Art Show	9	87	Oct - Dec '19
Graphic design	0	20	Oct - Dec '19
Film Festival subcommittee	5	157	Oct - Nov '19
Space to Create Artwork Unveiling Event Planning	3	58	Oct '19
Noel Night business volunteers	4	50	Oct - Dec '19
<b>Total</b>	35	463	
<b>EVENTS</b>	<b>Attendance (estimated)</b>		<b>Date</b>
Ridgway Old West Fest Western Art Show	125		10/11-13/19
Space to Create Artwork Unveiling Event	60		10/27/2019
Ridgway Independent Film Festival	160		11/9-10/19
Ridgway Noel Night	400		12/6/2019
<b>Total</b>	745		