



Town of Rangely

RDA Packet

Nov 21, 2019 @ 7:30a.m.



Photo by Margaret Slauch

1 – Agenda



GUIDELINES FOR PUBLIC INPUT

Public Input is a vital and important portion of every meeting and will be permitted throughout the meeting, but according to the following guidelines:

- a. Public input is allowed during the Agenda identified **Public Input** and **Public Hearing** portion of the meeting.
 - i. If you would like to address the meeting during the appropriate times, please raise your hand and when called upon you will be asked to come to the podium. ***Announce your name*** so that your statements can be adequately captured in the meeting minutes.
 - ii. ***Please keep your comments to 3-5 minutes*** as others may want to participate throughout the meeting and to insure that the subject does not drift.
- b. Throughout the meeting agenda calls for public input will be made, generally pertaining to specific action items. Please follow the same format as above.
- c. At the conclusion of the meeting, if the meeting chair believes additional public comment is necessary, the floor will be open.

We hope that this guideline will improve the effectiveness and order of the Town's Public Meetings. It is the intent of your publicly elected officials to stay open to your feelings on a variety of issues.

Thank you, Rangely Mayor

Agenda
RANGELY DEVELOPMENT AGENCY (RDA)
Town of Rangely Conference Room
*** Nov 21, 2019 @ 7:30a.m. ***

Andrew Key, Chairman

Keely Ellis – Vice Chair
Karen Reed
Vacant Position

Vacant Postion
Konnie Billgren
Vacant Position

Ex-Officio

Rio Blanco County Commissioner – Jeff Rector
School District Representative – Joyce Key
RJCD Board Representative – Ron Granger
Rangely Special Districts – John Payne
Member – Sandy Payne

- 1) Call to Order
- 2) Roll Call
- 3) Minutes of Meeting
 - a) *Discussion and Action to approve the minutes of Oct 24, 2019*
- 4) Changes to the Agenda
- 5) Public Input
- 6) Old Business
- 7) New Business
 - a) *Discussion and Action to accept Board Nominations*
 - b) *Discussion and Action to approve the 2020 Budget*
 - c) *Discussion and Action to approve the October 2019 Financials*
 - d) *Discussion of approval for the Rangely Museum's request to retain \$6,000 for the purpose of matching funds for future grant applications*
- 8) Information
- 9) Adjourn

3 – Minutes

Agenda RANGELY DEVELOPMENT AGENCY (RDA)

Town of Rangely Conference Room

Minutes of the Meeting for:

October 24, 2019 @ 7:30a.m.

1. Meeting was called to order by Andy Key at 7:30am
2. Roll Call taken by Lisa Piering. Present Members were: Keely Ellis, Konnie Billgren, and Andrew Key. Present Ex-Officio members were: Joyce Key, Ron Granger, John Payne, and Sandy Payne. The Absent members included: Karen Reed, Brad Casto, and Jason Krueger. Absent Ex-Officio members include: Jeff Rector, Vince Wilczek
3. It was moved by Konnie and seconded by Keely to approve the minutes of June 20, 2019 motion passed.
4. There were no changes to the Agenda
5. There was no Public Input
6. Old Business
 - a. Urban Renewal Plan Update Funding Update Lisa is still working on this project.
 - b. Airport Vehicle Lisa has still not received a waiver form from Jason Krueger so Keely will call him and request that.
 - c. Grant & Loan Information (Current & USDA Programs)-Lisa reported that due to Rangely's median income we will not qualify for any of their grants. The USDA representative from Craig recommended that we go through Rio Blanco Finance Director. Lisa said the Director is not interested in taking on this project at this time, so Lisa will continue to meet with the county for assistance with this.
7. New Business

- a. It was moved by Konnie and seconded by Joyce to accept the resignation of Brad Casto to the RDA Board-motion passed.
 - b. It was moved by Keely and seconded by Konnie to elect Andy Key as new Chair to the RDA-motion passed
 - c. It was moved by Ron and seconded by Konnie to elect Keely as Vice Chair to the RDA-motion passed
 - d. It was moved by Joyce and seconded by Ron to approve the September 2019 Financials-motion passed
 - e. It was moved by Keely and seconded by Sandy to approve the Rangely Museum's request to retain \$6,000 for the purpose of matching funds for future grant applications. Motion passed due to the clarification that the museum will still be working with DARG.
 - f. John questioned if the draft budget needed to be adjusted since there will most likely go over the housing management expenses line item. Lisa explained that this line item changes every year based on repairs. These expenses are paid for by the owner of the rental units, so the RDA's budget will come in on target.
 - i. It was moved by Konnie and seconded by Ron to approve the 2020 Draft Budget-motion passed.
8. Lisa shared that Marketing Director hiring process is progressing. Two qualified applicants refused to move to Rangely, so the Lisa is reviewing new applications and continue to accept any new applications, however, the job will not be posted again at this time.
9. The meeting was adjourned by Andy at 8:10 am.

6 – Old Business
7 - New Business

Sara Peterson

7032 CR 2
Rangely, CO 81648

Cell: 405-408-9617
Home: 970-675-2123

October 29, 2019

To Whom It May Concern:

I am writing to express my interest in the serving on the Rangely Development Authority. As a resident of Rangely and a prospective small business owner, I feel I possess a unique set of qualifications that will serve the RDA well while making a contribution to the advancement of our town.

Having moved to Rangely with my family a year ago, I have grown to love the town that has embraced us with open arms. It is rare in today's world to find a community such as Rangely, where everyone shares a common sense of purpose and an unwavering pride in the culture and values that bind them together. I can think of no better way of paying forward the kindness shown to my family than to serve the Rangely community through participation in the RDA.

In addition to my commitment as a citizen of Rangely, I also bring with me experience in management and community development. Prior to my move to Colorado I served for four years as the business manager for a successful dental office in Bentonville, Arkansas. During my time managing the practice, I likewise served as a board member for the Sienna Estates property owners association. The combined attributes of these two positions have given me valuable experience in efficiently managing a business enterprise while keeping an eye toward community development.

It is with gratitude and excitement that I request you consider my interest in serving on the RDA. Rangely is like no other place in the world and I cannot wait to invest my time in helping it thrive.

Respectfully,



Sara Peterson

970-675-2123

November 20, 2019

Town of Rangely
Lisa Piering, Town Manager
209 East Main Street
Rangely, Colorado
81648

To Whom It May Concern:

Please accept this letter as my interest to serve on the Town of Rangely RDA/RDC Board. Should you like to speak with me please contact me on my cell phone 970-629-1715.

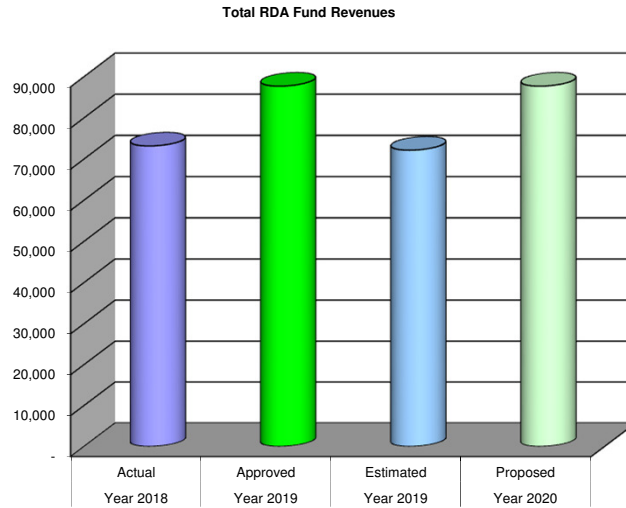
Sincerely,

A handwritten signature in black ink, appearing to read "Timothy J. Webber", with a long horizontal flourish extending to the right.

Timothy J. Webber

TOWN OF RANGELY, COLORADO
RANGELY DEVELOPMENT AGENCY FUND REVENUES
2020 BUDGET

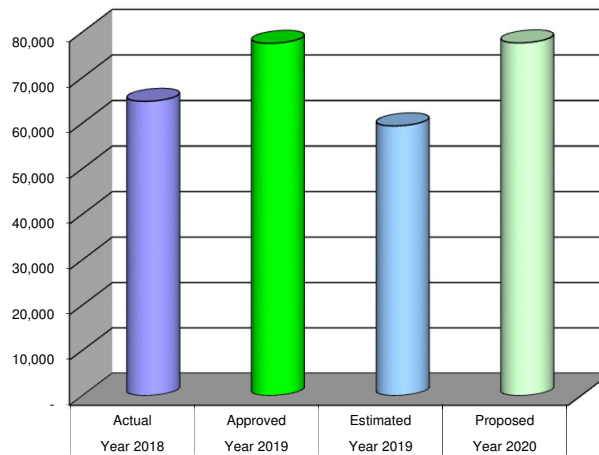
Account	Description	Year 2018 Actual	Year 2019 Approved	Year 2019 Estimated	Year 2020 Proposed
73-30-100	HOUSING REVENUE	58,020	62,500	62,100	62,500
73-30-200	INTEREST EARNINGS CD	138	200	41	200
73-30-500	MISCELLANEOUS INCOME	15,005	25,000	10,000	25,000
TOTAL RDA FUND REVENUES		73,163	87,700	72,141	87,700



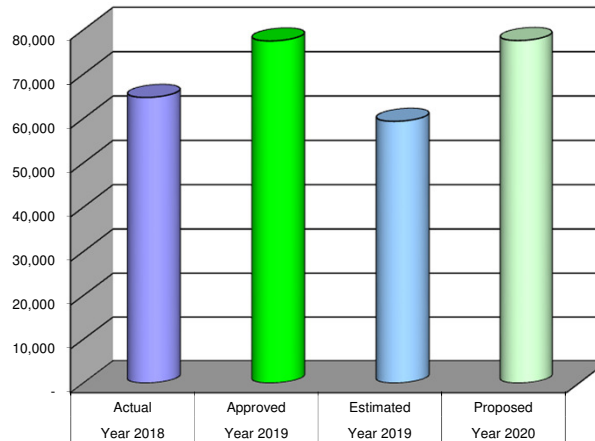
TOWN OF RANGELY, COLORADO
RANGELY DEVELOPMENT AGENCY FUND EXPENSES
2020 BUDGET

Account	Description	Year 2018 Actual	Year 2019 Approved	Year 2019 Estimated	Year 2020 Proposed
73-40-220	PROF/TECH SERVICES	11,217	5,000	4,000	4,500
73-40-250	HOUSING MANAGEMENT EXPENSE	49,062	40,400	45,000	45,000
73-40-255	HOUSING RENTAL EXP/FEE	-	-	-	-
73-40-260	BUILDING & MAINTENANCE	1,239	1,000	127	2,000
73-40-270	UTILITIES	248	100	248	100
73-40-300	MARKETING	-	1,000	-	1,000
73-40-300	GRANT EXPENSE	3,000	30,000	10,000	25,000
TOTAL OPERATING		64,766	77,500	59,375	77,600
73-40-700	CAPITAL OUTLAY	-	-	-	-
73-40-800	CAPITAL IMPROVEMENTS	-	-	-	-
TOTAL CAPITAL		-	-	-	-
TOTAL RDA FUND EXPENSES		64,766	77,500	59,375	77,600
REVENUES OVER (UNDER) EXPENSES		8,397	10,200	12,766	10,100

Total Operating



Total RDA Fund Expenses



TOWN OF RANGELY
REVENUES WITH COMPARISON TO BUDGET
FOR THE 10 MONTHS ENDING OCTOBER 31, 2019

ECONOMIC DEVELOPMENT FUND/RDA

		<u>PERIOD ACTUAL</u>	<u>YTD ACTUAL</u>	<u>BUDGET</u>	<u>UNEARNED</u>	<u>PCNT</u>
	<u>REVENUES</u>					
73-30-100	HOUSING REVENUE	5,175.00	51,750.00	62,500	10,750.00	82.80
73-30-200	INTEREST EARNINGS CD	.00	48.71	200	151.29	24.36
73-30-500	MISCELLANEOUS INCOME	.04	5,000.45	25,000	19,999.55	20.00
	TOTAL REVENUES	<u>5,175.04</u>	<u>56,799.16</u>	<u>87,700</u>	<u>30,900.84</u>	<u>64.77</u>
	TOTAL FUND REVENUE	<u>5,175.04</u>	<u>56,799.16</u>	<u>87,700</u>	<u>30,900.84</u>	<u>64.77</u>

TOWN OF RANGELY
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 10 MONTHS ENDING OCTOBER 31, 2019

ECONOMIC DEVELOPMENT FUND/RDA

	PERIOD ACTUAL	YTD ACTUAL	BUDGET	UNEXPENDED	PCNT
<u>EXPENDITURES</u>					
73-40-220 PROF/TECH SERVICES	10.75	2,665.71	5,000	2,334.29	53.31
73-40-250 HOUSING MANAGEMENT EXPENSE	3,914.00	43,009.87	40,400	(2,609.87)	106.46
73-40-260 HOUSING MAINT/REPAIRS	.00	84.47	1,000	915.53	8.45
73-40-270 UTILITIES	20.64	206.40	100	(106.40)	206.40
73-40-300 MARKETING	.00	.00	1,000	1,000.00	.00
73-40-301 GRANT EXPENSES	.00	4,753.54	30,000	25,246.46	15.85
TOTAL OPERATING EXPENSES	3,945.39	50,719.99	77,500	26,780.01	65.45
TOTAL EXPENDITURES	3,945.39	50,719.99	77,500	26,780.01	65.45
TOTAL FUND EXPENDITURES	3,945.39	50,719.99	77,500	26,780.01	65.45
NET REVENUE OVER EXPENDITURES	1,229.65	6,079.17	10,200	4,120.83	59.60



RANGELY OUTDOOR MUSEUM
PO BOX 131
200 KENNEDY DR. RANGELY, CO 81648
970 675-2612



06-18-2019

RDC
209 Main St
Rangely, co 81648

Rangely Outdoor Museum (ROM)
20 Kennedy Dr
Rangely, CO 81649

RDC Board,

On 03-20-2-19 Dan Fiscus presented a 5 Year Plan developed by Richard Ott of DARG. The original amount of money given to the museum was \$17,500. This money was needed to secure DARG's assistance in writing a 5 Year Plan and to enable ROM to work under DARG's license for archeology expertise.

After paying DARG the final fee the remaining balance of \$6,000 was to go to ROM for lawyer fees if needed or new recording equipment, photo copier and new computer. Those items were purchased with money donated from Chevron and a couple fund raisers that were done by ROM. In 2017.

We would like to put in writing of our intent to have the \$6,000 in reserve for matching money for a grant required from DARG for to pay for the expertise required on the ~~1776~~ Canyon Pintado Rock Art grant.

Sincerely,

Rangely Outdoor Museum

Vendor Inquiry - Invoices
Vendor: 2919 DOMINQUEZ ARCHAEOLOGICAL RES., INC

Invoice Date	Invoice Number	Invoice Amount	Adjustment Amount	Discount Taken	Check Amount	Balance
10/24/2017	2017-ROM-001	4,600.00	.00	.00	4,600.00-	.00
01/09/2018	2017-ROM-002	5,750.00	.00	.00	5,750.00-	.00
04/12/2019	GRANT 04/2019	1,100.00	.00	.00	1,100.00-	.00
		10,450.00	.00	.00	10,450.00-	.00

8 – Information

*File
Bushman*

724-96

Rangely Area Tourism Marketing and Development Plan



Introduction

Rangely, Colorado



The Town of Rangely (population 2,300) is located in Rio Blanco County (population 7,250) in Northwestern Colorado. Along with some ranching, the area's historical economic base has primarily been energy production. Recently, there have been energy company layoffs in Rio Blanco and Moffat Counties. These closings are having a negative impact on employment and incomes in the Rangely area. The future health of the local energy industry is in question due to the declining oil field production. Some local leaders are looking for economic diversification strategies. Increased tourism has been selected by the community economic development team as one of several diversification strategies to generate more jobs and income for Rangely.

In the last decade, tourism has been growing slowly with hunting being the major source of tourism income. Primary recreational and visitor activities are based upon pass-through traffic: people traveling between major National Parks and Monuments in the West, weekend visits from regional markets, and hunting. Dinosaur National Monument is also located within 20 miles of Rangely and generates traffic for the area. This monument is along routes that connect Yellowstone National Park, Canyon Lands Monument, and the Grand Canyon National Park.

Purpose of Tourism Expansion and this Plan

Local economic development leaders are interested in evaluating the existing tourism base and area attractions to determine the best methods for expanding tourism in Rangely and the surrounding area. The purpose of this initial effort is to: (1) Develop a vision for the future of tourism in the Rangely area; (2) Select tourism and recreation themes that will be the basis for future tourism marketing; (3) Recommend projects to improve the tourism and recreational resource base of the area; and (4) Identify tourism promotional projects to begin expanding the Rangely tourism marketing program.

Adoption of this tourism plan is an initial effort to begin organizing and expanding the tourism industry in Rangely and Rio Blanco County. The information provided in this plan will be the basis for organizing a tourism group in the area and to eventually establish an expanded tourism development and marketing program that will help expand businesses and job opportunities for area residents.



Description of Area Tourism Resources

Scenic Drives

A Tourism Task Force is being organized by the tourism business sector in the town of Rangely to look into the expansion of the tourism industry in the western part of Rio Blanco County. The efforts of the towns of Rangely and Meeker will be coordinated in order to strengthen the tourism development efforts in the County. The town of Dinosaur in Moffat County will also be included in these expansion efforts because it is the gateway to Dinosaur National Monument. Situated on US Highway 40, a major east/west travel route, Dinosaur is also the location of the Colorado Welcome Center.

The town of Rangely and Rio Blanco County have extensive recreational and historic resources that can attract additional visitors to the area, including vast public lands and waterways.

Examples of these resources are:

The extensive public lands provide a wide range of scenic drives and roads that can be used to attract people to the area. Combined with other tourism resources, these routes can keep visitors in the area for longer periods of time and create opportunities to expand the tourism offerings of the area.

Petroglyphs and Native American Sites

Rangely is in the heart of the Fremont Culture, the heritage of an old Native American Nation once located in the region. This area has numerous petroglyphs and other Ute Nation historic sites that are important in the history of the West.

White River National Forest

The 362,000 acres of the White River National Forest within Rio Blanco County offers a wide range of outdoor recreational activities such as camping, hiking, four-wheeling, hunting, etc.

Dinosaur National Monument

This National Monument is an outstanding dinosaur excavation. Its visitor center and display museum provides one of the best displays of dinosaur bones in the world. The park also has dramatic views of the Yampa and Green River canyons.

Canyon Pintado

This area's archaeological sites have received designation as a National Historic District. This canyon has the potential to increase visitation to the area due to its unique resources.

BLM Lands

The Bureau of Land Management (BLM) has nearly one and a half million acres in and around Rio Blanco County. These lands are managed for multiple uses and offer opportunities for various outdoor adventure experiences.

Trails

The region has an extensive range of trails for snowmobiling, hiking, biking, cross country skiing, and scenic driving. These remote trails offer a unique experience for the desert trail user.

Rivers and Steams

An important resource for the area is the 100 miles of the White River that could be used for canoeing and float boating if accesses are developed. There are also excellent fishing opportunities on 200 miles of the White River as well as many small lakes in the east.

History

This area has a rich history with extensive prehistoric resources, such as: (1) Historical sites and battle grounds of the Mountain Ute Nation; (2) Pre-historic rock art and other sites from the Fremont Culture; (3) Working ranches; and (4) Working mines and oil and gas fields. The Rangely Museum Society also manages other facilities that can be used to attract visitors to the area.

Hunting

Hunting is a long established activity that attracts a large number of hunters. This is the heart of the area's existing tourism industry.

Events Facilities

The Rio Blanco County rodeo grounds and Colorado Northwest Community College have major facilities for events and small conferencing. While these facilities have not been fully utilized in the past, they provide a major resource that could be used to attract events and small conferences to the area. These events will be tailored to fit into the community culture and scheduled during slow seasons in the present tourism industry. The Tourism Task Force and the Columbine Park Steering Committee are willing to expand the programming at the rodeo grounds. These activities will fit closely to other festivals and local events in existence or under consideration by the community.

Community Attractions

The town of Rangely has several community resources such as the Rangely Museum, the golf course, and the area reservoir. While these resources have been developed for the local citizenry, they provide a basic resource that can be used to serve visitors as well.

Watchable Wildlife

The Colorado Division of Wildlife manages 43,000 acres of public lands within the county, with ample wildlife resources including several species of watchable wildlife. These resources can be developed so others can enjoy the wild animals and birds of this region.

"...ample wildlife resources... [which] can be developed so that others can enjoy the wild animals and birds of this region."



Ten-Year Vision For Tourism in the Rangely Area

The Rangely Tourism Task Force has identified a vision for the future of tourism in the Rangely area. Key goals of the vision are to expand the tourism industry, to diversify the local economy, and to provide year-round business opportunities for local business owners. A key objective is to attract a larger group of people who fit the profile of individuals who want to recreate in the area and will help support Rangely businesses. Elements of this tourism vision are:

- ◆ A natural resource-based tourism industry that helps stabilize and diversify the local economy.
- ◆ Expanded access and information to trails and outdoor adventure activities so visitors can easily find and use these resources.

- ◆ Target markets that want to see the modern west with strong connections to its roots.
- ◆ A year-round tourism industry that provides for a balanced economy and full-time businesses to support the needs of the tourism industry.
- ◆ Expansion and development of the historic resources of the area to tell the story of western development in Rio Blanco County.
- ◆ Preservation of the small community western culture of Rangely. This environment is the very essence that draws area visitors. The attractions that will be developed and expanded will fit within this theme.
- ◆ Expanded access for fishing and float boating on local waterways.
- ◆ Additional events and activities to attract visitors to the area and entertain local residents.



Tourism Theme Development

Western History

Rangely and Rio Blanco County have an extensive range and amount of recreational and tourism resources that attract visitors to the area. In order to expand visitation to the area, a set of themes will be identified, developed, and marketed. The major themes that will be considered for the area are:

Outdoor Adventure

Rangely is rich in western ranching and energy development history. Today, you still can see working oil and gas operations and ranches in the area and still get that western "wide open" wild feeling in this sparsely populated area.

Scenic Drives/ Watchable Wildlife

The rural and remote conditions in Rangely and Rio Blanco County provide excellent opportunities and capacity for increased use through a wide variety of Colorado's outdoor activities and adventure experiences.

Trails

Several local roads provide scenery and access to historical sites and recreational lands. This area also has extensive wildlife, unlike the eastern part of the state. Wildlife such as eagles, elk, bear, mule deer, antelope and other species are abundant.

Hunting

Rangely and Rio Blanco County have the resources to develop an extensive trail system in the area. Float boating access sites on the White River, snowmobile, cross country ski, and hiking/biking trails on BLM public lands and Dinosaur National Monument provide the basic resources to expand trail use and attract additional visitors to the area.

Hunting is the major tourism sector in the area. While it is not expected to grow beyond its present size, it offers the possibility to cross sell other

	activities that may draw these individuals back to the area during the non-hunting seasons.
Rock Art and Geology	The Rangely area has extensive rock art from the Native American Fremont Culture period. In addition, its geology is extraordinary and also contains dinosaur fossil sites in the vicinity.
The Dinosaur Diamond	The Colorado communities of Fruita, Rangely, and Dinosaur along with the Utah communities of Price, Vernal, and Moab are developing the concept of a Dinosaur Diamond program to develop this region as a destination area for visitors interested in dinosaur resources. Rangely will be along the designated route for this program and could participate in this programming effort.
Tourism Development Strategy	<p>While Rangely and the surrounding area have extensive recreational resources, there is a need for recreational development projects, organization, and better information to help the visitor in their use of the recreational resources. The major efforts require technical assistance from the BLM in documenting and developing information for the existing recreational and tourism experiences in the area.</p> <p>Some funding will be needed to print the tourism information and on-site signing for trails and other recreational uses on public lands. There may be some funds available through state programs such as the Colorado Historical Society, Great Outdoors (GO) Colorado, scenic byway funds or funds from the federal land management agencies in the area.</p> <p>Key development activities that are needed are:</p> <p>Several improvements will be needed to help expand recreational opportunities. The bulk of this effort will be placed in identifying and marking river and land trails. Expanded trails can quickly help expand the tourism offerings of the area.</p>
Recreational Improvements	
All Terrain Vehicle (ATV) Routes	The vast holdings by the Bureau of Land Management provide the environment to develop an ATV trail system in Rio Blanco County. This trail would provide motorized access to a wide variety of public lands.
Recreational Information	The area needs to identify specific trails, public lands that can be used for trail programs, watchable wildlife sites, scenic routes, tours of working ranches and oil/ gas operations, archeological or paleontological sites; and provide other information that helps guide visitors to recreation and other tourism uses.
Events and Conferences	Rangely has the facilities to hold small conferences and events. The community college and rodeo grounds have excellent resources that could easily handle a wide range of activities. The Tourism Task Force will enter into discussions with these two organizations to determine the feasibility and extent that Rangely could use these resources to host this

Historical Resources

component of the tourism industry. If these two college and county organizations are willing to host events, the Rangely Tourism Task Force will begin to develop a program to attract such activities.

The Rangely area is rich in history on which more materials could be developed. Additional work is needed to document this history and develop a strategy to protect petroglyphs and other historic resources of the area.

Initial Promotional Activities

Within one year, the Rangely Tourism Task Force will initiate promotional activities in the areas of public relations, internal marketing, conference center promotion, promotional materials and their effective display. As a part of these activities, certain promotional products and their distribution will be thoroughly addressed in the Year One Work Plan.

Public Relations

The Task Force will identify three travel writers (for example, travel writers for the Denver Post, Rocky Mountain News, and the Salt Lake City, Utah paper). A tourism task force volunteer will write two or three news releases for these travel writers and call them three times during the year with tourism information about Rangely, Dinosaur, Rio Blanco County, and the surrounding area.

Promotional Materials and Their Display

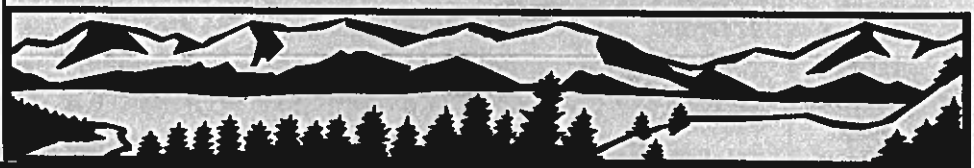
The Task Force will develop a series of one color informational flyers to help attract and inform visitors on the recreational resources of the area. Separate flyers will be developed for bike, ATV routes, float boating routes and landing locations, rock art locations, scenic auto routes, and other recreational site locations.

The Task Force will also concentrate on placing this information in visitor centers and Rangely/Dinosaur businesses that cater to visitors. They will also plan the development of a kiosk that will display interpretive and tourism information about the area in some downtown location.

Conference Center Promotion

A conference / events folder will be developed for distribution in Western Colorado. This folder will include events information on the Community College and rodeo grounds, hotels, restaurants, and other conference services available in the community, and things to see and do while visitors are in the area.

"A conference / events folder will be developed ...which will include... things to see and do while visitors are in the area."



Internal Marketing

The Tourism Task Force will develop an informational program to inform local residents about the extensive recreational and tourism resources of the area. It will also describe the importance of the tourism industry to the health of the local economy.

Year One Work Program

In order to accomplish the activities and projects outlined in this report, the Rangely Tourism Task Force will accomplish the following during the marketing program's first year:

Development of Rangely Tourism Task Force



The tourism business group will formalize a new working tourism group known as the Rangely Tourism Task Force with membership from the Rangely/Dinosaur tourism business community, federal land management agencies, and interested citizenry. The Task Force might accomplish many of its coordination efforts through the "White River Partnership" that is already active in the area. In addition to the development of the marketing information, the Task Force will:

- ⇒ Meet with the Rio Blanco County Tourism Lodging Tax group to identify marketing efforts needed by the Rangely Tourism Task Force. Since the lodging tax is distributed to only two communities, joint programming will maximize the area's limited marketing budget.
- ⇒ Meet with representatives of BLM and Dinosaur National Monument to create the new informational and promotional products needed by the Rangely Tourism Task Force.
- ⇒ Meet with tourism representatives from Meeker and Moffat County and tourism businesses located outside the city limits of Rangely.
- ⇒ Participate with the Utah and Colorado communities who will implement the Dinosaur Diamond marketing concept in 1996.
- ⇒ Organize a working group that will begin to sponsor and organize local events and activities that will begin to attract more visitors to the area. Several local residents already have ideas and are willing to help develop these programs.

Production of Promotional Materials

Create a series of simple promotional and informational materials that will help attract and guide visitors in the use of the area resources. Specific materials to be developed are:

- A map, viewing sites, and descriptions of key wildlife for the Rio Blanco County as part of the community watchable wildlife program.
- A map of scenic back country roads. These routes will be loop trips that start and end back in Rangely.
- A map identifying access to the White River for individuals interested in float boating or canoeing on the river and nearby streams.

Distribution of Promotional Information

- Signage and an informational flyer to help individuals use an ATM trail, for which specific routes which will be identified.
- A more extensive informational flyer on the rock art of the area and detailed signage and location maps for the visitor. This project will build on the existing informational program already prepared by the BLM.
- A conference center/events package for Rangely.

Development and expansion of kiosks and informational racks so visitors can obtain local tourism information. Key activities will be:

- ♦ Installation of an informational Kiosk in front of the Chamber office at City Hall for visitors who come into Rangely when the existing Chamber office is closed. A similar kiosk will be erected in the Town of Dinosaur.
- ♦ Purchase of small brochure racks that will contain only Rangely, Dinosaur, and Rio Blanco and Moffat County tourism information. These brochure racks will be distributed to all local tourism related businesses in the two communities.

News Releases

Provide a series of news releases and other public information that will inform people in Utah and Colorado about the tourism resources available in Rio Blanco County. Key components will include:

- √ Information on the size and impact of visitors to the area. This will be provided to the local paper so information about the local tourism industry is provided to local residents.
- √ Identification of a local volunteer who will provide tourism information about Rangely to travel writers from major newspapers in Utah and Colorado and specialized magazines that cater to the target markets identified for Rangely.

Funding Development

A working group of the Tourism Task Force will meet to solicit funding from the Great Outdoors (GO) Colorado program, the Colorado Historic Society, the BLM, and other organizations who may have funds to invest in the development of resources that will help expand the local tourism industry in the Rangely area.



Western Entrepreneurial Network

Developed for the Town of Rangely and the Rangely Area Chamber of Commerce by John Sem, Tourism Development Specialist, and Shauna Palmer, Research Assistant, of the Western Entrepreneurial Network at the Colorado Center for Community Development, University of Colorado at Denver; (303) 556-6010.