

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



**Monday, December 15, 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.**

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- 1. Call to Order (2:00 PM)**
- 2. Roll Call**
- 3. Agenda Approval**
  - a. Motion to approve the agenda for December 15th, 2025.
- 4. Approval of Minutes**
  - a. Motion to approve the minutes of November 17th, 2025
- 5. Public Comment**
  - a. One Bridge Security Presentation
- 6. Conflict of Interest**
- 7. Director Report**
  - a. BCPB Directors Report 12.15.2025
- 8. Round Table Updates from Businesses**
- 9. Presentations**
  - a. November Mountain Corridor vehicle count
- 10. Action Items**
  - a. Approval of the CTO Proposal Change Form for the FY25 Wayfinding Grant
  - b. Review and approval of the 2026 Director Scope of Services contract
  - c. Adoption of the 2026 Strategic Forward-Facing Marketing Action Plan for Idaho Springs.
  - d. Recommendation of 2026 Board and Staff Member seats

- e. Approval of moving the January BCPB meeting to January 26th, 2026.

**11. Discussion**

**12. Open Floor**

**13. Closing Remarks**

- a. Next meeting Monday, January 26th, 2026 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](mailto: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 December 15th, 2025 2:00pm

**NOTICE AND AGENDA OF**  
**BUSINESS AND COMMUNITY PROMOTIONS BOARD**  
**REGULAR MEETING**  
Monday December 15th, 2025 2:00pm

- I. Call to Order**
- II. Roll Call**
- III. Approval of Agenda**
- IV. Approval of the Minutes of November 17th, 2025**
- V. Public Comments**
  - a. One Bridge Security Presentation
- VI. Conflict of Interest**
- VII. Director Report**
- VIII. Round Table Updates from Businesses**
- IX. Presentations**
- X. Action Items**
  - a. Approval of the CTO Proposal Change Form for the FY25 Wayfinding Grant
  - b. Review and approval of the 2026 Director Scope of Services contract
  - c. Adoption of the 2026 Strategic Forward-Facing Marketing Action Plan for Idaho Springs
  - d. Recommendation of 2026 Board and Staff Member seats
  - e. Approval of moving the January BCPB meeting to January 26<sup>th</sup>
- XI. Discussion**
- XII. Open Floor**
- XIII. Closing Remarks**
  - a. Next Meeting Monday January 26th 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.



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**NOTICE of MINUETS**  
**BUSINESS AND COMMUNITY PROMOTIONS BOARD**

Idaho Springs City Hall  
1711 Miner Street

Monday November 17th, 2025 2:00pm

**MINUETS OF THE  
BUSINESS AND COMMUNITY PROMOTIONS BOARD  
REGULAR MEETING**

Monday November 17th, 2025 2:00pm

**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**

- i. Steve Indrehus, Tommyknocker Brewery
- ii. Tara Worley, Marigolds Flowers
- iii. Jennie Kim, 6&40 Motel -
- iv. Lana Hearne, Club Hotel
- v. Lindsay Valdez, Two Brothers Deli- attended via zoom
- vi. Katie Yard, Yards Taphouse
- vii. Andy Marsh, City of Idaho Springs

**III. Approval of the Agenda**

- a. Katie Yard made a motion to approve the agenda of the November 17<sup>th</sup> meeting
- b. Steve Indrehus, 2<sup>nd</sup>, all in favor, motion passes

**IV. Approval of the Minutes of October 20th, 2025**

- a. Katie Yard made a motion to approve the minutes of the October 20th, 2025, meeting
- b. Andy Marsh, 2<sup>nd</sup>, all in favor, motion passes

**V. Public Comments**

**VI. Conflict of Interest: None reported**

**VII. Director Report**

- a. **Idaho Springs Gift Card Program** – The City has launched the Idaho Springs Gift Card promotion running November 17–December 17, funded by a \$5,000 contribution from Interstate Parking. The program offers a chance to win one of ten \$500 cards, which function like MasterCard gift cards and can be redeemed at participating retail businesses at no cost to the City or merchants.
- b. **Upcoming Holiday Events** – Final preparations are underway for the Holiday Ramble and Mistletoe Market on November 29–30, featuring Santa photos, caroling, reindeer, vendors, and the community tree lighting. The event has been relocated to 16th & Miner Street to bring more activity downtown.
- c. **Sales Tax Update** – Year-to-date through September 2025, Idaho Springs has collected \$3.79 million in sales tax revenue, reflecting a 2.19% increase over 2024. Monthly trends remain stable, showing continued downtown spending and steady economic performance.

**VIII. Round Table Updates from Businesses**

- a. Tommyknockers reported they are only slightly down for the year, which is considered positive within the brewery/restaurant industry. They expressed concerns about next steps for parking improvements and how the City will move forward with long-term solutions.

- b. The Yards shared that business continues to be strong on the east end and requested more information regarding the upcoming VCMP closure; the Director will follow up with COMBA and provide an update. They also noted concerns about reduced sales during VCMP closures. Katie requested that the parking system include a 30-minute extension option after the initial two-hour period, as the current system only allows an additional full hour.
- c. Club Hotel reported steady growth. Jennie Kim (6&40 Motel) shared that operations are stable but noted recurring issues with people misusing unattended parking areas on the east end and requested clarification on who is monitoring enforcement.
- d. Tara reported strong future bookings for weddings and expressed hope for a strong holiday shopping season. She also took the lead on the holiday garland program, which will be delivered next week.
- e. Steve raised concerns about parking enforcement on Miner Street, noting that signage can be difficult to read and that he is seeing an increase in parking tickets.

**IX. Presentations**

- a. Comprehensive Plan Goals and Objectives - Tourism and Economic Development
  - i. Dylan Graves gave a brief overview of the Economic Development and Tourism goals within the Comprehensive Plan update, highlighting community priorities around preserving small-town character, supporting local businesses, and addressing long-term parking and mobility needs. He noted the importance of exploring new transit options, workforce housing strategies, and tools to reduce parking demand.  
A short employee-residency and commute survey was introduced to help the City better understand where local employees live and how they travel to work. This data will support both the Comprehensive Plan and future parking and mobility solutions. Businesses are encouraged to complete the survey at:  
<https://www.surveymonkey.com/r/DHK3YSK>.

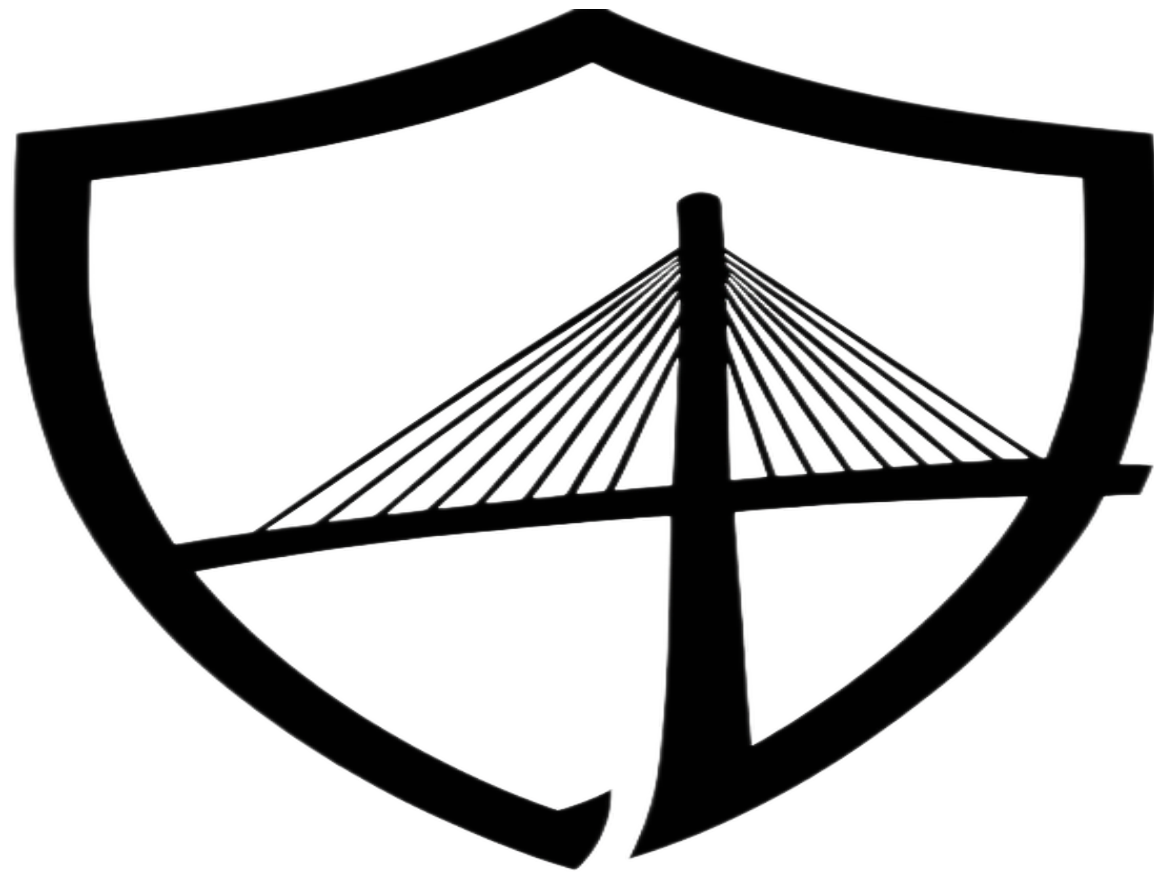
**X. Action Items-NONE**

**XI. Closing Remarks**

- a. Next regular Meeting Monday December 15th 2pm

**XII. Adjournment**

- a. Meeting adjourned at 3:39pm



**ONE BRIDGE  
SECURITY**

# Who we are?

- We are a Operational Risk Mitigation Service.

# Our Mission

- **Convert your physical security spending from a cost center into a measurable investment in liability defense. We do this through data-driven risk diagnosis (O-SRA), strategic operational deployment, and continuous performance monitoring that demonstrates quantifiable Annual Loss Expectancy (ALE) reduction.**
- **With over 20 years of combined supervisory and strategic security experience—including intelligence-driven methodologies and Fortune-500 operational frameworks—we serve CFOs, Risk Directors, General Counsel, and executive leadership who demand operational maturity, not just guard coverage.**

# Risk Mitigation

- Our assessment confirms that the property is currently exposed to avoidable, quantifiable liabilities that directly affect insurance defensibility, guest safety, and operational continuity. These vulnerabilities—left unaddressed—create documented risks of claim disputes, premium increases, and operational disruption.
- The Phase 3 Operational Risk Mitigation framework eliminates these exposures by replacing reactive guarding with a fully auditable, compliance-driven risk-reduction system. This is a liability-elimination strategy designed to protect management, reduce Annual Loss Expectancy (ALE), and strengthen the property's insurance posture.

# Contact Information

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## Business and Community Promotions Board Meeting

### Overview & Key Updates

Since our November meeting, work has centered on finalizing and executing holiday events, continuing website enhancements following the launch of Visit Idaho Springs V2, progressing through the Wayfinding stakeholder engagement process and updates to the timeline, and preparing for 2026 strategic planning.

#### 1. Marketing & Branding Initiatives

##### a. Visit Idaho Springs Launch

Website: The Visit Idaho Springs website continues to be refined. Current updates include additional development of the Local Voices page for the Portrait of a Shop Owner campaign. SEO optimization and updated imagery aligned with the holiday media campaign. We have seen a 60% increase in our views in the last 30 days.

##### b. Instagram & Facebook: We have 295 followers on Instagram, and 335 followers on Facebook.

##### c. Brand Asset Rollout

- i. Fall/Winter Campaign: Brand Launch & Shopping Small Means More  
Our \$10,000 media buy is performing strongly across late November and December. Highlights include: Brand launch and Shop Small Means More commercials running throughout the holiday season. A successful Great Day Colorado feature highlighting Idaho Springs as a holiday destination, has now aired 2x no-charge placements provided by FOX31.

- ii. Idaho Springs Gift Card Promotion

The promotion runs November 17–December 17, offering customers a chance to win one of ten \$500 cards by purchasing an Idaho Springs digital gift card, funded by a \$5,000 contribution from Interstate Parking. Retail merchant onboarding continues, with expansion to restaurants and recreation partners planned for starting this week. We have sold 17 cards so far, please help push this with your customers, friends and family.

##### d. Grants

- i. Wayfinding Grant: Tryba completed its first round of stakeholder engagements, including sessions with BCPB members, City staff, ARGO, COMBA, and EMBER. Themes emerging from these sessions are now being worked into a 1<sup>st</sup> draft. Draft wayfinding concepts will be shared with stakeholders on December 18, with a full draft anticipated for presentation to the board in January. To accommodate this updated timeline, I am recommending that we submit a Proposal Change Form to the Colorado Tourism Office. While our report indicates that the project is progressing as planned, the official grant agreement lists the deadline for final deliverables as Q4 of 2025 (December 31, 2025). CTO has asked us to confirm whether we still anticipate meeting this deadline. Given the scheduling challenges encountered this month, I believe we need to request an extension of the project deadline to Q1 of 2026 (March 31, 2026). This additional time will allow us to complete the Branding Strategy and Wayfinding Plan with the depth, accuracy, and stakeholder collaboration the project requires.
- ii. Tourism Management Grant: The Colorado Tourism Office has opened its 2026 Tourism Management Grant cycle, which provides funding for projects that enhance, manage, or improve the visitor experience across Colorado. This grant aligns directly with our current branding and wayfinding work and represents a timely opportunity to secure some funding towards

implementation. Idaho Springs may request up to \$20,000, with a 4:1 match requirement. For every \$1 contributed by the City, CTO provides \$4.

The application is due January 22, 2026. To submit a competitive application, we will need to include a draft of the wayfinding plan currently in development with Tryba. This requires that a working draft be completed by mid-January to meet the application deadline.

## 2. Event Planning & Activations

- a. Holiday Ramble & Mistletoe Market Update: overall successful despite challenging weather conditions, and both attendance data and onsite feedback reflect strong community engagement. Due to high winds and cold temperatures, the Mistletoe Market was relocated to Club Hotel, Beau Jo's, and Tommyknockers, and vendors reported positive experiences with steady foot traffic. Placer.ai data indicates 14.2K downtown visits and 11.6K East End visits over the 2024 November 28–30 weekend, 17.7K-DT and 13.3K-East End. While our numbers were down it was a solid performance given the weather impact. Individual business estimates also showed strong interest, with Beau Jo's recording 2.7K visits, Tommyknockers 1.3K, and Club Hotel 415. We collected 41 complete Ramble Cards, demonstrating a successful model for the future. Burro rides, children's activities, and caroling helped maintain energy throughout the weekend, and the tree lighting. Having fireplaces in Citizens Park helped draw attention and created a festive atmosphere. The tree lighting was a highlight despite some confusion around time and location, adding a banner in the park I believe will help. Several attendees noted the need for updated holiday décor in Citizens Park, which we will evaluate for 2026. CCCAE and ARGO added significant value through hayrides and the activations at Club Hotel. Overall, the event achieved strong engagement across businesses and visitors, and detailed planning notes have been captured to further refine and strengthen the Ramble for 2026
  - i. The "reindeer" rides with the burros were very well received. For 2026, we should evaluate securing actual reindeer early and assess vendor availability and pricing, as this was a top request from attendees.
  - ii. A large banner installed in Citizens Park beginning in early November would streamline communication for 2026.
  - iii. Several attendees shared that decorations in Citizens Park need updating. This should be reviewed as part of next year's planning.

## 3. Business & Community Engagement

- a. Community Connections Meeting: The Q4 Community Conversations meeting was held on November 20 at Tommyknockers and saw strong turnout, with approximately 80 attendees. The session included an overview of the Visit Idaho Springs Website V2 enhancements and our current advertising campaign; however, it became clear that many residents and business owners remain unsure where to find the most up-to-date information. This will require continued communication and consistency across our channels.

The main portion of the meeting focused on the Downtown Master Plan update, parking next steps, and planned improvements to the parking system. Discussion highlighted that we have significant work ahead to ensure community members fully understand the current facts, project status, and the City's long-term mobility strategy. I am now working with City staff and HDR to prepare an updated fact sheet that more clearly explains the Mobility Hub concept, the factors influencing the parking structure timeline, and potential funding pathways. There is also a need to explore and communicate viable funding solutions for a future parking structure and to help the community better understand what is a Mobility Hub how it functions and if it is something we want to continue to pursue. Despite the complexity of the topics,

feedback from participants emphasized that these conversations are valuable and that the opportunity for direct dialogue with City leadership remains essential.

b. Parking

I have confirmed with Interstate Parking that we will continue light enforcement on Miner Street for the time being due to ongoing confusion around signage. We want to avoid leaving visitors with negative experience, and recent trends following the street's reopening show an uptick in violations similar to what we saw last year. We believe this is largely tied to the challenges of the current sign placement and clarity. Interstate and I have also discussed the addition of a 30-minute extension option for users who have already purchased one or two hours of parking. This would provide more flexibility for visitors who want to stay a bit longer without paying for a full additional hour. Following the Community Conversations meeting, it is clear that we need to take a deeper look at potential adjustments to the parking rates and structure of the program. The Mayor, Andy, Guy, and I will be meeting at the end of the month to explore options for reframing or refining the system. We expect to bring initial recommendations and discussion points to the Board at the January meeting.

c. Employee Commute & Residency Data Collection

As part of our ongoing work to better understand parking demand and long-term mobility needs, if you have not filled out this survey please do.

<https://www.surveymonkey.com/r/DHK3YSK>

4. Budget: I will have a full 2025 budget breakdown for you in January as part of our year-end review. For now, here is a high-level summary of how Community Promotion dollars were invested throughout 2025. Throughout the year, Community Promotion funds were used strategically to support Idaho Springs' core priorities: brand development, website modernization, business engagement, visitor experience improvements, and community event activation. Spending remained aligned with the approved budget, with most categories tracking close to projections and several efficiencies gained through sponsorships, grant matches, and partner contributions.

The largest investment area in 2025 was Website & Marketing Development, with a total allocation of \$87,500. These funds supported the phased rollout of Visit Idaho Springs V1 and V2, SEO and content upgrades, Thrive4 PR services (\$12,000 allocated), brand asset creation, the FOX31/Great Day Colorado fall-winter media campaign \$10,000, and the first phase of our citywide wayfinding and branding strategy. We allocation a total of \$87,500 towards these projects and it is nearly fully utilized with \$87,255.55.

Our Local Events Programming allocation of \$18,000 supported Clear Creek Clean-Up, community meetings, Fur-ling Fest (\$2,511.36), and the Miner Street Block Party Series (\$4,000). The Fall Harvest Festival (\$7,500) was not utilized due to cancellation, and \$3,000 remains reserved for the Holiday Ramble, which came in under budget. The Fourth of July Town Party allocation of \$50,000 resulted in \$54,764.29 in total spending, with the overage fully offset through sponsorship and surplus event revenue.

Overall, 2025 spending reflects disciplined budget management, strong leveraging of partner contributions, and targeted investments that strengthened Idaho Springs' brand presence, visitor experience, and business vitality. A full, line-item financial review will be presented in January.

Attached to this report you will see the approved 2026 budget and 2026 Strategic Forward-Facing Marketing Action Plan for Idaho Springs.

5. Town Resiliency & Construction Impact

a. Traffic & CDOT Updates

- i. I-70 Traffic Counts(full report in your packet) The November I-70 traffic counts for the Idaho Springs segment remain consistent with recent years, totaling approximately 1.20 million vehicles in 2025. This is nearly identical to 2024 and only slightly below the corridor's high-volume years of 2022-2023,

demonstrating that overall travel demand remains strong despite ongoing construction impacts at Floyd Hill.

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

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.

1. [Informational Video](#) - Good for websites, display monitors, etc.
2. Fact Sheet in [English](#) and [Spanish](#) - Project background information
3. [Rock Scaling/Blasting FAQ](#)
4. [Map](#) - Depicts the Project area
5. [Social Media Graphic](#) - Details how to stay informed
6. [Project Website](#) - Recently updated with detailed Project information

b. Downtown Master Plan – Next Steps

No updates at this time

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. September 2025: \$440,768.36 (1.81%)
- x. October 2025: \$418,269.67 (8.27%)
- xi. YTD (Jan–Oct 2025): \$4,205,124.02 (+2.76 over 2024 YTD)

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Mo. To Mo. Comparison	YTD Comparison	Current YTD Total	Previous YTD Total
Jan	\$139,731.94	\$200,236.03	\$194,756.37	\$222,532.49	\$235,940.98	\$266,501.90	\$265,799.93	\$344,180.43	\$365,835.89	\$357,076.65	-2.39%	-2.39%	357,076.65	365,835.89
Feb	\$187,483.54	\$177,395.43	\$190,166.90	\$207,177.31	\$232,375.01	\$243,676.11	\$272,972.03	\$361,032.17	\$349,072.52	\$363,464.19	4.12%	0.79%	720,540.84	714,908.41
Mar	\$182,398.01	\$206,563.51	\$223,907.92	\$232,244.57	\$186,300.12	\$291,578.68	\$310,036.11	\$402,899.93	\$402,360.50	\$400,737.88	-0.40%	0.36%	1,121,278.72	1,117,268.91
April	\$134,442.24	\$159,819.04	\$175,580.94	\$178,261.23	\$188,064.67	\$248,167.82	\$256,468.48	\$317,733.49	\$310,527.71	\$341,153.02	9.86%	2.43%	1,462,431.74	1,427,796.62
May	\$181,631.58	\$177,345.32	\$184,601.78	\$213,658.13	\$176,240.37	\$275,287.42	\$280,922.87	\$339,029.09	\$346,473.76	\$356,129.94	2.79%	2.50%	1,818,561.68	1,774,270.38
June	\$233,208.76	\$248,768.18	\$274,310.00	\$286,878.54	\$289,485.88	\$384,020.44	\$384,822.74	\$445,442.74	\$471,885.00	\$492,710.42	4.46%	2.91%	2,311,272.10	2,245,935.38
July	\$261,915.78	\$295,890.20	\$351,932.41	\$393,380.68	\$301,704.63	\$411,802.03	\$422,571.90	\$562,291.21	\$549,871.19	\$562,470.38	2.29%	2.79%	2,873,742.48	2,795,806.57
August	\$247,167.24	\$266,861.70	\$261,825.68	\$308,276.28	\$302,934.73	\$346,174.64	\$396,083.62	\$479,965.55	\$477,026.41	\$472,389.49	-0.97%	2.24%	3,340,131.87	3,272,832.88
Sept	\$237,656.99	\$217,782.08	\$253,207.80	\$268,690.51	\$311,044.04	\$379,340.95	\$370,507.24	\$437,935.60	\$432,939.99	\$440,768.36	1.81%	2.19%	3,786,900.33	3,705,772.97
Oct	\$178,132.16	\$176,952.97	\$186,403.26	\$228,281.95	\$252,727.92	\$294,442.00	\$297,189.14	\$376,787.75	\$386,269.67	\$418,269.67	8.27%	2.76%	4,205,124.02	4,092,042.64

Year-to-date through October 2025, Idaho Springs has collected \$4.2 million in sales tax revenue, reflecting a 2.76% increase over the same period in 2024. After a summer of steady, moderate gains, October delivered particularly strong performance at +8.27%, signaling resilient consumer spending even amid construction impacts and seasonal transitions. While a few early-year dips were recorded in January, March, and August, the overall trajectory remains positive, with six of the ten reported months showing year-over-year growth. July continues to lead as the highest-performing month at \$562,470, and April posted the strongest percentage increase at +9.86%. These trends indicate a stable economic environment, continued visitor activity, and consistent local spending patterns heading into Q4.

## 6. Board Membership Terms & Next Steps

It is time for the Business and Community Promotions Board to review member terms and prepare recommendations for City Council.

- a. One seat is designated for a City representative, this is currently Andy Marsh, appointed annually by City Council for a one-year term, with the recommendation of the BCPB. Do we want to continue with this appointment?
- b. The remaining six seats serve staggered two-year terms, commencing February 15 each year. When the Board was established in 2024, terms were intentionally staggered. The following members' terms are set to expire on February 15, 2026:
  - i. Lana Hearne
  - ii. Jennie Kim
  - iii. Katie Yard
- c. These members are eligible and welcome to volunteer for an additional two-year term if they wish to continue serving. The remaining members, Steve Indrehus, Lindsay Valdez, and Tara Worley, will continue through their 2027 term.
- d. **Request for Board Guidance:** To ensure a smooth transition and comply with the requirement to submit recommendations to City Council, I am requesting Board guidance on the following:
  - i. Do the three members whose terms expire wish to volunteer for another two-year term? If all choose to continue, the Board may recommend reappointment
  - ii. If any member does not wish to continue, would the Board like to:  
Recommend potential candidates to City Council, or  
Direct the City to conduct a public application process?
  - iii. Board Recommendation to Council  
Following today's discussion, I will prepare the formal recommendation and present it to City Council at their next scheduled meeting.

# Mountain Corridor

## Monthly Traffic Count Comparison

070E242 I-70 WEST IDAHO SPRINGS E/O

Month(s): November  
 Year(s): 2009, 2010, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2022, 2023, 2024, 2025  
 Direction(s): Eastbound, Westbound

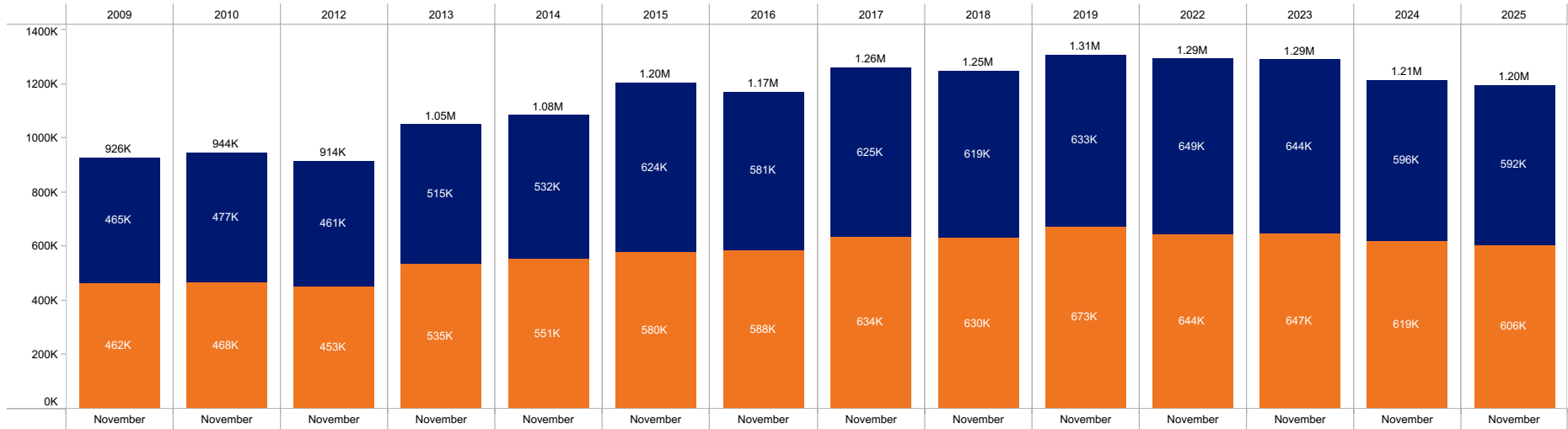


Device  
070E242 I-70 WEST IDAHO SPRINGS E/O

Year  
All

Filtering Option  
 Default to Prior Month  
 Select Specific Months

Direction  
 Eastbound  
 Westbound



	2009	2010	2012	2013	2014	2015	2016	2017	2018	2019	2022	2023	2024	2025
	November	November	November	November	November	November	November	November	November	November	November	November	November	November
Eastbound	464,735	476,638	460,663	515,120	532,369	624,276	580,631	625,271	619,003	633,318	649,223	643,879	595,546	591,654
Westbound	461,735	467,599	453,181	535,395	551,461	579,571	588,157	634,151	630,100	673,038	644,299	646,948	618,796	605,608
<b>Grand Total</b>	<b>926,470</b>	<b>944,237</b>	<b>913,844</b>	<b>1,050,515</b>	<b>1,083,830</b>	<b>1,203,847</b>	<b>1,168,788</b>	<b>1,259,422</b>	<b>1,249,103</b>	<b>1,306,356</b>	<b>1,293,522</b>	<b>1,290,827</b>	<b>1,214,342</b>	<b>1,197,262</b>



## Proposal Change Form

**Name of Grantee:**

**Title of Project:**

The Colorado Tourism Office has approved a statement of work for the above-referenced grant that is based on a proposal submitted by the Grantee and accepted by the Division's review panel. Grantee is expected to produce a work product substantially in conformity with the original grant proposal. **Any significant refinements, clarifications, modifications or changes to the proposal must receive prior approval of the Division in writing.** Examples include, but are not limited to clarification or changes to scope of work, or deliverables; major changes in key personnel, including management staff or vendors; changes in timelines; and changes in budget. To request approval for a proposal change, please give a detailed explanation below of the changes you need to make to your proposed project. Proposal Change Forms must be submitted **prior to 45 days before** the end of the grant period. **Notification of approval can take up to 10 business days.**

Signature of Grantee Executive Director (or equivalent)

Title

Date

Approved by Colorado Tourism Office

Date

## Contracted Director of the Business & Community Promotion Board (BCPB)

### Scope of Services – 2026

#### Position Overview

The Contracted Director of the Business & Community Promotion Board (BCPB) provides leadership, coordination, and implementation of all programs, marketing efforts, and strategic initiatives funded through the City's Community Promotion budget. This role bridges City leadership, local businesses, tourism partners, and the community to drive economic vitality, enhance visitor experience, and ensure the successful execution of BCPB priorities.

#### Contract Details

Contracted Rate: \$80,000 annually

Payment: Monthly installments of \$6,666.66 plus approved expenses

Term: January 1, 2026 – December 31, 2026

Given the Director's central role in managing public communication, stakeholder coordination, and policy execution for the City's parking system, allocating 77% of the contracted rate to the Parking Enterprise Fund. The Director leads communication efforts related to parking regulations, rate adjustments, seasonal changes, and the marketing and parking sponsored programs, ensuring residents, businesses, and visitors clearly understand how to navigate the system. The role also includes ongoing analysis of parking data, utilization trends, and revenue reporting to support strategic decision-making. Additionally, the Director coordinates messaging and engagement around the Mobility Hub, Downtown Master Plan parking components, and construction impacts, activities that directly influence parking operations and visitor flow. These responsibilities represent a lot of the Director's workload and are essential to maintaining an efficient, financially sustainable system that serves both the community and the City's long-term mobility goals.

The Director role incorporates responsibilities typically divided across multiple municipal positions including Tourism Director, Marketing & Communications Manager, Events Manager, PR Coordinator, and Economic Development Specialist.

#### Duties include:

- Administration of all Community Promotion funds and associated contracts
- Strategic tourism marketing, PR coordination, and brand management
- Launch and ongoing development of Visit Idaho Springs digital platforms
- City event management
- Business engagement and partnership development
- Grant writing, reporting, and compliance
- Cross-agency coordination with City, County, CDOT, ARGO, COMBA, and statewide tourism entities

## Scope of Services

### 1. Strategic Leadership, Collaboration & Coordination

#### a. The Director shall:

- i. Lead the implementation of the 2026 Strategic Forward-Facing Marketing Action Plan, ensuring alignment with the City's goals, partner agencies, and community expectations.
- ii. Work closely with City leadership to advance major initiatives including the Downtown Master Plan, Mobility Hub, Visit Idaho Springs branding, and CDOT-related communication needs.
- iii. Facilitate all monthly BCPB meetings, prepare agendas and reports, and ensure effective collaboration between Board members, City staff, and business stakeholders.
- iv. Establish and manage committees for events, branding, marketing, and wayfinding to ensure coordinated execution of strategic initiatives.
- v. Maintain active engagement with downtown businesses, lodging operators, nonprofits, and community leaders to develop initiatives that strengthen Idaho Springs' economic resilience.
- vi. Lead strategic coordination of the City's parking program by working closely with City leadership, Interstate Parking, and community stakeholders to develop policies, implement system improvements, support Mobility Hub planning, and ensure parking operations align with broader economic development and downtown vitality goals.

### 2. Community Engagement

#### a. The Director shall:

- i. Plan, organize, and facilitate quarterly Community Conversations to gather stakeholder feedback and provide updates on major City initiatives.
- ii. Lead ongoing communication to residents, businesses, and visitors regarding parking policies, rate changes, validation programs, permit systems, seasonal adjustments, construction impacts, and enforcement updates. Maintain clear, accessible information across the City website, signage, social platforms, and printed materials to reduce confusion and support compliance.
- iii. Develop and promote community-building programs such as seasonal activations, block parties, business spotlights, and beautification collaborations.
- iv. Oversee coordination of city-supported events, including Fourth of July, Holiday Ramble, Fur-ling Fest, and other annual celebrations, in partnership with City departments and external organizations.

- v. Serve as a primary liaison to businesses during construction impacts, special events, or major visitor surges, ensuring timely communication and collaborative problem solving.
3. Marketing, Branding & Communication
- a. The Director shall:
    - i. Create and execute annual marketing plans supporting tourism, local business vitality, and seasonal promotions in alignment with the Idaho Springs brand.
    - ii. Oversee the continued expansion of the Visit Idaho Springs website, including business directories, event calendars, itineraries, and SEO-focused content.
    - iii. Develop and execute clear, consistent communication strategies for the City's parking system, including public education on rates, regulations, and potential seasonal changes, while managing all parking-sponsored marketing initiatives, and business-focused parking incentive campaigns that support vitality.
    - iv. Manage branding consistency across all platforms, printed materials, events, and digital assets.
    - v. Maintain regular communication with local businesses regarding events, campaigns, construction updates, parking changes, and collaborative opportunities.
    - vi. Ensure transparent communication between the Board, City Council, stakeholders, and community members, including monthly Director Reports.
4. Budget Management, Economic Data & Resource Development
- a. The Director shall:
    - i. Administer all Community Promotion funds: including budget planning, monthly reporting, and contract oversight for PR, marketing, website development, and event services.
    - ii. Develop and sustain partnerships that enhance City programs, including the Flower Planter Program, Holiday Decorations Program, Local Voices video portraits, and beautification efforts.
    - iii. Utilize sales tax data, event metrics, website analytics, and Placer.ai visitation data to inform decision-making and track economic performance.
    - iv. Oversee the analytical components of the City's parking system by monitoring and evaluating utilization and turnover data, and preparing recommendations for rate adjustments, operational improvements, and reinvestment priorities. Support development of parking-related programs by assessing economic impact, identifying funding

opportunities, and ensuring responsible resource allocation that strengthens business vitality.

- v. Identify and pursue collaborative funding opportunities, sponsorships, and tourism partnerships that expand City capacity without increasing burden.

## 5. Monitoring, Evaluation & Reporting

### a. The Director shall:

- i. Access and analyze Placer.ai data via Clear Creek County Tourism to evaluate seasonal visitation trends, event impacts, and marketing performance.
- ii. Provide regular updates to City Council, BCPB, and City staff detailing progress on strategic initiatives, partnerships, marketing metrics, and event outcomes.
- iii. Compile annual and semi-annual summaries documenting key achievements, challenges, and recommendations for future planning.

## Return on Investment

The Director supports economic stability through:

- High-quality events that drive visitor spending
- Marketing and PR campaigns that increase year-round tourism
- Business engagement programs that strengthen local economic resilience
- Grant management that leverages City dollars
- Sales tax analysis guiding strategic investment
- Community engagement that builds trust and supports measurable outcomes

Community Promotion efforts directly influence Idaho Springs' sales tax performance and downtown vitality, making this role essential to the City's long-term economic health.

**Research & Analysis Questions – 2026 Focus**

Using tools such as Placer.ai and continued partnership with Clear Creek County’s new data analytics, 2026 analysis will focus on:

**Who is Visiting Idaho Springs Today?**

Updated visitor demographics, peak periods, spending patterns, and repeat visitation trends. Identify how construction impacts, branding, and the Visit Idaho Springs website influence behavior.

**Who Are We Trying to Attract in 2026?**

Visitors aligned with Idaho Springs’ brand values: adventure, heritage, wellness, shopping local, and supporting family-owned businesses. Continued emphasis on sustainable, respectful travel.

**How Do We Reach & Influence Our Target Market?**

Targeted campaigns using regional media, social platforms, digital advertising, partnerships with thriving recreation and hospitality sectors, and expanded PR efforts partnering with influencers.

**Overview**

This 2026 Action Plan outlines a coordinated, forward-focused strategy for Idaho Springs to continue strengthening its brand, increasing sustainable visitation, supporting local businesses, and enhancing community vitality. Building on the foundational work completed in 2025: brand launch, launching our website, enhanced PR presence, and significant progress on wayfinding.

**2026 centers on implementation, refinement, and expanded engagement.**

**Total Community Promotion 2026 Budget: \$211,109**

(Excluding HSIS/Visitor Center and Building Maintenance, Historic Sites & Facilities)

**Key Goals & Objectives for 2026**

- 1. Position Idaho Springs as a Cohesive, Accessible, and Welcoming Destination**
  - a. Mission: Continue to promote Idaho Springs as a vibrant mountain town that balances economic vitality with community values. In 2026, this includes stronger communication, expanded wayfinding, and enhanced digital resources to support both residents and visitors.
  - b. Target Market:  
Outdoor adventurers, heritage travelers, families, wellness seekers, and weekend explorers seeking small-town charm and meaningful experiences. Emphasis remains on attracting visitors who positively contribute to the local economy and respect community culture.

## **2. Support Businesses through Mobility Hub, and Parking Changes**

- a. 2026 will be a pivotal year as the City navigates major transitions. As HDR Engineering moves forward with CDOT on Mobility Hub planning and the City evaluates parking program adjustments, ensuring proactive and transparent communication will be key to supporting local businesses through these changes.
- b. Objectives:
  - i. Provide transparent updates on Downtown Master Plan and Mobility Hub developments, as HDR progresses forward with CDOT
  - ii. Work with Interstate Parking on rate adjustments and parking optimization, 30-minute extension option, and improved visitor education.

## **3. Implementing the Wayfinding Strategy**

- a. With first-phase planning Strategy almost done, 2026 focuses on finalizing the plan and preparing for implementation.
- b. Objectives:
  - i. Review Tryba draft in January 2026.
  - ii. Complete final Branding & Wayfinding Strategy by March 31, 2026
  - iii. Submit CTO Tourism Management Grant application by January 22, 2026.
  - iv. Secure funding for design preparation, fabrication planning, and phased rollout.

## **4. Expand Digital Presence & Marketing Visibility**

- a. Continue strengthening Idaho Springs' online presence and statewide/regional visibility.
- b. Objectives:
  - i. Scale Visit Idaho Springs with additional content, improved SEO, and enhanced mobile optimization.
  - ii. Complete Local Voices (Portrait of a Business Owner) campaign by summer. \*\*\* see below quote for this program\*\*\*
  - iii. Develop a 12-month PR + advertising + social media content calendar, in alignment with our events calendar.
  - iv. Launch updated "Do Idaho Springs RIGHT" visitor etiquette materials.

## **5. Strengthen Community Engagement**

- a. Build on the momentum of 2025's Community Conversations with a more structured approach.
  - i. Quarterly Community Conversations with focused themes (Mobility, Website, Events, Business Tools).
  - ii. Create business-facing toolkits:
    1. Mobility Hub factsheet
    2. Parking FAQ- and cost analysis parking internal vs. contracting
    3. Event guides and alcohol service guidelines
      - a. Research alternatives: entertainment district, changing our fees for non-profits

## 6. Support Sustainable, Long-Term Economic Growth

- a. Ensure marketing, events, and campaigns support local businesses and encourage off-peak visitation.
- b. Objectives:
  - i. Increase shoulder season tourism (March–April, October–November) through targeted campaigns and activations.
  - ii. Drive increased local spending and foot traffic to Idaho Springs businesses through campaigns that promote authentic, values-based tourism and encourage residents and visitors alike to "Spend Where It Matters."
  - iii. Strengthen cross-promotion between businesses, hotels, recreation, and retail.
  - iv. Encourage community-wide adoption of Idaho Springs brand assets.
  - v. Align with statewide initiatives (America 250, Colorado 150) through heritage tourism programming.
  - vi. Equip Idaho Springs businesses with resources and programs that help them adapt, stabilize, and grow during economic uncertainty, including inflation management, workforce retention, and access to funding or support tools.

### Detailed Action Items and Budget Allocation – 2026

#### Director of Business & Community Promotion

**Budget:** \$80,000 (77% of this pay is allocated to Parking Enterprise Fund)

**Objective:** Lead and implement the strategic marketing, business support, branding, and communication initiatives outlined in this plan.

#### Action Steps:

- Maintain a project timeline for all strategic initiatives, including web updates, wayfinding milestones, PR deadlines, advertising schedules, and event coordination.
- Facilitate regular coordination with City staff, BCPB members, contractors, committees, and partner agencies.
- Provide monthly reports outlining progress, challenges, budget status, and adjustments needed.
- Oversee stakeholder engagement, grant submissions, and implementation planning.

#### Website and Marketing Development

**Budget:** \$70,000

**Objective:** Expand Idaho Springs' digital footprint, strengthen the brand, and enhance communication with visitors and residents.

#### Action Steps:

- Continue development of Visit Idaho Springs features, including expanded "Plan Your Visit," business listings, trail content, and seasonal itineraries. Allocate: \$2000-most of this work can be completed by Director

- Invest in digital, print, and media advertising:
  - Develop Seasonal campaigns (spring adventure, summer events, fall foliage, holiday shopping) Enhance SEO and seasonal campaigns: allocate: TBD
  - Social Media & Branded Content: allocate TBD
  - Idaho Springs Gift Card initiatives: allocate: TBD
  - Invest in influencer partnerships suggested allocation \$5000 (\$1250 per QTR)
  - Maintain PR services
    - Total PR Spend (Thrive4): \$12,000
    - \$1,000 per month for PR, media relations, and statewide visibility work.
      - Thrive4's works on:
        - Media outreach & Press tours
        - FOX31 / KDVR negotiated rates, free services, premium placement
        - ARGO coverage/ Gondola-related narrative support
        - Seasonal PR campaigns
        - Support and Develop a 2026 Marketing Plan with business buy-in opportunities and collaborative advertising programs.
    - Photography, video, and digital storytelling needed for brand-aligned content. Allocate: TBD
- **Board Guidance:**
  - How much of the budget would you like to allocate to Action Step
  - Determine need for dedicated social media support

### **Local Events Programming**

**Budget:** \$68,000

**Objective:** Create a dynamic year-round events program that drives visitors, enhances business activity, builds community connection, and activates town spaces in alignment with the Idaho Springs brand.

#### **Action Steps:**

- Deliver a balanced calendar of proven annual events, community collaborations, seasonal activations, and high-impact signature experiences.
- Empower the Events Committee to oversee logistics, volunteer coordination, timelines, sponsorship development, and cross-partner alignment.
- Prioritize core events including: Fur-ling Fest, Block Parties, Fourth of July Town Party, Trunk-or-Treat, Fall Festival and the Holiday Ramble.
- Support collaborative signature events such as the ARGO Gondola Grand Opening, Virginia Canyon Mountain Park Opening Day, Miner Street Progressive Dinner, and Shelly Quinn Stage Concert, among others.
- Maintain contingency funds for business-driven micro-activations, cultural programming, and emerging partnership opportunities.
- Integrate event-based Placer.ai data into planning to evaluate economic impact, peak times, and attendee behavior.
- Strengthen communication tools, wayfinding support, and business engagement materials to help maximize visibility and participation.
- Expand shoulder-season activations (spring and fall) to stabilize visitation and support year-round business vitality.

**Board Guidance:**

- Approve event calendar and budget (see attached event sheet)
- Identify new partnership opportunities
- Commitments to Event planning committee

**Wayfinding, and Implementation Readiness****Budget:** \$5,000**Objective:** Prepare Idaho Springs for phased wayfinding installation following completion of the strategy.**Action Steps:**

- Provide feedback on first draft in January; approve final plan by March 2026.
- Develop cost estimates for fabrication and installation.
- Identify phased zones for rollout (Downtown Core → East End → gateways → recreation).
- Submit CTO Tourism Management Grant application by January 22, 2026.
  - CTO Grant (4 parts): \$20,000
  - Required match (1 part): \$5,000

**Visitor Management & Grant Partnerships****Budget:** \$10,000 (direct) + additional support included across categories**Objective:** Strengthen visitor experience and minimize resident impact by enhancing communication around mobility, parking, construction, and responsible tourism. Leverage strategic grant partnerships to amplify Idaho Springs' role in regional destination development.**Featured Initiative:** Trails to Town: Heritage Tourism & Outdoor Recreation Pocket Book  
In partnership with the Clear Creek County Tourism Bureau (CCCTB), this grant-funded project will produce a high-quality printed and digital guidebook linking trail-based recreation to historic downtowns, local businesses, and cultural sites across the county.**Action Steps:**

- Develop and participate in Idaho Springs content and mapping for Trails to Town pocket book
- Launch refreshed visitor etiquette campaign: Do Idaho Springs RIGHT
- Produce and distribute fact sheets on the Mobility Hub and Downtown Redesign
- Host quarterly Community Conversations to maintain transparency and engagement
- Maintain strong communication with businesses via newsletters, surveys, and regular meetings
- Develop unified messaging for all construction-related updates (website, social, print)

**Board Guidance**

- Identify gaps in resident/business understanding
- Suggestions for the Trails to Town pocket book

## **Beautification & Holiday Décor**

**Beautification:** \$9,500

**Holiday Décor Budget:** \$21,609

**Objective:** Strengthen the visual appeal of Idaho Springs year-round.

### **Action Steps:**

- Refresh holiday décor in Citizens Park.
- Add branded seasonal banners and enhance Miner Street visuals.
- Maintain the BCPB flower and garland program and explore expanded garden/planter partnerships.
- Work towards beautification of the under passage to Waterwheel Park

## **Contingency Fund**

**Budget:** \$1,000

**Objective:** Provide flexibility for unforeseen needs, construction impacts, emergent marketing opportunities, or rapid-response communications.

## **Long-Term Sustainability & Economic Growth – 2026 Emphasis**

### **Action Steps:**

- Build campaigns that encourage off-peak visitation to distribute tourism more evenly.
- Promote Idaho Springs as a balanced destination: recreation, wellness, dining, heritage, and shopping.
- Integrate sustainability messaging into PR and visitor communications.
- Continue monitoring tourism and economic trends to adjust campaigns throughout the year.
- Evaluate outcomes monthly to ensure alignment with both business vitality and resident quality of life.

## **KPIs (Key Performance Indicators)**

### **1. Increased Off-Peak Visitation**

*Goal Alignment:* Expand shoulder season tourism (March–April, October–November)

*How to Measure:*

- Visitor foot traffic in shoulder seasons (via Placer.ai)
- Hotel occupancy, spending data and sales tax revenue during off-peak months
- Engagement metrics during off-season campaigns (clicks, shares, redemptions)

### **2. Business Engagement & Participation Rate**

*Goal Alignment:* Support businesses through mobility changes, marketing, and events

*How to Measure:*

- Number of businesses participating in marketing programs (e.g., gift card, Portrait campaign, welcome bags, marketing buy in)
- Event participation (business booths, sponsorships, activations)
- Open rates and response rates from business newsletters and surveys

### 3. Digital Growth & Visibility

*Goal Alignment:* Expand digital presence and marketing visibility

*How to Measure:*

- Website traffic growth and SEO performance on Visit Idaho Springs
- Social media follower growth, reach, and engagement
- Video views and shares

### 4. Resident & Visitor Satisfaction with Infrastructure & Communication

*Goal Alignment:* Strengthen communication around mobility, parking, and community engagement

*How to Measure:*

- Community Conversation attendance and feedback
- Survey results on visitor experience, parking ease, and downtown navigation
- Consumer rating score, social comments, or issues reported related to signage, parking, or downtown access

### Board Review Needed

- Confirm allocation priorities
- Provide direction on social media budgeted needs
- Approve 2026 strategic plan for Council approval

**Portrait of a Business Owner Campaign – Production Options Summary:** The City of Idaho Springs, through the Business & Community Promotion Organization, could partner with filmmaker Michael Kastenbaum to create a series of high-quality Portrait of a Business Owner videos featuring business owners, and other community anchors.

- Two production options are available
  - Option 1 – \$4,000 Investment
    - Delivery of no fewer than 8 portraits, with a shared goal of producing up to 12. Ideal for a smaller, curated series of business features.
  - Option 2 – \$7,500 Investment
    - Delivery of no fewer than 15 portraits, with a shared goal of producing up to 25.
    - Best for a broad, community-wide storytelling campaign.
  - Production Details (Both Options)
    - Each portrait delivered in three formats: ~30 seconds, 1 minute, and 90 seconds.
    - All final videos provided in master 4K quality plus streaming-optimized versions.
    - Includes cleared music and licensing.
    - Includes delivery of B-roll selects and full interview strings for unlimited City use.
    - Priorities, businesses featured, and production order set at the Director’s discretion.

