




# Rangely Main Street Program STRATEGIC PLAN 2023-2028



TREAD is the organizational name for the Rangely Main St. Program, which became an official Main Street Program in 2020.

	TEAM RANGELY ORGANIZATION	We are Team Rangely, and our Main Street approach helps mobilize partnerships to leverage the best that small town Colorado has to offer.
	ECONOMIC EV	We drive economic resiliency to support our current businesses while exploring new ways to expand our economy.
	ADVOCATES PROMOTION	We are boosters of Rangely, promoting the power of place and supporting events that connect locals and visitors with business.
	DEVELOPMENT DESIGN	We advance character-based economic development by enhancing the quality of life represented by our built environment.

## MISSION STATEMENT

The Rangely Main Street Program is devoted to working together as a community to preserve our small-town identity while developing a vibrant downtown attractive to residents, businesses and tourists.

## VISION STATEMENT

TREAD invites diverse partnerships to drive economic resiliency, promotes power of place, and enhances the quality of life in our community.



## Strategic Priorities

TREAD carries out its Mission and strives to achieve its Vision through its focus on four Strategic Priorities. These four Strategic Priorities define the Program's focus and serve as the foundation for identifying projects TREAD undertakes. Our work aligns with the Main Street Community Four Point Approach for Community Transformation and is a result of collaborative partnerships with the town, county, local and regional organizations, and businesses.

1. Create a succession plan that embeds diversity across the community
2. Balance championing and supporting community events
3. Continue to advance aesthetic and infrastructure improvements along Main Street



**COLORADO**  
Department of Local Affairs

# Projects & Activities to Advance Strategic Priorities

Projects and Activities define how TREAD will begin advancing each Strategic Priority through both short- and long-term projects and identifies different activities that are needed to support project implementation.



## 1 Create a succession plan that embeds diversity across the community

### Projects

- Attract desirable, qualified candidates to maintain strong performance standards and prepare others to lead on the Board
  - Youth, including high school and college-aged students
  - Middle-aged residents, as this age range is Rangely's largest population
  - New residents to bring new perspective
  - Business owners, which is a major stakeholder group
- Promote accomplishments to demonstrate board-driven value and impact
  - Communicate and market the board member opportunity
  - Target market to identified audiences
  - Educate others on the purpose of the TREAD program
- Develop formal succession plan
  - Review 3 other Main Street Program's succession plans to gather ideas
  - Identify future successors for leadership to ensure continuity of the TREAD program

## 2 Balance championing and supporting community events

### Projects

- Create event planning packet for educating others and consistent planning
  - Develop checklist to guide planning (e.g., obtain licenses, forming board, etc.)
  - Identify guiding principles such as marketing, points of contact, business owner impact
- Design exit plan for TREAD supported projects
  - Consider project support lifecycle
  - Specify when TREAD should step away to let others take full ownership
- Initiate and or support events that support TREAD Program mission as they arise
  - Hometown Heroes, Arbor Day, SeptemberFest Parade and others
  - As residents approach TREAD with event ideas, provide support with education so they may lead successful events while maintaining ownership

## 3 Continue to advance aesthetic and infrastructure improvements along Main Street

### Projects

- Seek grant funding for construction of multi-modal improvements to the East Entrance
- Create attention-getting space for those driving through to stop
- Increase artwork representation
- Develop Main Street design standards and make accessible
  - Create a repository for documents
  - Consistent standards (font, dimensions)
  - Infrastructure and sidewalk standards
- Continue to seek funding to engineer segments of Trails Master Plan
- Continue to seek funding for sidewalk widening
  - Gather budgeting feedback



### IMPLEMENTATION FRAMEWORK

