

**RCDI Initial Community Application Survey**

Response for: director@downtowncoloradoinc.org

Completed: 11/24/2010 9:37 AM MST

**Text Block :**

Downtown Colorado, Inc. (DCI) has selected your community as a possible recipient of funding to benefit a technical assistance training visit by DCI and a team of planning, design, downtown management, economic development, and marketing professionals. DCI is working on a grant application to the U.S.D.A. Rural Development to provide partial funding support to communities for technical assistance training visits to be conducted in 2012-13. As part of the application process, it is necessary for DCI to identify and provide information on eligible communities with which we hope to work. Your town may already have been selected as a possible eligible recipient; however, we need further information from you to determine if the city will meet all of the eligibility requirements and can be a part of DCI's grant application. Your completion of this survey and submission of (1) your community's articles of incorporation; (2) a 1-page letter detailing how a technical assistance training visit will improve your economic and community development; and (3) signed, witnessed Assurance Agreement (Form RD-4004) original received in the DCI office by November 24th, 2010, will suffice as the initial application process. If your community is selected to be a part of this grant application, we will notify you by December 15, 2010, and we may require further information from you at this time. If DCI is awarded this grant, we will contact you to notify you of the good news and to begin the process of planning your technical assistance visit. We appreciate your efforts to revitalize your downtown and jump-start your local economic development!

**1 Please enter the information indicated below.**

Name: **Abbi Jo Wittman**  
Job Title: Town Planner  
Work Phone: 970.627.3435  
Email Address: [glplanning@townofgrandlake.com](mailto:glplanning@townofgrandlake.com)  
Address: P.O. Box 99  
  
Grand Lake, CO 80447-0099

**2 If your physical address is different from your mailing address, please provide that here:****3 Which county is your community located in?**

Grand
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4 What is the number of the congressional district in which you are located?

2
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5 What is your community's current total population as reflected in most recent U.S. census data? You can find this information on [www.census.gov](http://www.census.gov).

431
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6 What is your community's current median household income as reflected in most recent U.S. census data? You can find this information on [www.census.gov](http://www.census.gov).  (Select Fact Sheet.) 

\$45,096
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7 What is your estimated downtown budget? This is the estimated amount that can be allocated for downtown improvements. 

Answer	
<input type="checkbox"/>	\$0
<input checked="" type="checkbox"/>	Less than \$5,000
<input type="checkbox"/>	\$5,001-\$10,000
<input type="checkbox"/>	\$10,001-\$15,000
<input type="checkbox"/>	\$15,001-\$25,000
<input type="checkbox"/>	\$25,001-\$50,000
<input type="checkbox"/>	Greater than \$50,000
<input type="checkbox"/>	Other

8 Please give a brief description of the challenges that your community is currently facing and how it is impacting your downtown business community and economy.

Lacking coordinated business development and administration, the Town of Grand Lake lacks year-round efforts for business retention, attraction, and expansion. The business community, and subsequently the local economy, struggle to survive from season to season, year to year.
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- 9 **Please provide a brief description of the current community and local government initiatives to enhance the downtown atmosphere and economy of your community.**

A tourist destination for over 150 years, the Town of Grand Lake (ToGL) experiences its highest visitation during the summer with the wintertime months, and the shoulder seasons, being largely dependent on the weather conditions and traveler budgets. Although the ToGL created its business licensing program in 1989, with proceeds directed to the local Chamber of Commerce for community marketing and promotion, neither the Town nor the Chamber have formalized business retention, attraction, and expansion programs to provide support for the business community. Identifying a need for proactive efforts, the ToGL's 2006 Comprehensive Plan identifies the exploration of a Business Improvement District, as well as hiring dedicated staff to administer business development activities. Given the economic climate and conditions since the 2006 adoption, the ToGL has been unable to create a position of this nature or dedicate staff time and effort to the creation of a business development plan.

- 10 **Please provide a description of the technical assistance services you are requesting, including an overview of the desired end result of this initiative and the specific steps you envision as necessary.**

The desired end result of this initiative would be specific business development plan focusing on strategies for local existing business retention, new business attraction (including identification of missing/potential niches markets), and opportunities for local business expansion as well as definition of roles for the Town and Chamber of Commerce in community business development activities. Necessary steps would include surveying of the local business community of needs and desires and round table discussions with the Board of Directors/staff of the Grand Lake Chamber of Commerce and the Town Board of Trustees and Town Hall staff. Additionally, working with individuals in the local arts, real estate, and general service industry would be beneficial to the development of a plan of this nature.

- 11 **Please identify any specialized skills that may be required for this request.**

Group facilitation and technical writing may be most skills required for this project.

- 12 **Please describe how you will invite participation and distribute findings to all stakeholders and community groups prior and following the technical assistance visit.**

The Town will send invitations to identified key stakeholders. Additionally, the Town will make general public requests on the Town's website and public marquees as well as possibly the Sky-Hi Daily News, the newspaper of general circulation in the community. The Town of Grand Lake will utilize similar methods for information dissemination.

- 13 **Community participation and buy-in is key to the success of a technical assistance training visit. If you are unsure of the best way to invite participation and disseminate information, will you follow DCI's guidelines for doing so?**

Answer	
<input checked="" type="checkbox"/>	Yes
<input type="checkbox"/>	No
<input type="checkbox"/>	Other

14 Please select the proposed timeframe for your technical assistance training visit.

Answer	
<input type="checkbox"/>	2012
<input type="checkbox"/>	2013
<input type="checkbox"/>	Spring 2012
<input type="checkbox"/>	Summer 2012
<input type="checkbox"/>	Fall 2012
<input type="checkbox"/>	Winter 2012
<input type="checkbox"/>	Spring 2012
<input type="checkbox"/>	Summer 2013
<input type="checkbox"/>	Fall 2012
<input type="checkbox"/>	Winter 2013
<input checked="" type="checkbox"/>	Other: Fall, 2011

15 For your application to be complete, you must submit the below items to DCI. Please select each item to acknowledge that you are sending to DCI by Friday, <sup>PM</sup> December 3, 2010. Items <sup>PM</sup> can be emailed to [marketing@downtowncoloradoinc.org](mailto:marketing@downtowncoloradoinc.org) (subject line: RCDI grant) or mailed to DCI, 240 S. Broadway, Ste. 201, Denver, CO 80211. All items must be received by December 3 to guarantee eligibility.

Answer	
<input checked="" type="checkbox"/>	City's articles of incorporation
<input type="checkbox"/>	Original signed and witnessed Assurance Agreement (attachment in email; contact <a href="mailto:marketing@downtowncoloradoinc.org">marketing@downtowncoloradoinc.org</a> if you need resent)
<input checked="" type="checkbox"/>	1-page letter stating how technical assistance training visit will positively impact your community and promote economic development

**Comment:** The Town of Grand Lake Town Board of Trustees meets on Monday, December 13, 2010; at this time staff would like to discuss with the Board the Assurance Agreement and formally authorize the Mayor to sign this Agreement. We understand the late submission of the Agreement may not guarantee our eligibility, but would like to submit this application at this time and request a later submission of the Agreement. Please let us know if this is acceptable.

#### Text Block :

Are you a current member of DCI? <sup>PM</sup> Sign up or renew your membership today to access all of DCI's incredible membership

privileges!