



# Rifle Parks & Recreation

## Advisory Board

### REGULAR MEETING AGENDA

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March 10, 2025

5:30 PM

202 Railroad Avenue, Rifle, CO

#### 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 February 10, 2025, Regular Meeting
5. **Presentation**
6. **Regular Agenda**
  - 6.a. Strategic Planning: Setting Priorities and Updates 2025-2026
7. **Administrative Reports**
  - 7.a. The Next PRAB Meeting is on April 14, 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](mailto: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](mailto: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 February 10, 2025, Regular Meeting

**Presenter:**

Kim Arnold, Parks Administrative Assistant

**Item Description:**

Minutes of the February 10, Regular Meeting

**Recommended Action:**

Consider approving the minutes of the February 10, 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 February 10, 2025, Regular Meeting

**Notification Requirements:**

N/A

**Prepared By:**

Austin Rickstrew, Parks & Recreation Director

**Attachments:**

1. February 10, 2025 PRAB Minutes DRAFT

**RIFLE PARKS AND RECREATION  
ADVISORY BOARD  
MINUTES  
FEBRUARY 10, 2025  
CITY HALL**

1. Meeting called to order at 5:30 pm.

2. **ROLL CALL.**

| <b><u>MEMBERS PRESENT</u></b> | <b><u>YES</u></b> | <b><u>NO</u></b> |
|-------------------------------|-------------------|------------------|
| Ken Blatter                   | X                 |                  |
| Kirsten Clancy                | 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, Keith Gray, Kyle Mills, Kim Arnold

3. **PUBLIC COMMENT.** Betsey mentioned that she had visited Deerfield Park on Sunday and she noticed that the new sidewalk looks good and the dog park was busy.
4. **APPROVAL OF JANUARY MINUTES.** Motion was made by Aaron and seconded by Ken to approve the January minutes.
5. **MARKETING PRESENTATION.** Kyle presented on marketing activities and strategies. The main platforms that are used are Facebook and Instagram, with the website being used to consolidate social media content.
- a. **Posting.** To reach maximum engagement, Kyle primarily posts during peak times. He adjusts algorithms so that these posts are visible to more viewers.
  - b. **Metrics.** Kyle is focusing primarily on the following four metrics: 1) How many views are we getting. 2) How many are being reached. 3) Growth in followers tracked Y-O-Y. 4) A new tracking system was introduced in September. There have been 60,000 visits noted and there is a goal to increase this number. Kyle has set a benchmark to reach at least 200,000 people annually.
  - c. **Demographics.** Audience Demographics include an audience of 4500 followers on Facebook, 520 on Instagram, and there is a higher engagement from females aged 35-54.
  - d. **Noteworthy facts.** We reached 207,000 people in 2024. Visits increased to 60,000. Followers increased, with a goal of 1,000 followers. There has been an increase in spam

messaging last year, mostly with Instagram. Efforts are in place to monitor and address these issues. The Grinch Campaign was a Notable Campaign. There was a successful engagement with 6400 views and 15 shares. This was a great collaboration with local groups and law enforcement

- e. **Marketing.** Packages include sponsorship tiers such as Diamond, Platinum, Gold, and Silver. Additional marketing efforts include banners for programs, and social media mentions.
- 6. **AGENDA. Strategic Planning: Setting Priorities and Updates 2025-2026:** Austin initiated this portion of the meeting and explained the annual review of the strategic plan. This meeting serves as the kickoff, with the potential for up to 3 meetings depending on the needs. This document is the guided document for the departmental goals, which are set by the board and approved by the city council. This meeting is an opportunity to assess the direction, set new goals and adjust existing ones.
- 7. **ADMINISTRATIVE REPORTS.**
  - a. Parks and Recreation Department Updates. Birch Park process has begun. There was a meeting with the consultants last week. Work is being done for the RFP for the Rifle Field House.
- 8. **ADJOURNMENT.** The meeting was adjourned at 7:40 pm.



**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:**

Austin Rickstrew, Parks & Recreation Director

**Attachments:**

1. Strategic Plan 2024
2. 3.4.25 Parks Projects List
3. Strategic Plan 2025 DRAFT
4. 5 Year Road Map DRAFT

# 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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## 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 3<sup>rd</sup> 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 |



Year:

2007

2011

2012

2012

2014

2015

2015

2016

2016

2016

2017

2017

2017

2017

2017

2017

2017

2017

2018

2018

2018

2018

2018

2018

2018

2019

2019

2020

2020

## ACCOMPLISHMENTS:

### Item:

Constructed picnic shelters at Davidson Park.

Completed Centennial Park Phase I, Spray Park, Amphitheater, picnic shelters, Sun dial, shade structures, Great

Upgraded playground surfacing at Arnold Park.

Upgraded surfacing at Moki Park.

Completed construction of new concession stand, press box, bleachers, dugouts, planter boxes and concrete

Installed parking lot lighting at Deerfield Park.

Construct Morrow trail.

Constructed soccer pitch/turf area with RE-2 at Wamsley Elementary.

Construct Rifle Creek trail segment-11th Street to City Market.

Construct boat ramp and trail.

Upgraded playground surface at Heinze Park playground.

Upgraded playground surface at Deerfield Park playground.

Replaced roof on Heinze gazebo.

Installed Bleachers at Taughenbaugh field. (Now Skinner Field -- 2019)

Installed Playground at Centennial Park.

Painted Pickle Ball Court at Tennis Courts.

Refurbished and re-dedicated Grand Army of the Republic (G.A.R.) Memorial at Heinze Park.

Installed drinking fountain at Centennial Park.

Replaced Davidson Park fence

Added basketball court at Palomino Park

Completed RMP map

Rifle Climber's Coalition installed signs at RMP

Replaced DRP basketball court lighting

GOCO Grant Award \$217,500 for Aquatic Play Structure and shade shelter

Garfield County Federal Mineral Lease District (GCFMLD) Grant Awarded- \$500,000 for Art Dague Pool

Installed Scoreboard at RMS Auxiliary Gym

Off Grid Solar upgrades at RMP host cabin/office.-- supports I.T. improvements and internet and staff/PD

Construct Rifle Pool Renovation Project; New Lap lane pool, zero depth entry pool, improvements to catch pool, remodel bathhouse, improved concessions, changing rooms, concessions.

Safety Fencing at Joyce Park Playground and Palomino Park Basketball Courts, vehicle gates installed at Parks

Metro Park/Pool Parking lot was repaired, crack sealed, seal-coated, and re striped prior to the opening of the

**Addendum 1: Approximate Timeline--Parks Projects Updated March 4, 2022**

\*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       |
| Taugenbaugh 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.                                | \$ 11,000.00           | 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            | \$ 150,000.00          |                                                            | 2024       |
| Arnold Park                                     | Replace Playground Per Insurance Recommendation            | \$ 150,000.00          |                                                            | 2024       |
| Deerfield Park                                  | Complete DFP Parking Lot Islands                           | \$ 100,000.00          |                                                            | 2024       |
| Community Survey 2024 (5 year intvl)            | Community Survey 2024 (5 year intvl)                       | \$ 17,000.00           |                                                            | 2024       |
| Metro Park                                      | Remove Concession/Storage Area                             | \$ 1,500.00            |                                                            | 2024       |
|                                                 |                                                            | \$ 8,244,853.54        |                                                            |            |

# City of Rifle Parks & Recreation Strategic Plan 2025-2026



Parks & Recreation Advisory Board Adoption:

**Facilitator: Austin Rickstrew**

**PRAB Adoption: 1/22/2024**

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- 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



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Complete, landscape and beautify all parks.



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Provide optimal workspace, 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.**

***Strategy #1: ~~Expand~~ Develop 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 the Community House.
2. Use Department of Corrections, Boy Scouts, Rocky Mountain Youth Corps, and volunteers to do work at RMP.
3. Identify programs and activities that better utilize Rifle Mountain Park.

**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.
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4. Develop list of all known Parks Capital Projects.
5. Prioritize projects with an 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 (this is newly fully implemented)

***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 3<sup>rd</sup> 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 quarterly.***

**Action Steps**

1. Review Strategic Plan ~~Annually~~ quarterly.
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 workspace 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 and maintain current marketing strategies
2. Review 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:**

|                 |                             |
|-----------------|-----------------------------|
| Annie MacGregor | Board Member/Chairman       |
| Aaron Cumming   | Board Member/Vice Chairman  |
| Ken Blatter     | Board Member/Secretary Jens |
| Jens Smith      | Board Member                |
| John Douglas    | Board Member                |
| Betsey Seymour  | Board Member                |
| Kirsten Clancy  | Board Member                |
| Ari Philipson   | Board Member/Alternate      |
| Chris Bornholdt | Council Liaison             |

### **Parks and Recreation Staff:**

|                  |                                               |
|------------------|-----------------------------------------------|
| Austin Rickstrew | Parks and Recreation Director                 |
| Kim Arnold       | Parks and Recreation Administrative Assistant |
| Matt Rowe        | Recreation Manager                            |
| Keith Gray       | Parks and Facilities Maintenance Manager      |

# City of Rifle Parks & Recreation 5-Year Plan

## (2024-2029)

### Year 1: 2024-2025 - Foundation & Assessment

#### Goal 1: Expand Recreational Opportunities

- Identify and implement new year-round recreational programs.
- Conduct a community needs assessment to determine desired activities.
- Enhance Rifle Mountain Park by repairing the Community House and organizing volunteer efforts.

#### Goal 2: Park Beautification & Maintenance

- Identify and apply for grants and alternative funding sources.
- Develop a comprehensive inventory of park projects.
- Implement an Adopt-a-Trail program and uniform park signage.

#### Goal 3: Investment in Facilities & Operations

- Conduct a citywide survey for community feedback on parks and recreation.
- Develop a capital reserve and investment strategy.
- Coordinate with city planning for trail expansion.

#### Goal 4: Optimize Workspaces

- Evaluate current office space and storage needs.
- Develop a plan for field house construction (long-term plan).

#### Goal 5: Strengthen Partnerships

- Strengthen existing relationships with RE-2 School District and the Rifle Climbing Coalition.
- Build new partnerships with groups like Colorado Outfitters Association.

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### Year 2: 2025-2026 - Implementation & Growth

#### Goal 1: Recreational Growth

- Launch new recreational activities based on community feedback.
- Expand winter and summer programs.

#### Goal 2: Infrastructure & Beautification

- Prioritize and begin implementing beautification projects.
- Upgrade lighting at Centennial Park and install additional security measures.
- Begin transitioning signage to bilingual (Spanish & English).

### **Goal 3: Capital Investment & Expansion**

- Establish a capital improvement fund for parks and recreation projects.
- Secure grants and sponsorships for new projects.
- Conduct annual strategic review and adjust plans accordingly.

### **Goal 4: Facility Development**

- Begin initial planning and feasibility study for field house development.
- Expand storage solutions for park maintenance equipment.

### **Goal 5: Community Collaboration**

- Expand Adopt-a-Trail program to engage more community members.
- Develop a marketing strategy to promote parks and recreation offerings.

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## **Year 3: 2026-2027 - Scaling & Innovation**

### **Goal 1: Recreational Access & Equity**

- Ensure all community members have access to affordable recreational activities.
- Develop new programs targeting underserved populations.

### **Goal 2: Sustainable Park Management**

- Increase green initiatives such as water-efficient landscaping and recycling programs.
- Continue enhancements to Rifle Mountain Park.

### **Goal 3: Financial Strength & Resource Allocation**

- Develop long-term financial sustainability strategies.
- Launch new business advertising opportunities (e.g., scoreboard sponsorships).

### **Goal 4: Office & Facility Development**

- Identify possible locations for expanded workspace.
- Secure partial funding for the field house project.

### **Goal 5: Strengthen Marketing & Outreach**

- Implement a more targeted marketing campaign to increase program participation.
- Evaluate digital strategies, including QR code signage.

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## **Year 4: 2027-2028 - Expansion & Modernization**

### **Goal 1: Enhanced Recreational Programs**

- Introduce specialized programs such as adaptive sports and outdoor education.
- Strengthen partnerships with schools for joint recreational offerings.

## **Goal 2: Major Infrastructure Improvements**

- Complete at least 50% of identified capital projects.
- Install security cameras in high-risk areas to deter vandalism.

## **Goal 3: Economic & Environmental Sustainability**

- Increase corporate sponsorships and fundraising efforts.
- Conduct feasibility study on sustainable revenue models.

## **Goal 4: Office & Facility Expansion**

- Secure remaining funding for the field house project.
- Expand workspaces to accommodate growing staff needs.

## **Goal 5: Expand Collaborative Networks**

- Establish new partnerships with regional and state-level organizations.
- Engage local businesses in community-driven recreation projects.

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# **Year 5: 2028-2029 - Long-Term Sustainability**

## **Goal 1: Recreational Excellence**

- Conduct a five-year review and update programming to meet evolving needs.
- Host large-scale community events promoting active lifestyles.

## **Goal 2: Parks & Open Spaces**

- Finalize remaining beautification projects.
- Complete major upgrades to Rifle Mountain Park.

## **Goal 3: Infrastructure & Financial Strength**

- Finalize capital reserve strategy ensuring long-term sustainability.
- Implement a self-sustaining model for parks and recreation funding.

## **Goal 4: Field House Completion**

- Complete construction of the field house.
- Develop programming and staffing plans for new facility.

## **Goal 5: Community Legacy & Future Planning**

- Document the impact of past improvements.
- Launch a new strategic planning process for the next five years





**Agenda Item #7.a.**

**Agenda Item Name:**

The Next PRAB Meeting is on April 14, 2025.

**Presenter:**

Kim Arnold, Parks Administrative Assistant

**Item Description:**

**Recommended Action:**

None

**Fiscal Impact:**

N/A

**Operational Impact:**

N/A

**Prior Board Motions:**

N/A

**Background Information:**

N/A

**Executive Summary:**

The next meeting is on April 14, 2025.

**Notification Requirements:**

**Prepared By:**

Austin Rickstrew, Parks & Recreation Director

**Attachments:**

None