



# Marketing & Outreach Plan



# Historic Lake City Marketing & Outreach Plan

*Updated:* February 2009

The Marketing & Outreach Plan for Historic Lake City will provide strategic leadership for heritage tourism efforts that utilize our unique resources and reflect the values of our community. This plan identifies strategies to market the Lake City National Historic District as a destination.

Many community partners work together to preserve and promote Historic Lake City – the Hinsdale County Historical Society & Museum; the Main Street program (Lake City DIRT); the Chamber of Commerce & Visitor’s Center; the Marketing Board; the Town of Lake City; and Hinsdale County.

This plan seeks to capture all heritage tourism efforts in relation to the Lake City National Historic District and link it to the Strategic Plans of each community organizations engaged in this work to minimize duplication and maximize efforts.

## Position Statement

Historic Lake City is the most authentic historic district in Colorado, where shopping, entertainment and services come together in a remote location.

## Support for Position

Historic Lake City is somewhere that people want to visit and live because it has a unique, authentic historic environment that cares about its heritage, offers a simple lifestyle, and has a dynamic perspective on its future.

Lake City has over 90 contributing historic structures in the Lake City National Historic District. Boardwalks and historical buildings offer visitors an old-town experience flavored by the “old west.”

Historic Lake City visitors appreciate the quaint, small-town feel.

Historic Lake City is backed up by the spectacular San Juan Mountains – truly one of the most beautiful settings a downtown district could provide.

Historic Lake City offers a variety of options for shopping, entertainment, and services in a central location, which offers access to a multitude of outdoor and cultural activities.

## Competitive Advantages

Lake City’s competitive advantages, or assets, can be divided into two general areas.

First, there are excellent **outdoor recreational opportunities**, including fly-fishing, lake boating, hiking, four-wheeling, wildlife viewing, camping, backpacking, vast areas of public lands, high mountain peaks, the Alpine Loop Backcountry Byway, the Silver Thread Byway, superb stargazing, snowmobiling and trails, snowshoeing, back country skiing, Lake City Ice Climbs, Hinsdale Haute Route hut system, Lake City Ski Hill, ice fishing, big game hunting and outfitter/guiding and all of the support businesses required for a recreational tourism industry.

Second, Lake City has excellent **heritage features**, including programs and events from the Lake City Arts Council, exhibits and programs from the Hinsdale County Historical Society and Museum, historic sites and ghost towns along the Alpine Loop National Backcountry Byway, the Silver Thread National Scenic & Historic Byway, historic lodging places, numerous practicing artists and artisans, galleries and art studios, DIRT and the Third Street Market, and all of the support businesses required for a heritage tourism industry.

*From 2009 Lake City/Hinsdale County Marketing Board  
Marketing Plan*

## Competitive Disadvantages

The most recent lodging survey of our area indicates that during the month of July, occupancy rates approach 100%. This lack of lodging infrastructure at that time indicates that major marketing efforts (i.e. major special events during July, targeting families with school-age children), should be re-directed to other markets and times. The survey indicates that there is room for improvement during all other months of the year. Although we tend to talk about “shoulder seasons” in public discussions, it is clear that marketing of the other summer months, to other targets, is essential as well.

In the past, there has been no consistent restaurant service during the winter. This is the primary roadblock to implementing any winter recreation marketing plan. Visitors who have a bad experience here are not likely to return, and they will tell others not to come. At this time, it looks like most meals will be covered during winter 2008-2009, but we may want to maintain a wait-and-see approach for winter 2009-2010. Due to uncertainties in the national economy at this time, it is imperative to continue to market Lake City as aggressively as possible in the coming year.

*From 2009 Lake City/Hinsdale County Marketing Board  
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## Marketing Strategies for Historic Lake City

1. Develop and preserve heritage sites and resources.
2. Implement and improve heritage education and interpretation.
3. Promote heritage resources.
4. Support appropriate economic stimulus and development activities.
5. Participate in regional, statewide, and national heritage tourism opportunities.
6. Connect heritage marketing with outdoor recreation marketing.

## Marketing Strategies & Activities to Implement the Strategies

### 1. Develop and preserve heritage sites and resources.

- a. Maintain a local Museum and artifact collection site.
  - A. Enhance the Hinsdale County Museum experience
    1. Develop new interpretive displays. (*Preserve America grant request, November 2008*)
    2. Implement a Seek and Find program for all ages. (*Implemented 2007*)
    3. Create an additional 2,000 square foot Transportation Building with an authentic blacksmith shop set up inside. (*Ongoing, project begun 2008*)
    4. Continue the outdoor, living exhibit of the vintage 19<sup>th</sup> and early 20<sup>th</sup> century garden called “Helen’s Garden.”
    5. Upkeep of D&RGW railroad caboose.
    6. Continue unique interpretive displays, including:
      - a. Alferd Packer made a dollhouse while incarcerated which is on display in the Museum.
      - b. All local mineral and ore display (featuring samples from every mine that operated in Hinsdale County).
      - c. Empire Chief display
    7. Consider rotating display schedule.
    8. Install photo-op, life-like historic figures (use on boardwalk in front of museum). (*Boards have already been created; suggestion to use for August is Lake City Historic Month*)
  - B. Catalog additional artifacts (*CLG grant request, November 2008*)
    1. Find unique “Lake City stories” to interpret and share.
- b. Maintain interpretive display in the Hinsdale County Courthouse.
- c. Identify 26 interpretive displays and panels throughout the area.
  - A. Install additional 10-15 panels. (*CLG grant request, November 2008*)
  - B. Create walking tour map using interpretive panels. (*CLG grant request, November 2008*)
- d. Develop and promote historic tourist cabins & other historic lodging. (*CLG grant request, November 2008*)
  - A. Develop interpretive brochure.
- e. Provide owners of historic structures with assistance.
  - A. Offer assistance with creative interpretation.
  - B. Develop “Buying History” info-packet for new and existing historic structure property owners that will identify economic benefits, proactively reduce conflicts with Historic Design Guidelines, and identify resources available for property owners. (*Project completed November 2008. Hart Family Fund for Small Towns*)
  - C. Upload variety of articles for historic preservation work completed by owners.
  - D. Develop fifty-year celebration of structures program or similar concept.
  - E. Research opportunities for mini-grants in Lake City for façade improvement.
  - F. Promote historic preservation projects (2008 – church work, Hough Building)
- f. Contact owners of historic sites to assist with creative interpretation.
  - A. Historic Lake City business owners or residences

- g. Collect verbal histories through audio and video collection process. (*Preserve America grant request, November 2008*)
  - A. Support the collection of oral histories with Hinsdale County Historical Society - “The Story of Lake City” with residents and visitors and the experiences with Lake City (potentially focused on tourism-experiences or lifestyles).
  - B. Archive data collected.
  - C. Utilize portions of data for increased online presence.
- h. Maintain geo-cache project that leads to heritage sites.

## 2. Implement and improve heritage education and interpretation.

- a. Develop a “sense of place” with Historic Lake City
  - A. School essay contest - student essays must be 200-250 words about “what is unique about our community or Historic Lake City”
  - B. Shoot-out photography contest or the 81235 experience
  - C. Advertisements that highlight historic buildings of Lake City (ran in 2005)
  - D. Participate in NCPTT’s Heritage Education Project (*Fall 2008, Martha Levine’s English class, Louisiana Folk Roots grant support*)
  - E. Develop an ambassador program for those who love Lake City.
    - 1. Recruit residents and visitors to promote Lake City.
    - 2. Identify community volunteer opportunities from various nonprofit & governmental organizations, including remote opportunities. (*DIRT volunteer coordinator intern project, fall and winter 2008*)
      - a. Match visitors and residents to volunteer opportunities. Come & volunteer in Lake City during your vacation (Volunteer Now!).
- b. Provide teachers with a one-day “History of Lake City” lesson.
- c. Develop field trip opportunities and hands-on, authentic farm/ranch/mining experiences.
  - A. Museum
  - B. Sheep Day with BLM
  - C. Tours at Hard Tack Mine
  - D. Archaeological sites – high-altitude Ute camps
- d. Research the Arts in Education program (folklorist in school); heritage education program of the BLM, and Passport in Time (Forest Service).
- e. Develop or maintain existing tours and community celebrations.
  - A. Historic home tours
  - B. Interior tours of historic homes
  - C. Annual History Month celebration (*Preserve America grant request, November 2008*)
  - D. Back in Thyme Victorian Tea held in Helen’s Historic Garden
  - E. Packer Potato Chowder luncheon
  - F. Historic walking tours
  - G. Cemetery tours
  - H. Ghost tours
- f. Develop heritage-related lecture series, hosted in Museum’s garden or Third Street Market area (specialists, historians, folkways, folklore)
- g. Identify “the firsts” of Colorado Western Slope to demonstrate uniqueness of area – include in electronic outreach. Partial list includes Silver World Newspaper – first

paper (1875), Silver Star Lodge #27 International Order of Odd Fellows (chartered 1876), First bank (1876), and several churches.

h. Encourage heritage-focused programming at the Mary Stigall Black Crooke Theatre.

### 3. Promote heritage resources.

Promote an understanding of Historic Lake City's heritage resources among the general public through awareness and outreach efforts.

- A. Develop a logo for Historic Lake City (*Completed 2006*)
- B. Increase online presence for Historic Lake City (*Preserve America grant request, November 2008*)
  - 1. Develop [www.historiclakecity.com](http://www.historiclakecity.com) website – promoting historic assets and links Historic Lake City, can be used by DIRT, LakeCity.com, and Museum site
    - a. Then and Now photos
    - b. Photo trivia challenges
  - 2. Partner with online journal website [www.lakecityonjo.com](http://www.lakecityonjo.com)
  - 3. Develop virtual tours
  - 4. Develop professional 3-5 minute video (*Preserve America grant request, November 2008*)
  - 5. Develop podcasts for website (*Preserve America grant request, November 2008*)
  - 6. Develop thematic audio tour for interpretive sites
  - 7. Link to existing Lake City websites
  - 8. Research online opportunities for heritage marketing
  - 9. Monthly e-blast – DIRT Diggings (*ongoing*)
- C. Develop marketing pieces for external and internal distribution.
  - 1. Brochure of Historic Lake City as a destination
  - 2. Specific heritage activities – brochures should be placed at Visitor's Center and Museum and throughout the area
  - 3. Include heritage information in room binders
  - 4. Promote Historic Lake City in Colorado Welcome Centers
- D. Encourage visitation to the Museum and connect businesses with heritage resources through cross-promotions.
  - 1. Install lure-displays in Visitor's Center, Museum Lobby, and at downtown Kiosk. (*Preserve America grant request, November 2008*)
  - 2. Install historical photos and invitation to museum in 15 area businesses. (*Preserve America grant request, November 2008*)
  - 3. Install temporary 4 x 3 foot pieces fabricated to look like historic, Victorian-style outdoor advertisements.
  - 4. Fabricate table-toppers and place in local restaurants. (*Proposed 2009 project, Museum, DIRT*)
  - 5. Develop a weekly newspaper advertisement campaign.
  - 6. Develop "opening night" events for new displays.
  - 7. Complimentary museum admission tickets for businesses to distribute to paying customers (over a specific amount). (*Proposed tactic for 2009, Hinsdale County Historical Society*)

- E. Increase regional, statewide and national media cultivation. (*Preserve America grant request, November 2008*)
  - 1. Identify specific media outlets to target, including newspaper, magazine, television, internet, and appropriate networks.
    - a. Media outlets
    - b. Retired residents & visitors organizations
    - c. Heritage tourism
    - d. Outdoor enthusiasts (secondary market for families)
  - 2. Develop press kits (press releases, ready-to-print photographs, local articles, links to appropriate websites).
    - a. Early mining history
    - b. Post-WWII tourism & impacts on today
    - c. Historic assets of Lake City
  - 3. In partnership with Historian Grant Houston, produce professional articles concerning Lake City's heritage.
    - a. Identify five distinct topics. Utilize existing Houston research/articles. Condense to 2-3 pages. Distribute to appropriate heritage and tourism magazines.
- F. Promote existing Lake City heritage and area books.
  - 1. Hinsdale County Historical Society's heritage cookbook.
  - 2. Historic Homes book by Grant E. Houston
  - 3. Reflections of Lake City book by Grant E. Houston
  - 4. Pioneering Women of Lake City book
  - 5. Up Here by Mary Stigall
  - 6. Under the Sun (correct name) by Jack Nichols
  - 7. The Story of Vickers Ranch by Perk Vickers
  - 8. Mountain Memories by Joel Swank
- G. Develop additional interpretive brochures and products.
  - 1. Alley tours (including outbuildings)
  - 2. Tourist cabins (*CLG grant request, November 2008*)
  - 3. Rack card for placement in Colorado Visitors Centers
  - 4. "Interiors" walking tour
  - 5. Work with local authors interested in new books.
    - a. Grant Houston or David Smith
    - b. "The Business of Lake City" coffee-table book
  - 6. Children's coloring book
  - 7. Silver Thread Scenic Byway brochure (BLM-lead)
- H. Develop heritage itineraries.
- I. Host an annual history month (a legacy celebration) that coincides with our town's founding (August 16, 1875). (*Preserve America grant request, November 2008*)
  - 1. Develop an annual community-wide calendar of heritage education events.
    - a. 2009 event includes author lectures, historian lectures, historic demonstrations, fireside chats, already-established tours (historic homes & ghost tours).
- J. Utilize the downtown kiosk for promotions and education.

#### 4. Support appropriate economic stimulus and development activities.

- a. Host or assist coordinating organizations with promotion and community-gathering events in Historic Lake City. (*Ongoing*)
  - A. Artisans market, vendor opportunity - Third Street Market
  - B. Retail events
    - 1. Missing Mistletoe
    - 2. Art Walk and Auction (also fund-raiser)
  - C. Community-gathering events
    - 1. Volunteer Celebration (Citizen of the Year award)
    - 2. Old Timer's Picnic
    - 3. Community Christmas dinner (also Stocking fund-raiser)
    - 4. Fourth of July
    - 5. Town Wide Yard Sale
    - 6. Christmas in Lake City Old-Fashioned Holiday
    - 7. Several Arts & Crafts Festivals
  - D. Non-heritage education and interpretive events
    - 1. Night Sky programs
    - 2. Outdoor series held at the Third Street Market (BLM)
  - E. Fund-raisers
    - 1. Wine & Music Festival
    - 2. Pioneer Jubilee Women's Club – rummage sale
    - 3. Turkey Trot
    - 4. Hunter's Ball
  - F. Recreation-oriented Events
    - 1. San Juan Solstice 50 (ultra-run)
    - 2. Stagecoach 50 (mountain bike)
    - 3. Lake San Cristobal 5k/10k
    - 4. Ice Climbing Festival

Additional promotion and community-gathering events occur outside Historic Lake City events such as Balloon Festival, Cancer Walk, Matt Milski Ski Race, the HardRock 100, the ATV Rally.

- b. Encourage businesses to incorporate heritage tourism in existing business activities.
  - A. Participate in History Month (foyer displays, special menu item)
- c. Identify enhanced tourist experiences that could return economic value to the community.
  - A. Expansion of services provided by existing businesses
    - 1. Heritage tours (existing guiding companies or ATV tours)
- d. Develop heritage-resource related products whose proceeds support historic preservation efforts.
  - A. Commemorative ornament series (2007 – bank; 2008 – courthouse)
  - B. Architectural details two-year calendar (2006-2008)
- e. Identify and market “Made in Lake City” products and services, including e-commerce opportunities (Prospecting Guide) (*Economic Development Assistance grant request, October 2008*)
  - A. Creative design - APH Creative Design

- B. Bob Matthews Architectural Designs
- C. Dave Jordan – On Fire! Glassworks (memorials & glass)
- D. Mary Ann Flynn – Quilted items & crafts
- E. Jewelry making - Michelle Pollitt – Kaziah Jewelry; Mary Carkin; Belinda Gianola; Leo Jo Lowry & Cindy Bissell; Ken Needham
- F. Photographers of Lake City themes – Bob Stigall, Chuck Chetwin, Kara Molinek, Mary Aymami, & Greg Ochocki, Patrick Kelley, Edna Mason, Lynn McNitt
- G. Photographers – Carol Robinson
- H. Martha Reyburn – pottery, ceramics & crafts
- I. Scott Williams – unique wooden vases & bowls
- J. Custom pottery and ceramics - Pete Main, Warner Dewey
- K. Helen Dewey – handmade books
- L. Painters – Adolph Assenheimer, Russ Brown, Yolie Brown, Sarah Brewer (portrait), Lisa Gray, Robert Hines, Karen Hurd, Jane E. Jones, Justin Sparks
- M. Ani Barrie – sweater & clothing maker
- N. Hand-made rugs – Amanda & Christian Hartman
- O. Leather-working – Doug Hartman
- P. Hand-knitted hats for all ages – Amy Humphreys
- Q. Artist (mixed-medium) – Abby Mahlin, Natalie Reeve
- R. Wooden sign-maker – Mike Young (Signs by Mike)
- S. Writers – Don Alexander, P. David Smith, Claude Thormalen, Mary Stigall, Lyn Lampert
- T. Timberline Craftsman’s Lake City Area Sportsman’s map
- f. Create a “new reason” to come to Historic Lake City each year for residents and repeat-visitors.
  - A. Identify new products/services
  - B. Host unique events or gatherings
- g. Improve the experience of the customer.
  - A. Host a Coffee & Conversation on sharing best-practices for customer service with businesses and the Visitor’s Center. (*ongoing*)
  - B. Continue to improve the Historic Lake City experience. (*ongoing*)
    - 1. Use coordinated signage throughout Historic Lake City.
    - 2. Improve entryways into Historic Lake City.
    - 3. Improve way-finding and pedestrian pathways.
    - 4. Install heritage-focused small streetscapes in appropriate places.  
Refer to Lake City DIRT’s draft downtown design plan (Fall 2008).
- h. Continue to facilitate survey opportunities from residents, business owners, and tourists.

5. Participate in regional, statewide, and national heritage tourism opportunities.

- a. Research the Mining Heritage Alliance for local assistance
- b. Participate in a Colorado Art Ranch program focused on mining heritage. (*draft proposal developed, October 2008*)
- c. Identify regional opportunities with “sister cities”
- d. Research regional heritage tour routes (American Heritage Tours, ie)
  - A. Provide packaged information to tour groups moving through

- e. Identify statewide assistance for heritage tourism, including the Colorado State Heritage program (new regional boundaries – now linked with Ouray)

## 6. Connect heritage marketing with outdoor recreation marketing.

The heritage assets and resources of Lake City can be linked with the recreation industry in such a way that the resident or tourist is given both a historic and recreational experience in one trip.

- a. Identify opportunities.
  - A. Potential cross-country ski tours through a historic area.
  - B. Stagecoach 50 bike ride (August 2009).
  - C. Provide heritage activities for the tag-along family.
  - D. Proposed ATV historic tours.
  - E. Develop interpretive brochures for local hikes.
  - F. Alpine loop tours.
  - G. Tie ecology (wildflower walks, geology) tours to heritage tours.
  - H. Heritage interpretive display at the Lake City Ski Hill.
  - I. Timberline Craftsman recreation/heritage map

## Marketplace Information

### 2008 Business Mix

Artisans and retail shops – Antiques of Silver Street, Storm Front Gallery, World of Gems, Timberline Craftsman, Lake City T-Shirts, Lake City Gifts, Silver Lynx, Russ Brown Gallery, Lake City Art Gallery, Silver Spur Liquor and Gifts, Backcountry Navigator, Blue Mountain Quelle, Sweet Peas, San Juan Soda Company, Oso Ocho Gifts, On Fire! Glasswords, Shot 'n Hung in Lake City, Moon House Weaving

Art Galleries – Russ Brown Gallery, Lake City Art Gallery, Mean Jean's

Entertainment & Recreation – Mary Stigall Black Crooke Theatre and Community Arts Center, Lake City Video, Armory (recreation and teen center), Town Park, Hinsdale County Museum, Ice Climbs

Dining & Beverage – Mocha Moose Coffee House, Southern Vittles, Mean Jean's Internet Café, Sweet Peas, San Juan Soda Shop, Cannibal Grill and Packers Saloon, The Depot, No Name Restaurant, A&A Steakhouse

Services – Miners & Merchants Bank, Mountain View Technical, John Wagner Public Library, Rosemary Gentry CPA, Town Square Cabins (gas and convenience store), Sweet Peas (natural groceries), Hinsdale County Title Company, Silver World Newspaper, Native Sun Construction, A Mountain Home Realty, Team Murphy Realty, Pii Media, Mary Carkin Media, Community Dental Program

Lodging – Town Square Cabins, Silver Spur Motel, G&M Cabins, and vacation rentals

Organizations with Historic Lake City offices – Pioneer Jubilee Women’s Club, Arts Council, Masonic Lodge, Lake City DIRT

Government – Town of Lake City, Recreation Department of Lake City, Hinsdale County Public Health

Businesses just outside identified Main Street District – Matterhorn Motel, Slumgullion Gift Gallery, Blue Spruce Buildings Materials, A&A Pasta Factory, and vacation rentals.

The Lake City area hosts variety of additional businesses, providing products and services. While this plan focuses on Historic Lake City, the participation of all businesses in marketing efforts and economic revitalization efforts is welcome and necessary. Many opportunities exist for businesses outside Historic Lake City to be involved with the Main Street program (such as access to the Revolving Loan, attendance at trainings or monthly coffees, participation in retail events such as the Art Walk & Auction or Missing Mistletoe) or with the Hinsdale County Historical Society (such as connecting a closer connection with the heritage of Lake City).

## Demographics

Data collected and analyzed from:

- DIRT Tourist-intercept survey 2004
- Alpine Loop Study 1997
- Colorado Scenic Byway Study 1996
- State web sites (Dept of Tourism, Dept of Econ Dev, Dept of Local Affairs, State Demographic Office)
- Region 10 Development Report 1998
- Second Homeowner Study, Region 10 – 2007
- Governor’s Conference on Tourism – 2001
- Lake City Chamber of Commerce data compiled 2001
- Resident Survey, 2005 and 2008
- Downtown Design Plan data collection, 2008
- Business Survey, 2005
- Economic Feasibility Study (2008)
- DOLA/DCI visit (October 2008)

Data and analyzed results on file in DIRT office. Available upon request.

- Annual household income in excess of \$75,000, with a significant portion earning over \$100,000 per year
- High level of education, with a significant majority having earned a Bachelor’s degree or higher
- Many are physically active
- Main residency in Colorado, Texas, Oklahoma, New Mexico, Kansas, Arizona, or California
- Average length of stay of about 5 days (state average is half of this)
- 80+ % use the internet to research their trips before travel
- Vast majority of our internet visitors have a high speed connection (DSL, cable, T1, etc.)
- They actively seek scenic beauty, wildlife viewing, fishing, jeeping/4-wheeling, historic sites, arts, shopping, small-town atmosphere

- Repeat visitors have strong desire to keep Lake City as it is, revealing a sense of ownership, stewardship, and sentimentality, related to Lake City, its buildings, and surroundings.

*From 2009 Lake City/Hinsdale County Marketing Board  
Marketing Plan*

## Target Markets and Shopper Groups

- Lake City year-round & seasonal residents & guests
- Owners of historic properties in Lake City
- Heritage tourists
- Outdoor recreation tourists (motorcyclists, Alpine Loop & Silver Thread travelers)
- All ages – families, teenagers and children
- Fall-colors tourists
- Anglers and hunters and spouses
- Retirees
- Internet browsers
- Classic automobile car or motorcycle clubs
- Tour groups (bus tours, other museums that set up tour routes)
- members of nearby regional Historical Societies

Historic Lake City assets support these niches:

1. Heritage tourists
2. Outdoor experience tourists
3. Families

## SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis

Strengths:

- Accredited Main Street program
- 90 contributing, in-integrity structures in Lake City National Historic District
- Oldest courthouse in Colorado that continues to function as a Courthouse
- Historic Design Guidelines, adopted by Town in mid-1980s
- Engaged resident population in historic preservation and promotion
- Local historian
- Vast heritage resources (historic books, journals, newspapers, photographs, artifacts)
- Unique shopping opportunities
- Low crime rate
- Central location, walking distance
- Boardwalks
- Town Park
- Museum, Library and Bank
- DSL and cell service, wireless service throughout downtown
- Spectacular natural setting and backdrop
- Restaurants, coffee house, bars, and Soda Shop provide social gathering spots
- Mary Stigall Black Crooke Theatre

- No traffic lights
- Quaint, small town atmosphere
- No obstructed views
- Free parking
- Easy access in Historic Lake City
- Easy access to outdoor activities
- Friendly people

#### Weaknesses:

- Packaging and marketing of heritage resources
- Fragmented efforts
- Need for further façade improvement
- Additional beautification projects needed in Historic Lake City
- Need for further cataloging of heritage resources
- Limited funding, limited staff-time
- Limited pool of volunteers, volunteer burnout
- Hobby business owners
- Individual resistance to change
- Limited space in core commercial area and current real estate costs

#### Opportunities:

- Improve communication between community organizations
- Provide information to owners of historic structures
- Leverage outside dollars because of collaborative efforts
- Implement Historic Lake City Strategic Plan for Marketing & Outreach
- Current owner of Third Street Market lots interested in constructing Victorian-style lodging facility
- Most remote location in the lower 48 contiguous states

#### Threats:

- Deterioration of existing historic structures
- Challenging year-round economy (interruption in food & lodging service)
- Current economic climate and its impact on tourism
- Area real-estate prices
- Limited lodging available for tourists
- Lodging for seasonal workers
- Most remote location in the lower 48 contiguous states

## Correlations

### *Lake City – Hinsdale County Community Plan (2006)*

Item 1 from Executive Summary: Continue to enhance the historic commercial core, recognizing that is the economic and cultural center of the community and promote pedestrianization throughout the town.

#### Appropriate Core Goals

1. Maintain small, mountain community ambience.
3. Build community with a strong, diversified year-round economy.

4. Promote historic preservation and economic development that maintains and enhances community character and quality of life.

Goal: Preserve and, whenever possible, enhance the historical and built environment of Lake City and Hinsdale County.

Objective 11.1: Continue to clarify existing regulations and design guidelines and to improve the Lake City Historic District (and all actions).

Objective 11.2: Promote responsible land ownership and appreciation of historic heritage (and all actions).

Goal: Promote the downtown as the economic, cultural business and social center of Lake City.

Objective 12.1: Improve the visual, aesthetic and functional characteristics of Downtown.

### *2009 Lake City/Hinsdale County Marketing Plan*

Purpose:

To increase lodging tax revenues and sales tax revenues in both Hinsdale County and the Town of Lake City by attracting more targeted visitors to the area.

To include tourist-related stakeholders into this plan.

Competitive advantages are outdoor recreational opportunities and heritage features.

Overall identity is “Lake City: Cure for the Common Crowd.”

Recreation theme is: No matter the method of transportation, visitors to Lake City can always make “Fresh Tracks.”

Heritage tourism guide theme is “Prospecting: a treasury of the arts and history of Lake City, Colorado.”

2009 concept of “Heirloom Vacation”

### *Economic Feasibility Study (March 2008)*

#### Core Action Agenda Principles

#2 – Protect, preserve and enhance the community’s assets and natural resources.

#3 – Celebrate, showcase and share the community’s “story” – its history, cultural and the authentic “Great Outdoors” mountain experiences.

#4 – Make connections to surrounding assets and resources; reinforce a strong sense of Lake City as the “hub” of the Hinsdale County area and surrounding region.

# 5 – Maximize space and “pack in” a wide variety of uses; think of, and work to develop and maintain the community’s central commercial core as a microcosm and “heart” of the community.

#### Core Action Agenda Components

Local product, specialty and “brand” opportunities

Regional/global commerce and trade opportunities

Gateway enhancements

Downtown streetscape, public realm enhancements, and maintenance

Historic preservation

Façade improvements

Signage

Physical and visual connections to surrounding assets and natural resources  
Market the Lake City “brand”, story and experience  
Heritage and cultural tourism  
Events

*Strategic Vision for Lake City DIRT (2008-2010, adopted Fall 2007)*

Objective 1 – Develop long-term viability of Lake City DIRT.

Objective 2 – Raise awareness of historic preservation and enhance natural beauty of Historic Downtown Lake City.

Objective 3 – Enhance economic sustainability of downtown.

Objective 4 – Promote downtown as an authentic shopping location and gathering place.

*Reviewed by:*

Town Trustees

Hinsdale County Commissioners

Hinsdale County Historical Society Board of Directors

Marketing Board

Lake City/Hinsdale County Chamber of Commerce

Lake City DIRT Board of Directors

Distributed also for public comment and to all community organizations.