



Rifle Parks & Recreation Advisory Board

REGULAR MEETING AGENDA

February 10, 2025

5:30 PM

City Hall - 202 Railroad Avenue Rifle, CO 81650

5:30 PM - Regular Meeting

- 1. Call to Order**
- 2. Roll Call**
- 3. Public Comment** *(Maximum time permitted for Public Comment is 3 minutes per person)
*(Reserved for general comments or items on the agenda that are not a public hearing)
- 4. Consent Agenda**
 - 4.a.** Consider Minutes of the January 6, 2025, Regular Meeting
- 5. Presentation**
 - 5.a.** Parks and Recreation Marketing Presentation
- 6. Regular Agenda**
 - 6.a.** Strategic Planning: Setting Priorities and Updates 2025-2026
- 7. Administrative Reports**
 - 7.a.** Parks and Recreation Department Updates
 - 7.b.** Next PRAB Meeting is on March 10, 2025.
- 8. Adjournment**

ACCESSIBILITY STATEMENT

The City of Rifle values full inclusion and access for all of our facilities, programs, activities and services. We are pleased to provide meaningful accommodations to comply with the Americans with Disabilities Act (ADA) and reasonably provide translation, interpretation, modifications, accommodations, alternative formats, auxiliary aids, and services. To request special assistance, call Parks & Recreation Director Austin Rickstrew at 970-665-6578 or email arickstrew@rifleco.org. Please allow 48 hours for your requests to be met.

La Ciudad de Rifle valora la plena inclusión y acceso para todas nuestras instalaciones, programas, actividades y servicios. Nos complace proporcionar alojamientos significativos para cumplir con la Ley de Estados Unidos con Discapacidades (ADA) y proporcionar razonablemente traducciones, interpretaciones, modificaciones, adaptaciones, formatos alternativos, ayudas auxiliares y servicios. Para solicitar asistencia especial, llame al Director de Parques y Recreación Austin Rickstrew al 970-665-6578 o envíe un correo electrónico a arickstrew@rifleco.org. Por favor, permita 48 horas para que se atiendan sus solicitudes.



Agenda Item #4.a.

Agenda Item Name:

Consider Minutes of the January 6, 2025, Regular Meeting

Presenter:

Kim Arnold, Parks Administrative Assistant

Item Description:

Minutes of the December 9, 2024, Regular Meeting

Recommended Action:

Consider approving minutes of the January 6, 2025, Parks & Recreation Advisory Board Regular Meeting

Fiscal Impact:

N/A

Operational Impact:

N/A

Prior Board Motions:

N/A

Background Information:

N/A

Executive Summary:

Minutes of the January 6, 2025, Regular Meeting

Notification Requirements:

N/A

Prepared By:

Austin Rickstrew, Parks & Recreation Director

Attachments:

1. January 6, 2025 PRAB Minutes.

**RIFLE PARKS AND RECREATION
BOARD MINUTES
January 6, 2025**

This meeting was called to order at 5:30 pm.

MEMBERS PRESENT:

	YES	NO
Ken Blatter	X	
Kirsten Barker	X	
Aaron Cumming	X	
John Douglas	X	
Annie MacGregor	X	
Ari Philipson	X	
Betsey Seymour	X	
Jens Smith		X

STAFF PRESENT: Austin Rickstrew, Matt Rowe, Kim Arnold

GUEST SPEAKER: Keith Gray

COMMENTS FROM THE PUBLIC:

Aaron asked if space could be added to the sports waivers so that age could be tracked. He thought this could be used to help with Grant processes. Austin let him know that this is collected electronically.

APPROVAL OF THE JANUARY 6 MEETING MINUTES:

The minutes for the December 9, 2024, meeting were approved. Ken motioned and Betsey seconded the approval. Passed by voice vote unanimously

PARKS OPERATIONS 2024 UPDATE

Keith Gray presented on MaintainX, the maintenance management program the department is using. It covers a wide array of uses including inspection of equipment, grounds, equipment, etc. Maintain X can track by project, by location or by team member. Invoices can be uploaded to the work order so the cost of the project can be followed as well, allowing the tracking of how and where our time and money is being spent.

More hours have been allocated to repairing vandalism this year. Graffiti has been the biggest concern. Vandalism is treated as a high priority and red flagged by the Department and remedied within 24 hours.

Kristen requests MaintainX reports by location be sent to PRAB.

STRATEGIC PLAN 2025

Members are to review the Strategic Plan. Please send your questions and/or ideas to Kim before our February 10 meeting, at which time we will begin the discussion of the 2025 Strategic Plan.

ELECTION OF NEW OFFICERS:

Discussion about the upcoming year was held prior to the election of the officers.

Ken motioned and Aaron seconded the approval of Annie remaining Chairman for 2025.

Ken motioned and Betsey seconded the approval of Aaron remaining the Vice Chairman for 2025.

Aaron nominated and Betsey seconded the approval of Ken to remain Secretary for 2025.

Annie requests that the meeting invites be sent out for entire year.

Kim will send the 2025 budget to Kristen and Ari.

Annie requests attendance sheets for 2024 meetings to review member attendance.

Next meeting is scheduled for February 10, 2025

Meeting adjourned at 6:21



Agenda Item #5.a.

Agenda Item Name:

Parks and Recreation Marketing Presentation

Presenter:

Kyle Mills

Item Description:

Reports on marketing efforts of the recreation department. We will review the 2024 Social Media Ad Report and the 2024 Social Media Insight Report.

Recommended Action:

None

Fiscal Impact:

N/A

Operational Impact:

N/A

Prior Board Motions:

N/A

Background Information:

N/A

Executive Summary:

The 2024 Social Media Ad Report and 2024 Social Media Insight Report comprehensively analyze Rifle Parks & Recreation's social media strategy, engagement, and advertising effectiveness over the past year.

Key Insights from the 2024 Social Media Ad Report:

- The most successful advertisements reached up to 10,160 views and had a maximum reach of 6,991 users.
- A breakdown of ad costs between 2023 and 2024 provides insight into spending efficiency.
- The report highlights the top-performing ads, their reach, and engagement metrics.

Key Insights from the 2024 Social Media Insight Report:

- Facebook and Instagram audience demographics are analyzed, tracking changes from 2022 to 2024.
- Adjustments to the posting schedule, including increased frequency and more video content (reels/stories), have led to higher engagement and reach.
- The number of posts was increased to two per day on Mon/Wed/Fri and three per day on other days, leading to improved visibility.
- A 2023 vs. 2024 content strategies comparison outlines how post-frequency and format changes have impacted social media performance.
- The department aims to expand its online presence and grow its follower base to enhance community engagement.

Additionally, Kyle Mills, Marketing and Special Events Coordinator, will present the findings from these reports, offering further insights and recommendations for future social media strategies. Overall, the reports highlight a strategic shift in content delivery, demonstrating improved audience reach and interaction while identifying opportunities for continued growth in 2025.

Notification Requirements:

N/A

Prepared By:

Kim Arnold, Parks Administrative Assistant

Attachments:

1. 2024 Social Media Insight Report
2. 2024 Social Media Ad Report

Social Media Insight Report

January 1, 2024 — December 31, 2024



PARKS &
RECREATION



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**A big shout out to Rifle
Parks and Recreatio...**

Sat Nov 30, 5:00pm

👁 5.5K ❤ 177
🗨 15 ➡ 8

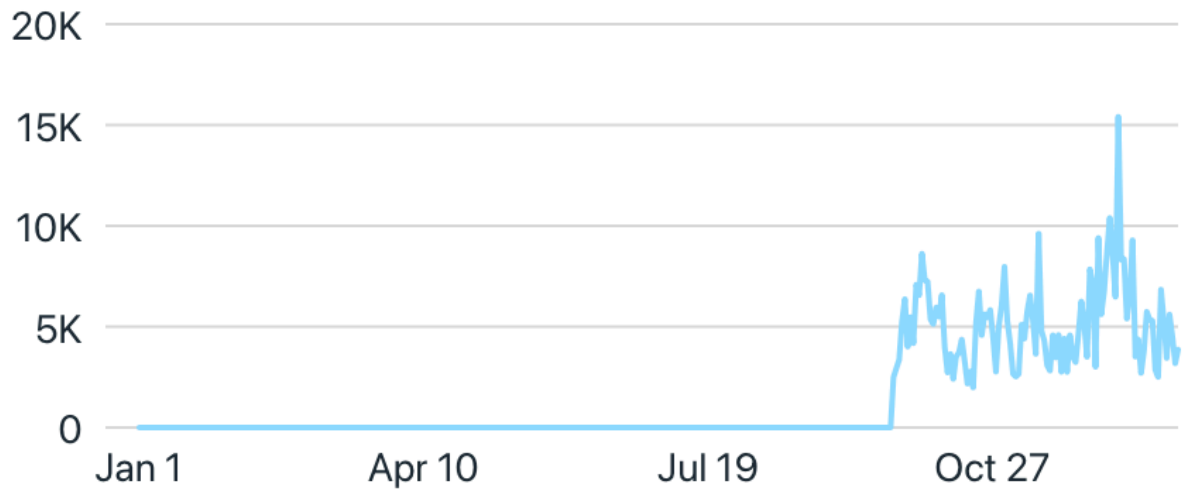




January 1, 2024 –

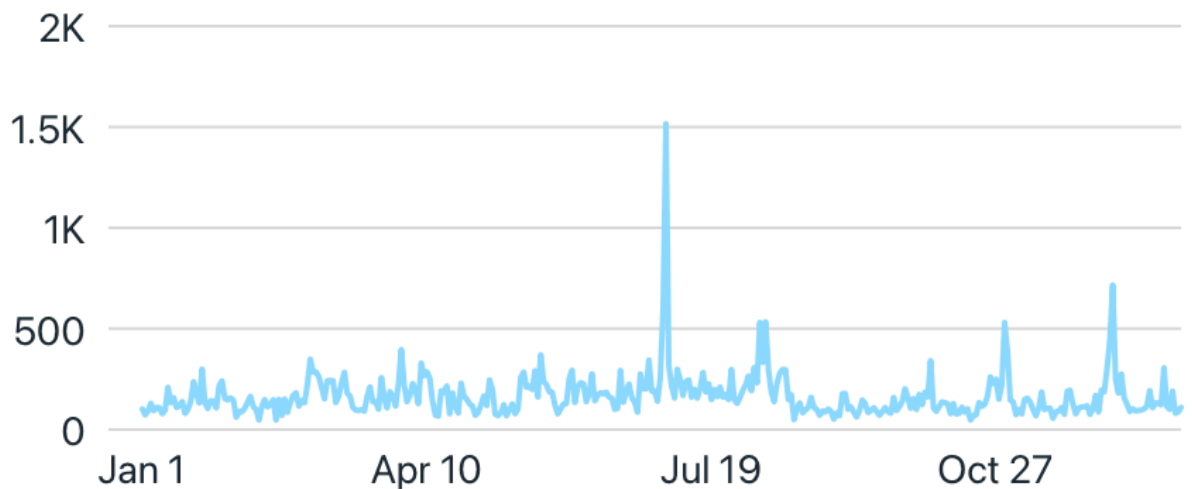
Views ⓘ

515.8K



Visits ⓘ

60.7K ↑ 12.2%

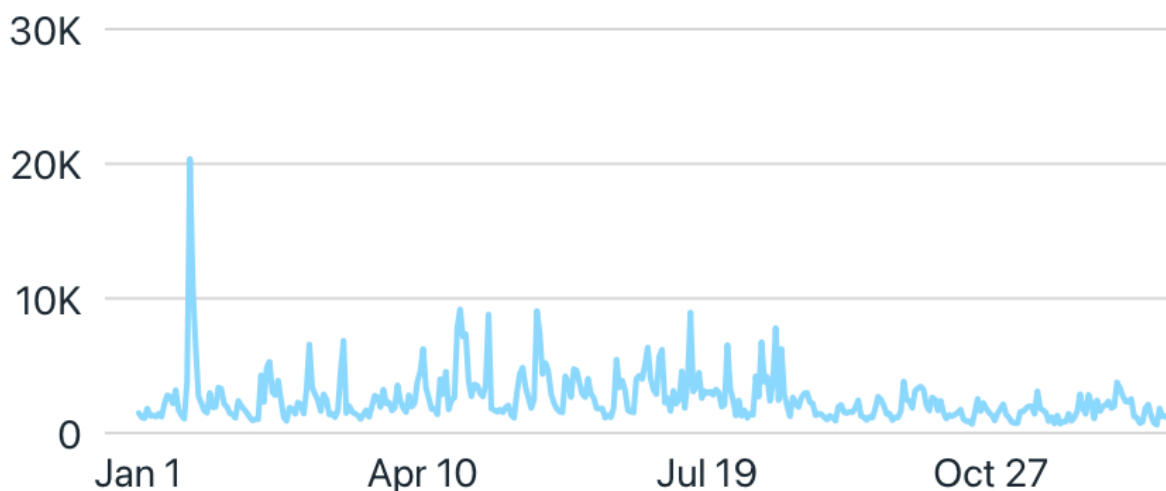


December 31, 2024



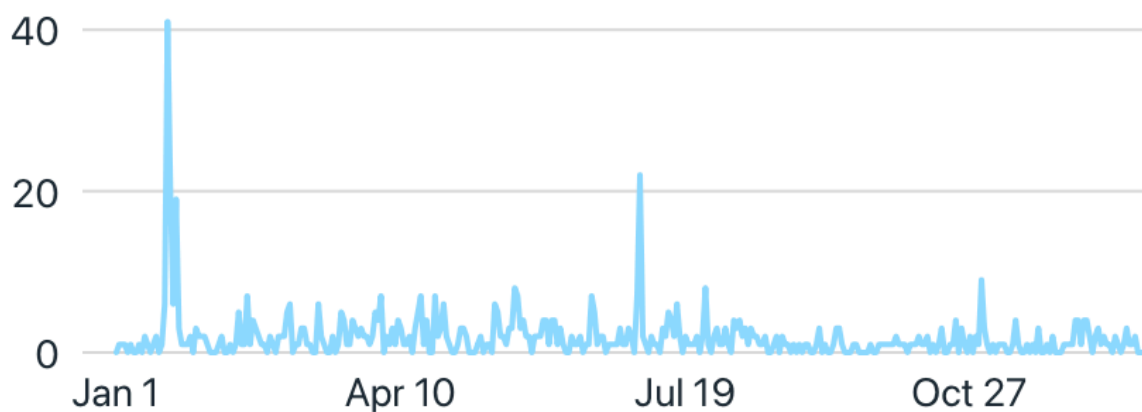
Reach ⓘ

207.6K ↓ 52%



Follows ⓘ

676 ↓ 15.6%





January 1, 2023 –

Views ⓘ

--

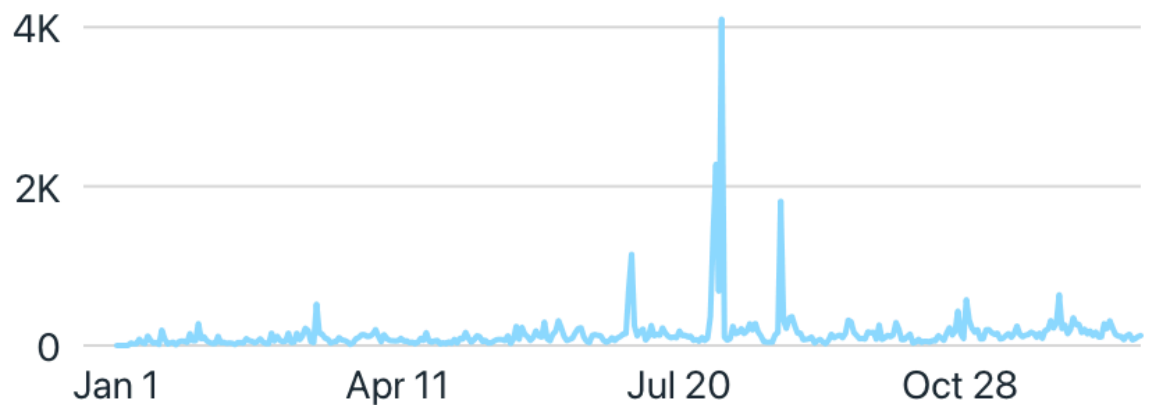


Data unavailable

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Visits ⓘ

54.2K ↑ 100%

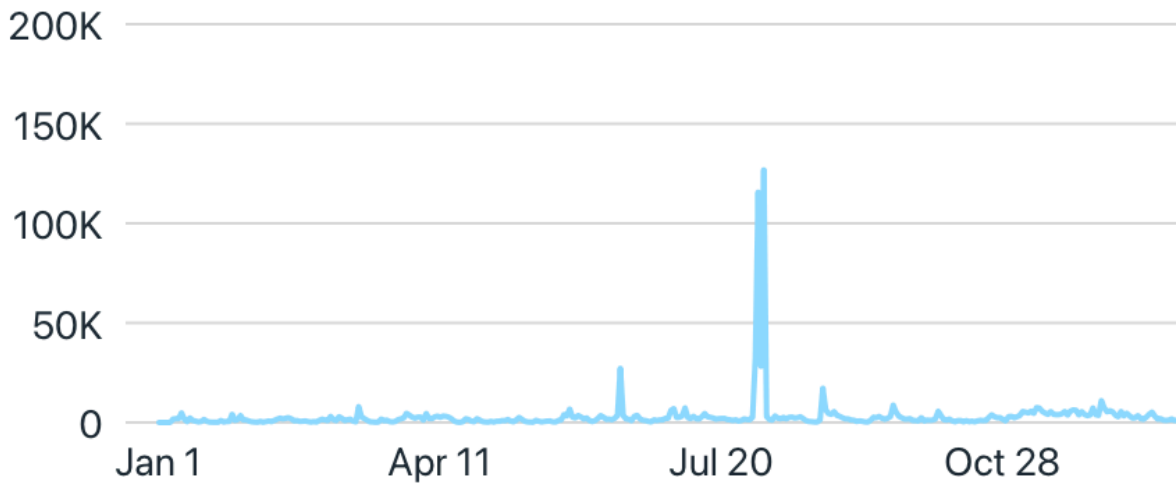


December 31, 2023



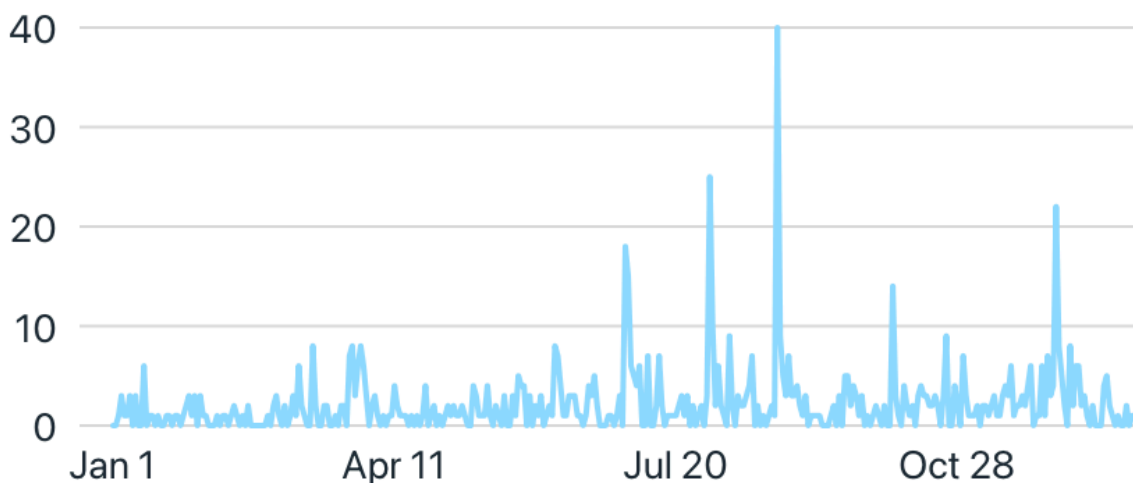
Reach ⓘ

432.3K ↑ 100%



Follows ⓘ

800 ↑ 54.4%





January 1, 2022 –

Views ⓘ

--



Data unavailable

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Page and profile

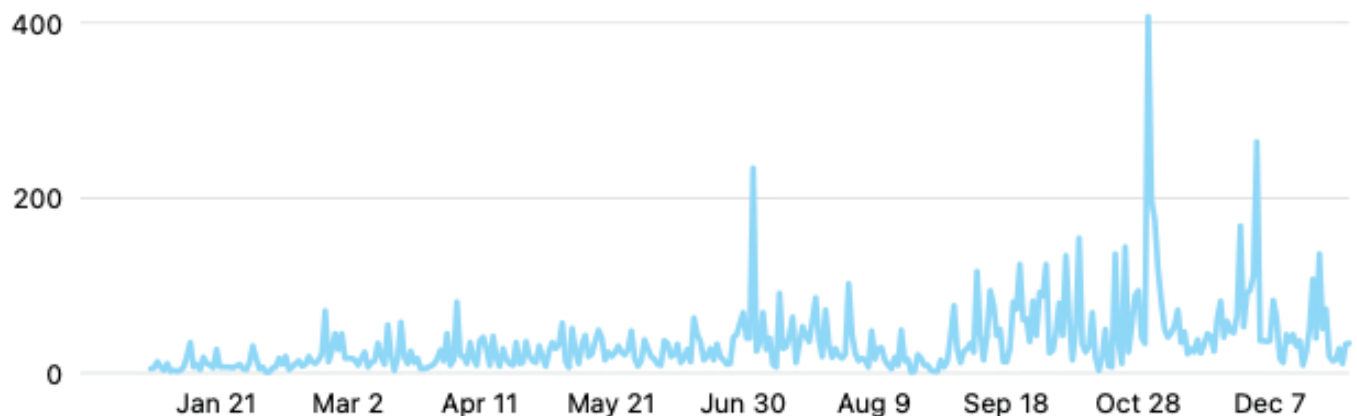
visits

Facebook Page

visits

12,785

164.7%



December 31, 2022



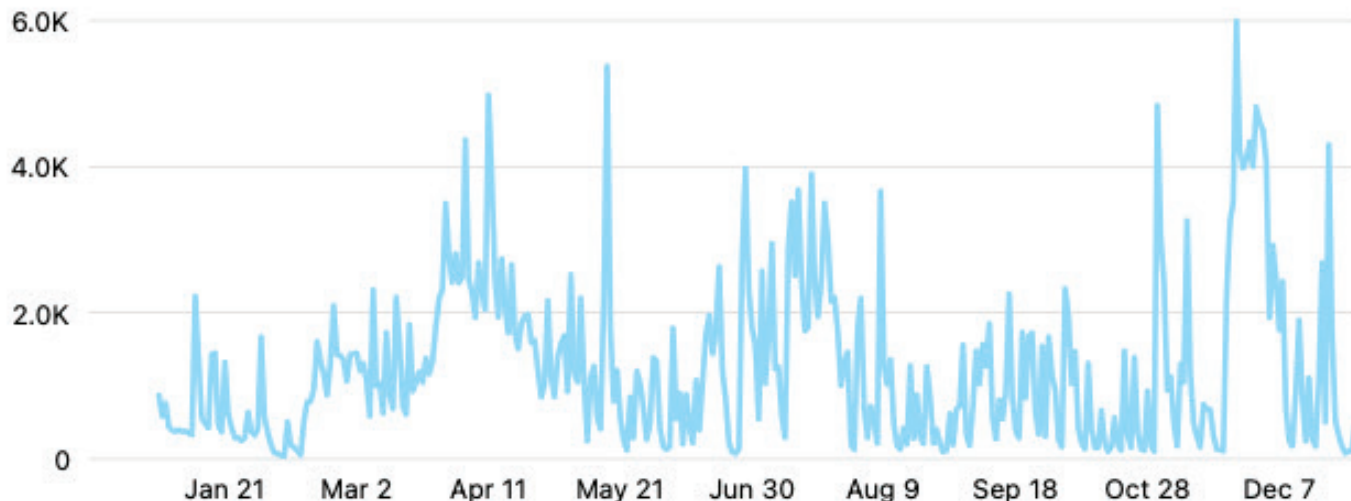
Reach

Facebook Page

reach

72,402

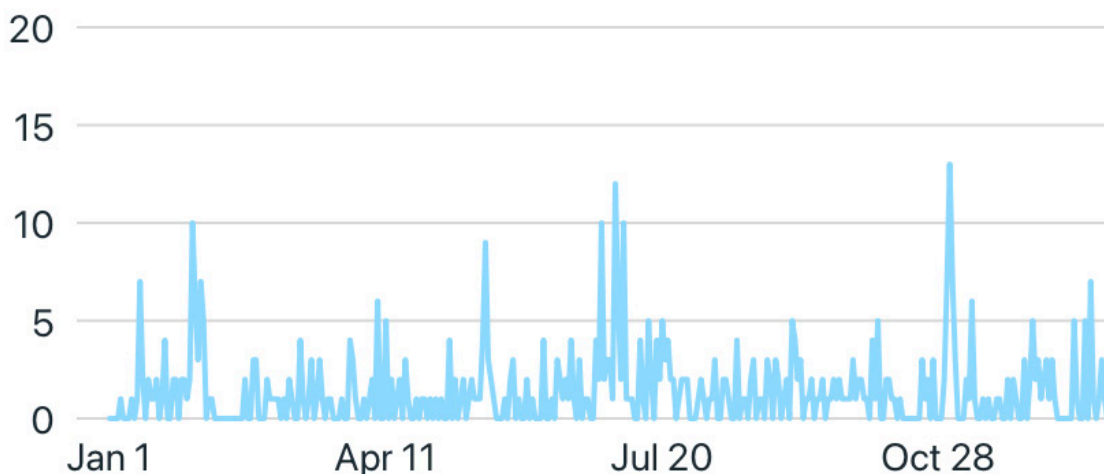
14.9%



Follows ⓘ

518

↑ 331.7%



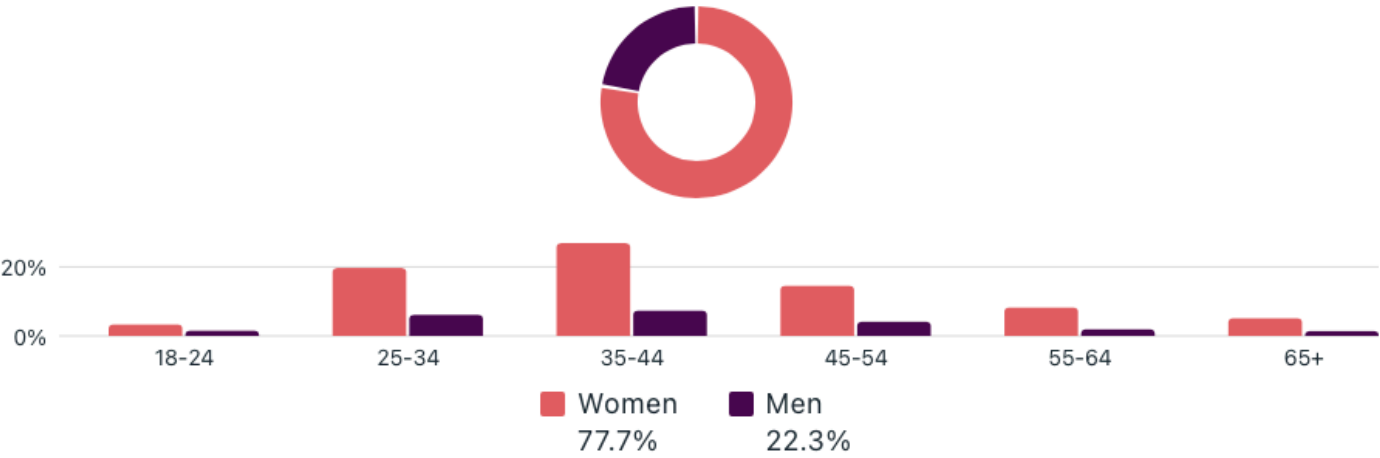
2024 Audience

Facebook followers ⓘ

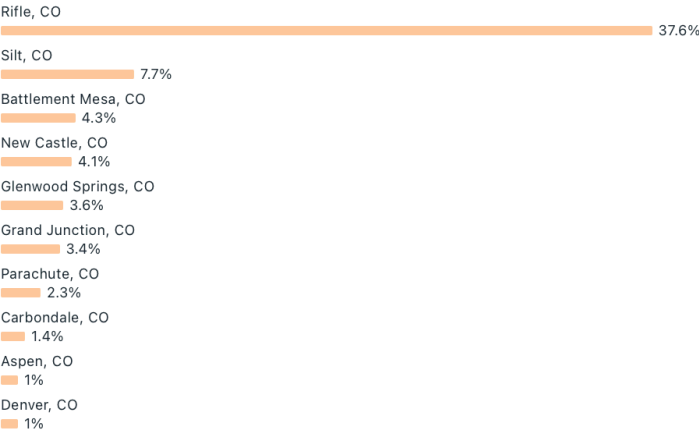
4,448



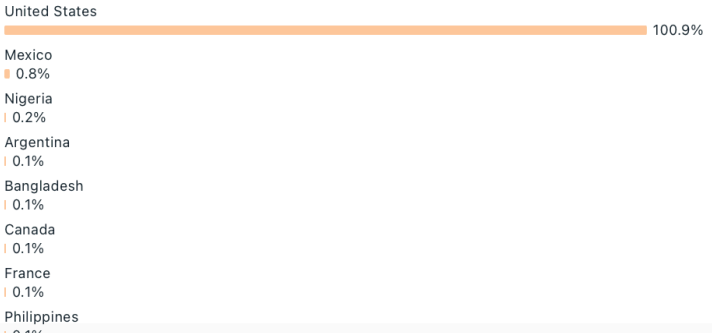
Age & gender ⓘ



Top cities



Top countries



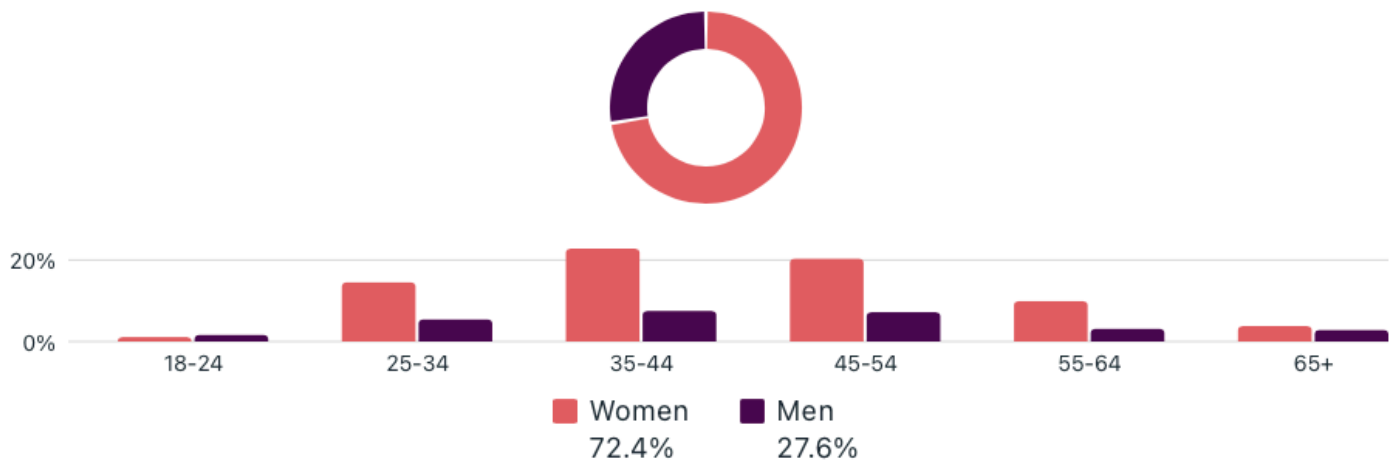
2024 Audience

Instagram followers ⓘ

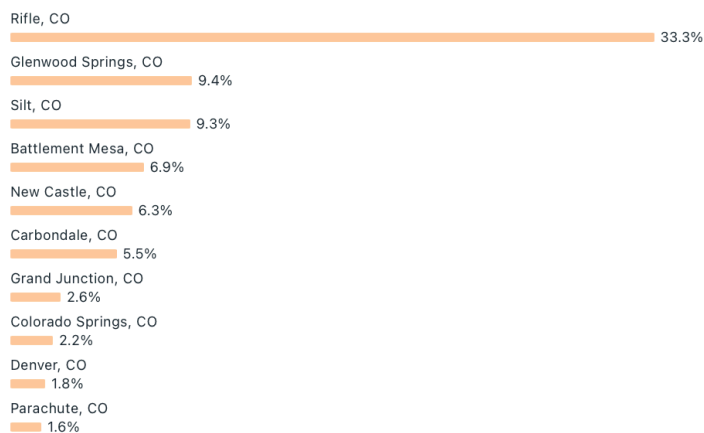
508



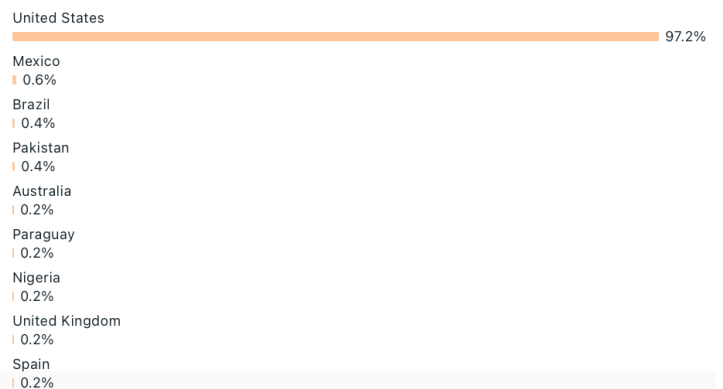
Age & gender ⓘ



Top cities



Top countries





PARKS &
RECREATION

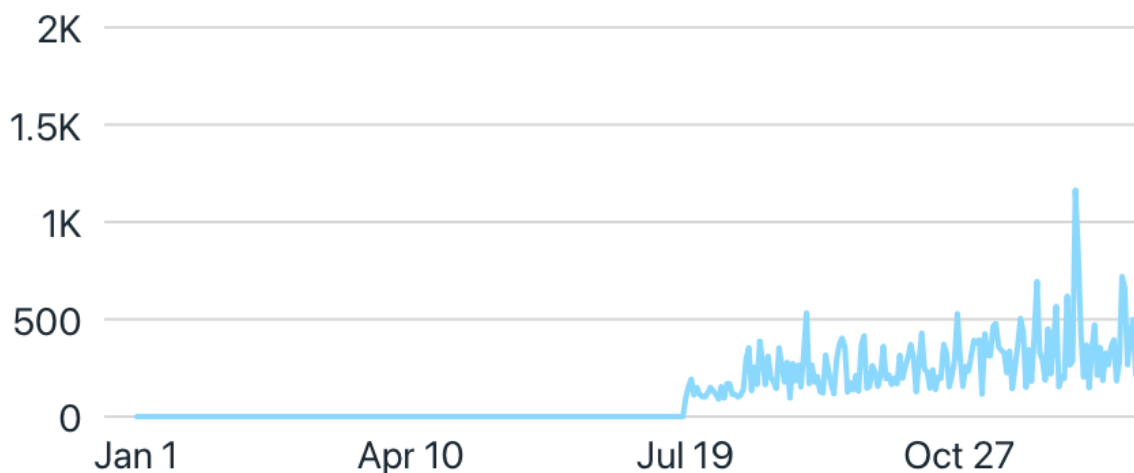




January 1, 2024 –

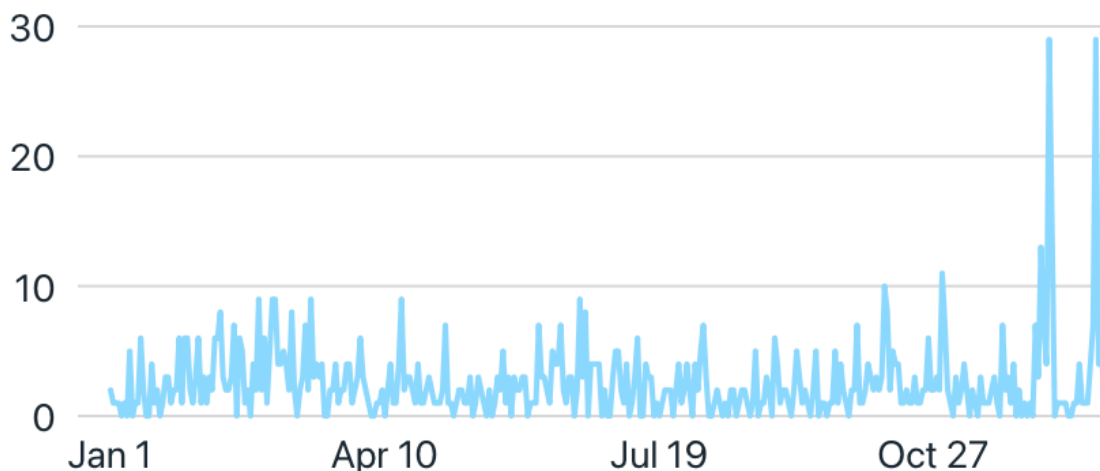
Views ⓘ

45.1K



Visits ⓘ

962 ↑ 124.2%

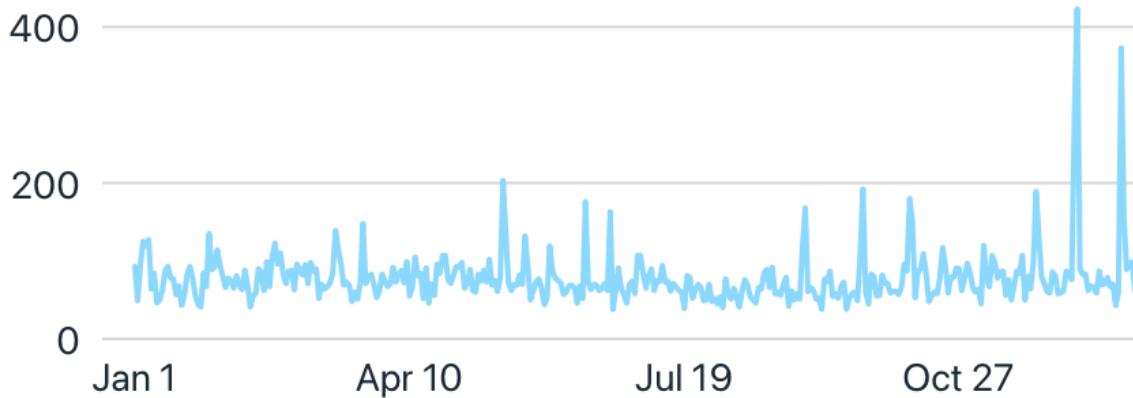


December 31, 2024



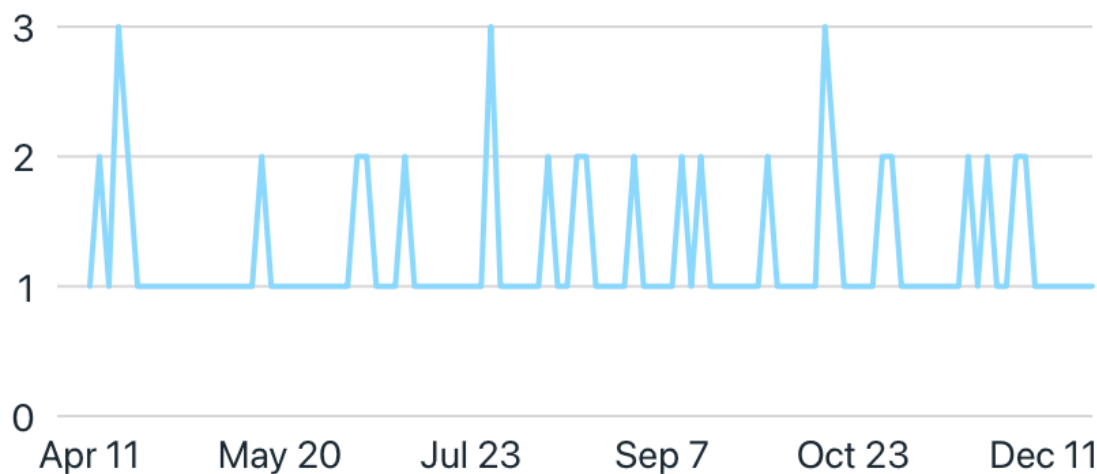
Reach ⓘ

3.3K ↑ 137.6%



Follows ⓘ

132





January 1, 2023 –

Views ⓘ

--

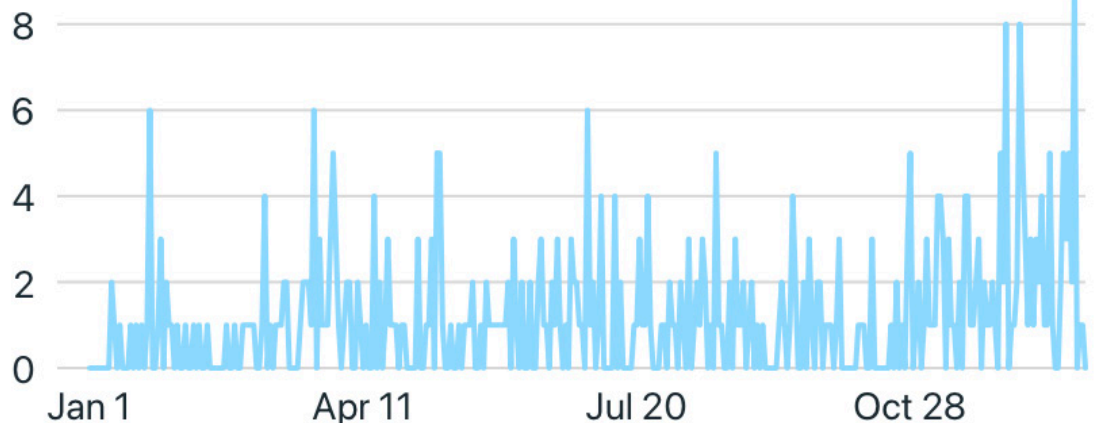


Data unavailable

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Visits ⓘ

429 ↑ 100%

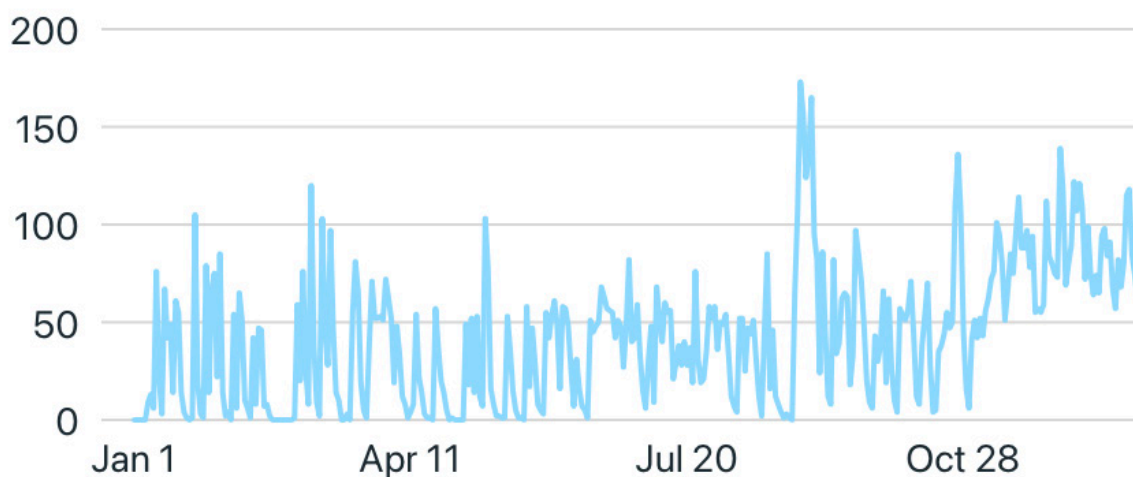


— December 31, 2023



Reach ⓘ

1.4K ↑ 100%



Follows ⓘ

--



Data unavailable

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Take advantage of
the 10th annual...

Wed Nov 27,
7:00am

👁 6.4K ❤ 61

💬 11 ➡ 15





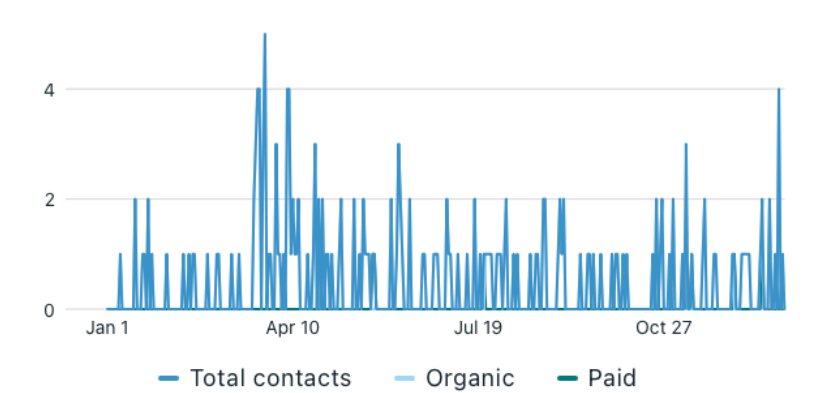
Messaging/Contacts

2024

Contacts
Here's everyone who messaged your business.

Total contacts ⓘ
163 ↑ 254.3%

Messaging conversations started ⓘ
175 ↑ 207%



Breakdown
Jan 1, 2024 – Dec 31, 2024

Organic
156

Paid
7

New contacts ⓘ
147 ↑ 320%

Returning contacts ⓘ
16 ↑ 45.5%

Organic
142

Paid
5

Organic
14

Paid
2

Contacts
Here's everyone who messaged your business.

Total contacts ⓘ
46

Messaging conversations started ⓘ
57 ↑ 100%



Breakdown
Jan 1, 2023 – Dec 31, 2023

Organic
--

Paid
--

New contacts ⓘ
35 ↑ 100%

Returning contacts ⓘ
11

Organic
0

Paid
0

Organic
0

Paid
0

2023

Content Comp



Benchmarking

Business comparison

Businesses to watch

Compare your performance against businesses in the Local Events category

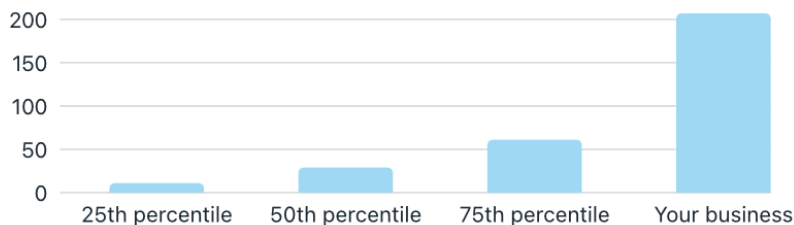
Results are based on businesses with similar organic 28-day reach in your category. [Edit category](#)

Published content ⓘ

207

Higher than others

How often your business published versus others in this category



Over the last 28 days, you typically published **more posts and stories** compared to other businesses in this category. Keep up the great work by scheduling content in advance.

Create post

Facebook followers ⓘ

4.4K

Similar to others

Typically: 6.5K

Follows ⓘ

29

Similar to others

Typically: 52

Content interactions ⓘ

1.6K

Similar to others

Typically: 1.3K

Over the 2024 calendar year, I changed the amount of content we post daily, changing the algorithm. In 2023 I typically posted at least once daily, but no more than twice daily. We would post videos on occasion, but not regularly.

We currently make two social media posts on Mon/Wed/Fri and three social media posts on Tues/Thurs/Sat/Sun. We post reels or stories (videos) every other day.

With the new schedule, our exposure has increased, giving us more reach. With more reach, we are getting our content in front of more people.

As we grow our social presence over the next few years, we plan to increase our followers connecting to more of the population of Rifle.



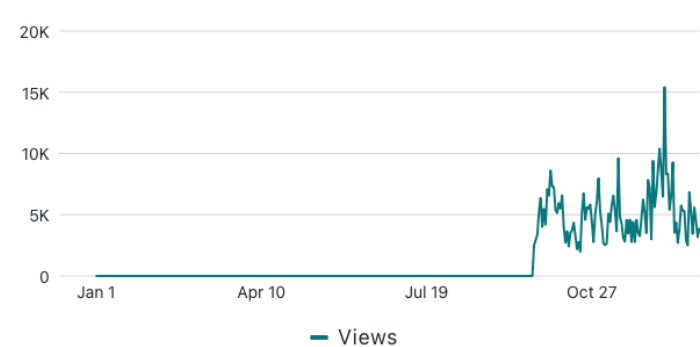
2024 Content Overview

Content overview

Breakdown: Organic/ads

All Posts Stories Reels Videos Live

Views	Reach	3-second views	1-minute views	Content interactions
515.8K	207.6K ↓ 52%	27.3K ↑ 82.2%	471 ↑ 38.9%	18.3K ↑ 2.6%



Views breakdown	
Jan 1, 2024 – Dec 31, 2024	
Total	515,786
From organic	94%
From ads	6%

Top content by views

Boost content See all content

 Take advantage of the 10th annual... Wed Nov 27, 7:00am 6.4K 61 11 15	 Rifle Parks and Recreation 2024... Tue Nov 12, 7:00am 6.3K 25 0 0	 DEADLINE EXTENDED!... Wed Dec 11, 7:00am 5.9K 32 1 10	 Last weekend, during Home To... Mon Dec 9, 5:00pm 5.9K 124 5 4	 Frosty cond... is Friday night in... Tue Dec 10, 5:00pm 5.7K 72 6 8
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Top content formats

Published content	Facebook reach	Content interactions
Based on up to 200 pieces of content	-52.0% vs. Dec 31, 2022...	+2.6% vs. Dec 31, 2022 ...
Photos 195	Others 154,806	Photos 6,998
Stories 111	Multi photo 44,638	Multi photo 6,262
Links 2	Photos 33,163	Others 1,333
Videos 2	Links 27,243	Stories 1,269
Text 1	Videos 9,825	Links 970
	Stories 4,165	Videos 941
	Text 3,660	Reels 504
	Reels 3,612	Text 51



Content overview

Breakdown: Organic/ads

All Posts Stories Reels Videos Live

Views **Reach** **3-second views** **1-minute views** **Content interactions**

-- 432.3K ↑ 100% 15K ↑ 228.8% 339 ↓ 22.8% 17.9K ↑ 100%



Data unavailable

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Views breakdown

Jan 1, 2023 – Dec 31, 2023

Total

--

From organic

--

From ads

--

Top content by views

Boost content

See all content

Come visit us at the Block Party ...

Fri Nov 3, 6:10pm

1.8K 21

1 1

Week two of the Rifle Parks and...

Wed Aug 16, 6:55pm

1.2K 15

0 0

Your Video

Fri Aug 18, 3:32pm

1.2K 11

0 0

Your Video

Fri Nov 17, 11:00am

1K 3

0 0

Rifle Parks and Recreation would...

Sun Dec 31, 5:00pm

-- 91

19 5

Top content formats

Published content

Based on up to 200 pieces of content

+81.1% vs. Jan 1, 2022 - ...

Photos 183

Text 7

Reels 5

Links 3

Videos 2

Stories 0

Facebook reach

+100.0% vs. Jan 1, 2022...

Others 353,960

Photos 81,470

Links 33,443

Multi photo 27,484

Text 7,802

Reels 3,412

Videos 2,584

Stories 1,655

Live 8

Content interactions

+100.0% vs. Jan 1, 2022...

Photos 11,329

Multi photo 4,542

Links 709

Text 461

Reels 248

Videos 234

Stories 199

Others 129

Live 4

2023 Content Overview



PARKS &
RECREATION





PARKS &
RECREATION



Social Media Ad Report

January 1, 2024 — December 31, 2024



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19	2023 Ad Costs
20-21	2024 Facebook Ad Insight
22-23	2023 Facebook Ad Insight
	2023 Facebook Ad Insight

Views: 10,160

Performance ⓘ
\$99.23 spent over 7 days.

Link clicks ⓘ
52

Cost per Link Click ⓘ
\$1.91

Views ⓘ
10,160

Reach ⓘ
2,622

Activity
Post engagements
1456
3-second video plays
1368
Link clicks
52
Post reactions
15
[See all](#)
3-second video plays
1368
Link clicks
52
Post reactions
15
[See all](#)

Audience
This ad reached 2,622 people in your audience.

People Placements Locations

Audience details ^
Location
United States: Parachute (+30 mi), Rifle (+30 mi) Colorado
Optimize locations
On
Age
18 - 65+
Advantage+ audience
Off
[Edit Audience](#)

PRESENTED BY

Alpine Bank

Tyler Davis Agency
AUTO • HOME • LIFE • BUSINESS
970.665.9553

5th Annual Holiday Feast

Providing meal kits for those in need, each kit will be stocked with enough to feed 5-7 people

People can submit their nominations to the Parks and Recreation Department by scanning the QR Code below or visiting our Facebook page. From there, they will be asked to take a short survey in which they will need to provide names, addresses, places of residence, and a brief explanation of why the nominated family deserves to be selected to receive a Holiday Feast.

Families from New Castle to Parachute are eligible

For more information or to donate call: (970) 665-6574

PROGRAM SPONSORS

Details

Status
Completed

Goal
Get more calls

Total budget
\$100.00

Duration
7 days

[See all](#)

Preview

@100063668664787:2048:Rifle Parks and Recreation] is taking nominations for the fifth annual Holiday Feast meal kit program, helping families in need this Holid...

[View ad](#) [Edit ad](#)

Payment method

VISA Visa • 7861 [Change](#)

Amount spent ⓘ

Total amount \$99.23

2024 Top Performing Ads



January 1, 2024 –

Ads **i**

Views **↑↓**

Boosted Facebook post



Dec 31, 2024 • Created by Kyle Mills

Post engagements

SIGN UP TODAY! Session two of Vinyasa Yoga starts Tuesday, Janua...

Completed

8,096
Views

Boosted Facebook post



Dec 11, 2024 • Created by Kyle Mills

Post engagements

DEADLINE EXTENDED! Thanks to our amazing sponsors, we are looking f...

Completed

8,830
Views

Boosted Facebook post



Nov 25, 2024 • Created by Kyle Mills

Post engagements

@[100063668664787:2048:Rifle Parks and Recreation] is taking...

Completed

10,160
Views

Boosted Facebook post



Nov 6, 2024 • Created by Kyle Mills

Messages

REGISTRATION IS OPEN!
@[100063668664787:2048:Rifle...

Completed

3,431
Views

Boosted Facebook post



Nov 6, 2024 • Created by Kyle Mills

Post engagements

Registration is open for
@[17841452346926218:6057:@rifl...

Completed

2,489
Views

December 31, 2024



Reach ↑↓

Results ↑↓

Amount spent ↑↓

2,149

Reach

--

20-second Calls

\$49.99

Spent of \$50.00 ⓘ

2,494

Reach

--

20-second Calls

\$99.99

Spent of \$100.00 ⓘ

2,622

Reach

4

20-second Calls

\$99.23

Spent of \$100.00 ⓘ

1,276

Reach

2

Messaging conversations
started

\$25.00

Spent of \$25.00 ⓘ

1,252

Reach

--

20-second Calls

\$24.99

Spent of \$25.00 ⓘ



January 1, 2024 –

Boosted Facebook post



Sep 26, 2024 • Created by Kyle Mills

Post engagements

Have you ever thought about trying Yoga? Join Sydney DeGrave and sta...

Completed

Boosted Facebook post



Sep 4, 2024 • Created by Kyle Mills

Post engagements

Remember to get your child signed up for...

Completed

Boosted Facebook post



Aug 19, 2024 • Created by Kyle Mills

Post engagements

Join
@[100063668664787:2048:Rifle...

Completed

Boosted Facebook post



Jul 17, 2024 • Created by Kyle Mills

Post engagements

Only three weeks until
@[100063668664787:2048:Rifle...

Completed

Boosted Facebook post



Jun 3, 2024 • Created by Kyle Mills

Post engagements

We are three weeks away from the 2024 Kenny Stanley Memorial BMX,...

Completed

Boosted Facebook post



May 18, 2024 • Created by Kyle Mills

Post engagements

Don't miss this years
@@[100064829495486:2048:Rifle...

Completed

December 31, 2024



6,991
Reach

3
20-second Calls

\$39.97
Spent of \$40.00 ⓘ

2,699
Reach

1
20-second Calls

\$40.00
Spent of \$40.00 ⓘ

3,436
Reach

--
20-second Calls

\$49.99
Spent of \$50.00 ⓘ

3,240
Reach

1
20-second Calls

\$49.99
Spent of \$50.00 ⓘ

3,613
Reach

--
20-second Calls

\$40.00
Spent of \$40.00 ⓘ

4,385
Reach

229
Post engagements

\$40.00
Spent of \$40.00 ⓘ



January 1, 2024 —

Boosted Facebook post



Apr 24, 2024 • Created by Kyle Mills

Post engagements

Spend the summer outside while earning money! Join us Saturday, M...

Completed

Boosted Facebook post



Apr 5, 2024 • Created by Kyle Mills

Post engagements

Don't miss out on all the fun, register your team now for the third annual...

Completed

Boosted Facebook post



Mar 19, 2024 • Created by Kyle Mills

Post engagements

Are you looking to learn more about your digital camera? Join...

Completed

– **December 31, 2024**



3,349
Reach

--
20-second Calls

\$50.00
Spent of \$50.00 ⓘ

4,690
Reach

540
Post engagements

\$100.00
Spent of \$100.00 ⓘ

1,164
Reach

159
Post engagements

\$29.97
Spent of \$30.00 ⓘ



PRESENTED BY |||||

Alpine Bank



Tyler Davis Agency
AUTO • HOME • LIFE • BUSINESS
970-665-9353



SCAN WITH SMART PHONE
TO REGISTER NOW

V

Intro to inyasa YOGA

\$75 For ten
Classes

Join Sydney DeGrave and
start your yoga training on
Tuesdays & Thursdays this
fall and winter here in Rifle.
(\$10 drop-in after first ten classes attended.)

Eligible ages: **15 and up**

Rifle Branch Library

207 East Avenue

6-7 pm

Tuesday & Thursday

10/8 - 12/12

Registration

Monday, Sept. 9th —
Wednesday, Oct. 7th

For more information go to:
WWW.RIFLECO.ORG/RECSIGNUP
or CALL (970) 665-6574



PROGRAM SPONSORS



REACH: 6,991

Performance

\$39.97 spent over 7 days.

20-second Calls

3

Reach

6,991

Cost per 20-second Call

\$13.32

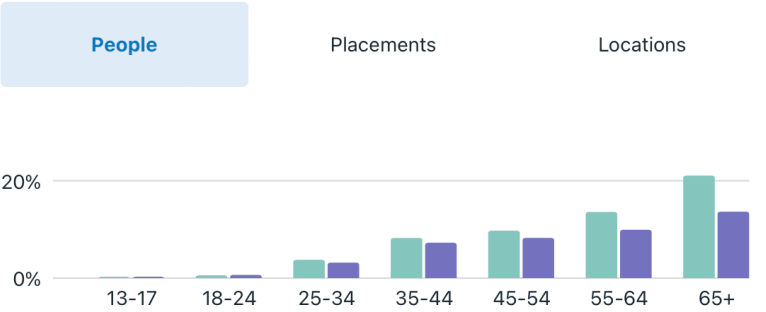
Activity



See all

Audience

This ad reached 6,991 people in your audience.



Audience details

Location
United States

Age
18 - 65+

Edit Audience

Ad rating

Are you satisfied with this ad?

No Yes

Details

Status
Completed

Goal
Get more calls

Total budget
\$40.00

Duration
7 days

See all

Preview

Have you ever thought about trying Yoga? Join Sydney DeGrave and start your yoga training on Tuesday & Thursday this fall and winter here in Rifle. Go to www.rifleco.org/recsign...

View ad Edit ad

Payment method

VISA Visa • 7861 Change

Amount spent

Total amount \$39.97



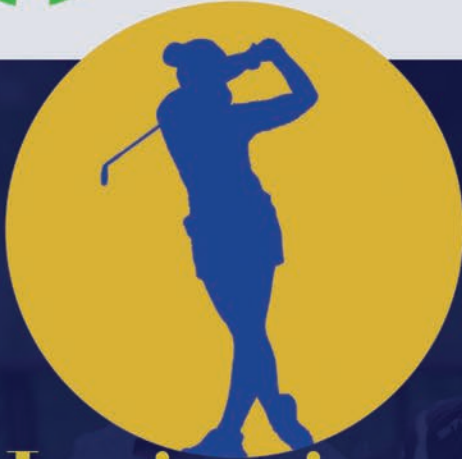
PRESENTED BY

Alpine Bank



Tyler Davis Agency
AUTO • HOME • LIFE • BUSINESS
970-665-9353

Rifle Parks & Recreation



Invitational \$400

4 Person Scramble
LIMITED SPOTS AVAILABLE
Eligible ages: 18 and up

**Rifle Creek
Golf Course**

3004 CO-325

1 pm | Friday

May 17, 2024

Check In: 11:30am | Shotgun Start: 1pm

Registration

Monday, March 11th —
Thursday, May 16th

For more information call:
(970) 665-6574



SCAN WITH SMART PHONE
TO REGISTER NOW



PROGRAM SPONSORS



REACH: 4,690

Performance

\$100.00 spent over 7 days.

Post engagements

540

Reach

4,690

Cost per Post Engagement

\$0.19

Activity

Post engagements



Post reactions



Link clicks



Post comments



See all

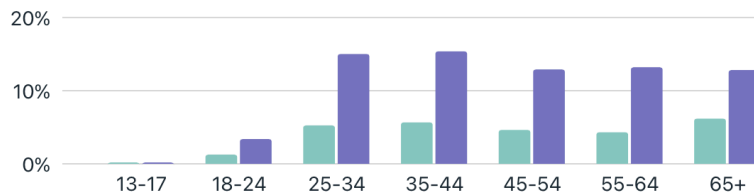
Audience

This ad reached 4,690 people in your audience.

People

Placements

Locations



Audience details

Location

United States

Age

18 - 65+

Edit Audience

Ad rating

Are you satisfied with this ad?

No

Yes

Details

Status
Completed

Goal
Get more engagement

Total budget
\$100.00

Duration
7 days

See all

Preview

Don't miss out on all the fun, register your team now for the third annual @100063668664787:2048:Rifle Parks and Recreation] Invitational. We will be hosting the event on Friday,...



View ad

Edit ad

Payment method

VISA Visa • 7861

Change

Amount spent

Total amount

\$100.00



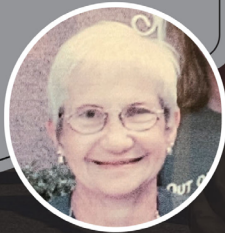
PRESENTED BY |||||

Alpine Bank



**Out of Our Rockers
5 & 2k Race**

In Memory of Hilda Sykes



**\$30^{5k}
& \$15^{2k}**

Come help raise money for
the Rifle Senior Center as
they host 5k & 2k fun run/
walk. Open to all ages.

Rifle Senior Center
50 Ute Avenue
9 am | Saturday
June 8, 2024

Registration
Monday, April 1st —
Friday, June 7th
Participants 7 and under are free

For more information call:
(970) 665-6574



TAX KEEPING LLC

CRABTREE AUTO BODY

DOMINOS

JALISCO

RIFLE FIRESIDE LANES

STARBUCKS

MINER'S CLAIM

SAMMY'S

REACH: 4,385

Performance

\$40.00 spent over 7 days.

Post engagements

229

Reach

4,385

Cost per Post Engagement

\$0.17

Activity

Post engagements

229

Link clicks

110

Post reactions

100

Post shares

17

See all

Audience

This ad reached 4,385 people in your audience.

People

Placements

Locations

13-17

18-24

25-34

35-44

45-54

55-64

65+

Audience details

Location

United States

Age

18 - 65+

Edit Audience

Ad rating

Are you satisfied with this ad?

No

Yes

Details

Status

Completed

Goal

Get more engagement

Total budget

\$40.00

Duration

7 days

See all

Preview

Don't miss this years
@[100064829495486:2048:Rifle
Senior Center]'s Out of Our Rockers
5k and 2k fun run/walk, Saturday,
June 8, 2024. Scan the QR code on...

View ad

Edit ad

Payment method

Visa

Visa • 7861

Change

Amount spent

Total amount

\$40.00

15

Page 46 of 70



PRESENTED BY

Alpine Bank



Tyler Davis Agency

AUTO • HOME • LIFE • BUSINESS

970-665-9353

**Kenny Stanley
Memorial**



**BMX
SCOOTER &
SKATE COMP**

\$5

Eligible ages: 8 and up

There will be music, prizes, and more.

Rifle Skate Park

200 16th Street

9 am | Saturday

June 22, 2024



SCAN WITH SMART PHONE
TO REGISTER NOW

Registration

Monday, March 11th —

Friday, June 21st

(Payment due day of event)

For more information call:
(970) 665-6574



Lydia Allen Agency
970-625-8800

PROGRAM SPONSORS



ECOPOINT, INC

REACH: 3,613

Performance

\$40.00 spent over 7 days.

20-second Calls

--

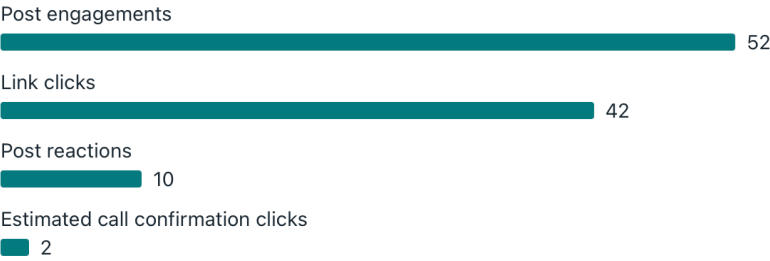
Reach

3,613

Cost per 20-second Call

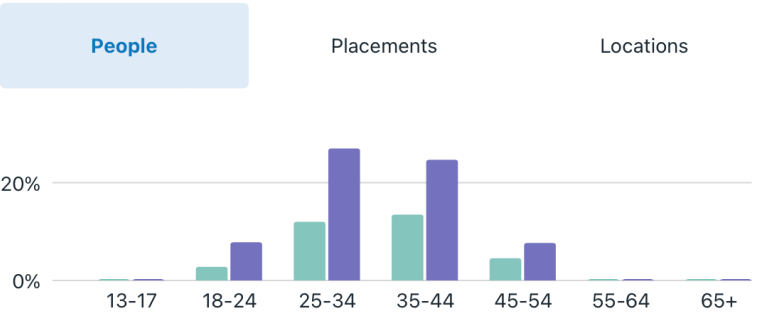
--

Activity



Audience

This ad reached 3,613 people in your audience.



Audience details

Location

United States

Age

18 - 65+

Edit Audience

Ad rating

Are you satisfied with this ad?

No

Yes

Details

Status

Completed

Goal

Get more calls

Total budget

\$40.00

Duration

7 days

See all

Preview

We are three weeks away from the 2024 Kenny Stanley Memorial BMX, Scooter & Skate Comp. Register now and pay later for this year's competition held at the Rifle Skate...

View ad

Edit ad

Payment method

VISA Visa • 7861

Change

Amount spent

Total amount

\$40.00



Meta Platforms, Inc.
1 Meta Way
Menlo Park, CA 94025
United States

Account: 10203043902556830

Billing Report: 12/31/2023 - 12/31/2024

Meta Ads payment
Payment Method: Visa · 7861

Date	Transaction ID	Amount	Payment Status
12/24/2024	8584412911668931-8577030425740510	\$49.22 USD	Paid
12/13/2024	8603770793066471-8523846321058922	\$75.00 USD	Paid
11/30/2024	8583931208383764-8721255544651332	\$75.00 USD	Paid
11/24/2024	8447392755370950-8447392765370949	\$49.99 USD	Paid
10/24/2024	8262373700539524-8311137985663096	\$39.97 USD	Paid
09/24/2024	7978335578943334-7978335585610000	\$58.46 USD	Paid
08/24/2024	7733495950093963-7879908018786090	\$6.62 USD	Paid
08/24/2024	7878287152281510-7842302049213361	\$25.74 USD	Paid
07/24/2024	7694449937331900-7578821642228068	\$7.24 USD	Paid
07/24/2024	7847403828703179-7657457224364512	\$41.92 USD	Paid
06/24/2024	7416812745095624-7500661016710799	\$46.35 USD	Paid
05/24/2024	7535779283198970-7233486626761567	\$5.64 USD	Paid
05/24/2024	7262528140524088-7535140823262816	\$3.01 USD	Paid
05/22/2024	7250820481694851-7255216577921911	\$75.00 USD	Paid
04/24/2024	7238016992975199-7208951129215124	\$11.04 USD	Paid
04/11/2024	7155728604537377-7065475290229375	\$50.00 USD	Paid
04/07/2024	7139637116146526-7048114181965483	\$50.00 USD	Paid
03/24/2024	7064170530359846-6987529278023974	\$4.35 USD	Paid
03/24/2024	7015624671881106-7071668132943427	\$14.58 USD	Paid

Total Amount Billed	\$689.13 USD
Total Funds Added	\$0.00 USD



Meta Platforms, Inc.
1601 Willow Road
Menlo Park, CA 94025-1452
United States

Account: 10203043902556830

Billing Report: 12/31/2022 - 12/31/2023

Meta Ads payment

Payment Method: Visa · 1025

Date	Transaction ID	Amount	Payment Status
09/24/2023	6324569220986658-13286111	\$30.00 USD	Paid
08/24/2023	6187911404652436-13064684	\$40.00 USD	Paid
07/24/2023	6087483151361929-12840199	\$30.00 USD	Paid
06/24/2023	6067023050074604-12625735	\$8.05 USD	Paid
06/12/2023	6038937992883116-12542283	\$35.00 USD	Paid
05/31/2023	6023283981115179-12455031	\$35.00 USD	Paid
04/24/2023	5779214298855484-12170189	\$25.96 USD	Paid
04/13/2023	5864320137011565-12090209	\$25.00 USD	Paid
04/10/2023	5819687134808198-12072567	\$15.00 USD	Paid
04/09/2023	5815913535185558-12065190	\$15.00 USD	Paid
04/02/2023	5793114154132163-12010471	\$10.00 USD	Paid
03/31/2023	5791303337646586-11993332	\$8.00 USD	Paid
03/29/2023	5977285159048398-11980554	\$8.00 USD	Paid
03/27/2023	5777197845723794-11968797	\$8.00 USD	Paid
Total Amount Billed			\$293.01 USD
Total Funds Added			\$0.00 USD

Meta Ads payment

Payment Method: Ad Credit

Date	Transaction ID	Amount	Payment Status
05/25/2023	5888849881225259-12405052	\$2.39 USD	Paid
05/24/2023	5910044942439090-12396792	\$2.61 USD	Paid
Total Amount Billed			\$5.00 USD
Total Funds Added			\$0.00 USD



January 1, 2023 —

Ads ⓘ	Views ↑↓	Reach ↑↓
Boosted Facebook post  Nov 7, 2023 • Created by Austin Ri... Link clicks @[100063668664787:2048:Rifle Parks and Recreation] is accepting... Completed 15,964 Reach		
Boosted Facebook post  Aug 29, 2023 • Created by Kyle Mills Post engagements You have less than a month to get registered for the second annual... Completed 2,923 Reach		
Boosted Facebook post  Aug 11, 2023 • Created by Kyle Mills Post engagements You have one week left to register your team for... Completed 4,476 Reach		
Boosted Facebook post  Jul 15, 2023 • Created by Kyle Mills Post engagements With 3 weeks to go, the countdown to race day has started! Don't miss yo... Completed 2,084 Reach		
Boosted Facebook post  Jun 6, 2023 • Created by Kyle Mills Post engagements Mark your calendar, the date has been set.... Completed 2,894 Reach		
Boosted Facebook post  May 25, 2023 • Created by Kyle Mills Link clicks Completed 2,988 Reach		

– December 31, 2023



Results ↑↓

Amount spent ↑↓

1,091

Link clicks

\$300.00

Spent of \$300.00 ⓘ

Boost again

View results

142

Post engagements

\$30.00

Spent of \$30.00 ⓘ

Boost again

View results

150

Post engagements

\$40.00

Spent of \$40.00 ⓘ

Boost again

View results

--

20-second Calls

\$30.00

Spent of \$30.00 ⓘ

Boost again

View results

--

20-second Calls

\$40.00

Spent of \$40.00 ⓘ

Boost again

View results

93

Link clicks

\$30.00

Spent of \$30.00 ⓘ

Boost again

View results



January 1, 2023—

Boosted Facebook post



May 23, 2023 • Created by Kyle Mills
Post engagements

Completed

1,148
Reach

Boosted Facebook post



Apr 9, 2023 • Created by Kyle Mills
Link clicks
Just over a month left to get
registered for this years...

Completed

3,645
Reach

Boosted Facebook post



Apr 7, 2023 • Created by Kyle Mills
Link clicks
REGISTRATION IS OPEN! Sign up
today for...

Completed

4,769
Reach

Ad



Mar 26, 2023 • Created by Kyle Mills
Page likes
Rifle Parks and Recreation's mission
statement is "To put forth the highe...

Completed

2,025
Reach

Boosted Facebook post



Feb 17, 2023 • Created by Austin Ri...
Link clicks
@[100063668664787:2048:Rifle
Parks and Recreation] is now hiring...

Rejected

Boosted Facebook post



Feb 10, 2023 • Created by Austin R...
Link clicks
City of Rifle residents are invited to
the second public meeting in the...

Completed

3,158
Reach

Boosted Facebook post



Jan 3, 2023 • Created by Austin Ri...
Link clicks
Happy New Year! Don't forget to sign
up for the Intro to Photography clas...

Completed

4,153
Reach

December 31, 2023



-- 20-second Calls	\$13.05 Spent of \$45.00 ⓘ	Boost again	View results
96 Link clicks	\$40.00 Spent of \$40.00 ⓘ	Boost again	View results
111 Link clicks	\$40.00 Spent of \$40.00 ⓘ	Boost again	View results
36 Follows or likes	\$34.96 Spent at \$5.00 per day ⓘ	Boost again	View results
-- Link clicks	\$0.00 Spent of \$80.00 ⓘ		View details
184 Link clicks	\$58.00 Spent of \$58.00 ⓘ	Boost again	View results
149 Link clicks	\$35.00 Spent of \$35.00 ⓘ	Boost again	View results



PARKS &
RECREATION



Agenda Item #6.a.

Agenda Item Name:

Strategic Planning: Setting Priorities and Updates 2025-2026

Presenter:

Austin Rickstrew, Parks & Recreation Director

Item Description:

PRAB review of the Strategic Plan. Goal is to set their priorities for the upcoming year as well as to update any projects that are left from the previous year.

Recommended Action:

None

Fiscal Impact:

This plan guides the department on priorities and project importance.

Operational Impact:

The operational impact will depend on its recommendations. Implementation may require reallocating staff time, adjusting workflows, or prioritizing new initiatives. If the plan includes capital projects or program expansions, additional resources may be needed for execution.

Prior Board Motions:

N/A

Background Information:

N/A

Executive Summary:

The strategic planning process is critical for setting a clear direction for the department's future and aligning efforts to achieve long-term success. The updates to the strategic plan are designed to reflect current needs and priorities, incorporating feedback from the community, staff, and other relevant groups. These updates will provide a roadmap for achieving the department's vision and mission while addressing challenges and seizing opportunities. The process includes regular review and assessment to ensure that goals remain relevant and attainable in the face of evolving circumstances. The updates will also help the department focus on measurable outcomes, ensuring each goal is actionable, specific, and aligned with broader city initiatives. This approach will support achieving immediate and long-term objectives, improve operational efficiency, and foster stronger community engagement, ultimately contributing to a well-managed, responsive, and sustainable department. By maintaining a strong strategic direction, the department will continue to grow, innovate, and meet the community's evolving needs while ensuring that resources are used effectively and efficiently.

Notification Requirements:**Prepared By:**

Kim Arnold, Parks Administrative Assistant

Attachments:

1. Strategic Plan 01.09.24
2. 12.27.24Parks Projects List

City of Rifle Parks & Recreation Strategic Plan 2024



Parks & Recreation Advisory Board Adoption:

Facilitator: Austin Rickstrew

PRAB Adoption: 1/22/2024

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Vision 3

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 Goal 2: Work to maintain and complete landscape and beautify all parks..... 5

 Goal 3: Continue investment of park and recreation funds for recreation programs, parks, trails, open space, indoor and outdoor facilities, operations, maintenance, equipment and reserves. 6

 Goal 4: Provide optimal work space for efficient operations. 7

 Goal 5: Bulid and Maintain Relationships and collaborate with outside organizations. 7

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Executive Summary

Strategic planning is a process for clarifying the aspirations of a Board and Staff. It establishes goals to be met and identifies broad strategies to achieve the goals.

Everything that happens in an organization is driven by the organization's values. These are the principles and beliefs that explain why the organization exists. Values define the goals and boundaries of behavior for board, staff, and volunteers in their interactions with each other, with clients, and with the community.

Values are the things we believe are important. Values govern the way we behave, communicate and interact with others. Values help us determine our priorities. Values are a small set of general guiding principles, not to be compromised for short-term financial gain or expediency. Below are the values set forth by the Parks and Recreation Advisory Board and staff.

Mission

The mission is a brief summary of the means that the organization will employ to achieve its vision. The mission statement answers the question, "Why do we exist?"

"To put forth the highest level of parks, programs, facilities and services necessary, to establish Rifle as the premier recreational community on the Western Slope."

Vision

The vision is a picture of the future state of the community we serve as a result of our work. Our vision statement is our destination.

"We strive to enrich lives through quality parks, programs, facilities, and services."

Values

When an organization's values appear as guiding principles, a code of conduct, or a culture code that explains how the organization intends to operate in accordance with those values, a values statement makes a promise. Complimentary to the City's values, Parks and Recreation has identified additional values that guide how they provide services.

City of Rifle Parks & Recreation Values

- Integrity
- Community
- Collaboration
- Safety
- Leadership
- Positive Attitude

City of Rifle Parks and Recreation Strategic Plan Values

The City of Rifle Parks and Recreation's vision is to be nimble, responsive and innovative in serving our community.

Goals



Promote healthy lifestyle through year-round recreational and leisure opportunities.



Complete, landscape and beautify all parks.



Continue investment of park and recreation programs, parks, trails, open space, indoor & outdoor facilities, maintenance, equipment and reserves.



Provide optimal work space, resources, and staff support for efficient operations.



Build/maintain relationships and collaborate with outside organizations

Goal 1: Promote healthy lifestyle through year-round recreational and leisure opportunities.

Action Steps :

Strategy #1: Expand Recreational Programs (dependent on community needs and availability of funding)

Action Steps

1. Identify opportunities to increase activities, either upon request or as opportunities are made available.
2. Implement year-round opportunities for public recreational activities.
3. Study opportunities for new recreational activities.
4. Identify programs and activities that better utilize Rifle Mountain Park.

Strategy #2: Improve Rifle Mountain Park

Action Steps

1. Repair and maintain Community House.
2. Use Department of Corrections, Boy Scouts, Rocky Mountain Youth Corps, and volunteers to do work at RMP.

Goal 2: Work to maintain, complete, landscape, and beautify all parks.

Strategy #1: Increase funding for parks through grants and donations. Consider funding for ongoing maintenance costs.

Action Steps

1. Identify potential grant opportunities.
2. Secure other funding opportunities.
3. Review and expand business advertising opportunities (Baseball/Softball Field Score Boards.)
3. Develop list of all known Parks Capital Projects.
4. Prioritize projects with estimated timeline. (Refer to Addendum 1)

Strategy #2: Implement list of known projects based on appropriated funds

Action Steps

1. Prioritize Projects with estimated timeline.
2. Use completed master plans to phase projects.
3. Seek grant funding opportunities.

Strategy #3: Create a unified approach - theme to beautify City Parks**Action Steps**

1. Uniform signage and planned themes.
2. Translate signs to Spanish (Physical or QR Code)
3. Community Master Plan
4. Adopt a Trail Program

Strategy #4: Deter vandalism in City parks**Action Steps**

1. Keep trash picked up.
2. Cover up vandalism within 24 hours.
3. Develop program to collaborate with community resources to deter and clean up graffiti.
 - a. Use lighting as a deterrent. Remove solar and replace with LEDs at Centennial and add lights going south to 3rd street.
 - b. Explore alternative measures such as security cameras.
 - c. Work with Rifle Police Department.
 - d. Increase, maintain security.

Goal 3: Continue investment of park and recreation funds for recreation programs, parks, trails, open space, indoor and outdoor facilities, operations, maintenance, equipment, and reserves.

Strategy #1: Conduct Strategic Planning annually.**Action Steps**

1. Review Strategic Plan Annually.
2. Develop a five-year plan.
3. Conduct a community survey every 5 years. (2024)
4. Develop a capital reserve and investment strategy.
5. Coordinate with City Planning Department for trail development.

Goal 4: Provide optimal work space for efficient operations.

Strategy #1: Identify opportunities for Parks & Recreation Department workspace.

Action Steps

1. Evaluate current work area and provide work area to meet staff needs. (i.e., privacy, line of site for supervision, proximity to work groups)
2. Identify adequate storage for equipment and supplies. (present and future)
3. Evaluate opportunities for expansion in existing facilities.
4. Build Field House (5-10 Year Plan)

Goal 5: Build/maintain relationships and collaborate with outside organizations.

Strategy #1: Partner with other organizations.

Action Steps

1. Continue to collaborate and maintain relationships with existing partners.
 - a. RE-2 School District
 - b. Rifle Climbing Coalition
2. Identify and build new relationships with community partners.
 - a. Rambo
 - b. Colorado Outfitters Association
3. Adopt-a-trail Program
 - a. Develop and implement the program

Strategy #2: Evaluate Marketing Plan.

Action Steps

1. Evaluate current marketing strategies
2. Develop new Marketing Plan

Next Steps

1. Update Strategic Plan Annually.
2. Parks & Recreation Advisory Board and Staff review and approve document.
3. Participate in City Strategic Planning Process.

Appendix A – Beliefs

Beliefs are convictions that we generally hold to be true, usually without actual proof or evidence. Beliefs grow from what we see, hear, experience, read and think about.

- ❖ Parks and recreational activities foster human development, promote health and wellness, strengthen community image and sense of place, efficiently utilize resources, demonstrate fiscal responsibility, develop and cultivate partnership, support economic development, protect environmental resources, develop and empower staff, and increase cultural unity.
- ❖ Recreational activities should develop one physically, socially, and emotionally by enhancing athletic, cultural, and life skills.
- ❖ Programs should adapt to changing needs, age, and culture of the community.
- ❖ Participation in programs enhances one's education, promotes sportsmanship, advocacy, inclusiveness, and develops good citizenship, and overall well-being.
- ❖ A variety of recreational opportunities should be available to everyone.
- ❖ Amenities should meet the needs of a diverse population by providing a safe, clean, affordable, well-balanced, educational, wholesome, enjoyable, and rewarding experience.
- ❖ Investments in parks maintenance and improvements provide dividends that enhance the quality of life, property values, and the community's self-perception.
- ❖ Recreational activities enhance the quality of life in Rifle.
- ❖ Operations should be efficient, maintaining the facilities we currently have before building new facilities.
- ❖ Support high quality youth and adult programs through collaborative efforts.

Appendix B – Strategic Planning Participants

Parks and Recreation Advisory Board:

Kevin Kelly	Board Member/Chairman
Aaron Cumming	Board Member/Vice Chairman
Annie Macgregor	Board Member/Secretary
Trudy Lowery	Board Member
Kevin Blatter	Board Member
Michael Clancy	Board Member
Josi Kander	Board Member
Chris Bornholdt	Council Liason

Parks and Recreation Staff:

Austin Rickstrew	Parks and Recreation Director
Angie Wilkins	Parks and Recreation Administrative Assistant
Matt Rowe	Recreation Manager
Keith Gray	Parks and Facilities Maintenance Manager
Kyle Mills	Recreation Coordinator
Taylor Walters	Recreation Coordinator
James Magnuson	Parks Maintenance Worker
Jon Hutchinson	Parks Maintenance Worker
David Lowery	Grounds and Facilities, Building Maintenance,Cemetery Supervisor

Addendum 1: Approximate Timeline--Parks Projects Updated 12.27.24

*Costs shown may be actual/current, or are rough estimates for future projects. Except for the pool project, no dollars have been invested in planning or design for refined estimates.

[illegible]

COMPLETED PROJECTS				
Location	Item	Estimated/Cost	Notes:	Completed:
Metro Action Park	Action Park Lights Repaired/ Replaced	\$ 58,000.00		2016
Deerfield Park	Fun timbers, ewf playground upgrades	\$ 4,500.00		2016
Heinze Park	Gazebo Roof Replacement	\$ 8,000.00	architectural shingles	2016
Centennial Park	Playground equipment	\$ 375,000.00	Donations, CTF, CHF, Rotary, VIF, Private Donors	2017
Art Dague Pool	Concept & Schematic design	\$ 71,396.98	Complete in 2017 pending election	2017
Taughenbaugh Softball Field (Skinner Field 2019)	Elevated Bleacher System	\$ 78,000.00	& host RHS lady Bears Softball	2017
Art Dague Pool	Engage Const Manager as Advisor, PVCMI	\$ 82,000.00	Per Council Recommendation- 2017, continued 2018+	
Art Dague Pool	CM-GC Pre-Construction Services	\$ 21,900.00	FCI part 1 agreement	2018
Art Dague Pool	DD, CD, Const. Admin fee	\$ 283,185.00	Jeff Johnson Architectural engaged as of May 2, 2018	2018
Palomino Park	Added basketball court and new Bison Goals	\$ 14,000.00	fall 2018	2018
Davidson Park	South Fence replaced with vinyl clad c-link	\$ 6,264.00	spring/summer	2018
Rifle Middle School, Re-2 IGA	Scoreboard in auxiliary gym	\$ 7,032.00	late 2018	2018
Deerfield Park	Replace Basketball Court light poles, lights	\$ 5,668.56		2018
Joyce Park	Swings, fun timbers, fall zone	\$ 8,000.00	Swings, fun timbers, fall zone	2020
Metro Park	Crack fill and sealcoat <i>following pool construction</i>	\$ 15,976.00	Crack fill and sealcoat <i>following pool construction</i>	2020
Joyce Park	Safety fence at playground.	\$11000/Replaced 2x	Safety fence at playground.	2020
Palomino Park	Safety fence for basketball court, along 24th	\$ 5,500.00	Safety fence for basketball court, along 24th	2020
Skinner Field Concession	Complete DFP Upgrade Skinner Concessions	\$ 1,000.00	Complete DFP Upgrade Skinner Concessions	2022
Promontory Park	Plan/ Design Promontory Park	\$ 105,000.00	Plan/ Design Promontory Park	2022
Metro Park	Look into Field House, Gym Multi-purpose?	\$9.3 Million/Ft. Morg	Look into Field House, Gym Multi-purpose?	2022
Deerfield Park	Upgrade Basketball Court Surface	\$ 18,076.00	Upgrade Basketball Court Surface	2018
Metro Pool	Completed Pool	\$ 6,067,996.00		
Skinner Field	Light Replacement	\$352,443	Old lights failed in 2022	2023
Skinner Field	Safety Fence	\$33,840	Request from community/council to update safety fencing	2023
All Fields	Bleacher Replacement	\$43,576	CIRSA Recommendation	2023
Skinner Field Concession	Seal and Paint Concession/Restroom exterior	\$9,000		2023
Grotto	Dog Park	\$140,000	Paid for in part by CVT Funds	2023
Moki Park	Replace Playground Per Insurance Recommendation	\$150,000	RFP will go out in Jan/Feb	2024
Arnold Park	Replace Playground Per Insurance Recommendation	\$150,000	RFP will go out in Jan/Feb	2024
Deerfield Park	Complete DFP Parking Lot Islands	\$100,000	RFP will go out in Jan/Feb	2024
Community Survey 2024 (5 year intvl)	Community Survey 2024 (5 year intvl)	\$17,000	We will use the same company as previous survey	2024
Metro Park	Remove Concession/Storage Area	\$1,500		2024
Deerfield Park	Complete DFP Trails and Sidewalks	\$250,000	Cooper planters, Complete Landscape,	2024



Agenda Item #7.a.

Agenda Item Name:

Parks and Recreation Department Updates

Presenter:

Austin Rickstrew, Parks & Recreation Director

Item Description:

Notable tasks completed within the departments.

Recommended Action:

No action necessary

Fiscal Impact:

None

Operational Impact:

None

Prior Board Motions:

None

Background Information:

None

Executive Summary:

Parks and Recreation Department Updates
02/06/2025

Notification Requirements:

None

Prepared By:

Austin Rickstrew, Parks & Recreation Director

Attachments:

1. Parks and Recreation Update 02.06.25

Parks and Recreation Department Update 02/06/2025

- Musco Control Link parts and installation services were approved at the January 15, City Council Meeting. This will allow staff to schedule and control the sports lighting at Deerfield remotely. This will improve efficiency overall and allow us to track usage by user group.
- We hosted the kick-off meeting for Birch Park Design and CDs on 02/06/2025. This is the start of a speedy design process, with the anticipated groundbreaking for construction in mid-to-late summer 2025.
- We are still waiting for Xcel to disconnect services at 638 Park Ave. Once that is complete, we will demo all the structures and create another parking lot with direct access to Centennial Park. The asbestos abatement was completed in December 2024.
- Our Adopt-a-Tral program has been a huge success! All 11 trials were adopted within two weeks of its launch.