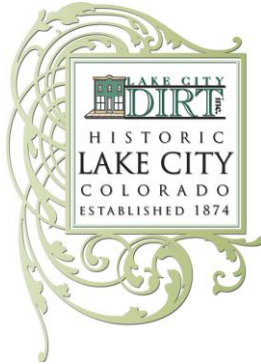


# 2011-2015 Strategic Action Plan

## 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
  - 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, 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 Projects" 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.
  - 2014: Develop 2015-2020 Strategic Action Plan with a public introduction
- d) Communicate information about the DIRT organization.
  - Repeat Resident Survey (2013)
  - 2014: Ten Years of Lake City DIRT: Celebrate & Cultivate
    - Wildflower seeds
    - e-Book

### 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 (completed)
  - August is Lake City History Month

- Release updated Buying History publication (2014)Historic Preservation Project Award, presented at Community-wide Volunteer Celebration, DIRT and Hinsdale County Historical Society (begun in 2013)
- 2014: Assist Hinsdale County with the Ute Ulay project as requested
- 2014: Partner with DOLA’s preservation architect to assist with specific projects such as development of an eastern entrance to the Courthouse; assist Slumgullion Gift Gallery with window work; elevation drawing of A Mountain Home; archive structure drawing for Museum; and Ute Ulay work in conjunction with Hinsdale County.
- 2014: Identify specific buildings and research the “Business of Lake City.”
- b) Continue aesthetic improvements throughout Lake City. Maintain existing improvements.
  - Community-Day Clean-up (with Camp Redcloud)
  - Signage (Main Street community signs)
  - Memorial Gardens
  - Kiosk
  - Boardwalks
  - Bike Mural
  - Downtown Park Corner improvement
- 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.
    - 2014: Assist Hinsdale County with the Ute Ulay project as requested
  - Identify & implement assistance to increase exports from Lake City, including online artisan shops, if funding is available.
  - Promote location-neutral business opportunities in Hinsdale County once improved telecommunications infrastructure is in place.
  - 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).
  - Support efforts to incentivize new development.
  - Develop opportunities for off-season and shoulder-season consumer traffic.
- b) Provide business support.
  - Buy Local Campaign
    - 2014: new decals and everyday items discussion with Chamber
  - Coffee & Conversations (hosted 2010 through 2012; discontinued 2013)
  - Low-cost Revolving Loans
  - Professional development opportunities

- 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 (completed 2012)
- 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
    - 2014: Stick Horse Show to be hosted by committee
  - 2014: Consider Volksmarch as a way to further market existing events
  - Old-Fashioned Holiday Celebration
    - DIRT's role: Indoor Artisan Market and Float for Light Parade
- b) Connect marketing and promotion with heritage tourism and education.
  - Implement Preserve America grant projects (completed, 2012)
  - Release revised Buying History publication (2014)
  - Market commemorative ornaments featuring historic buildings
    - Bank, Courthouse, Arts Center, Museum, Armory

*2014 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).
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- Provide public relations outreach (press releases, interviews, articles, newsletters, presentations, website, facebook).
- Assist project leaders, as needed.

Adopted by Lake City DIRT Board of Directors

*Marian K Hollingsworth*

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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

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Marian K. Hollingsworth, President

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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

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Marian K. Hollingsworth, President

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Date

Prioritization of projects and incorporation of Ten Years of Lake City DIRT: Celebrate & Cultivate.  
November 2013 DIRT Board Meeting

*Marian K Hollingsworth*

November 21, 2013

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Marian K. Hollingsworth, President

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Date