CITY OF IDAHO SPRINGS
1711 Miner Street
P.O. Box 907
Idaho Springs, CO 80452-0907
Telephone (303) 567-4421
FAX (303) 567-4955

NOTICE AND AGENDA
BUSINESS AND COMMUNITY PROMOTIONS BOARD
Idaho Springs City Hall
1711 Miner Street
Tuesday, February 18th, 2025 2:00 p.m.

NOTICE AND AGENDA OF VIRTUAL BUSINESS AND COMMUNITY PROMOTIONS BOARD REGULAR MEETING

Tuesday, February 18th, 2025 2:00 p.m.

I. Call to Order
II. Roll Call
III. Approval of Agenda
IV. Approval of the Minutes of January 21st, 2024
V. Public Comments
VI. Conflict of Interest
VII. Director Report
VIII. Action Items
a. Motion to approve the 2025 Collaborative Marketing Plan: City of Idaho Springs
b. Motion to approve the Spring Launch Module: April – May
c. Motion to make a recommendation to remove several parking kiosks in Downtown and install parking flags at key locations.
IX. Discussion
a. Branding update from the workshops
b. Survey Feedback Summary-action plan for follow up
c. Parking plan recommendations for City Council continued discussion
d. Miner Street Activation & Encroachment Agreements
X. Open Floor
XI. Closing Remarks
a. Next Meeting Monday March 17th 2pm
XII. Adjournment

REMOTE MEETING PUBLIC ATTENDANCE AND PARTICIPATION INSTRUCTIONS

The Public is able to view and hear this meeting remotely at the following address on the City's website:
https://cityofidahosprings.colorado.gov/your-government/live-meetings-packets

The Public is able to participate in person and remotely by utilizing the link below:
Join Zoom Meeting
https://us02web.zoom.us/j/84267608096?pwd=h4DtTUPsjuF1ndWUw8YWfAnghTBCC7.1

Webinar ID: 842 6760 8096
Passcode: 906156
For Unscheduled Public Comment, please sign-in the chat of the meeting each individual that is providing public comment is limited to three (3) minutes.

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NOTICE AND AGENDA
BUSINESS AND COMMUNITY PROMOTIONS BOARD
Idaho Springs City Hall
1711 Miner Street
Tuesday, January 21, 2025 – 2:00 p.m.

MINUETS
BUSINESS AND COMMUNITY PROMOTIONS BOARD
REGULAR MEETING
Tuesday, January 21, 2025 2:00 p.m.

I. Call to Order
a. The meeting was called to order by the Director at 2:01pm

II. Roll Call
a. All Board Members listed below were present in person
i. Steve Indrehus, Tommyknocker Brewery
ii. Tara Worley, Marigolds Flowers
iii. Jennie Kim, 6&40 Motel
iv. Lana Hearne, Club Hotel
v. Andy Marsh, City of Idaho Springs
vi. Katie Yard, Yards
vii. Lindsay Valdez, Two Brother's Deli

III. Approval of Agenda
a. Andy Marsh made a motion to approve the agenda
b. Steve Indrehus, 2nd, all in favor, motion passes

IV. Approval of the Minutes of December 16th, 2024
a. Lana Hearne made a motion to approve the minutes from 12/16/24
b. Tara Worley 2nd, all in favor

V. Public Comments

VI. Conflict of Interest
a. None reported

VII. Director Report
a. No action taken

VIII. Action Items
a. Lindsay Valdez made a Motion to approve Community Engagement: Survey via google forms, with the addition of demographic date, while keeping the survey anonymous.
i. Katie Yard 2nd, all in favor, motion passed
b. Collaborative Community Beautification Program in partnership with Scraps to Soil
i. Decision was made to have a meeting bringing together some other key stakeholders and non-profits to find current projects and additional information prior to adopting this program.

IX. Discussion
a. Parking Management Program
i. The board is discussing a managed parking program on the East End, proposing 2 hours of free parking followed by a $2.50 fee for the 3rd hour. Concerns include consistency across town, the impact on businesses, and enforcement challenges. Options like a validation program and partnerships for additional parking are being explored to balance community and business needs. We will continue to explore the options with a goal of making a recommendation to City Council by March.

b. Colorado Tourism Management Grant (TMG)- through CTO
    i. We are applying with a collaborative branding and wayfinding project. This initiative partners with VCMP, ARGO, and the City to enhance visitor experience and connectivity.
c. Proposal from Imagine Agency- Social Media management
    i. Decision was made to table this proposal till we can get a better understanding of the scope of our needs in 2025

X. Open Floor

a. none

XI. Closing Remarks

a. Next Meeting Tuesday February 18th 2pm
b. This meeting will be held 100% virtually

XII. Adjournment @ 3:44p by Director

Director's Report

Business and Community Promotions Board Meeting
February 18th 2025-Virtual Only

Overview & Key Updates
I have been focusing on advancing our marketing initiatives, community engagement efforts, and event planning for 2025. We have made progress in finalizing the Events & Activation Schedule as well as the Marketing Plan.

1. **Media Day Summary:** On January 22, 2025, Idaho Springs hosted Media Day, an event designed to inform media sales representatives about the transformational projects underway in our community. This included the Downtown Master Plan, MACC, Virginia Canyon Mountain Park development, and strategic marketing initiatives for 2025 and beyond. The event provided an in-depth look at the significant investments and revitalization efforts shaping the future of Idaho Springs.
    a. The day began with a tour of the Argo Mill and Tunnel, followed by presentations at the Majestic Offices detailing:
        i. The Downtown Master Plan and the vision for Miner Street's redesign
        ii. The MACC project timeline and its anticipated impact
        iii. The development of Virginia Canyon Mountain Park as a premier outdoor recreation destination
        iv. Idaho Springs' strategic marketing initiatives for 2025
    b. **Impact & Media Coverage:** Media Day generated immediate results including:
        i. **Colorado Mountain Town Prepares for a Makeover, Years in the Making,**
        ii. CBS News Story : Idaho-springs-colorado-prepares-makeover
        iii. Ongoing conversations about partnerships, marketing opportunities, and future media collaborations
    c. **Feedback from Attendees:** The event was met with overwhelmingly positive responses, with attendees expressing excitement and enthusiasm for the vision ahead:
        - ✔ *"It was awesome. I haven't left a meeting that energized in a long, long time."*
        - ✔ *"Can't stop talking about it."*
        - ✔ *"True innovation, entrepreneurship, and everyone rowing in the same direction."*
        - ✔ *"Pride of community in motion."*
        - ✔ *"We are excited for the opportunity to partner."*
    d. **Attendees & Media Representatives:** Media representatives from broadcast, digital, radio, and outdoor advertising attended, including:
        i. KDVR, KCNC, KMGH, KXRM, iHeart Media, Outfront Outdoor, Lamar Outdoor, and Comcast
2. **Marketing & Branding Initiatives**
    a. **Ember Updates:** Our branding workshop with EMBER was a key step in refining our target audience, mission, and purpose for Idaho Springs. Following the workshop, Nate and I met several times to deepen the strategic direction, ensuring that our approach aligns with both community values and long-term marketing goals. We now have a recommended direction that we will be presenting to the board, which will serve as the foundation for the next phase—developing Idaho Springs' visual identity. Once the branding elements are finalized, we will move into website framework development to ensure a cohesive and engaging online presence.
        i. To guide this process, we are looking at Visit Palisade, Colorado and Official Visitor Information for Pagosa Springs, Colorado as reference points for website structure and user experience. The branding and marketing strategy is on track for

completion by the end of March, providing a strong foundation for consistent messaging, community engagement, and long-term promotional efforts.

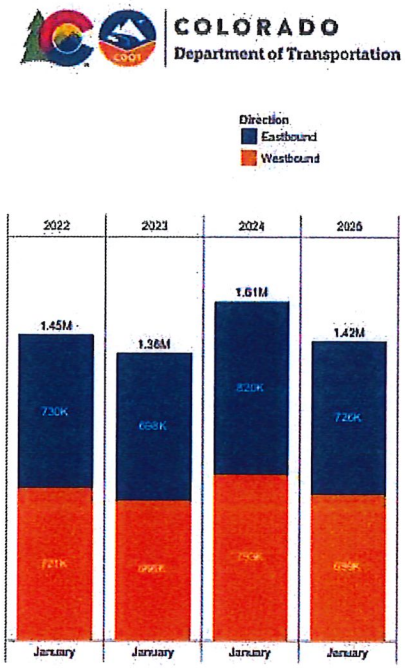
b. **Digital Strategy**: We are exploring a small paid social media budget for targeted digital advertising in the summer months, while the April/May, September/October, and November/December marketing modules will focus on organic content, streaming service advertising, TV ad buys, digital ad placements, and business promotions through buy-in programs. These details are outlined in the Marketing Plan being presented for adoption today.

   As digital platforms should remain our primary method of communication for the Target audience identified, I recommend that we contract a dedicated Social Media Manager to ensure a consistent and effective digital presence. Based on the quotes received, additional funding may be necessary to support this effort.

   i. The BCPB has not allocated a large budget for paid social media ads, though a small, targeted advertising budget is under consideration.
   ii. Idaho Springs is working with EMBER on branding and strategic planning, which will be completed by March 2025. Given this, the board will not be investing in additional social media strategy work at this time.
   iii. To support our social media management and content creation needs, a proposal from Newton & Twelve3 Media, a local Idaho Springs resident, has been submitted for consideration. Their scope includes:
      1. March Discovery Phase – Collaborating with EMBER to align on strategy and social planning.
      2. April – December 2025 Social Media Management: 8-10 posts per month
         a. Development of monthly content calendars & asset creation
         b. Monthly performance reports & analytics
      3. Investment: $22,500 ($2,500 per month)
         Paid Social Media Advertising – Twelve3 has also proposed a paid advertising strategy to expand reach and impact, though this would require additional budget allocation.
   iv. **Clear Creek County Collaboration**: Ongoing discussions on how to align efforts between Idaho Springs and Clear Creek County Tourism, utilizing Placer.ai data to refine our visitor targeting strategies. I have met with all the leaders in tourism in Clear Creek County to identify ways to work together to expand our reach.

3. **Community Survey**: Launched an anonymous community survey to gather feedback on key topics, including parking, downtown redevelopment, and events. A reminder email was sent out, and results have been compiled for review, we got over 50 responses. I have developed a summary report and a suggested action plan.
4. **Event Planning & Activations**
   a. **Finalizing the 2025 Events & Activation Schedule –** Identified opportunities for additional business activations, seasonal campaigns, and micro-events to enhance community engagement. Work is underway to secure key sponsors and funding sources for larger community events. We are also outlining event timelines and action plans to ensure smooth execution throughout the year.
   b. **Miner Street Activation Plan for 2025 –** We are working to determine the date for closing Miner Street to traffic and beginning discussions around encroachment areas. Collaboration with city staff is ongoing to clarify the permitting process for activation spaces on Miner Street. Feedback from the board is needed on the types of activation activities you would like to see incorporated into Miner Street Market.
   c. **Mural Restoration Project** – Continued coordination with multiple stakeholders to ensure a collaborative and respectful restoration process that honors the original vision of the artwork while maintaining community involvement.

5. **Business & Community Engagement**
    a. **Parking Concerns & Business Feedback:** Received additional feedback from business owners regarding paid parking, fine structures, and off-season enforcement. These concerns will be presented for discussion, along with growing requests for a parking validation program for businesses.
    b. **Downtown Resiliency & Construction Impact**: As we continue to monitor business impacts related to I-70 and Miner Street projects, we are exploring strategies to support businesses in maintaining visibility and customer engagement during fluctuating traffic patterns and ongoing construction.
        i. **Traffic Trends & Insights**
            1. The Mountain Corridor Monthly Traffic Count Comparison for West Idaho Springs highlights notable fluctuations in January traffic volumes from 2022 to 2025:



            2. **2024: 1.61M total** (Eastbound: **820K**, Westbound: **793K**)
            3. **2025: 1.42M total** (Eastbound: **726K**, Westbound: **699K**)
            4. This data reflects a significant downturn in traffic from January 2024 to January 2025, with a drop of nearly 190K vehicles.
        ii. **Proposed SEO/SEM Business Support Workshops:** To help businesses adapt to these trends and strengthen their digital presence, we propose free SEO/SEM workshops with an expert, along with mini consults to provide tailored guidance. This initiative aims to equip businesses with tools to maintain customer engagement and revenue despite shifting traffic patterns. Board input on scheduling and structure would be valuable as we move forward with planning.
            1. Optimizing websites for search engines to attract visitors
            2. Enhancing digital marketing strategies to offset traffic downturns
            3. Maximizing paid and organic reach for business visibility
        iii. **Workshop Details:**
            1. Two sessions: One in March and one in April held during the workday
            2. Which days of the week would be ideal for maximum attendance

KIOSK REMOVAL PROPOSAL

Miner Street Kiosks

PARK
IDAHO SPRINGS

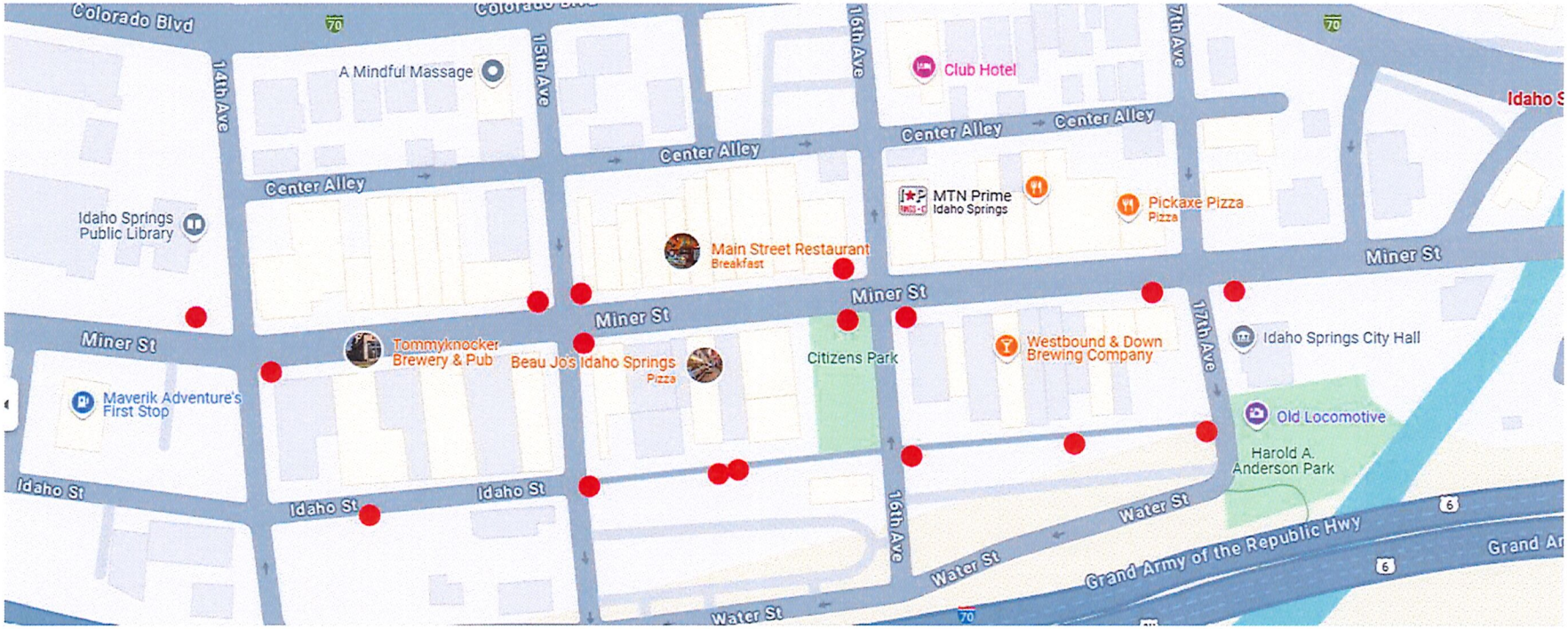
WHY?

KIOSK UTILIZATION HAS BEEN TRENDING DOWNWARD.

MORE OPPORTUNITIES FOR MARKETING WITH FLAGGED KIOSKS.

PROMOTES DOWNTOWN ACTIVATION BY ENCOURAGING VISITORS TO WALK.

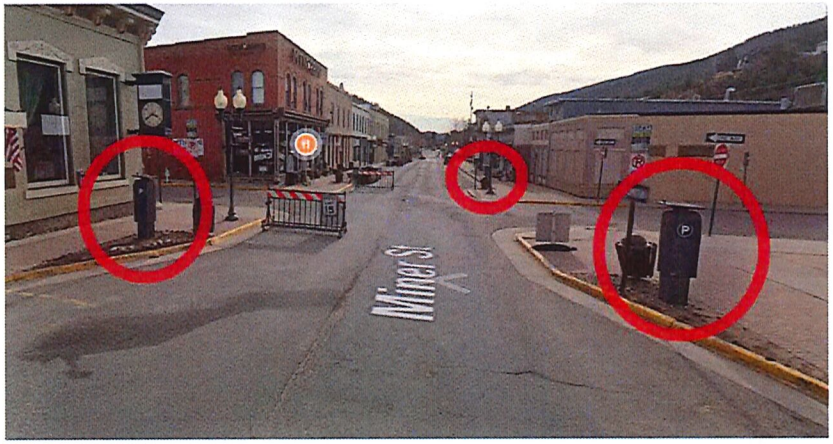
REMOVING THE CLUTTER ALONG MINER STREET

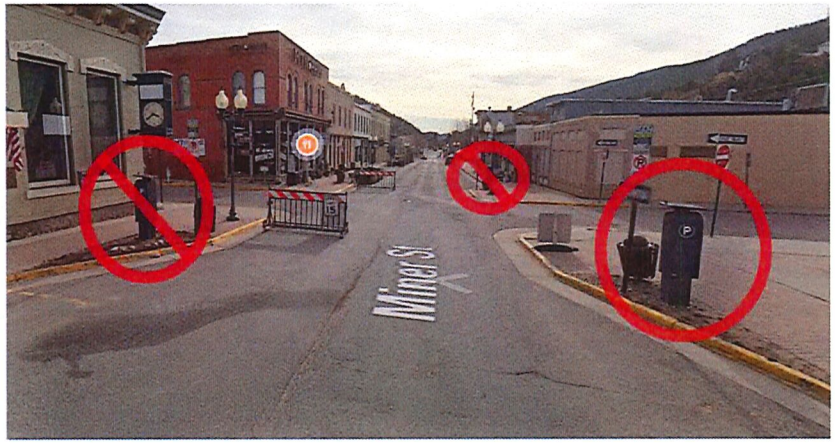


MINER STREET AND 14TH AVENUE

MINER STREET AND 15TH AVENUE

MINER STREET AND 16TH AVENUE



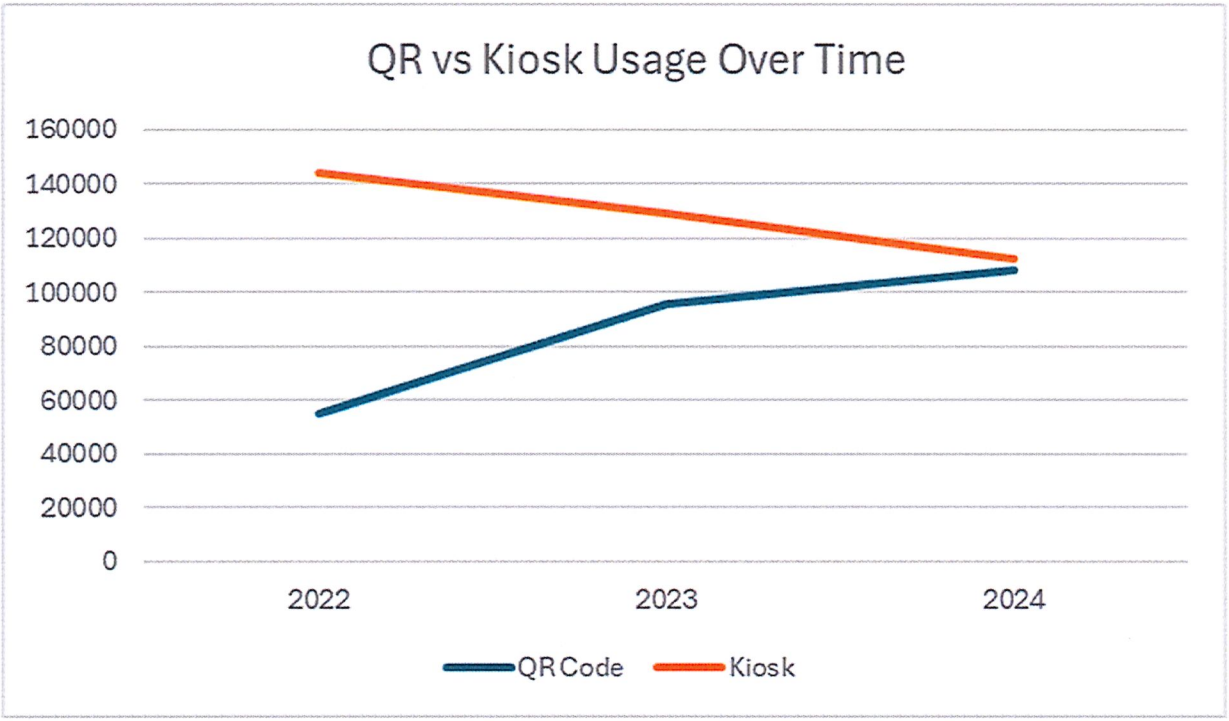


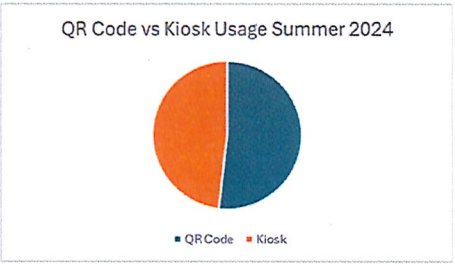
MINER STREET AND 17TH AVENUE

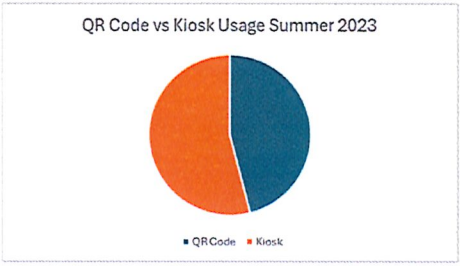
DURING PEDESTRIAN MALL

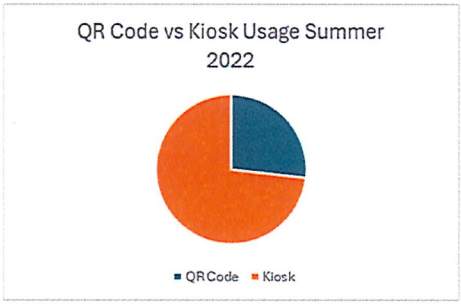
ADD FLAGS TO REMAINING KIOSK FOR VISIBILITY

KIOSK UTILIZATION TRENDING DOWNWARD









BRANDING HAUS
BUENA VISTA, COLO.
EST. MMXVII

EMBER DESIGN
(HELLO@WEAREEMBER.COM)

EMBER DESIGN

INTERNAL BRAND

VISIT IDAHO SPRINGS

BRAND STRATEGY

38.8422° N, 106.1311° W

SECTION 1

TARGET USERS

Idaho Springs' target users are the specific groups of people the brand aims to attract based on their needs, interests, and behaviors. These users matter because effective marketing isn't about reaching everyone—it's about reaching the right people with the right message.

The following users will serve as a North Star, guiding our visual identity, marketing materials, and messaging strategy.

TARGET USERS
PRIMARY

SOCIAL SOPHIE

At 34 years old, Sophie is all about balance—she works hard as a Project Manager in Aurora, CO, making $96,000 a year, but she prioritizes her free time. She lives for experiences over material things, filling her weekends with outdoor activities, time with friends, and small getaways. She rents a modern apartment in Aurora but rarely stays in one place for long, always planning her next adventure with her boyfriend and her rescue Blue Heeler. She loves the convenience of city life but escapes to the mountains whenever she can, loading up her Subaru with her bike and weekend gear.

She shops at Trader Joe's, enjoys discovering local coffee shops and breweries, and values places that feel welcoming and authentic rather than overly polished or touristy. Sophie doesn't need a luxury resort—she's happiest finding off-the-beaten-path destinations where she can unplug, recharge, and feel like a local.

Demographics
Age: 34
Location: Aurora, CO
Job: Project Manager
Salary: $96K
Drives: Subaru
Status: Has a boyfriend

Hobbies and Interests
Mountain biking, but **NOT** a pro
Hiking & Snowshoeing
Yoga & Wellness
Live Music & Social Events
Casual history buff (enjoys storytelling)

Core Values
Ethical choices
Work-life balance
Authenticity over hype
social connection & community

What drives her to Idaho Springs?

It's close but feels like a true escape. – Sophie wants a getaway that's easy to reach but feels different from her daily routine. Idaho Springs gives her that just-far-enough feeling.

I like places that feel local. – Sophie prefers towns with character, where she can support small businesses and enjoy laid-back, welcoming vibes rather than crowded tourist hubs.

I want a place with variety. – She's active, but not extreme. Idaho Springs offers biking, hiking, boutique shopping, live music, and good food—all in one place.

Why Idaho Springs?

For Social Sophie, Idaho Springs is the perfect balance of adventure, community, and relaxation. She wants a place where she can bike, shop, listen to music, and grab a drink—all in one weekend or daytrip getaway. She's drawn to the town's authenticity, variety, and welcoming energy. Unlike resort towns, Idaho Springs makes her feel like she belongs, rather than just visiting.

She's not a hardcore thrill-seeker, but she's is attracted to the new trail-system and always looking for her next experience. Whether it's discovering a new boutique store, learning to fish, or just grabbing a local beer after a long hike, Idaho Springs offers exactly what she's looking for.

TARGET USERS
SECONDARY

FOSTER FAMILY

Jake and Emily Thompson are a Colorado Springs-based family who prioritize making lasting memories with their two kids, ages 8 and 11. Jake works in tech, while Emily is a stay-at-home mom building a social media presence focused on healthy family-friendly cooking. They enjoy road trips to National Parks, outdoor activities, and educational experiences that engage both parents and kids. Budget-conscious but experience-driven, they seek destinations that offer a mix of adventure, learning, and relaxation for the whole family.

Demographics
Age: 40 (him) 38 (her) 8, 11 (kids)
Location: Colorado Springs, CO
Job: Tech (him) Stay-at-home-mom (her)
Salary: $185K (combined)
Drives: Jeep Renegade / RAV4
Status: Married

Hobbies and Interests
Exploring easy hiking trails
Zoos, museums, and historical sites w/kids
Growing Social media channel
Community events, BBQs, and soccer games
Planning road trips to National Parks

Core Values
Family Time
Making Memories
Community Involvement
Experiences

What drives them to Idaho Springs?

They want a destination that combines outdoor adventure with engaging experiences for kids.

They look for places close to home that feel like an escape without extensive planning.

They value opportunities to mix fun and education, especially in historical and nature-based settings.

Why Idaho Springs?

Idaho Springs offers the perfect blend of adventure, history, and relaxation for families looking to explore Colorado. With easy hiking trails, historical attractions, dog-friendly spaces, and a welcoming small-town atmosphere, it’s an ideal weekend destination. Parents can enjoy local breweries, unique shopping and dining while kids stay engaged with interactive learning experiences like the Argo Mill and outdoor activities.

TARGET USERS
PRIMARY

TRAILBLAZER TRAVIS

Travis is a 32-year-old single IT professional living in North Metro Denver, earning $80K a year. He rents an apartment in RiNo and drives a built-up Chevy Colorado. His life revolves around mountain biking, car camping with friends, and socializing over craft beer. He frequently takes weekend trips to top biking destinations like Moab and Fruita and isn't afraid to travel out of state for multi-day biking and camping trips. He's into crypto, sports betting, and the latest tech, always looking for gear that enhances his active lifestyle.

Demographics
Age: 32
Location: Denver, CO (RiNo)
Job: IT Professional
Salary: $80K
Drives: Chevy Colorado
Status: Single

Hobbies and Interests
Mountain Biking → Technical Trails
Season Passes / Bike Park and Ski Pass
Pickleball
Car Camping
Watching Soccer

Core Values
Friends & Social Life
Outdoor Lifestyle
Challenge & Adrenaline
Independence & Freedom

What drives him to Idaho Springs?

He's looking for quick-access mountain biking trails close to Denver for after-work and weekend rides.

He values good beer and casual food options after a ride, preferring a local brewery over a fancy dinner.

A fan of Floyd Hill, he's excited about the newly built Virginia Canyon Mountain Park trails, which are generating buzz alongside Idaho Springs' growing bike scene, offering fresh terrain and new challenges.

Why Idaho Springs?

Idaho Springs is the ideal close-to-Denver biking destination, offering new, rugged trails that push his limits without requiring a long drive. The Virginia Canyon Mountain Park adds a fresh spot to his riding rotation, and after a tough ride, he can grab a craft beer and a slice of pizza without breaking the bank. The town's authentic, no-frills mountain vibe fits his lifestyle—pure adventure, no unnecessary luxury.

SECTION 2

VALUES

A brand's values are the core principles that guide its decisions, shape its identity, and define how it interacts with its audience. They establish trust, consistency, and authenticity, helping to differentiate the brand in a crowded market.

For Idaho Springs, its values reflect the town's deep-rooted history and adventurous spirit. These values not only shape the brand messaging but also influence everything from tourism initiatives to local business support, ensuring Idaho Springs remains a welcoming, down-to-earth destination that stays true to its character while evolving sustainably.

VALUES

OUR VALUES

Authenticity

We stay true to who we are, honoring our history, natural beauty, and small-town character. Idaho Springs is a place where real experiences and genuine connections matter.

Adventure

Rooted in discovery, we embrace the spirit of exploration. Whether on the trails, in the water, or through our history, Idaho Springs is a place where adventure is always within reach.

Community

Our strength comes from the people who live, work, and visit here. We foster a welcoming and inclusive environment where locals and visitors alike feel a sense of belonging.

Resilience

Just as we have for generations, we adapt and persevere, facing challenges head-on while remaining committed to sustainable growth, responsible tourism, and the well-being of our town and the people that call it home.

Heritage

We are proud of our deep mining roots and rich history, preserving our past while embracing the future. Our town is a living testament to the pioneering spirit that built the West.

Balance

We strive to create harmony between nature, community, history, and progress. By respecting our past while embracing new opportunities, we ensure that Idaho Springs remains a place where both tradition and innovation thrive.

SECTION 3

WHAT WE DO EVERYDAY

MISSION STATEMENT

Idaho Springs offers a unique blend of history, nature, and adventure, creating an experience that welcomes visitors, residents, and businesses alike. By preserving our heritage while embracing new opportunities, we provide a dynamic and authentic mountain town where people can explore, connect, and return time and again.

SECTION 4

WHAT WE STRIVE TO BECOME

VISION STATEMENT

To be a destination that stands apart—where history, nature, and community come together to create a vibrant and enduring destination. Rooted in our rich mining heritage and surrounded by natural landscapes, we strive to be a place where outdoor adventure, culture, and local connections thrive. By preserving our past while embracing the future, we aim to foster a dynamic and welcoming environment that inspires visitors and residents alike to explore, engage, and experience the best of Colorado's mountain life.

SECTION 5

WHAT WE STRIVE TO BECOME

PURPOSE STATEMENT

Idaho Springs exists to create a meaningful and lasting experience for all who visit, live, and work here. By balancing our natural surroundings with our historic character, we provide an inviting and memorable destination that encourages people to return, discover, and engage with everything our town has to offer.

SECTION 6

HOW OTHERS SEE US

POSITION STATEMENT

Idaho Springs is a town deeply rooted in its rich mining history and surrounded by natural landscapes. Known for its outdoor recreation, vibrant local culture that celebrates art, history, and exploration. Idaho Springs offers a unique experience that draws both visitors and residents. This blend of heritage and adventure fosters a strong sense of community and a lasting connection to nature — only 30 minutes from Denver.

Thank You.

NATE@WEAREEMBER.COM
WWW.WEAREEMBER.COM

EMBER DESIGN

38.8422° N, 106.1311° W

Summary of Idaho Springs Community Survey - 2025

The survey received a total of 58 responses as on 2/10/2025, providing valuable insights into community perspectives on parking, downtown redevelopment, communication preferences, and business concerns.

List of Survey Questions - Idaho Springs Community Survey 2025

1. Are you a Resident of Idaho Springs?
2. Do you rent or own your residence?
3. Do you have a family or pets?
4. Would you be open to paid parking on the East End?
5. Are there specific concerns or suggestions regarding ARGO-related traffic in adjacent neighborhoods?
6. Would you be open to one-way traffic going west on Riverside Drive, or closure to motor vehicles with enhanced emergency access bridge to bridge?
7. Do you feel the current traffic flow in the East End is safe and efficient for pedestrians, cyclists, and drivers? If not, what improvements would you suggest?
8. How do you prefer to receive communication about community updates and events?
9. Do you have any suggestions or questions about the paid parking program in the Downtown District?
10. Are there specific inclusivity measures (e.g., wheelchair accessibility, translation services) you'd like to see in public spaces or events?
11. What words or images come to mind when you think of Idaho Springs?
12. How do you want visitors to feel when they experience Idaho Springs?
13. What elements of Idaho Springs' history, culture, or natural surroundings should be highlighted in its branding?
14. How do you want the people who live in Idaho Springs to feel about the town?
15. Are there any specific landmarks, events, or traditions you feel should be central to Idaho Springs' identity?
16. What colors, textures, or styles do you think best represent Idaho Springs?
17. What type of public forums or meetings would you be most likely to attend?
18. Any other feedback you would like to share with us?
19. Are you a Business owner in Idaho Springs?
20. If there was a managed parking program, would you participate in a parking validation program for East End businesses? This would be a city business cost share.
21. Would you like a staged construction process for the Miner Street redevelopment?
22. What features are most important to you in the Miner Street redesign? (e.g., pedestrian spaces, outdoor seating, winter-friendly activities)
23. What kinds of programming or events would you like to see in the redesigned Miner Street area?
24. If you are a business owner in the Downtown District, would you be interested in participating in a parking validation program? This would be a city business cost share.
25. If you are a business owner, would you participate in advertising opportunities that would reach I-70 traffic?
26. How have I-70 disruptions impacted your business, and what additional support would be helpful?
27. If you are a business owner, what additional resources or partnerships would help you better attract and retain customers?
28. What is the best way for us to gather feedback and suggestions from businesses on an ongoing basis?

Key Findings:

- **Residency & Business Ownership:**
  - 71% (41 respondents) are Idaho Springs residents, while 16 respondents are non-residents.
  - 30 respondents (52%) are business owners, while 28 are not.
- **Housing & Households:**
  - 35 respondents own their home, 10 rent, and 12 are non-residents.
  - 88% (51 respondents) have a family or pets.
- **Communication Preferences:**
  - The **vast majority (53 respondents) prefer email** for community updates.
  - **Social media was selected by only 4 respondents** as their preferred communication channel.
- **Summary of General Community Feedback**
  - **Appreciation for the city's efforts, along with specific suggestions for business support, infrastructure improvements, and community engagement.**
    - **Key Themes from Feedback:**
      - **Recognition & Appreciation for City Efforts – Many respondents acknowledged the hard work of city leadership, Mayor Harmon, and City Council, emphasizing measured decision-making and collaboration.**
      - **Support for Small Businesses – Some highlighted that local businesses are key to Idaho Springs' identity and should receive continued support to thrive.**
      - **Desire for Accessibility & Infrastructure Enhancements – Suggestions included more public trash cans to reduce litter, a safe area for wading in the creek, and improved signage that is more welcoming and visually appealing instead of detour/blockade signs.**
      - **Traffic & Street Flow Improvements – Some suggested making Miner Street one-way for better traffic flow and enhancing street signage to improve the visitor experience.**
    - **Overall, the feedback reflected strong community engagement and a desire to balance growth with thoughtful planning.**
- **Summary of Parking-Related Feedback & Business Interest in Validation Programs**
  - Parking in **Downtown Idaho Springs and the East End** continues to be a topic of discussion among business owners and residents, with feedback highlighting concerns about **ticketing, signage clarity, enforcement, and overall program structure**.
    - **Business Interest in Parking Validation Programs**
      - **East End Parking Validation Program: 12 business owners support it**, while **9 do not**.
      - **Downtown District Parking Validation Program: 13 business owners are interested**, while **8 are not**.
    - While there is **some support** for a **city-supported parking validation program**, responses indicate **mixed interest**, suggesting a need to refine **cost structures, incentives, and feasibility** to encourage broader participation.
  - **Community Feedback on Paid Parking in Downtown Idaho Springs**

        - **Concerns About Ticketing & Enforcement** – Business owners receive frequent complaints from visitors regarding the **high cost of parking fines**, with some expressing frustration over unclear signage.
        - **Signage & Accessibility Issues** – Some respondents noted that **parking signage is too high or difficult to scan**, particularly in areas outside the main downtown corridor (e.g., near the rec center).
        - **Support for Parking Validation & Discounts on Low-Impact Days** – Suggestions included **reduced parking rates on slow days** to drive more foot traffic downtown and **validation options for service-based businesses**.
        - **Resident Exemptions & Program Management** – Many respondents support maintaining **free parking for residents**, with some suggesting that **the program should be managed locally rather than outsourced** to keep revenue within the community.
        - **Mixed Opinions on Paid Parking Overall** – While some residents **appreciate** the availability of parking due to paid enforcement, others noted that they **would avoid downtown if they had to pay**.
- ARGO & East-End Concerns
    - Community feedback highlights concerns about increased traffic, parking overflow, and infrastructure strain in neighborhoods near ARGO. Riverside Drive was a key area of concern, with residents noting traffic congestion and pedestrian safety risks, particularly for families. Some suggested making Riverside a one-way street to improve flow and reduce conflicts between cars, bikes, and pedestrians.
        - It would be really useful for there to be a guide for locals to understand what trails near the Argo are for hiking. Many locals feel like we got "kicked" out of our favorite hiking trail and they are no longer safe for us to hike due to the influx of bike traffic. Maybe some signs too?
    - Parking management was another priority, with concerns that ARGO visitors may park in residential areas, limiting availability for locals. Respondents suggested dedicated ARGO parking, potential paid parking on the East End, and residential permit options to prevent long-term congestion.
    - Additionally, some expressed concerns about the impact of increased traffic on Miner Street and other infrastructure, such as public restrooms and grocery store supply chains. Ensuring that ARGO has a comprehensive traffic and parking management plan will be key to addressing these concerns.
    - Community feedback on **East End traffic flow** was mixed, with some respondents feeling it is currently **sufficient and safe**, while others raised **concerns about visibility, pedestrian safety, and future congestion as the area develops**.
        - Key themes included:
            - **Sightline Issues & Parking Conflicts** – Some noted that **vehicles parking too close to driveways and intersections** make it difficult to see when pulling out into traffic.
            - **Pedestrian & Cyclist Safety** – A few responses suggested **adding dedicated bike lanes** to reduce conflicts between cyclists, vehicles, and pedestrians, particularly along **Colorado Blvd**.
            - **Future Traffic Growth & ARGO Impact** – While some feel traffic is manageable **now**, there are concerns that **once ARGO is fully**

operational, congestion will increase, requiring **traffic flow adjustments**.
        - **Lighting & Infrastructure Improvements** – A few respondents suggested **better nighttime lighting** to enhance safety.
    - Overall, while **many feel traffic is currently safe**, there is **recognition that changes may be needed as development increases**. Potential solutions include **improving sightlines, managing parking near driveways, adding bike lanes, and assessing future congestion impacts**
- **Summary of Inclusivity Measures for Public Spaces & Events**
    - Community feedback on **inclusivity in public spaces and events** highlighted **concerns about wheelchair accessibility, ADA compliance, and potential transportation solutions**.
    - Key themes included:
        - **Wheelchair Accessibility & ADA Compliance** – Some respondents noted **missing or inadequate wheelchair ramps**, particularly near **Placer St. and Colorado Blvd** and during **Miner Street closures in summer**, which remove designated **handicap parking spots**.
        - **Translation & Accessibility Without Excessive Signage** – A few responses suggested **translation options** for public spaces and events but emphasized **keeping signage minimal and unobtrusive**.
        - **Shuttle Services for Easier Access** – One respondent proposed a **free shuttle from ARGO to downtown**, ensuring visitors who have already **paid for parking** can move easily between key areas.
    - While some respondents **felt the city is doing well with accessibility**, others emphasized **the need for continued improvements**. Next steps could include **reviewing ADA compliance downtown, exploring shuttle feasibility, and incorporating inclusive design in future projects**.
- **Miner Street Redevelopment:**
    - **23 respondents (92%) support a staged construction process**, with only **2 opposing**.
    - The vast majority of respondents (23) support a staged construction process for Miner Street redevelopment, while only 2 opposed it. This indicates strong community preference for a phased approach to minimize disruptions to businesses and residents.
        - Key Features Desired in the Miner Street Redesign:
            - Traffic Flow & Street Closures – Many respondents support keeping Miner Street pedestrian-friendly year-round, with flexible options to close it seasonally or for special events.
            - Outdoor Seating & Public Spaces – Strong support for expanded outdoor seating, shaded areas, and green spaces to enhance visitor experience and local business activity.
            - Accessibility & ADA Compliance – Requests for dedicated ADA parking, improved wheelchair access, and level walkways to ensure inclusivity.
            - Preserving Historic Integrity – Several respondents emphasized the importance of maintaining the town's historic character, particularly in building preservation and streetscape design.

        - Winter-Friendly Activations – Interest in family-friendly programming and seasonal activities to make downtown inviting beyond the summer months.
        - Balancing Visitor & Local Needs – Calls for ensuring easy access for locals to downtown businesses without sacrificing walkability.
    - This feedback underscores the need for a balanced approach that prioritizes pedestrian access, enhances public spaces, and preserves the town's historic charm while maintaining accessibility for all.
    - Community feedback reflects a **strong interest in diverse, engaging events** that cater to **both locals and visitors** while enhancing **Miner Street's reputation as a vibrant, year-round destination**.
    - **Key Event & Programming Suggestions:**
        - **Live Music & Local Performances** – Many respondents want to see **regular live music nights** featuring a **variety of genres and local talent**, including **community bands and high school performances**.
        - **Family-Friendly Activities** – Strong support for **more events designed for young children and families**, recognizing that **both locals and tourists** often visit with kids.
        - **Outdoor Arts & Cultural Events** – Requests for **street fairs, rotating art installations, and maker markets** featuring local artists in **painting, quilting, pottery, jewelry, and crafts**.
        - **Signature Community Events** – Specific ideas included a **farmers market**, an **expanded Gold Rush Days**, and **festivals that make Idaho Springs a "must-visit" experience**.
        - **Pedestrian-Activated Spaces** – Suggestions to **close Miner Street for smaller-scale, ongoing events** that encourage spontaneous community interaction while expanding the use of **Citizens Park**.
    - This feedback underscores the community's desire for **a dynamic, inclusive event calendar that balances cultural, recreational, and family-friendly programming**.
- **Summary of I-70 Disruptions & Business Feedback**
    - **21 business owners (84%) are interested in advertising opportunities targeting I-70 traffic**, while **4 were not**.
    - Feedback on the **impact of I-70 construction** on Idaho Springs businesses varied, with **some businesses seeing a direct decline in customers and reservations**, while others noted **minimal or no impact**.
    - **Key Challenges Identified:**
        - **Traffic Delays & Unclear Scheduling** – Several respondents noted frustration with **CDOT's inconsistent or vague blasting schedules**, making it difficult for businesses to plan.
        - **Decrease in Visitors & Revenue** – Some businesses, including **Airbnb rentals and the Visitor Center, reported a noticeable drop in traffic and revenue**, with one respondent stating **Visitor Center numbers were down by 30%** in the last year.
        - **Perception vs. Reality** – Some businesses feel that **news and weather reports overemphasize delays**, discouraging visitors from coming to Idaho Springs unnecessarily.

        - **Road Safety Concerns** – A few responses emphasized **poor visibility, faded lane markers, and lack of lighting on the eastbound lanes**, raising **safety concerns for both residents and tourists**.
    - Overall, while some businesses reported **minimal impact**, others have seen **declining customer numbers and concerns over long-term visitor traffic trends**.
    - Business owners in Idaho Springs highlighted several key areas where additional support and partnerships could help attract and retain customers.
        - Key Themes Identified:
        - Improved Marketing & Tourism Promotion – Many business owners expressed a desire for stronger city-led marketing efforts, with some stating that local tourism boards should actively promote businesses like other destinations do.
        - Affordable Local Shopping & Economic Accessibility – Some noted that high costs prevent locals from shopping downtown, but solutions to address affordability remain unclear.
        - Employee Housing & Workforce Support – One of the most frequently mentioned challenges was the lack of workforce housing, which directly impacts businesses' ability to hire and retain employees to serve customers.
        - Targeted Advertising to Denver & Metro Audiences – Respondents suggested expanding advertising efforts to attract visitors from the Denver area, emphasizing Idaho Springs as a must-visit destination with diverse attractions.
        - Better Visibility & Business Listings – Some business owners requested a central online business directory, as well as improved signage promoting downtown businesses.
        - More Visitor-Friendly Infrastructure – Ensuring that visitors have a positive experience and are encouraged to return for future trips was a recurring theme, with some respondents highlighting the need for thoughtful growth that maintains Idaho Springs' charm.