

**Business and Community Promotions Board City Hall -
1711 Miner Street, Idaho Springs CO 80452
Agenda**



Monday, November 17, 2025

Tel: (303) 567-4421 Fax: (303) 567-4955

Video from Meetings are viewable on the City's Website.

You must join the Zoom Meeting

(<https://us02web.zoom.us/j/81840799265>)

Meeting ID: 818 4079 9265

Passcode: 371706

to participate in a meeting remotely.

- 1. Call to Order (2:00 PM)**
- 2. Roll Call**
- 3. Agenda Approval**
 - a. Motion to approve the agenda of November 17th, 2025
- 4. Approval of Minutes**
 - a. Motion to approve the minutes from October 20th, 2025
- 5. Public Comment**
- 6. Conflict of Interest**
- 7. Director Report**
 - a. Directors Report November 17th, 2025
- 8. Round Table Updates from Businesses**
- 9. Presentations**
 - a. Comprehensive Plan Goals and Objectives - Tourism and Economic Development
- 10. Action Items**
- 11. Discussion**
- 12. Open Floor**
- 13. Closing Remarks**
 - a. Next meeting Monday, December 15th, 2025 2:00 PM
- 14. Adjourn**

In-person and remote meeting public attendance and participation instructions:

Participation

- To provide scheduled public comment, either in person or remotely, please fill out and return the Public Comment Form on the City's website. All requests must be submitted to the City Clerk (cityclerk@idahospringsco.com) by 6 p.m. (Six) the Wednesday before the scheduled meeting.
- To provide unscheduled public comment, please join the Zoom Meeting, identify yourself with your full first and last name, and use the "Raise Hand" feature to indicate your desire to speak.

General Guidelines

- Each public comment, whether scheduled or unscheduled, is limited to three (3) minutes.
- Council typically does not provide feedback during public comment sessions.
- If you would like to provide materials for Council to review along with your Comment, please sign up for Scheduled Public Comment and provide those materials to the City Clerk by the Wednesday Deadline.



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

Monday November 17th, 2025 2:00pm

NOTICE AND AGENDA OF
BUSINESS AND COMMUNITY PROMOTIONS BOARD
REGULAR MEETING

Monday November 17th, 2025 2:00pm

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of the Minutes of October 20th, 2025
- V. Public Comments
- VI. Conflict of Interest
- VII. Director Report
- VIII. Round Table Updates from Businesses
- IX. Presentations
 - a. Comprehensive Plan Goals and Objectives - Tourism and Economic Development
- X. Action Items
- XI. Discussion
- XII. Open Floor
- XIII. Closing Remarks
 - a. Next Meeting Monday December 15th 2pm
- XIV. Adjournment

IN-PERSON AND 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://idahospringsco.portal.civicclerk.com/>

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.



CITY OF IDAHO SPRINGS
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NOTICE of MINUETS
BUSINESS AND COMMUNITY PROMOTIONS BOARD

Idaho Springs City Hall
1711 Miner Street
Monday October 20th, 2025 2:00pm

**MINUETS OF THE
BUSINESS AND COMMUNITY PROMOTIONS BOARD
REGULAR MEETING
Monday October 20th, 2025 2:00pm**

I. Call to Order

- a. The meeting was called to order by the Director at 2:02pm

II. Roll Call:

- a. **All Board Members listed below were present**
- i. Steve Indrehus, Tommyknocker Brewery
 - ii. Tara Worley, Marigolds Flowers
 - iii. Jennie Kim, 6&40 Motel -attended via zoom
 - iv. Lana Hearne, Club Hotel
 - v. Lindsay Valdez, Two Brothers Deli
 - vi. Katie Yard, Yards Taphouse

III. Approval of the Agenda

- a. Steve Indrehus made a motion to approve the agenda of the October 20th meeting
b. Katie Yard, 2nd, all in favor, motion passes

IV. Approval of the Minutes of September 29th, 2025

- a. Katie Yard made a motion to approve the minutes of the September 29th, 2025 meeting
b. Lindsay Valdez, 2nd, all in favor, motion passes

V. Public Comments

- a. Rose Miller from the ARGO Mill spoke about the partnership with Visit Denver and the many benefits the mill is seeing from this partnership. Her ask is that the BCPB board look into participating with Visit Denver. The board advised the Director to find out the cost of the BCPB to join Visit Denver and start participating in a collaborative way.

VI. Conflict of Interest: None reported

VII. Director Report

- a. The Visit Idaho Springs website V1 is live, with V2 updates and the new Live Local campaign in development; a fall/winter media buy is also underway to support the brand launch and Shop Local initiative.
- b. Event planning is moving forward for Trunk or Treat, the expanded Halloween Decorating Contest, and Holiday Ramble Weekend, with strong community participation expected.
- c. City Council has directed staff to move forward with a surface parking lot and mobility hub as part of the Downtown Master Plan, following the unsuccessful RAISE grant application; this decision will require clear communication with the business community about next steps and long-term parking goals.

VIII. Presentations

- a. Happy Llama print portal presentation for <https://happyllamainc.com/idahosprings/>

IX. Action Items

- a. Steve Indrehus made a motion to approve the Happy Llama print portal for release to businesses.

Lindsay Valdez 2nd the motion, all in favor, motion passes.

- b. Lana Hearne made a motion to approve scheduling the Q4 Community Conversations at TommyKnockers on November 20th. Steve Indrehus 2nd the motion, all in favor, motion passes

X. Closing Remarks

- a. Next regular Meeting Monday November 17th 2pm

XI. Adjournment

- a. Meeting adjourned at 4:01pm

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://idahospringsco.portal.civicclerk.com/>

Director's Report

Business and Community Promotions Board Meeting

Overview & Key Updates

Since our October meeting, efforts have focused on holiday event execution, the continued development and launch of Visit Idaho Springs V2, with a request for board members to review the site and bring suggestions. I continue ongoing stakeholder engagement for the Wayfinding project, and community outreach tied to the Downtown Master Plan update. This report summarizes progress, open items, and key areas for board awareness as we enter the final month of Q4.

1. Marketing & Branding Initiatives

a. Visit Idaho Springs Launch

Website: The Visit Idaho Springs website V2 has officially launched. New features include expanded landing pages, updated event listings, improved navigation, a fully built-out outdoor recreation section, and the new Live Local business listings for local discounts. Work is also underway on the Local Voices section to support the Portrait of a Shop Owner campaign. V2 includes SEO enhancements and refreshed imagery aligned with the fall/winter media campaign.

b. Instagram & Facebook: We have 248 followers on Instagram, and 323 followers on Facebook.

c. Brand Asset Rollout

i. Live Local Campaign

The Live Local page is now active, and participating businesses have begun receiving their window decals. Messaging for the Q1 2026 campaign is in final development. The Live Local graphic has been distributed for inclusion in New Resident Welcome Bags, and early interest from local businesses has been strong.

ii. Branded Collateral

Happy Llama is here to introduced the Idaho Springs print portal, which features officially branded Idaho Springs materials. Businesses interested in co-branding items can work directly through Happy Llama, and they will also assist groups of businesses in combining orders to meet minimum quantities. Additional items will be added to the portal on an ongoing basis to align with current campaigns. At present, the catalog includes materials for the brand launch and the Shop Local campaign.

iii. Fall/Winter Campaign: Brand Launch & Shopping Small Means More

Our \$10,000 holiday media buy with FOX31/Great Day Colorado is now underway, supporting both the brand launch and the Shop Small Means More campaign. Our Great Day Colorado segment was live on the 11th.

The Idaho Springs Gift Card: Campaign dates: November 17 – December 17 will run a promotion that launches this month with a confirmed \$5,000 contribution from our Interstate Parking partner to activate the program.

Offer: Anyone who purchases an Idaho Springs digital gift card during the campaign window will be entered to win one of ten \$500 Idaho Springs gift cards (total prize pool: \$5,000).

These cards function like MasterCard gift cards and can be redeemed at participating retail businesses at no cost to the City or the merchant. Idaho Springs businesses may also bulk-purchase Idaho Springs gift cards to use as employee incentives or customer giveaways. The initial phase of the program is focused on retail merchants, with expansion into restaurants and recreation partners planned for Q1 2026. Businesses interested in participating should contact the Director directly.

d. Wayfinding Grant

Tryba continues progressing through the Research & Programming phase. We hosted our Stakeholder engagement sessions on 11/11, and early feedback from partners has been positive. Pairings for remaining sessions will be finalized in coordination with Tryba and City staff. Input from this board will support development of draft wayfinding concepts later this winter.

e. 250/150- History Colorado-Grant

City staff submitted the full grant draft for internal review and are finalizing the narrative and budget. This multimedia walking tour aligns with the America 250 and Colorado 150 anniversaries and will highlight preservation successes, local stories, and the city's evolution. The goal remains a July 4, 2026 unveiling.

2. Event Planning & Activations

a. Halloween Recap

Trunk or Treat activation drew a strong turnout on October 30, with coordinated support from Public Works and Police. The expanded Halloween Decorating Contest saw increased participation and community voting engagement, with plaques and rotating trophy winners. Congrats to Sit n Chill who won the business category.

b. Holiday Planning

Holiday Ramble & Mistletoe Market Update

Planning is underway for the Holiday Ramble Weekend on November 29–30. Town Lights & Local Delights will take place Saturday evening with Santa photos, kids crafts, caroling, reindeer, storytime with the Mayor and Santa, and the community tree lighting at Citizens Park.

Due to ongoing construction impacts at the ARGO, we made a last-minute but strategic decision to relocate the Mistletoe Market to 16th & Miner Street. This move was approved by the Mayor, Andy, and Guy, and is designed to bring additional activity into the downtown core. ARGO remains the primary sponsor and will provide tents, tables, chairs, and a gold-panning activation. CCCAE will host a hot drink station, kids crafts, and a movie inside the Club Annex, and will partner with ARGO to support a decorated Bike Parade and hay ride to close the day.

We will feature local vendors, reindeer photos, holiday treats from Timberline Pastries, and on-site portraits from Sketchy Faces. The Idaho Springs Gift Card program will also be promoted throughout the weekend. Barricades will be delivered on November 28, and I will handle placement the morning of the event.

3. Business & Community Engagement

a. Community Connections Meeting

Q4 Community Conversations will take place on November 20 (Downtown at Tommyknockers, 6–7:30 p.m.). Agenda topics include Downtown Master Plan updates, parking program improvements, website V2 preview, and the kickoff of “Stories Live Here” recordings. Attendees will receive one drink ticket and appetizers.

b. Parking

The new resident parking portal is now live at www.parkidahosprings.com offering a streamlined system for residents to apply for and manage parking permits online. I now have access to an internal data dashboard that provides real-time insights into parking occupancy and peak usage periods, allowing us to more strategically plan events, coordinate marketing efforts, and understand visitor patterns. For October, the highest recorded occupancy occurred on October 18 with 419 cars, while the lowest day was October 29 with 75 cars.

c. Employee Commute & Residency Data Collection

As part of our ongoing work to better understand parking demand and long-term mobility needs, I am requesting participation in a short survey to gather data on where

employees of Idaho Springs businesses currently live. This information will be valuable in several ways: it will support the Comprehensive Plan process, inform future parking and transportation strategies, and help us evaluate alternatives to a parking structure, such as transit incentives, employee parking solutions, and efforts to increase local workforce housing. Business owners are encouraged to fill out this survey: <https://www.surveymonkey.com/r/DHK3YSK>

4. Budget

Overall Community Promotion spending remains aligned with year-end projections, with final obligations tied to website V2, the holiday media campaign, and Q4 event execution. City Council will review the 2026 Community Promotion budget in detail at the November 17 work session. Clarification from staff is in progress regarding how these changes flow through individual program categories, including marketing, website management, and events. *Full budget details are provided below.*

5. Town Resiliency & Construction Impact

a. Traffic & CDOT Updates

I-70 Floyd Hill Project – Key Updates for Idaho Springs

A full construction update is included in the meeting packet materials.

CDOT has issued several significant construction updates that will directly affect travel through Idaho Springs in November.

The East Section of the project stretching from County Road 65 to the middle of Floyd Hill will reach substantial completion in early November, marking the first fully completed segment of the eight-mile project. Drivers will now move onto brand-new pavement with full-width lanes and shoulders, improving safety and winter driving conditions. Key improvements in this section include a future configuration for an extended eastbound on-ramp, the westbound Express Lane, new wildlife fencing and escape ramps, upgraded drainage, and new retaining walls designed to prevent erosion and maintain the mountain aesthetic.

CDOT's traveling photo exhibition, "Through the Eyes of Our Crews," is currently on display at the Idaho Springs Public Library and offers a behind-the-scenes look at construction progress.

Residents and businesses are encouraged to sign up for text alerts by texting "floydhill" to 21000, and to use COtrip.org for real-time travel conditions.

- i. [Informational Video](#) - Good for websites, display monitors, etc.
- ii. Fact Sheet in [English](#) and [Spanish](#) - Project background information
- iii. [Rock Scaling/Blasting FAQ](#)
- iv. [Map](#) - Depicts the Project area
- v. [Social Media Graphic](#) - Details how to stay informed
- vi. [Project Website](#) - Recently updated with detailed Project information

b. Downtown Master Plan – Next Steps

City Council has directed staff to proceed with a surface parking lot and exploration of the Mobility Hub conversations with CDOT. Although this represents a shift from earlier expectations of a parking structure, this approach allows improvements to move forward now while keeping long-term parking solutions viable. Clear messaging to the business community will continue through Community Conversations, newsletters, and stakeholder meetings.

c. Sales Tax Trends & Insights

- i. January 2025: \$357,076.65 (-2.39%)
- ii. February 2025: \$363,464.19 (+4.12%)
- iii. March 2025: \$400,737.88 (-0.40%)
- iv. April 2025: \$341,153.08 (+9.86%)
- v. May 2025: \$356,129.94 (+2.79%)

- vi. June 2025: \$492,710.42 (+4.45%)
- vii. July 2025: \$562,470.38 (+2.29%)
- viii. August 2025: \$472,389.49 (-0.97%)
- ix. **YTD (Jan–August 2025): \$3,346,131.97 (+2.24% over 2024 YTD)**

Finalized September and October numbers will be added when available, but August YTD remains up over 2024, reflecting consistent performance despite construction impacts and seasonal fluctuations.

Budget Update: Community Promotion – Working Budget Overview (2025) as of 11.2025

Updated 2025 Community Promotion Budget Summary

- **Director of Business & Community Promotion**
 - Allocation: \$66,000
 - YTD Spent: \$60,500
- **Website & Marketing Development**
 - Allocation: \$87,500
 - Thrive4 PR Services
 - Budget: \$12,000 (\$1,000/month)
 - YTD Spent: \$11,000
 - Branding Development & Wayfinding
 - Allocation: \$26,000
 - YTD Spent/Committed: \$23,500
 - \$5,000 CTO Grant Match (City funds)
 - \$1,950 Ember branding work invoiced not paid
 - Remaining: \$2,500
 - Content Creation & Advertising (includes website)
 - Allocation: \$49,500
 - YTD Spent/Allocated: \$47,255.55
 - Website: \$2,500 billed not paid
 - Brand Launch Video: \$10,000 reserved
 - Ad Campaign: \$10,000 reserved
 - Remaining: \$2,244.45
- **Local Events Programming**
 - Allocation: \$18,000
 - Clear Creek Clean-Up May 17th: \$750
 - Community Meetings: \$385.84
 - Fur-Ling Fest June 7th: \$2,511.36 (remaining funds reallocated)
 - Miner Street Block Party Series (3 events):
 - Total Budget: \$4,000
 - Spent: \$4,000
 - Cancelled – Fall Harvest Festival (Taste of Idaho Springs):
 - Allocation: \$7,500 (not spent)
 - Holiday Ramble: \$3,000 (reserved)
 - YTD Spent: Approx. \$8,726.46
 - Remaining after Holiday Ramble allocation: \$6,273.54
 - **Fourth of July Town Party**
 - Allocation: \$50,000
 - YTD Spent: \$54,764.29
 - Overrun offset by sponsorship and Fur-Ling Fest surplus



TO: Idaho Springs Business and Community Promotions Board
FROM: Dylan Graves, Community Development Planner
SUBJECT: Comprehensive Plan Economic Development and Tourism Element Goals and Objectives
MEETING DATE: November 17, 2025

The purpose of this item is to solicit feedback from the business community about what the city's long-term goals and objectives should be for Economic Development and Tourism over the next 5-10 years. The city's Comprehensive Plan is currently being updated, and the purpose of the update is to identify current and future issues or opportunities that could impact Economic Development/Tourism, establish new goals and objectives, decide on priorities to create timelines for implementation, etc.

Background:

The current Plan was adopted in 2017. This replaced the 2008 Plan. The current plan contains four main economic development and tourism related objectives, plus strategies to help meet those objectives. As part of this 2025/2026 update, the city is analyzing the existing objectives and strategies and updating them to reflect current needs, wants, and priorities. The Comprehensive Plan is a guidance document, not a regulatory document. While the Comprehensive Plan should be consulted when making decisions, it is only one tool among many that City Council, appointed boards, and staff use when making decisions.

Much has changed since the 2017 Plan was adopted. In 2021, the city adopted a Downtown Master Plan (link to PDF of the plan is here: <https://www.idahospringsco.com/media/1521>). This document is focused specifically on the downtown Miner Street area and creates a vision for downtown improvements related to mobility and parking; tourism and recreation; future land use and vitality; and other key downtown goals. Implementing the downtown plan into the Comprehensive Plan and building upon it is a goal of this update effort.

Another change since 2017 is the creation of the Business and Community Promotions Board. Having this Board has created a driven focus for the business community and a strong focus on economic development and tourism. As such, I think it is critical to put together goals and objectives that reflect the business community's specific needs, wants, and priorities, so am interesting in hearing what this Board thinks should be included in the updated Plan.

When we released a survey earlier this year, we had a few takeaways about tourism and economic development:

- Nearly 80% of respondents think about tourism very positively or slightly positively.
- Preservation of historic resources and maintaining the historic downtown character was important.
- 68% of respondents thought that growth should be managed to balance development with the need to preserve small-town feel and charm; traffic congestion and loss of character were the two biggest concerns respondents had about the future of Idaho Springs.
- High housing costs and limited workforce housing were key housing challenges identified.
- Traffic congestion and parking availability were the biggest concerns about transportation.
- Respondents would like to see more medical services, trade services (auto shops, hardware stores, repair shops, etc.), and additional retail and dining options.
- When asked what the most important factor was for improving the local economy, supporting existing businesses, enhancing infrastructure, and workforce development were the top responses.

The objectives included in the 2017 Plan are relatively broad and many of the strategies have been worked on or are currently underway. This allows the city to consider new goals and objectives for the next 5-10 years. We want to consider the main economic development/tourism concerns and issues that need to be tackled. There should be achievable objectives but there are also opportunities to dream big, knowing that not everything can be achieved in a relatively short period.

A common discussion over the past months has been the intersection of parking supply and demand as one of the main problems now. This is a good example of the type of objective that I think we should put in the Comprehensive Plan. At the last BCPB meeting, a phased approach to this solution was discussed. The long-term goal is still a parking structure to fully meet the city's needs, but in the interim, we need other solutions that match the city's budgets. This requires creative problem-solving from city staff and business leaders to get more parking online, reduce the demand for parking overall, and promote alternative ways of getting to and from Idaho Springs. CDOT and the state are investing heavily in transit along the I-70 corridor with Bustang, Pegasus, Snowstang, and the infrastructure to go with it. Idaho Springs is getting a mobility hub and millions of dollars from CDOT to go along with it. How do we leverage this opportunity to get more people to the city without adding more cars? This could be a way to help address parking demand in the city, both visitors and employees. As an example of the type of opportunities that could help the city innovate, CDOT is currently working with CU Denver on a capstone project to investigate whether a state-run bus route from Denver International Airport to Idaho Springs, Frisco, and Vail along the I-70 corridor would be feasible. Working with CU Denver students and CDOT to show that it is supported will be key in early 2026. Similarly, Snowstang currently does not stop in Idaho Springs, but it drives right by us on its way from Denver to four ski resorts. If we can get Snowstang to stop in Idaho Springs, we can promote more overnight stays in Idaho Springs during the winter.

Other Needs:

Outside of parking, what does the business community need to be more successful? The 2017 Plan discussed a wide variety of objectives and strategies. Are these still relevant? What needs have come up since 2017 that the Plan does not address? What do you think we have already solved?

Business/Employment Survey:

In consultation with Sadie, I put together a brief survey that seeks to answer the question of where employees currently live and commute from to get to Idaho Springs. Please respond by the end of December. This will help city staff brainstorm and plan solutions to several of the big challenges that we know the community is facing – parking and housing.

Please respond to the survey – it should take less than 5 minutes of your time but will provide me with substantial insight into where employees live and how they get to their jobs every day.

A link to the survey is here: <https://www.surveymonkey.com/r/DHK3YSK>.

Request for Direction: What goals and objectives do you have for Economic Development and Tourism over the next 5-10 years? This is the final question of the survey linked earlier, so if anyone has ideas after the BCPB meeting has ended, please put it in the survey or contact me at 970-567-4421 x 118, at city hall Monday through Thursday, or at DGraves@idahospringsco.com.

ECONOMIC DEVELOPMENT AND TOURISM

Goal: “We value our local businesses, we will maintain a vibrant historic community, promote tourism as a year round destination resort and seek to accommodate a balance of land uses that create jobs to enhance our economic diversity.”

A community that offers a diverse and adequate number of jobs is necessary for economic sustainability. A healthy economy allows citizens to maintain a high quality of life and provides employment opportunities closer to home.

TOURISM ECONOMY

Idaho Springs has a predominately tourism and service based economy with sales tax being the primary revenue generator. Clear Creek County, the City of Idaho Springs, and Colorado as a whole provides recreation to millions of people yearly. Some of these recreational opportunities include skiing, fishing, hiking, camping, rafting, mine tours, and scenic driving. The world class recreational opportunities of the ski industry are accessed by I-70, heavily traveled all year, with the City of Idaho Springs being the first mountain town between the Denver metro area and the high country. Idaho Springs is well situated to capitalize on outdoor recreational activities.

LOCATIONAL ADVANTAGE

Thousands of cars pass through the City of Idaho Springs daily via I-70. The City should continue to work toward strategies to attract these travelers into the City.



Idaho Springs has a predominately tourism and service based economy.

The City of Idaho Springs anchors the Mount Evans Scenic Byway, the highest paved road in the United States, at its northern terminus, with the Idaho Springs Heritage Visitors Center

ECONOMIC DEVELOPMENT AND TOURISM

serving as the official starting point. Recreational activities include scenic driving, numerous hiking opportunities, cross country skiing, mountaineering, and wildlife viewing. The City has opportunities to capitalize on this advantage, such as additional tour information, recreational stores, locating of tourist services along County Road 103 (the Chicago Creek Road) or branding as the “Gateway to Mt. Evans.”

Idaho Springs is also uniquely located at the bottom entrance to the Central City Parkway, one of the primary accesses to Gilpin County. The southern portion of Gilpin County contains Central City and Black Hawk, both historic gaming towns, the Central City Opera House, several museums and numerous other heritage tourism attractions. The Central City Parkway also provides access to the Peak to Peak Highway, numerous off-roading opportunities and the



Idaho Springs anchors the Mt. Evans Scenic Byway.

Source: <http://clearcreekcounty.org>

Indian Peaks Wilderness. As Gilpin County does not presently contain a grocery store, many of the goods and services needed by Gilpin County residents are obtained in the City of Idaho Springs. Idaho Springs and Clear Creek County have a unique opportunity to form a collaborative mutually synergistic relationship with its neighboring county.

LOCAL ECONOMIC ISSUES

Service Jobs and the Lack of Affordable Housing

The median price of a home in Idaho Springs is approximately \$275,000, which is out of reach of most of those employed in the Idaho Springs service industry. Rents in 2017 were listed as being approximately \$1,300 for a one bedroom apartment, and there is a significant deficiency in the number of rental units. The majority of Idaho Springs residents commute out of Clear Creek County for primary jobs. Finding a sufficient number of qualified employees for the service industry jobs is often difficult due to the lack of affordable housing.

Retaining Visitors

Since the construction of I-70, Idaho Springs has historically been a stopping place for goods and services for travelers on their way to the higher mountain communities. However, Idaho Springs contains many recreational and cultural amenities that could be promoted to encourage destination tourism opportunities while continuing to protect quality of life. Retention of travelers for extended periods of time is key.

There is a perceived disconnect between the east and central downtown area of the City. The majority of automobile and traveler-related services exist on the east end. Many travelers stop at these highway-oriented services and then head back to I-70 without knowledge of the historic downtown area. The City should continue to explore ways to connect these sides cohesively and provide more indication regarding the historic main street.

Many travelers stop at Idaho Springs' highway-oriented services and then head back to I-70 without knowledge of the historic downtown area. Retention of these travelers for extended periods of time is key.

Closure of the Henderson Mine

Clear Creek County is preparing for the impending closure of the Henderson Mine. This closure will result in a significant loss of property tax revenue and jobs for the County. Consequently, Clear Creek County has begun exploring options to deal with this loss of revenue through the Imagine Clear Creek County Economic Agenda, the Clear Creek County Mini-Blueprint, and by participating in an Economic Resurgence and Resiliency Plan. The City of Idaho Springs may need to partner with the County for a more active role in maintaining County services in the future.

ECONOMIC DEVELOPMENT STUDIES

Downtown Assessment

The City of Idaho Springs has been involved with several economic development studies. In 2012, the *Downtown Assessment for the Colorado Community of Idaho Springs* was

ECONOMIC DEVELOPMENT AND TOURISM

completed by Downtown Colorado Inc, which involved participation from designers, architects, marketing specialists, planners, land use consultants, and finance experts. It determined the biggest economic issues were the number of studies without implementation, the lack of parking, the image of Idaho Springs from I-70, and the east end and historic downtown being separated from each other.

Exit 240 Feasibility Study

In cooperation with the Clear Creek Economic Development Corporation, and through additional grant funding by the Department of Local Affairs (DOLA), in 2016 Idaho Springs contracted with a consultant to complete the *Highest and Best Use Economic Feasibility Study for the Interstate 70 Economic Hub at Exit 240*. This study considered an approximately 79 acre area containing the land surrounding the previous Clear Creek Middle and High School building, Gold Digger Football Field and the school bus maintenance building. This market analysis gave recommendations regarding new locations for the bus maintenance facility as well as economic feasibility for potential redevelopment, which can be found in the Exit 240 Area of the Land Use and Community Character Element of this Comprehensive Plan.

The Clear Creek Economic Development Corporation (CCEDC) is a 501(c)(6) nonprofit established for the purpose of supporting local businesses. Initiated by a Community Development Block Grant through the State, the CCEDC offers services such business development services, loans, and holds a land bank.

East End Action Plan

Also through a grant funded by DOLA, in 2016 Idaho Springs retained a consultant to prepare an *East End Action Plan*. This plan was intended to formulate a redevelopment and revitalization strategy for eastern Idaho Springs in tandem with major reconstruction of Colorado Boulevard. The results of this plan indicated possible development scenarios and implementation strategies.



ECONOMIC DEVELOPMENT AND TOURISM OBJECTIVES**Objective: Maintain a strong business district.**Strategies

- a. Ensure that a coordinated and holistic effort is made to preserve and promote the historic elements of the City.
- b. Initiate periodic meetings between the City and business owners to facilitate communication.
- c. Explore collaboration to implement a “Main Street” or Downtown Development Authority (DDA) program through DOLA. The DDA process is explained in detail in the 2012 Downtown Assessment and could be a mechanism to help fund construction of a downtown parking structure.
- d. Explore installation of additional informational and way finding signage as appropriate.

Objective: Support tourism and special event activities.Strategies

- a. Proactively outreach to neighboring communities to promote tourism and other events in cooperation with Clear Creek County, Georgetown, Central City, and others.
- b. Promote, develop and market the use of Idaho Springs’ historic and recreational assets.
- c. Consider creation of an economic development coordinator, either paid or volunteer, for the purpose of facilitating City sponsored community events,

ECONOMIC DEVELOPMENT AND TOURISM

marketing the City and supporting tourism boards and the Chamber of Commerce.

- d. Promote Idaho Springs' history through interpretive plaques, murals and timelines.
- e. Improve the visual image of Idaho Springs, especially as viewed from the I-70 corridor as recommended by the 2012 Downtown Assessment and East End Action Plan.

Objective: Actively pursue incentivizing economic development and supporting local businesses while protecting the Idaho Springs quality of life .

Strategies

- a. Work to foster predictability. Strive for clear, simple regulations and consistency among Idaho Springs departments.
- b. Continue and/or revise the use of sales tax incentive programs as appropriate.
- c. Collaborate with public / private partnerships to incentivize redevelopment. This could include establishing multiple funding sources, facilitating stakeholder meetings, outreach to investors, providing infrastructure improvements, marketing, land assembly and City initiated rezoning.
- d. Collaborate with the Clear Creek Economic Development Corporation as well as the State Office of Economic Development to attract technological and environmentally friendly businesses, and identify and market economic development strategies, such as land banking and tax credits.
- e. Inventory infrastructure improvements needed for vacant and available properties and identify methods to improve the infrastructure to make it attractive for investment.
- f. Review and modify zoning and subdivision regulations to support home-based and small business development.

Objective: Support development/redevelopment of the East End business district.

Strategies

- a. Prioritize and strategize to implement the recommendations of the East End Action Plan. This includes formation of an Urban Renewal District, funds for business façade improvements, enhancements of the gateway areas, infrastructure improvements, and creation of an available properties database.