

Colorado Main Street Program Letter of Intent

<p>Local government contact person information</p> <p>Name Position Phone number Address</p>	<p>Jennifer Coates, Town Manager</p> <p>(970) 626.5308 ext. 12</p> <p>201 North Railroad Street, PO Box 10 Ridgway, CO 81432</p>
<p>Is the local government resolution declaring support of Letter of Intent attached?</p>	<p>Yes</p>
<p>What is the community population? Other relevant demographic information. Please attach additional pages if necessary.</p>	<p>Ridgway Population is 924 (2010 US Census); The population of Ridgway grew by 211 people, with an increase of 43 commercial utility users (63% increase) and 174 residential users (67% increase) in the last decade. This significant growth has generated a greater demand for local services, local businesses and also established the Town as a desirable community and a destination in Colorado. A 60% increase in housing units occurred from 2000 to 2010, including an influx of families, artists, entrepreneurs, and recreational enthusiasts, has provided the Town with an unprecedented opportunity to assert its unique and desirable identity.</p>
<p>What are the budgeted resources the community is willing to dedicate to downtown, including staff time as well as financial resources? Please explain this resource allocation. Please attach additional pages if necessary.</p>	<p>In 2012 the Ridgway Town Council budgeted \$1000 to participate in DoLA's Main Street Program. Additional funds were budgeted this year to form a Task Force and prepare the community for a ballot question in 2013 that will provide for the financing and construction of the Town's Downtown Business Streetscape Plan. Over \$300k has been expended on developing the Downtown Streetscape Plan, including the completion of engineered construction drawings. Construction is estimated at \$3.5 million, which will require the community's financial support.</p> <p>The Town's 2012 Strategic Plan provides for dedicated staff time to participate in the Main Street Program and attend the various conferences across the state. The 2012 Strategic Plan is attached.</p> <p>In 2005, the implementation of a .06% sales tax for capital improvements was supported by the Ridgway community and represents a supplemental funding source to assist in financing downtown improvements.</p> <p>The Town approached the Ridgway Area Chamber of Commerce to partner in the Main Street program. While the Chamber has grown and greatly expanded its resources and business services over the last few years, it is not a</p>

financial partner for the Main Street program at this time. We will continue to work closely together to advance downtown development and are optimistic the Chamber will be in a position to partner in the Main Street Program in 2013.

In 2013 the Town is positioning itself to hire a planning intern to facilitate community development and downtown revitalization efforts for the Town.

Through a partnership with the Colorado Department of Transportation (CDOT) this year, the Town will construct a pedestrian sidewalk and two state highway crossings in the Downtown Historic District, connecting the central Town Park with adjacent businesses. CDOT funds awarded are approximately \$260k with the Town contributing approximately \$110k in engineered design and construction oversight. In addition, the Town has been working with CDOT on the construction of a new highway bridge at the Town's East gateway to the Downtown District. This collaboration has rewarded architectural and aesthetic features into the bridge design, including color variations, pedestrian sidewalk on the bridge and a pedestrian/wildlife underpass, decorative guardrails, pilasters at each corner anchoring the bridge, and landscaping and benches underneath the bridge along the Uncompahgre River Corridor in the Town's Rollans Park. To this end the Town has budgeted \$5,000 in 2012 to augment these efforts and create a true, characteristic bridge entry and gateway to our downtown center and Main Street.

In 2011, the Town applied for approximately \$296k in Enhancement Funding in partnership with CDOT to construct part of the Downtown Streetscape, including pedestrian lighting and sidewalk. The Town will contribute the engineering design and construction oversight for the project, which is estimated at \$74k. We have not heard a final determination on the award but are optimistic that the project funds will be available in 2013 and construction will commence at that time, reducing the amount of funds required for the overall Downtown Streetscape project.

Through Colorado Creative Industries, the Town was awarded \$8,000 and additional technical resources in 2012 to develop a strategy, brand the District, create programs and generally promote the Creative District. The District is centered on the Historic Business District and downtown Main Street area. The Creative District committee is working diligently at this time to support the creative

industries, which will augment the Town's Main Street efforts.

What have been previous economic and community development initiatives? What were their successes? Are any still being actively worked on?

In 2005 the community approved a 0.6% sales tax increase to advance Downtown Main Street improvements. Since that time these funds have been focused on downtown improvements, with monies expended to develop a downtown streetscape plan (2006), construction drawings for that plan (2008) and construction of minor improvements (eg: pedestrian sidewalk, highway crossings, etc.). With the downturn of the economy in 2008, construction planning stalled; however, a perceived optimism in 2012 and favorable interest rates are now advancing the planned construction. Photo inset is the Downtown Streetscape Plan.



The Town and Ridgway community participated in the 2011 Bottom Up Economic Development Planning process with Ouray County and the City of Ouray. As a result of this plan, various subcommittees were formed and are active today in advancing economic development, including; Creative District designation, Diversifying the economy/Agriculture, and Broadband development. In 2012 the Town of Ridgway was awarded "Prospective Creative District" designation, with Main Street as the focus of the Creative District. With technical and financial assistance from the Colorado Creative Industries, Ridgway is advancing its creative industry and looking forward to formal designation as a Creative District next year. The committee is working diligently this year on a strategic plan, district branding, program development and promotion.

In 2011 the Town budgeted funds and the community updated its Land Use Plan, identifying 8 land use goals and opportunities for the current decade. This plan can be

	<p>found on the Town's website at: http://www.town.ridgway.co.us/towndocuments.html.</p> <p>Inclusive in this Land Use Plan are numerous goals, policies and action items addressing economic development and the revitalization of the Historic Business Core and Main Street. Goal #5 addresses the local economy and calls for the financing and construction of the Downtown Streetscape, developing signage, amenities and wayfinding, collaborating with the Ridgway Area Chamber of Commerce and other regional economic development organizations, all of which are in process today.</p> <p>In 2008 the Ridgway Local Government funded and implemented the Ridgway Concert Series in the Town's historic downtown Hartwell Park. Since that time, the Concert Series has been free to the public on Thursday evenings in July, attracting on average about 1000 people (more than the population of the Town) for each concert. With the downturn in the economy the Town no longer funds the series and instead organizes various fundraising efforts each year to insure the success of the program, attracting visitors and residents to our beautiful downtown.</p> <p>The Town is also an active participant in the Stronger Economies Together (SET) regional economic development planning through Region 10 and funded by a generous grant from the US Department of Housing and Urban Development. The SET process is establishing a regional economic development strategy for the 6-county region.</p> <p>A number of private and not-for-profit organizations contribute to the overall economic development strategy for the Downtown area by hosting various events each year that bring a large number of visitors and tourists to Ridgway. Some of these events include: Weehawken Creative Arts "Arts and Crafts Festival", Ridgway Area Chamber of Commerce "Mudfest" during the off-season in April at the Ouray County Fairgrounds, and the "Balloons and Varooms Event" over Memorial Weekend. The Town also hosts a regional microbrew tasting and music event each summer as well as a Fall Festival to support the July Summer Concert Series.</p>
<p>What are the initial program goals and community expectations? How were these identified?</p>	<p>Secure "Main Street" Designation with the Department of Local Affairs and participate in statewide conferences and Main Street gatherings to explore opportunities for nurturing our downtown and which will support the planned capital</p>

	<p>infrastructure investment in the Downtown Streetscape Plan.</p> <p>Work with local task force to secure the required financing and construct the Downtown Streetscape Plan, inclusive of pedestrian sidewalks, multi-modal parking, lighting, wayfinding signage and kiosks, landscaping, storm drainage, amenities, and more.</p> <p>Work with Colorado Creative Industries to secure designation as a State of Colorado Creative District in support of Ridgway's creative industries and furthering the sustainability and development of the Historic Downtown Business District.</p> <p>These goals have been developing for a number of years and are embodied in numerous documents including the Town's 2012 Strategic Plan, 2011 Land Use Plan and 2011 Bottom Up Economic Development Plan for Ouray County. The Town's 2012 Strategic Plan was formalized in 2009 and was updated in 2011 during the Town's budget process as a result of numerous workshops to establish financial, technical and staffing priorities for the coming year. The 2012 Strategic Plan includes all of the goals mentioned here. The Creative District designation was identified as a regional goal for Ouray County during the 2011 Bottom Up Economic Development planning sessions, and is included in the 2011 Land Use Plan along with implementation of the Streetscape Plan.</p> <p>The Town of Ridgway local government is taking the lead on the Main Street Program. As a small, rural community the resources available to the Town are limited and the local government is able to facilitate and contribute economic development for the Main Street businesses and properties through the construction of capital infrastructure. To insure a well-rounded approach to revitalizing the downtown, the Town is augmenting the infrastructure investment through the development of a Creative District as well as participation in DoLA's Main Street program. As resources and opportunities are made available, it is envisioned that businesses, property owners and civic leaders will join local government in active participation of the Main Street program to foster historic preservation and downtown development in the Historic Business District.</p>
<p>What are the existing historic preservation initiatives?</p>	<p>Historic preservation efforts in Ridgway have traditionally been initiated by the private sector. While a notable number</p>

<p>What is the status and success of these initiatives?</p>	<p>of the Town's historic buildings were destroyed by fires in the early 1900s, a number of structures remain along and adjoining the traditional Main Street.</p> <p>In 2007, the Town worked with the owner of the Historic Sherbino Theater on a condominium subdivision of the property, subdividing the building into 2 commercial units and 1 residential unit. A local entrepreneur purchased the corner unit of the building and opened a successful, award winning microbrewery and pizza parlor, the Colorado Boy. A second unit behind and above the theater was sold as a residence, and the third unit remains as the historic theater.</p> <p>Like a number of historic theaters in the American West, for years the local theater struggled to survive. In 2012, a local non-profit organization, The Chautauqua Society, was formed to revitalize the third unit of the Town's central historic theater in the heart of downtown. The Chautauqua Society has sponsored two fundraising events to date in an effort to kick off restoration efforts.</p> <p>While the Rio Grande Southern Train Depot is privately held as a residence, the family has initiated restoration efforts over time, and continues to invest in the historic building.</p>
<p>What are the commercial district characteristics including estimated percentage of historic building stock? Please attach additional pages if necessary.</p>	<p>There are approximately 10 significant, historic, commercial structures in the downtown Historic Business District/ Main Street area. This represents roughly 20% of the commercial building stock downtown where the location and key uses of these historic buildings are significant for the Ridgway community.</p> <p>Many of Ridgway's historic buildings were destroyed by fire in the early years, and a number of new buildings were constructed in the 1980s and 1990s. Despite the forces of nature and development influences, the Town retains a characteristic historic feel in its downtown area, with a number of historic buildings remaining from the late 1800s and early 1900s and including historically platted, gravel travelways.</p> <p>Old Stone Town Hall and Jail (aka: "the Firehouse") – The Old Stone Town Hall was purchased by the Town of Ridgway in 1898 and serving the community in this capacity for 90 years (until 1988) when a new Town Hall and Fire Department were constructed in Hartwell Park. Today this historic building is the studio and residence of</p>

local artists, Michael McCullough and Lucy Boody. The jail, built in 1909 after the original jail house burned, remains intact today welcoming numerous visitors to the historic downtown (see photo).



Herran House – originally a 2-story brick hotel constructed by a farmer/painter by the name of Thomas Herran, the Herran House was built in the 1880s. Today the Herran House remains in the heart of downtown Ridgway housing a variety of business offices.

Ridgway Bank Building – built by Amos Walther in 1911 as the Bank of Ridgway, this structure has recently been occupied by a natural food store and various retail outlets with residential quarters upstairs. The commercial units on the Main Street are now vacant.

Sherbino Theater – Constructed in 1915 by Louis Sherbino, the Town's only theater is situated directly on the historic Main Street. The Sherbino opened nearly 100 years ago to a crowd of 400 people from around the region. While the theater has languished in recent years, the property was recently subdivided and is now home to a successful microbrewery and pizza parlour and residence, and there are now efforts afoot by a private group to revitalize the historic theater, which has been well supported by the community.

Early Post Office/ Jeffers Building – the construction date of this building is not exactly known but is estimated to have been built somewhere near the turn of the century and resides in the heart of downtown Ridgway on Main Street.

Ridgway Community Church – Framed in 1903 and completed in 1905, this community church has anchored the western edge and gateway of the historic downtown district for more than 100 years. The church remains an

integral and active part of the Ridgway Community today.

Ridgway Depot – Built by the Denver Rio Grande Southern Railroad in 1890 and completed one year before the incorporation of the Town this building was closed in 1952 when the Rio Grande Southern closed its offices. In the 1960s the Depot was relocated to its current location anchoring the eastern edge of the downtown historic district, and was converted into a residence.

Armlin Log Cabin – built in 1930 by a Ridgway rancher across the street from Hartwell Park in the downtown district, this small log cabin today is home to business offices of the United Church of the San Juans.

Ridgway Creamery – Originally a community cooperative investment in 1905, the Ridgway Creamery was constructed on the south side of Sherman Street just east of the Uncompahgre River bridge in 1906. The use was later converted to a residence and honey extraction business and today is privately owned and largely vacant, storing personal property for its owners.

Historic Hartwell Park – originally platted in 1890, the Ridgway Townsite Company built the central Hartwell Park in 1892 during Arbor Day when 100 trees were planted. This central park was the venue for the traveling Chautauquas in the 1920s and continues this tradition today as a multi-purpose central community gathering place. Home to Town Hall, the post office, fire department, library, playground, and Ridgway Concert Series, Hartwell Park is truly the heart of the Ridgway Community. Photo below is of Harwell Park during the Ridgway Arts and Crafts Festival.



Please provide information on downtown organizations or groups that work exclusively for the betterment of downtown. What is their relationship to the local government? How long have they been active in the community? What are some of their recent initiatives and successes?

Ridgway Concert Series Committee – led by the local government, this citizen committee works solely to bring downtown performing arts events to the historic Hartwell Park each summer. Initiated in 2008, this year will be the 5th successful year of bringing out the locals and attracting visitors on Thursday nights in July to the heart of the Ridgway community. Due to significant fundraising efforts, the Committee has been able to keep the concert free to anyone wanting to attend.

Ridgway Creative District Committee – a volunteer citizens group formed to focus on nurturing and organizing local “creatives”, with the district centered on the Historic Downtown. In follow up to statewide economic development discussions in 2011 a county-wide group formed to work toward establishing a Creative District for Ouray County. The focus was narrowed to the Town of Ridgway and a new committee has been formed to advance the Town as a Creative District. This year the Committee will plan and expend \$8,000 plus additional outside funds are resources toward promoting the arts and creative industries in Ridgway. Strategic planning, branding, program development, and promotions have been targeted for this year.

The Chautauqua Society – Established as a 501(c)3 organization in 2012 to revitalize and re-engage the Town’s historic theater, the Sherbino, the Chautauqua Society is a young organization with a specific mission. While the organization has no direct relationship with the local government, the Board of Directors is a volunteer citizen group, which has held two successful fundraising events.

Weehawken Creative Arts – A non-profit organization supporting Ouray County, Weehawken recently initiated Artist Studio Tours bringing numerous guests into the heart of downtown Ridgway to explore the community’s creative endeavors. Weehawken also hosts the Ridgway Arts and Crafts Rendezvous in August each year, bringing about 100 retailers and artists and thousands of visitors to downtown each year.

Resolution No. 12-05

Resolution of the Town Council of Ridgway, Colorado Declaring Support in Issuing a Letter of Intent to Participate in the Colorado Main Street® Program with the State of Colorado Department of Local Affairs

WHEREAS, the Colorado Main Street® Program is a program to revitalize traditional downtown districts within the context of historic preservation. The program uses an approach that advocates a return to community self-reliance, local empowerment, and the rebuilding of central business districts based on their traditional assets of unique architecture, personal service, local ownership, and a sense of community, and

WHEREAS, the Colorado Main Street® program provides technical assistance and services in the four areas of the Main Street Approach® (economic restructuring, design, organization and promotion) to competitively selected communities that are working in historically relevant business district settings and that meet certain threshold criteria. Main Street's Eight Guiding Principles provide a comprehensive approach to district and downtown revitalization, and

WHEREAS, the Department of Local Affairs requires all candidates to submit a Letter of Intent to Apply, and

WHEREAS, the Town of Ridgway has adopted a Downtown Streetscape Plan for the Historic Business District in the center of the Town, with complete engineered construction drawings to implement the Streetscape Plan, and

WHEREAS, the Town of Ridgway 2012 Strategic Plan includes an objective to initiate public outreach and development of a financing and construction initiative for the Downtown Streetscape Plan, and a committee is being formed at this time to advance this objective, and

WHEREAS, the Town of Ridgway has budgeted \$1000 in fiscal year 2012 to participate in the Colorado Main Street Program®, and

WHEREAS, Town Staff has reached out to the Ridgway Area Chamber of Commerce to solicit interest in partnering on participation in the Colorado Main Street® Program, and

WHEREAS, the Town has partnered with the Colorado Department of Transportation to realize additional improvements to the Downtown Historic District, and

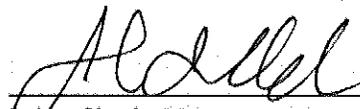
WHEREAS, in the spring of 2012 the Downtown Historic Business District and surrounding area within the Town of Ridgway was awarded "Prospective Creative District" status by the State of Colorado Creative Industries pursuant to House Bill 11-1031 passed by the State Legislature in 2011 that provide for State designation of Creative Districts, including technical and financial assistance, and

WHEREAS, the Town Council is committed to the economic vibrancy and sustainability of the Town of Ridgway, including revitalization of the Historic Business District, and

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF RIDGWAY, COLORADO that we are in support of issuing a Letter of Intent to participate in the Colorado Main Street Program® with the State of Colorado Department of Local Affairs.

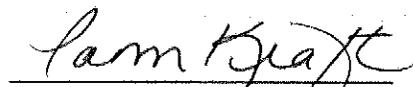
PASSED AND APPROVED this 11th of April, 2012.

TOWN OF RIDGWAY



John Clark, Mayor

ATTEST



Pam Kraft, MMC, Town Clerk



2012 STRATEGIC PLAN AND CAPITAL PROJECTS

December 13, 2011

Vision:

Ridgway is a welcoming, community-minded rural town situated in a beautiful mountain valley. We support learning, creativity and culture. We share a deep connection to the outdoors. We are committed to being economically sustainable and ecologically responsible.

Mission:

The Town of Ridgway is dedicated to the well-being and sustainability of our community and the enhancement of our small town character by continuously providing efficient, quality services and exercising sound stewardship of our resources.

2012 STRATEGIC PLAN

The following 10 goals from the 2009 Strategic Plan are re-stated here with strategies and action items updated and prioritized for the Town's 2012 fiscal year. Priorities are based on community and Town Council priorities as well as local government demands.

Key: (\$) = budgeted funds required: (GF- General Fund, WF- Water Fund, SF- Sewer Fund, GID- General Improvement District).

I. Growth and Development:

Manage growth and development in Ridgway, utilizing land use policies consistent with the Ouray County IGA and the comprehensive plan, within the urban growth boundaries, and in a manner that is sustainable to the community, its infrastructure, and consistent with its small town character.

1. Review and update existing policies and regulations to insure they support the goals and objectives of the 2011 Land Use Plan, including completion and adoption of the updated Town Zoning Map. – Planning Commission, Town Manager/Planner, Town Attorney
2. Finalize Parks, Trails, and Open Space Element of the Master Plan, and refer the final Plan Element to the Planning Commission and Town Council for approval; Review and update existing policies and regulations to insure they support the goals and objectives of the plan. – Town Manager/Planner, Planning Commission, Town Attorney
3. Work with the State of Colorado Department of Revenue to develop medical marijuana licensing process and details for the Town and clarify any outstanding related land use and zoning items. – Town Clerk, Town Manager/Planner, Town Attorney, Town Marshal

II. Water Resources:

Continue to develop the Town's water resources in a manner that will sustain existing and future populations within the Ridgway community, addressing storage and collection, healthy treatment, distribution, promotion of conservation efforts and protection of the Town's water rights.

1. Continue to explore improved emergency water supply opportunities through continued dialogue with outside agencies and providers, including design and construction (\$-WF) – est. \$15,000. – Public Works Director, Town Manager, Public Works Crew, Town Attorney
2. Continue to participate in the EPA/CDPHE Nutrient Work Group defining regulations for wastewater discharge limits and requirements. – Public Works Director
3. Research sources of unaccounted water usage. – Public Works Director, Public Works Crew
4. Identify the preferred construction alternative from the 2011 Lake O Reservoir Expansion Feasibility Study, begin reservoir design, and continue to explore funding options for construction of the improvements to the reservoir, diversion and collection system (\$-WF) – est. \$10,000 for geo-tech services. – Public Works Director, Town Manager, Town Attorney
5. Present the final Source Water Protection Plan to the Planning Commission and Town Council for ratification, and explore the feasibility of implementing Best Management Practices as recommended in the plan (\$-WF) - \$ unknown until plan completion. – Public Works Director, Public Works Crew, Town Manager, Town Attorney

III. Transportation:

Pursue the incremental development and improvement of street and multi-modal transportation infrastructure, consistent with the comprehensive plan, with focus upon key linkages and Highway 62.

1. Continue to coordinate with CDOT on Hwy 62 bridge replacement in 2012 including Town utility relocation and incorporation of visual enhancement opportunities (\$-GF) – est. \$5,000 for enhancements (CIP) and est. \$10,000 in revenue as reimbursement for PW Director services. – Public Works Director, Town Manager
2. Finish design and complete construction of pedestrian sidewalk and highway crossings at Highways 550 and 62 as planned and designed through the FY 2011 and 2012 CDOT Enhancement funding programs (\$-GID) – \$55,000. – Public Works Director
3. Explore and pursue upcoming opportunities with CDOT for the design and construction of pedestrian improvements along Highway 62 as part of the planned 2016 highway widening project (\$-GF) – no funds required for 2012. – Town Manager, Public Works Director
4. Continue participation in regional transportation meetings through Ouray County, Region 10 and the Gunnison Valley Transportation Planning Region. – Public Works Director, Town Manager
5. Develop policy regarding short and long-term gravel resource supply for the Town. – Public Works Director, Town Manager

IV. Community Enhancement:

Promote and nurture the Ridgway community by implementing the Streetscape Plan, aesthetic enhancement, arts and cultural events, improvements to public facilities, parks and trails.

1. Public outreach and development of a financing and construction initiative for the Downtown Streetscape Plan and/or town-wide hard-surfacing of gravel roads, and incorporating discussion of the 2016 planned improvements to Highway 62 (\$-GF) – est. \$1,500. – Town Council, Planning Commission, Streetscape Committee, Town Manager, Town Clerk, Public Works Director
2. Improvements and maintenance of river way and in-stream elements in Rollans Park, including: in-stream improvements, continued bank stabilization with willow transplanting/re-vegetation,

- gravel removal, etc. - (\$-GF) est. \$10,000. – Public Works Director, Public Works Crew, Town Manager
3. Explore opportunities for acquiring FY 2013-2015 Enhancement Funds with the State Department of Transportation to realize streetscape improvements and apply for funding as feasible and appropriate. – Public Works Director, Town Manager
 4. Complete irrigation and landscaping in the Regional Athletic Park as part of GOCO grant award for skate park. – (\$-GF) est. \$5,000. Public Works Director, Public Works Crew
 5. Repairs to the Restroom Pavilion in Hartwell Park (\$-GF) est. \$10,000 – Public Works Crew
 6. Re-roof gazebo in Hartwell Park (\$-GF) est. \$6,000. – Public Works Crew
 7. Complete West Gateway Landscaping (Western Hills Sign Easement) (\$-GF) – est. \$4,000. – Public Works Crew
 8. Confirm and formalize citizen committee, “Parks Committee”, appointed by the Town Council for Parks, Trails, Open Space and the Concert Series Task Force that will provide technical assistance and guidance to the Town Council and Town Staff. – Town Manager, Town Council
 9. Continue organizing the Ridgway Concert Series and associated fundraising efforts and events with the Volunteer Committee (\$-GF) fundraising only, no funds budgeted – Town Clerk, Concert Committee, Town Council
 10. Work with Concert Committee on the design and construction of performing arts stage and associated amenities– Town Clerk, Concert Committee
 11. Design and install irrigation for pump track (\$-GF) – est. \$2,000 – Public Works Crew
 12. Continue work with the Town Council appointed committee on developing land use and design regulations for commercial development. –Town Council, Planning Commission, Town Manager, Town Attorney
 13. Work with Citizen Committee to develop and implement parks/trails volunteer adoption program, including: acquisition and development of a public dog park, landscaping and watering of flower beds, etc. (\$-GF) fundraising only, no funds budgeted – Parks Committee, Town Manager
 14. Work with Columbine Ladies Club on design and construction of flower beds around the Regional Athletic Field Gazebo (\$-GF) est. \$500 for support materials only. – Public Works Crew
 15. Continue participation as a stakeholder in the Bureau of Land Management Uncompahgre Field Office Plan Update. – Town Manager
 16. Complete Community Survey and report final findings regarding targeted, priority improvements for parks, trails, open spaces, and facilities as called for in the Parks, Trails, Open Spaces Master Plan. - Parks Committee, Town Manager

V. Environmental Responsibility:

Implement sound environmental stewardship through sustainable growth and development; employ wise use of resources; promote conservation, green building, alternative energy and protection of habitat and open spaces; pursue and protect good air quality and water quality.

1. Evaluate community composting program and explore opportunities to create a more cost-effective and efficient program, such as monthly, instead of weekly, residential pickup. – Public Works Director, Public Works Crew, Energy Action Coordinator

2. Identify feasible recommendations and opportunities within the GEO ESCo Program, which includes energy and water conservation methods and retrofits; renewable energy opportunities for Town-owned utilities, buildings, and fleet; and establishing policies for energy and water conservation. – Public Works Director, Energy Action Coordinator, Town Manager
3. Continue efforts in the Integrated Weed Management Plan, including: Community outreach and education on noxious weeds and integrated management practices; Organizing volunteers for weed management; Identifying, prioritizing and mapping (GPS/GIS) targeted locations and priority weeds annually; Annual reporting on successes and failures; Continued coordination with the Ouray County Weed Manager, including biological control methods (goats), chemical management, and re-vegetation; Prioritization of Least Toxic Methods (\$-GF) – est. \$5,000. – Public Works Director, Public Works Crew, Town Manager
4. Continue monitoring and reporting on groundwater issues and drainage improvements in the Regional Athletic Field. – Public Works Director, Public Works Crew
5. Work with Farmer’s Market Board of Directors to provide central location in the downtown business district for the 2012 market season. – Town Manager
6. Continue participation in the Western San Juans Regional Energy Board and partner with The New Community Coalition to explore local and regional opportunities for energy, water, waste/recycling, etc. (\$-GF) – est. \$1,000. – Energy Action Coordinator

VI. Economic Development:

Foster a diverse and vibrant business community that is locally sustainable and community oriented, inclusive of commercial uses, professional services, tourism, outdoor recreation, light industry, non-profit entities and innovative entrepreneurship.

1. Support and actively participate in county-wide economic development efforts resulting from the 2011 “Bottoms Up” Initiative, including support and participation in the resulting subcommittees. – Town Council, Town Manager
2. Participate in DoLA Main Street Initiative, which is a Technical resource for historical preservation and Main Street Improvements (\$-GF). – est. \$1,000. – Town Manager
3. Participate in the Stronger Economies Together (SET) for regional economic development planning through Region 10. – Deputy Clerk

VII. Affordable Housing:

Provide affordable housing to residents utilizing effective and workable methodologies, with the assistance of the Ouray County Multi-Jurisdictional Housing Authority (OCHA) and other regional entities; encourage and support conservation and energy-efficiency methodologies in new and existing structures.

1. Explore opportunities for realizing recommendations from the 2011 Regional Housing Needs Assessment, including:
 - a. Technical and financial support for the OCHA initiatives on furthering and implementation of county-wide Weatherization and Rehabilitation Programs. (\$-GF)– est. \$250/HH - \$500. - Town Manager
 - b. Continue participation in the Ouray County Housing Authority. – Town Council, Town Manager

VIII. Organizational Development, Community Outreach and Citizen Participation:

Develop an efficient, responsive Town organization, focusing upon forging effective partnerships, providing friendly service, retaining high morale and preserving the public trust.

1. Implement records retention schedules in cooperation with the Secretary of State Office for destruction of outdated records. – Town Clerk
2. Coordinate and implement a cross-department filing system. – Town Clerk, Town Manager, Public Works Director
3. Continue efforts with the Public Art in Ridgway Volunteer Committee, including assistance with placement of sculptures in Town rights-of-way. – Town Clerk, Public Works Crew
4. Continue efforts to update, expand, and increase the use of the Town’s website. – Town Clerk, Town Manager, Public Works Director
5. Purchase and implement online email registry to continue developing email distribution for newsletters, monthly updates, meetings, and expand use of website: monthly updates, projects, events, etc. (\$-GF) – *est. \$500.* – Town Manager
6. Continue Monthly Local Government Update, providing snacks and refreshments at meetings (\$-GF) – *est. \$500,* and publishing police activities in local newspaper. – Town Clerk, Town Marshal
7. Engage local youth in government and work with Ridgway Schools (meetings, presentations, tours, special projects). – Town Council
8. Outreach to Ridgway Schools in providing peace officers to monitor school zones and special events, and maintenance of athletic fields pursuant to mutual agreement. – Town Marshal, Public Works Crew
9. Establish increased presence in community, including continued participation in RACC Board meetings, meeting with administrative staff and attend social events, monthly meetings with Ridgway Schools Superintendent, outreach to local and regional civic, volunteer and religious organizations. – Town Council, Town Manager
10. Assist with preparation and participation in various community events– Public Works Crew

IX. Public Safety

Provide effective law enforcement and emergency response preparedness.

1. Continue required training pursuant to Peace Officer Standards and Training (POST) Certification. – Town Marshal and Town Deputies
2. Establish 2012 calendar for requisite firearms training, and participate in training with both the Ouray County Sheriff’s Office and City of Ouray Police Department to foster good relations across the jurisdictional departments. – Town Marshal and Town Deputies
3. Invest in local and regional training opportunities for law enforcement, including continued subscription to the Lexipol Policy program. (\$-GF) – *est. \$1,500.* – Town Marshal, Town Manager
4. Continue monitoring and reporting on downtown traffic flow and control. – Town Marshal, Town Manager
5. Continue participation in Regional Dispatch and Communications Advisory Board meetings with Montrose County. – Town Marshal, Town Manager
6. Assist with preparation and participation in various community events– Town Marshal and Town Deputies

7. Organize and facilitate at least one regional training opportunity. – Town Marshal
8. Continued community-wide outreach and relationship building with Ridgway Schools, local businesses, including updating the emergency contact information and completing frequent business check. – Town Marshal and Town Deputies
9. Evaluate internal reporting systems and forms for consistency and accuracy in reporting. – Town Marshal and Town Deputies
10. Continue to improve and streamline code enforcement efforts. – Code Enforcement Officer, Town Marshal, Town Deputies
11. Construct a road entry barrier, similar to the one at the Cora Street/Cottonwood Park bridge, at pedestrian bridge at Mary Street/ Cottonwood Park accessing Moffat Street pursuant to the 2011 Traffic Flow Plan (\$-GF) – est. \$500. – Public Works Director, Public Works Crew
12. Work with the City of Ouray and Ouray County law enforcement on establishing a county-wide Crime Stoppers program – Town Marshal and Town Deputies

X. Utility Infrastructure:

Institute improvements to water distribution system and wastewater system, inclusive of an upgraded treatment facility; implement municipal storm water plan; ensure sustainable enterprises.

1. Prepare application, solicit proposals and provide oversight for bio-solid removal at the wastewater treatment plant, as necessary (\$ - SF) – est. \$65,000. – Public Works Director
2. Remove gravel at wastewater discharge outlet (\$ - SF) – est. \$10,000. – Public Works Director
3. Develop and implement plan to address water treatment plant backwash pond requirements (\$ - WF) – est. \$50,000. – Public Works Director, Public Works Crew
4. Continue to evaluate water and sewer enterprise revenues and expenditures to insure sustainable and balanced enterprises into the future. – Public Works Director, Town Manager
5. Inspect interior of water storage tanks. – Public Works Crew
6. Develop valve and hydrant exercise plan. – Public Works Crew
7. Enter into a performance contract for energy/water conservation and installation of renewable energy infrastructure in buildings, utilities and fleet, as prioritized with final Technical Energy Audits through the GEO ESCo program. (\$ - WF/SF/GF) – est. \$3,500 (buildings/fleet) and \$1,500 utilities. – Public Works Manager, Energy Action Coordinator, Town Manager

2012 CAPITAL IMPROVEMENTS and CAPITAL OUTLAYS

Capital Improvement – infrastructure investments with a cost >\$5,000

Capital Outlay – operational investments and recurring infrastructure expenditures including maintenance

Fund	Category	Location	Capital Improvement	Town Funds
Water				
		S.E. Town	Water System Interconnect	\$15,000
GID				
		Hwy 62/550	CDOT ENH Phase III/IV	\$55,500

Fund	Category	Location	Capital Outlay	Town Funds
General				
	Parks	Hartwell	Pavilion/Restroom Repair	\$10,000
	Parks	Hartwell	Gazebo Roofing	\$6,000
	Parks	Rollans	River In-stream Improvements	\$10,000
	Marshal	--	Patrol Vehicle	\$6,500*
Water				
		Tx Plant	Backwash Pond Imp.	\$50,000
Sewer				
		Hwy 62	Force Main Relocation – for Hwy 62 Bridge Project**	-\$10,000
		Plant	Sludge Removal	\$65,000
		River	Gravel Removal at Outlet Pipe	\$10,000

*Lease purchase will be budgeted each year, approximate total \$26,000 over 4 years.

**CDOT is funding the force main relocation project in preparation for the highway bridge construction, and the Town will be reimbursed for engineering design and construction oversight work completed by the Public Works Director, which are estimated as revenues at \$10,000 in 2011 and \$10,000 in 2012.