

**Design: Raise awareness of historic preservation and improve aesthetics of Lake City.**

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	RESPONSIBLE PARTY	STATUS & NOTES
<b>Promote historic preservation as an ethic and an economic benefit.</b>	Heritage Products Ghost Tour book	Contact HCHS and ask if assistance is requested for 2024 book  Add logo to website Any other actions?			
	Hinsdale County's 150 <sup>th</sup> Anniversary				
	Investing in History Award	Awarded at CLC	February		2023 award?
	Assist County with Ute Ulay	Install two interpretive signs (CDPHE) Participate with Ute Team Participate with Assessment 2024 programming on site with Museum 2024 clean up day	Spring	R&B DIRT/ Ute Team Ayers Associates	Signs are at Hinsdale County's shop; install in spring Work plan per EPA assessment grant (grant completion 2023)
	Support additional Historic Preservation Efforts	Historic Preservation Commission	Ongoing	HPC	Discussion with Kerry Holt and Greg Hoffman about a digital guides for tourism (Kate also included in discussion)/CLG grant?
	Buying History Publication	Publication distributed		Kristie/Realtors	
	Trainings	CPI Saving Places conference National Conference attendance Main Street Summit Local trainings			
<b>Continue aesthetic improvements in Lake City and maintain existing improvements.</b>	Signage	Wayfinding Signage plan Recommendations from Parking Assessment		Town/County/DIRT	Find funding for wayfinding plan Ask ToLC direction on Parking Assessments
	Hanging Baskets	Gov't flowers for 2024	Summer	Ben/Kathy	Request funds from Women's Club (December 2022)
	Memorial Gardens & Benches	Location of new memorial gardens/benches identified	As needed	ToLC	As funded
	Boardwalk	Support ToLC efforts	Ongoing		

	Ice Wall Propose splash pad at Memorial Park including fund-development	Support grant-seeking efforts		Ben  Present to Town	Update grant request as DIRT board approves projects
	Support new Town Park restroom facility Support 2 new playgrounds in Town Park Support new pickleball courts and pavilion in Memorial Park Upgrade electrical panel			Ben / Eric	Town project
	8 ½ Street Bridge mural Other design elements	Seek funding, partner with Town, implement		Kristie	As identified by board/staff and reviewed with Town/County Dark Sky Lampposts project completed in 2023
	Support Library with art installations in side park	Fund-development			
	Support efforts by Community Banks of Colorado for location to put food truck	Fund-development			

**Organization: Maintain a healthy nonprofit organization by attracting volunteers and funding.**

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	RESPONSIBLE PARTY	STATUS & NOTES
Attract volunteers	Coordinate a volunteer base	Provide volunteers with training opportunities.  Provide funding to Chamber for costs associated with Celebrate Lake City		Board/ Kristie/ DOLA  DIRT/ Chamber	

<p><b>Attract and leverage funding</b></p>	<p>Implement the Diversified Funding Strategy.</p>	<p>Host DIRT's Signature event- Wine &amp; Music Festival.</p> <p>Festival products: t-shirts, hats, hoodies, wine glasses.</p> <p>Design, order and sell annual festival t-shirts.</p> <p>Identify sponsors for the Festival.</p> <p>Review grant applications and seek new grant sources.</p> <p>Seek funding through local government sources including Town of Lake City, Hinsdale County, State of Colorado.</p> <p>Develop an annual "unfunded projects" list.</p> <p>Seek business sponsorships for any other projects.</p> <p>Respond to memorial funds.</p> <p>Short-term grant-writing partnership with Town of Lake City (winter 2024)</p>		<p>Working Group</p> <p>Kristie</p> <p>Working Group</p> <p>Kristie</p> <p>Kristie/ Board</p> <p>Kristie/ Board</p> <p>Board</p> <p>Kristie/ Board</p>	<p>See promotion work plan</p>
<p><b>Continue to measure organizational performance.</b></p>	<p>Assess effectiveness of programs and continue to identify opportunities.</p>	<p>Annually review Strategic Action Plan (2022-2027) and work plans.</p> <p>Assess effectiveness of current programming and new proposals.</p> <p>For continuing endeavors, utilize additional partnerships.</p> <p>Release an Annual Report</p>	<p>Ongoing</p>	<p>Board</p>	
<p><b>Continue to bolster communication efforts.</b></p>	<p>Communicate information about the DIRT organization.</p>	<p>Provide reports quarterly for DOLA</p> <p>Keep lakecitydirt.com updated</p> <p>Issue press releases</p> <p>Monthly Electronic newsletter</p> <p>Agendas &amp; board packets</p>	<p>Ongoing</p>		

**Economic Vitality: Improve the business climate and encourage investment.**

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	RESPONSIBLE PARTY	STATUS & NOTES
<b>Identify commercial challenges and opportunities and continue planning efforts.</b>	Implement specific economic development strategies to address challenges and opportunities.	EPA Brownfields grant implementation		County (complete 9/2024)	Ayers Associates leading project
	Identify assistance for Lake City exports	Research opportunities Maker Space		DIRT/ Chamber DOLA/ local partners	
	The Hub coworking location for digital nomads				Seek sponsors
	Collect/ archive economic conditions info				
	Develop off-season and shoulder-season	Lake City Uncorked- lengthen season Participate in CTO winter tourism grant for strategic vision and mentoring (if appropriate) Assist partners with new ideas			

	Support existing businesses	Partner with regional fuels/ biomass industry Support Silver Thread Scenic Byway Support Alpine Loop Byway group Research outdoor education opportunities Review ReFuel music recording studio Provide new businesses with welcome Identify additional opportunities			Forest products & stewardship projects of GMUG and RGNF
<b>Provide business support.</b>	Buy local campaign	PR about the benefits of shopping locally Review/ improve Buy Local Program		DIRT/ Chamber	
	Low Cost Revolving Loan	Continue to promote loan to Lake City businesses Provide administrative support to program Look for funding sources to replenish fund Review application/ approve or not		Kristie Kristie Loan Committee	
	Professional Development Opportunities	Partnership with IceLab & Region 10			
	Coffee & Conversations	Host as needed			
	Contribution Project	Contribution Project reports			
	eHIP (essential workers Housing Incentive Program)	Approve documents (DIRT board); seek partners			

**Promotions: Promote and coordinate events to encourage participation by residents and visitors.**

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	RESPONSIBLE PARTY	STATUS & NOTES
Promote historic preservation as an ethic and as an economic benefit.	Old Fashioned Holiday	Host Fruit Cake toss			
	Regional connection with mining sites for packaged marketing	Silver Mining region			Silverton & Creede
Connect marketing and promotion with heritage tourism and education.	Distribute Buying History publication.	Publication distributed.			
Host Signature Event Uncorked	Manage Festival overall	Develop budget Review work plan		Working Group: Wine Tent - Diane Bruce Green Room – Peggy Bales Ticket Booth – Elaine Gray / Danielle Worthen Security – Sheriff and Robin Gowdy Set-up – Kristie Borchers / Ben Hake Beer – Greg Collins Production – Eric Grossman Financials – Marian Hollingsworth & Roger Presnall	
	Venue management	Secure Town Park Request liquor license Secure tent rentals / installation / clean-up Call in 811 locate prior to event Secure sound / production		Kristie Kristie Kristie Kristie Kristie Kristie / Peggy	

		<p>Secure Arts Center for Green Room</p> <p>Schedule food donations</p> <p>Secure porta-potties</p> <p>Trash bins and clean-up</p> <p>Schedule security</p> <p>EMS scheduling</p> <p>Tables for ticket booth, vendors, wine tent</p> <p>Welcome to the Festival</p> <p>Orange fencing for behind stage</p> <p>Deliver t-posts, trash cans, orange cones, fencing, post hole driver per map</p> <p>Pre-meeting, morning and evening debriefs, and post-meeting with Emergency Response, including Incident Action Plan</p> <p>Fence set up</p> <p>Move picnic tables / mow grass</p> <p>Request Safe Ride from Town</p> <p>Bathrooms / park management day</p>		<p>Peggy</p> <p>Kristie</p> <p>Ben</p> <p>Buffy</p> <p>Ben</p> <p>Mayor</p> <p>Kristie</p> <p>County</p> <p>County</p> <p>County</p> <p>Phil</p> <p>Ben</p> <p>Ben</p> <p>Ben</p>	
	<p>Band bookings and stage logistics</p>	<p>Emcee written announcements</p> <p>Wifi hotspot and help desk, including wifi for band merchandise</p> <p>Review and sign contracts</p> <p>Secure lodging</p> <p>Review riders for Green Room</p>		<p>Kate</p> <p>Jim Hunsicker</p> <p>Ongoing</p> <p>Kristie</p> <p>Kristie</p>	

	Marketing & Outreach	<p>Annually review Marketing &amp; Outreach Image</p> <p>Create marketing pieces</p> <p>Public relations campaign</p> <p>Websites / social media</p> <p>Press releases</p> <p>Generate regional articles</p> <p>Pre-event interviews</p> <p>Festival websites information</p> <p>Distribute info to all Colorado centers</p> <p>Link Festival on band websites</p>		<p>Working group</p> <p>Sophia Borchers (2024)</p> <p>Kate</p> <p>Kristie</p> <p>Kate</p> <p>Kristie</p> <p>Kristie</p> <p>Kristie</p>	
	Business sponsorship	Distribute		Kristie	
	Vendors	<p>Seek additional in-festival vendors</p> <p>Mark vendor spots prior to event</p> <p>Secure specific food vendors (5)</p> <p>Secure beer for beer tent</p> <p>Register vendors and mail packet</p> <p>Manage t-shirt sales</p>		<p>Kristie</p> <p>Roger/Greg</p> <p>Greg / SLV</p> <p>Kristie</p> <p>Lynn</p>	
	Wine Tent & Serving	<p>Wine order</p> <p>Review setup of wine tent</p> <p>Review volunteers / schedule</p> <p>Wine booklet sponsor, layout, fabrication</p> <p>Secure coolers and ice</p> <p>Towels, plastic cups, tip jars</p> <p>Wine service class (required)</p> <p>Make sure last shift knows not to open too many bottles of new wine</p>		<p>Diane / Darin</p> <p>Diane</p> <p>Diane</p> <p>Kristie</p> <p>Diane</p> <p>Kristie</p> <p>Kristie</p> <p>Diane / Chris</p> <p>Diane</p>	<p>Will we be partnering with Republic in 2024?</p> <p>Order retractable barriers for wine tent</p>

		<p>Opened bottles dumped on ground</p> <p>Call Hinsdale County two weeks ahead (glass recycling)</p> <p>Update annual wines per table</p> <p>Request refrigerated space</p>		Diane	Make sure have key to Med Center (if location)
	Beer Booth and Serving	<p>Review how tent has run in past</p> <p>Invite beer servers to class</p>		Greg / SLV	
	Ticket Booth	<p>Online ticket sales</p> <p>Close down / print night before but update website to say available at gate</p> <p>Volunteer schedule for ticket booth</p> <p>Volunteer list for wristbands</p> <p>Fabricate tickets (fewer paper in 2023)</p> <p>Signage – will call, cash / credit card</p> <p>Credit card machine (electronic and handheld)</p> <p>Train volunteers on credit card sales</p> <p>Change bags available</p> <p>Ticket booth set up in front of library</p> <p>Review 2024 ticket prices</p> <p>Handicapped parking signs on cones</p> <p>Square plugins</p>		<p>Eventbrite</p> <p>Kate</p> <p>Elaine / Danielle</p> <p>Kristie</p> <p>Kristie</p> <p>Kristie</p> <p>Friday night</p> <p>Elaine/Danielle</p> <p>In bin</p> <p>TBD</p> <p>Elaine / Danielle</p> <p>Marian</p>	
	Wine glasses			Julie Reel	Sunflowers
	Overall Volunteer Management	<p>Extra towels/toilet paper</p> <p>Thank you cards and letter to Silver World</p> <p>Debrief meeting</p> <p>Final report to Lodging Tax</p> <p>8:30 a.m. Sunday clean-up schedule</p> <p>Paint pathways through crowd</p>		<p>Kristie</p> <p>Kristie</p> <p>Working group</p> <p>Kristie</p> <p>Eric</p>	

**TRANSFORMATION STRATEGIES:**

**Arts**

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Downtown Music	Paint the Piano			Completed in 2023; find new home?
	Wednesday Market			Adjacent to Veterans Park; June through September Wednesdays; make yard signs; coordinate vendors; request Town and County permissions
Wrap Electric Boxes	Identify potential wraps / fund	Do an additional GCEA one?		
Recording Studio	Provide materials to interested partners			
Regular meetings with nonprofits	Regular communication			Make it Rain group meeting 3 times per year
Arts funding (such as 8 ½ Street Bridge)	Seek funding for specific approved projects			With Town COMS Consulting Funds – Town strategic vision in partnership with Melissa Antol
Visit from Bland Hoke	Possible site visit for art evaluation			
Wraps for trash containers	Work with Friends of Bears and Town of Lake City to potentially wrap trash containers as art installations			Consider Lake City artwork as subject material turned into wraps from SCS (rather than stock art)

**Outdoor Recreation**

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Phillip H. Virden Dark Sky Observatory		Support efforts		Lake Fork Valley Conservancy (Dark Sky Park) Marketing Committee (Dark Sky Tour as part of region)
Lake Plan				

Gateway Communities					Separate group; facilitated by Jerry Gray
Ice Wall		Support expansion efforts			
"Greetings From" mural					Find location, approvals, and funding
Stewardship messaging					Support efforts to protect natural resources with increased tourism
Other outdoor recreation opportunities	Community Action Plan Extension Office March 2024 workshop				