

2011-2015 Strategic Action Plan

Lake City DIRT Revitalized



Vision:

The community of Lake City will remain an authentic historic district, developed on a pedestrian scale, environmentally and economically sound; and will sustain itself by serving residents of and visitors to the community. Lake City will be filled with locally owned businesses. It will offer superb service, creative and unique merchandise, and Lake City's rare sense of community.

Mission:

Using the "Four Point Main Street Approach," work to strengthen, revitalize, and broaden the economic base of Historic Lake City while recognizing and promoting the historic, cultural, social, and economic significance and the spectacular resources of the San Juan Mountains.

Guiding Principles:

- Collaborate with mission-aligned organizations to achieve common goals.
- Increase cooperative and collaborative marketing.
- Increase partnership and community input in all DIRT endeavors.
- Communicate planned actions and results with the public, other organizations, and local government.
- Appeal to all ages using a variety of methods of communication.
- Value diverse opinions.
- Maintain transparency.

Strategies

- 1) Maintain a healthy nonprofit organization by attracting volunteers and funding.
- 2) Raise awareness of historic preservation and improve aesthetics of Lake City.
- 3) Improve the business climate and encourage investment.
- 4) Promote and coordinate events to encourage participation by residents and visitors.

Strategy #1

Maintain a healthy nonprofit organization by attracting volunteers and funding.

Tactics are tied to Committee Work Plans

- a) Coordinate a vibrant volunteer base.

- b) Implement the Diversified Funding Strategy.
- c) Assess effectiveness of programs and continue to identify opportunities.
- d) Communicate information about the DIRT organization.

Communication & Collaboration & Capacity

- a) Coordinate a vibrant volunteer base.
 - Host Community Celebration of Volunteers
 - Choose DIRT Volunteer of the Year
 - Utilize Manpower Assessment
 - Increase volunteer participation of seasonal residents
 - Collaborate with volunteers from other groups
- b) Implement the Diversified Funding Strategy
 - Host DIRT's signature event – the Lake City Uncorked Wine & Music Festival.
 - Continue product sales (ornaments, aprons – SOLD OUT, t-shirts, wine glasses, San Juan Tapestry coffee table books sold in conjunction with the Hinsdale County Historical Society)
 - Business sponsorships
 - Seek new grant sources and submit applications
 - Distribute annual solicitation letter
 - Seek funding from local government sources
 - Implement a memorial-sponsorship program
 - Develop an annual “Unfunded Project” list
- c) Assess effectiveness of programs and continue to identify opportunities.
 - Annually review Strategic Plan and update work plans.
 - Assess effectiveness of current programming and new proposals. Discontinue if appropriate and/or offer community partners lead opportunity. For continuing endeavors, utilize additional partnerships.
- d) Communicate information about the DIRT organization.
 - Repeat Resident Survey (2013)

Strategy #2

Raise awareness of historic preservation and improve aesthetics of Lake City.

Tactics are tied to Committee Work Plans

- a) Promote historic preservation as an ethic and an economic benefit.
- b) Continue aesthetic improvements throughout Lake City. Maintain existing improvements.
- c) Utilize Lake City Community Youth Corps to support aesthetic improvement work.

Promote Heritage Education & Improve/Maintain Aesthetics

- a) Promote historic preservation as an ethic and an economic benefit.
 - Preserve America grant projects (Lake City Memoirs, displays, signage, outreach)
 - August is Lake City History Month
 - Buying History publication
 - Historic Preservation Project Award, presented at Community-wide Volunteer Celebration, DIRT and Hinsdale County Historical Society (begun in 2013)
- b) Continue aesthetic improvements throughout Lake City. Maintain existing improvements.
 - Community-Day Clean-up (with Camp Redcloud, begun in 2011)
 - Third Street Market Gardens (new partner: Green Commission)

- Signage (Main Street community signs, welcome, improvements to Historic sign)
- Memorial Gardens
- Kiosk
- Boardwalks
- Holiday decorations along Silver Street
- Bike Mural
- Downtown Park Corner improvement (Boy Fishing gardens) (2013) (Russ & Ben)
- c) Utilize Lake City Community Youth Corps to support aesthetic improvement work.

Strategy #3

Improve the business climate and encourage investment.

Tactics are tied to Committee Work Plans

- a) Identify commercial challenges and opportunities.
- b) Provide business support.
- c) Encourage work force development and job creation.
- d) Participate in developing an economic development plan that incorporates previous efforts.

Business Support & Economic Development

- a) Identify commercial challenges and opportunities.
 - Implement specific economic development strategies to address challenges and opportunities.
 - Identify & implement assistance to increase exports from Lake City, including online artisan shops.
 - Promote location-neutral business opportunities in Hinsdale County.
 - Collect and archive needed economic information.
 - Conduct comparative sales tax analysis with regional towns (Silverton and Creede), in partnership with the Town of Lake City (2013).
 - Fund economic development plan for the Ute Ulay
 - Support efforts to incentivize new development.
 - Invite speaker to host a discussion about business ownership and transitions (senior businesses owned for more than 25 years by same owners).
 - Invite speaker to host a discussion about Affordable Housing and successful models.
 - Develop opportunities for off-season and shoulder-season consumer traffic.
 - Assist partners with new ideas such as regional “shopper days” or Christmas cache (for example).
- b) Provide business support.
 - Buy Local Campaign
 - Coffee & Conversations (as needed by topic)
 - Low-cost Revolving Loans
 - Professional development opportunities
 - Monthly electronic newsletter from DIRT/Chamber
 - Coordinate the Third Street Market as a business incubator
 - Lake City: A Kid-Friendly Town publication
 - Host the Lake City Uncorked Wine & Music Festival
- c) Encourage work force development and job creation.
 - Lake City Community Youth Corps
 - Lake City Backcountry Corps (2012)

- Possibly fund 2013 program through Title III funding in partnership with County
- d) Participate in developing an economic development plan that incorporates previous efforts.

Strategy #4

Promote and coordinate events to encourage participation by residents and visitors.

Tactics are tied to Committee Work Plans

- a) Create and coordinate events.
- b) Connect marketing and promotion with heritage tourism and education.

Promotions & Event Management

- a) Create and coordinate events.
 - Lake City Uncorked Wine & Music Festival
 - Third Street Market (completed, 2012)
 - August is Lake City History Month (DIRT: Kick-off and Stick Horse Show)
 - Winter Festival (February events hosted by many organizations)
 - Old-Fashioned Holiday Celebration
 - With Chamber, add Holiday Seek & Find
- b) Connect marketing and promotion with heritage tourism and education.
 - Implement Preserve America grant projects (completed, 2012)
 - Collect stories for Lake City Memoirs project
 - Cultivate media about Historic Lake City
 - Develop displays with Hinsdale County Museum
 - Develop Historic Lake City website
 - Develop podcasts using existing interpretive signs as audio development
 - Coordinate August is Lake City History Month
 - Distribute Buying History publication
 - Market commemorative ornaments featuring historic buildings
 - Bank, Courthouse, Arts Center, Museum, Armory

2013 Key Tasks for DIRT Staff

- Provide overall administration for Lake City DIRT (reports, board packets, office operations).
- Coordinate DIRT's signature event – the Lake City Uncorked Wine & Music Festival.
- Implement the Diversified Funding Strategy (solicitations, grants research and applications).
- Provide project coordination for grants received (Secured in 2011: Preserve America, RAC funds - completed).
- Provide public relations outreach (press releases, interviews, articles, newsletters, presentations).
- Assist committee chairs (project leaders), as needed.

Adopted by Lake City DIRT Board of Directors



Marian K. Hollingsworth, President

February 17, 2011
Date

Prioritization of Projects for 2011; completed by Executive Committee and all Board Members
Results and Impacts Discussed at November 2011 Board Meeting

Marian K Hollingsworth

November 17, 2011

Marian K. Hollingsworth, President

Date

Review of Vision, Mission, Guiding Principles, Strategies, and Tactics, as well as review of completed
projects and new ideas for incorporation. November 2012 DIRT Board Meeting

Marian K Hollingsworth

November 15, 2012

Marian K. Hollingsworth, President

Date