



# GREATER RIFLE IMPROVEMENT TEAM (GRIT) ADVISORY BOARD WORKSHOP AND REGULAR MEETING AGENDA

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June 10, 2025  
12:00 PM  
202 Railroad Avenue, Rifle, CO

The Board may act on any of the following agenda items as presented or modified before the meeting, and items necessary or convenient to effectuate the agenda items.

## 12:00 PM - Regular Meeting

1. **Call to Order**
2. **Roll Call**
3. **Visitor Introductions**
4. **Consent Agenda**
  - 4.a. Consider approval May 13, 2025, GRIT Advisory Board Meeting Minutes
5. **Presentation**
  - 5.a. Rifle Heritage Center 2025 GRIT Grant Application
  - 5.b. Young Guns GRIT Grant Application
  - 5.c. RAMBO 2025 GRIT Grant Application
6. **Regular Agenda**
  - 6.a. Review 2024 Strategic Plan
  - 6.b. Third Thursday on Third Street Update
  - 6.c. Hometown Holiday Planning
7. **Administrative Reports**
  - 7.a. Barks, Brews, and BBQ wrap-up review
8. **Adjournment**

*The order and times of agenda items listed above are approximate and intended as a guideline for the Board*

The GRIT Advisory Board has two grant cycles. The grant cycle and deadlines to submit an application are:

January Cycle – Application Deadline: December 31<sup>st</sup> = Funding: February

June Cycle – Application Deadline: May 31<sup>st</sup> = Funding: July

#### **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 Main Street Manager Kim Burner at 970-665-6496 or email our ADA Team at ADATeam@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 a la Main Street Manager Kim Burner al 970-665-6496 o envíe un correo electrónico a el equipo ADA a ADATeam@rifleco.org. Por favor, permita 48 horas para que se atiendan sus solicitudes.*



**Agenda Item #4.a.**

**Agenda Item Name:**

Consider approval May 13, 2025, GRIT Advisory Board Meeting Minutes

**Presenter:**

Kim Burner, Main Street Manager

**Item Description:**

Minutes from May 13, 2025, GRIT Advisory Board Meeting

**Recommended Action:**

Approve minutes from the May 13, 2025, GRIT Advisory Board Meeting as presented

**Fiscal Impact:**

NA

**Operational Impact:**

NA

**Prior Board Motions:**

NA

**Background Information:**

NA

**Executive Summary:**

NA

**Notification Requirements:**

NA

**Prepared By:**

Kim Burner, Main Street Manager

**Attachments:**

1. May 13 2025 GRIT Minutes

**GREATER RIFLE IMPROVEMENT TEAM (GRIT)  
ADVISORY BOARD MEETING**

Tuesday, May 13<sup>th</sup>, 2025

REGULAR MEETING

12 p.m. Noon

**MEETING CALLED TO ORDER:** 12:05 pm

**ROLL CALL:** Samm Young, Garrick Frontella, Karen Roberts, Helen Rogers, Lydia Allen. Also in attendance: Zach Higgins- Planning Director, Kim Burner-GRIT Manager, Delaney Passmore- Event coordinator, Kathy Pototsky- Rifle PIO, and visitor Ryan Mackley.

**MINUTES:** The April 8<sup>th</sup>, 2025, minutes were reviewed. Helen Rogers motioned to approve the April 8<sup>th</sup> minutes, and was seconded by Karen Roberts, the motion carries.

**AGENDA ITEMS:**

- **Grant Applications:**
- **Jolt Grand Review:** There was a presentation/ discussion by Matt Shuler (Chair of the JOLT Board) and Ray Beck (President of the North Parks Arts Council); the joint committee that is partnered to put this event together. They answered questions from the GRIT board members to help better understand why they are asking for money to support their event in June. They explained the region the sponsors are from include Idaho, national Excel Energy, Delta, Montrose, Jackson County, Moffitt County, Garfield County, etc. from the western slope. They confirmed that the money that they are asking for from the GRIT board would go to funding some of the food expenses for this multi-day event. There are 30 rooms already booked for people to travel in to stay and looking for that to increase to close to 200 people that will be staying in our city. Next year, they are looking to double the event and take the event to CMU. They addressed that they understand that this may not be a typical event that the GRIT board would donate to but will bring a lot of business into the city and potentially make a great economic impact. The GRIT and City of Rifle logos would be recognized for their efforts/ support in their brochure that they will be giving to everyone that attends. Therefore, they will be advertised across the event.
  - After the presentation the board discussed that they feel that they have a lot more information for the decision. This event will bring a lot more business than previously understood and could potentially have a large impact on the hotel stays that this would bring. This would support our hospital as well. Garrick Frontella made a motion to approve the grant as requested; Helen Rogers seconded the motion; all in favor with zero opposed: motion carries.

- **Advisory Board Elections:**

- Kari Slappey is the current Chair and Samm Young is the current Vice Chair. Kim opened the board to electing who they would like to see in each position/ elect themselves if they would like to. Garrick Frontella makes a motion to keep Kari Slappey, as a chair of the GRIT board and Karen Roberts seconds. All in favor; the motion carries. Lydia Allen motions for Samm Young to remain Vice chair, Helen Rogers seconds; all in favor; motion carries.
- Kim also mentioned that Katie Mackley has stepped away from the board. Therefore, she will be posting the open position to allow for letters of interest to be submitted. Ryan Mackley is interested in the position that will be posted on the opening. Next month, the board will review the letters submitted and suggest to the council to fill the position.
- Annick Pruitt is interested in remaining on the board, as her seat was up this month. All were in favor of keeping her on the board.

- **Topics to Discuss:**

- Rifle needs new holiday lights for the downtown district. The board discussed the possibility of looking into the budget and quotes on buying new lighting.
- The board also discussed the walking tour for the historical society that Helen Rogers presented previously. There was some miscommunication about some details on what the tour entails. The board wants to move forward with the next steps to continue this project so that it can be completed.

**Events:**

- BBQ- Discussed updates on the event as it is this weekend. Delaney told the board about the contestants, SWAG, and where she is with the plans for this event. Also, confirmed involvement with some of the members that will be assisting this event.
- Third Thursdays- Delaney also updated on the food trucks, band, stage, vendors, etc. for Third Thursdays. The board asked a few questions about what we are planning for each month and where we are on the budget. Delaney gave them the updates she must allow for discussion about budget allocations and potential needs for next year.

**ADJOURN:** The meeting officially adjourns at 1:14pm.



**Agenda Item #5.a.**

**Agenda Item Name:**

Rifle Heritage Center 2025 GRIT Grant Application

**Presenter:**

Kim Burner, Main Street Manager

**Item Description:**

Rifle Heritage Center is requesting \$3,000 for the restoration of the decorative laminate window coverings on the east side of the building.

**Recommended Action:**

NA

**Fiscal Impact:**

\$3,000 from the Visitor Improvement Fund should the application be approved. There are funds budgeted

**Operational Impact:**

NA

**Prior Board Motions:**

None

**Background Information:**

none

**Executive Summary:**

Rifle Heritage Center is requesting \$3,000 for the restoration of the decorative laminate window coverings on the east side of the building.

**Notification Requirements:**

NA

**Prepared By:**

Kim Burner, Main Street Manager

**Attachments:**

1. Rifle Heritage Center application



## GRIT Grant Application and Process

The Greater Rifle Improvement Team Advisory Board has two grant cycles a year. The grant cycles are February and July. The application deadline for each cycle is listed below.

Grant Cycle	Application Deadline	Presentation to Board	Vote by Advisory Board
February	December 31 <sup>st</sup>	2 <sup>nd</sup> Tuesday in January	2 <sup>nd</sup> Tuesday in February
July	May 30 <sup>th</sup>	2 <sup>nd</sup> Tuesday in June	2 <sup>nd</sup> Tuesday in July

### GRANT APPLICATION

1. Complete the grant application and submit it to Kim Burner at [kburner@rifleco.org](mailto:kburner@rifleco.org) or 202 Railroad Avenue, Rifle Colorado 81650. For questions regarding the grant application, please contact Kim Burner at 970-665-6496.
2. GRIT event grants are for non-profit or not-for-profit organizations. For-profit organizations/businesses are encouraged to partner with a non- or not-for-profit organization.
3. If the GRIT Board has questions regarding your grant application, they may request additional information or ask you to attend an additional meeting.
4. At its discretion the GRIT Board may fund all or part of the grant request.
  - a. The GRIT Board reserves the right to outline what expenses may be covered by grant funds.
5. The applicant will be notified by email at the address supplied of the outcome of the grant application.
6. GRIT grant funds cannot be used for operating expenses of the applicant organization or any associated organization including but not limited to payroll/staff expenses, utilities, supplies (event supplies exempted), etc.
  - a. For questions regarding covered expenses please contact Kim Burner.
7. After the GRIT Board decides on grant applications, the GRIT manager will take the board recommendations before the Rifle City Council for final approval or denial before funds are distributed.

### PROJECT/EVENT EVALUATION

Once the project/event funded by the grant is complete, a Project Evaluation Form is required within 60 days.

The GRIT Board may require additional items with the evaluation form. These items will be listed in the notification email sent at the time of application or may be requested after review of the evaluation form.

Failure to complete the evaluation may result in the organization being ineligible for future funding.

Evaluations may be submitted to [kburner@rifleco.org](mailto:kburner@rifleco.org) or 202 Railroad Ave., Rifle, CO 81650 no later than 60 days after the completion of the project/event.



# GRIT Grant Application for Funding

## Applicant Information

Date: May 10,2025

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Organization Name: Rifle Heritage Center aka Rifle Creek Museum

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Address: 337 East Ave. Rifle,CO 81650

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Contact Person: Gayle Hiner and Karen Roberts

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Phone Number: 970-625-4862                      Email Address: rifleheritagecenter@gmail.com

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Federal Tax ID: 84-0917961                      State Tax ID: 19871221128

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## Organization Information

### Organization's Current Board of Directors or Trustees

Name	Phone #	Email Address
Gayle Hiner	405-742-4040	gayle.hiner@okstate.edu
Shirley Lawson	970-818-0142	shirleylawson@rocketmail.com
Karen Roberts	970-379-5146	karenleer54@gmail.com
Jessica Brandt	970-404-0784	jambrandt2010@gmail.com
Jan Day	970-618-4892	battlepk@rof.net
Alan Lambert	970-260-0168	alambert@rifleco.org
Lee Brandt	970-379-7647	lee@timberscape.net
Cecil Waldron	970-948-1968	retractcec@gmail.com

### Brief summary of Organization's History

The museum was founded in June of 1970 in the building that had previously served as city hall and even the jail for the City of Rifle. It has been open to the public for many years with hundreds to thousands of visitors from all over the world. All of the exhibits and displays are either Rifle concentric or to the western slope of Colorado. There is 8,000 sq ft of building with exhibits

## Grant Request

Amount Requested: \$3,000.00

How many people will benefit from the funding? Anyone who drives by 337 East. Ave, Rifle

In what way will they benefit? This improves the aesthetics of the museum builing and as the pictures are part of Rifle history they also add to the allure to come into the museum

Has your organization applied for a grant in the past? Yes Unknown No

If Yes, what year? How much was the grant for?

Brief description of request.

Description of current programs, activities and accomplishments: The Rifle Heritage Center is open to the public from mid-May until late October. There is no heat so the museum is closed in the winter. The Center participates in Rifle Heritage Days which is the first week of June each year. The Center is also involved with the Veteran's Day parade and many years has a special for Halloween called the Ghost Tour which involves scripted histoy with live actors in costume.

If funds are granted, what is your plan to create a self-sustainable program/event?

These funds are only for the outside project to restore the laminate that is peeling from the windows on the east side of the building. Although the Center has a very limited budget it is self-sustaining in that we pay for utilities and very basic upkeep of the building which is owen by the City of Rifle

We have a full volunteer staff and board of directors.

Timetable for implementation: Summer of 2025

The funding for the Greater Rifle Improvement Team is generated through the Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check the area(s) your request falls under:

- Visitor Improvement and Attractions
- Historic Preservation
- Special Events
- City Beautification
- City Promotion

## Program/Project Budget

### Revenues or other funding sources

Individually list all sources of funds (including sponsors) and the level of funding provided:

Other than the price of admissions to come into the museum we offer memberships.

All of this information is on the website: Rifleheritagecenter.com

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Total funds available to the program:

Expenses: Please see attached P&L Amount: \_\_\_\_\_

Other financial documents are available upon request.

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**Please attach a balance sheet or profit and loss statement for requesting organization.**

## Measure of Success

What will be the measurable results? Example: How many people are expected to attend/benefit?

Our success is measured on attendance throughout the opening days and emails we receive with comments and other forms of correspondence.

How will the organization define and measure success of the event or project?

The actual project of recovering the windows is not really measureable. It is the outside of the building and is seen by thousands of people each day that reside or drive into Rifle.

To what degree will the project and/or organization have a long-term sustainable value to Rifle?

The museum is a long standing institution here in Rifle and we believe will go forward for many, many years.

Additional information you would like the GRIT Advisory Board to consider:

# Profit and Loss

## Rifle Heritage Center

Date Range: Jan 01, 2025 to May 21, 2025

Report Type: Accrual (Paid & Unpaid)

ACCOUNTS	Jan 01, 2025 to May 21, 2025
Income	\$3,259.93
Cost of Goods Sold	\$122.61
<b>Gross Profit</b> As a percentage of Total Income	<b>\$3,137.32</b> 96.24%
Operating Expenses	\$1,506.47
<b>Net Profit</b> As a percentage of Total Income	<b>\$1,630.85</b> 50.03%



**Agenda Item #5.b.**

**Agenda Item Name:**

Young Guns GRIT Grant Application

**Presenter:**

Kim Burner, Main Street Manager

**Item Description:**

Young Guns GRIT Grant Application for the Touch-A-Truck event

**Recommended Action:**

NA

**Fiscal Impact:**

\$5,000 from the Visitor Improvement Fund if approved. Funds are available in the budget

**Operational Impact:**

NA

**Prior Board Motions:**

NA

**Background Information:**

Young Guns was granted \$5,000 in 2024 for the Touch-A-Truck event from the Visitor Improvement Funds

**Executive Summary:**

Young Guns is requesting \$5,000 from the Visitor Improvement Fund through GRIT. This is the same amount as approved in 2024.

**Notification Requirements:**

NA

**Prepared By:**

Kim Burner, Main Street Manager

**Attachments:**

1. Young Guns application



## GRIT Grant Application and Process

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July	May 30th	2 <sup>nd</sup> Tuesday in June	2 <sup>nd</sup> Tuesday in July

### GRANT APPLICATION

1. Complete the grant application and submit it to Kim Burner at [kburner@rifleco.org](mailto:kburner@rifleco.org) or 202 Railroad Avenue, Rifle Colorado 81650. For questions regarding the grant application, please contact Kim Burner at 970-665-6496.
2. GRIT event grants are for non-profit or not-for-profit organizations. For-profit organizations/businesses are encouraged to partner with a non- or not-for-profit organization.
3. If the GRIT Board has questions regarding your grant application, they may request additional information or ask you to attend an additional meeting.
4. At its discretion the GRIT Board may fund all or part of the grant request.
  - a. The GRIT Board reserves the right to outline what expenses may be covered by grant funds.
5. The applicant will be notified by email at the address supplied of the outcome of the grant application.
6. GRIT grant funds cannot be used for operating expenses of the applicant organization or any associated organization including but not limited to payroll/staff expenses, utilities, supplies (event supplies exempted), etc.
  - a. For questions regarding covered expenses please contact Kim Burner.
7. After the GRIT Board decides on grant applications, the GRIT manager will take the board recommendations before the Rifle City Council for final approval or denial before funds are distributed.

### PROJECT/EVENT EVALUATION

Once the project/event funded by the grant is complete, a Project Evaluation Form is required within 60 days.

The GRIT Board may require additional items with the evaluation form. These items will be listed in the notification email sent at the time of application or may be requested after review of the evaluation form.

Failure to complete the evaluation may result in the organization being ineligible for future funding.

Evaluations may be submitted to [kburner@rifleco.org](mailto:kburner@rifleco.org) or 202 Railroad Ave., Rifle, CO 81650 no later than 60 days after the completion of the project/event.



## GRIT Grant Application for Funding

### Applicant Information

Date: 05/29/2025 \_\_\_\_\_

Organization Name: Young Guns of Rifle Inc. \_\_\_\_\_

Address: 100 E. 4th street, Rifle CO 81650 \_\_\_\_\_

Contact Person: Larry Stewart \_\_\_\_\_

Phone Number: 317-473-2528 \_\_\_\_\_ Email Address: larrystewart@alpinebank.com \_\_\_\_\_

Federal Tax ID: 88-1994254 \_\_\_\_\_ State Tax ID: \_\_\_\_\_

### Organization Information

**Organization's Current Board of Directors or Trustees**

Name	Phone #	Email Address
Larry Stewart	317-473-2528	larrystewart@alpinebank.com
Klayton Costanzo	970-319-3669	klaytoncostanzo@hotmail.com
Tyler Davis	970-319-3920	TDavis@ShelterInsurance.com
Evin Sartin	970-319-6099	evinsartin@alpinebank.com

**Brief summary of Organization's History**

The Young Guns was founded in 2020 by local young professionals seeking a way to contribute to the community and support local youth. In 2021 the group began offering a trade school scholarship to Rifle High School which has now expanded to all of Garfield County. One lacking area was education and trade awareness as many youth were unaware about the options available to them to pursuit trade related careers. In 2022, the Young Guns started the first annual Touch a Truck to help spread this awareness and appreciation. This event has grown substantially in the past 3 years and thanks to the support of GRIT and our local businesses, we feel Touch a Truck has been cemented as a community favorite.

**Grant Request**

Amount Requested: \$5,000.00

How many people will benefit from the funding? 1300-1500

In what way will they benefit? Touch a truck is a free family oriented event for the community which focuses on connecting youth with local businesses to provide an interactive and educational experience. This is a hands on approach where youth can interact with the various types of trucks and vehicles.

Has your organization applied for a grant in the past?  Yes  No

If Yes, what year? 2024 How much was the grant for? \$5,000.00

Brief description of request. We feel the event was solidified in 2024 thanks to the the assistance from GRIT. Not only did the marketing and professionalism of the event improve but the feedback was immensely supportive. With more equipment, more vendors, and the food truck element, we feel touch a truck is now a community event that families mark on their calendar. With GRIT's support we would like to continue this growth in 2025 and continue to show that Rifle offers a family friendly day to all of Garfield County. We hope to attract between 1500-2000 attendees and fill a gap for family entertainment that is going to be felt after the lack of a carnival at this years Fair.

Description of current programs, activities and accomplishments: The Young Guns hosts the annual Austin Booth Memorial Golf tournament which funds our trade school scholarship. This is now the 4th and largest year of touch a truck and we are focused on continuing to build and expand into a key community event. With more attendees from Rifle and all of Garfield County, we beileve we can pull in visitors from more areas and help support the local commerce with increased revenue and visitors. The Young Guns also supports 4H, The Salvation Army and we offer various donations to local youth programs.

If funds are granted, what is your plan to create a self-sustainable program/event? Touch a Truck has grown substantially due to the support of GRIT last year and these funds were instrumental in creating a key community event for Garfield County. We continue to seek sponsorships from local businesses as well as the feedback from the community which we think shows a desire for a bigger and better event. As we expand and continue to show businesses a solid return on their attendance and sponsorship, we believe we can build partnerships that help us continue to grow but also provide the self-funding. For now we keep these asks low as we want businesses to have incentive to give up a busy Saturday and spend time at the Fair Grounds connecting to the community and ideally finding value for them and their businesses in Touch a Truck.

Timetable for implementation: We still believe 3-5 years is the realistic timeframe for being self-sustainable, we are open to feedback and feel growing this event based on the demand has influenced us to focus on expansion and having a wider impact on the community.

The funding for the Greater Rifle Improvement Team is generated through the Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check the area(s) your request falls under:

- Visitor Improvement and Attractions
- Historic Preservation
- Special Events
- City Beautification
- City Promotion

## Program/Project Budget

### Revenues or other funding sources

Individually list all sources of funds (including sponsors) and the level of funding provided:

Please see attached spreadsheet tab 1

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Total funds available to the program:

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Expenses: Amount:

Please see attached spreadsheet Tab 2

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**Please attach a balance sheet or profit and loss statement for requesting organization.**

## Measure of Success

What will be the measurable results? Example: How many people are expected to attend/benefit?

Our goal in 2024 was 1500 and we got close with 1300 visitors in a shorter timeframe. Our feedback was extremely positive and most attendees said that the variety of visitors, the marketing, and the overall presentation of the event felt more substantial and professional. The event is now bigger and better like we had hoped and the goal now is to pull in more of Garfield County and aim for 2,000 attendees.

How will the organization define and measure success of the event or project?

We feel the groundwork has been laid, the event has now been established, we need to bring in the numbers and show that the bigger and better elements we have promised are now in place and all of the families in the Rifle and surrounding communities now have a key day they can come out and experience a free event that the whole family enjoys. Our goal of 2,000 will help measure the results of this and the viability of this event.

To what degree will the project and/or organization have a long-term sustainable value to Rifle?

Communities are made greater by the people within them. Rifle is a family friendly city and Touch a Truck is a prime example of these values as it is a free event but it also helps educate and show appreciation for the trades and service people who make the biggest impact. Touch a Truck is about family, but it is also a key Rifle event that helps bring people out and adds value to the community.

Additional information you would like the GRIT Advisory Board to consider:

Our growth is due to the support of GRIT and we recognize that building a key event for the community has been an immensely challenging and hectic process. We really believe we have something now that the community expects and looks forward to and we owe this success to the support of GRIT. We would not come each year seeking support if we didn't feel it was being utilized well and overall we just want to say Thank you to GRIT who has been our longest and biggest supporter. It makes us proud to see the GRIT logo on our event and we continue to view this event as a partnership with the City of Rifle and the GRIT team.

## Touch a Truck 2025 Projections

### Sponsorships

Grit	\$	5,000.00
Western Slope Materials	\$	500.00
Casey Concrete	\$	500.00
Grand River Health	\$	500.00
Terra	\$	250.00
Bank of Colorado	\$	250.00
Total	\$	7,000.00

### Expenses

Jean's Printing	\$	1,000.00	Signage	
Rifle Parks and Rec	\$	100.00	Banner	
First String	\$	2,500.00	Advertising	Banners and tents and Hats
Garfield County	\$	200.00	Rental	
Tyler Davis Insurance	\$	200.00	Insurance	
QR Code Subscription	\$	200.00	Registration	
Micro Plastics	\$	300.00	Signage	
Redi Services	\$	500.00	Facilities	
Colorado West Broadcasting	\$	2,000.00	Radio	
Total		\$7,000		

Total Income \$0.00

**Sponsors**

GRIT  
Casey Concrete  
Western Slope Materials  
Grand River Health  
Terra Energy  
Bank of Colorado

**Food Trucks**

The Well  
Hunger Tech  
Chilled Out

**Vendors/Participants**

Colorado River Fire Rescue  
Colorado Workforce Center  
Gallegos Corporation  
Johnson Construction  
Screaming Eagle Trucking  
Twin Guns  
Native American Crane  
KMTS  
Care Flight  
Rifle Equipment LLC  
Colorado State Patrol  
Garfield County Road and Bridge  
Dad's Towing  
Mountain Waste & Recycling  
Rifle Parks and Recreation  
Kuersten Construction LLC  
Holy Cross Energy  
Colorado Division of Wildlife  
Journey Home Animal Care Center  
Protestio Brothers Equipment  
A-1 Heating & Cooling, Inc  
Ryder Towing and Recovery  
Alpine Waste & Recycling



**Agenda Item #5.c.**

**Agenda Item Name:**

RAMBO 2025 GRIT Grant Application

**Presenter:**

Kim Burner, Main Street Manager

**Item Description:**

RAMBO 2025 GRIT Grant Application

**Recommended Action:**

NA

**Fiscal Impact:**

\$7,000 from the Visitor Improvement Fund. There are funds available in the budget.

**Operational Impact:**

NA

**Prior Board Motions:**

NA

**Background Information:**

GRIT has supported the Grand Hogback Extravaganza for the past 4 years. In 2024, GRIT awarded \$5,000 to this event.

**Executive Summary:**

Rifle Area Mountain Biking Organization (RAMBO) is asking for \$7,000 in funding to support the 5th Annual Grand Hogback Extravaganza. In 2024 GRIT awarded \$5,000 to the event.

**Notification Requirements:**

NA

**Prepared By:**

Kim Burner, Main Street Manager

**Attachments:**

1. RAMBO application



## GRIT Grant Application and Process

The Greater Rifle Improvement Team Advisory Board has two grant cycles a year. The grant cycles are February and July. The application deadline for each cycle is listed below.

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### GRANT APPLICATION

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Failure to complete the evaluation may result in the organization being ineligible for future funding.

Evaluations may be submitted to [kburner@rifleco.org](mailto:kburner@rifleco.org) or 202 Railroad Ave., Rifle, CO 81650 no later than 60 days after the completion of the project/event.



# GRIT Grant Application for Funding

## Applicant Information

Date: May 30, 2025

Organization Name: Rifle Area Mountain Biking Organization (RAMBO) under fiscal sponsorship from the Rifle Regional Economic Development Corporation (RREDC)

Address: P.O. Box 823, Rifle, CO 81650

Contact Person: Lindsey Williams

Phone Number: 303-522-3188                      Email Address: lsidener@gmail.com

Federal Tax ID:                                      State Tax ID: 20-578079B

## Organization Information

### Organization's Current Board of Directors or Trustees

Name	Phone #	Email Address
Lindsey Williams, President	303-522-3188	lsidener@gmail.com
Ari Philipson, Vice President	772-696-1790	<a href="mailto:aphilipson@gmail.com">aphilipson@gmail.com</a>
John Leybourne, Treasurer	303-981-1006	pjoc89@hotmail.com
Jeffrey Maselli, Secretary	970-215-9597	jmaselli@gmail.com
Arran Shrosbree, Board Member	970-401-5291	arran.shrosbree@sky.com
Sam Giffin, Board Member	970-531-4485	sam@roancreekbikes.com

**Brief summary of Organization’s History**

Since 2010, RAMBO has been organizing rides, promoting, and advocating for mountain biking and trail building in the greater Rifle area. We engage and lead the community in building and maintaining quality mountain bike-specific and multi-use, non-motorized trails, encouraging active lifestyles, healthy living, and environmental stewardship. We operate under the Rifle Regional Economic Development Corporation.

**Grant Request**

**Amount Requested:** \$7,000

**How many people will benefit from the funding?** 10,563 (current Rifle population)

**In what way will they benefit?** RAMBO is seeking funding for our 5<sup>th</sup> Annual Grand Hogback Extravaganza, RAMBO’s signature fundraising event. The residents of Rifle have long had to travel great distances to access quality singletrack trails, and now we have them just a short drive up the road!

**Has your organization applied for a grant in the past?** Yes  No

If Yes, what year? Yes, we have received support from the Greater Rifle Improvement Team for the last four years to be able to host this event.

**How much was the grant for?** \$5,000 in 2024

**Brief description of request.**

The City of Rifle, Garfield County, and the Bureau of Land Management have been working collaboratively on the Grand Hogback Trail System for the past several years. RAMBO acts as the fundraising arm and general steward of the trail system and other various trails around the Rifle area - the Highlands Trails, the trail to the CMC campus, and various interconnected pathways around the city. In 2024, almost 50% of our participants were from outside

The City of Rifle. Our annual fundraising event helps us showcase the trails and also raises the critical funding necessary to help improve and maintain them. New this year, we would like to bring in a marketing firm to help us market the event more effectively than we have in the past.

**Description of current programs, activities and accomplishments:**

Over the past several years, we’ve steadily increased the number of sponsors we have co-supporting the event, helping to offset the cost. We look forward to adding additional sponsors this year.

**If funds are granted, what is your plan to create a self-sustainable program/event?**

As always, we hope to leverage the funds provided by the GRIT board to bring in additional sponsor support to help sustain and promote the event.

Timetable for implementation: We are looking at hosting the Extravaganza on Saturday, October 18.

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The funding for the Greater Rifle Improvement Team is generated through the Lodging Tax. The proceeds of the lodging tax shall be used primarily for the following:

Please check the area(s) your request falls under:

- Visitor Improvement and Attractions
- Historic Preservation
- Special Events
- City Beautification
- City Promotion

## Program/Project Budget

### Revenues or other funding sources

Individually list all sources of funds (including sponsors) and the level of funding provided:

- Alpine Bank- \$1,000

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- REI - in-kind

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- MSG Ready Mix - \$500

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- Grand River Health - \$500

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- Green Cross - \$500 + in-kind

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- Coldwall Banker Mason Morse - \$300

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- Holy Cross Energy - \$500
- Bay Equity Home Loans - \$250
- Whistle Pig - in-kind
- Roan Creek Bikeworks and Coffee – in-kind
- Gumpton Trail Works - \$1,000

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- Total funds available to the program: \$4,550

Expenses:	Amount:
BLM permit fee: \$250	
Event insurance: \$750	
Event marketing: \$3,000	
Logo design - \$200	
Event food: \$500	
Course decorations and game products: \$1,000	
Event shirts and socks: \$1,500	
Shuttle for overflow parking - \$1,500	
<b>Total: \$8,700</b>	

**Please attach a balance sheet or profit and loss statement for requesting organization.**

## Measure of Success

**What will be the measurable results? Example: How many people are expected to attend/benefit?**

Our goal is 100 riders for our 5th annual event. Last year, we saw a dip in attendance numbers and are hoping to recoup that by hiring a marketing agency to help us promote the event in new markets. We are also cognizant of the maximum size of the event we'll be able to host with our current parking capacity.

**How will the organization define and measure success of the event or project?**

Fundraising goals met, number of event attendees, and social media impressions.

**To what degree will the project and/or organization have a long-term sustainable value to Rifle?**

As Rifle continues to draw residents due to its affordable housing and outdoor amenities, visitors are also starting to take notice. The impact of having a vibrant outdoor recreation economy will benefit all Rifle residents.

**Additional information you would like the GRIT Advisory Board to consider:**

We appreciate the past support we have received from the Greater Rifle Improvement Team and look forward to achieving our mutual missions of improving the quality of life for the residents of Rifle and the greater Colorado River Valley. We appreciate you all very much!

**Rifle Regional Economic Development Corporation**  
**Statement of Income & Expenses RAMBO**  
As of April 30, 2025 and 2024

	<u>Apr 25</u>	<u>Apr 24</u>	<u>Jan - Apr 25</u>
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>Rambo - Fundraisers</b>	200.00	0.00	200.00
<b>Total Income</b>	200.00	0.00	200.00
<b>Gross Profit</b>	200.00	0.00	200.00
<b>Expense</b>			
<b>Business Expenses</b>			
<b>Business Registration Fees</b>	0.00	0.00	94.00
<b>Total Business Expenses</b>	0.00	0.00	94.00
<b>Contract Services</b>			
<b>Contract Labor - RAMBO</b>	3,185.11	0.00	3,362.65
<b>Contract Services</b>	0.00	0.00	300.00
<b>Total Contract Services</b>	3,185.11	0.00	3,662.65
<b>Marketing &amp; Advertising</b>			
<b>Signs &amp; Plaques</b>	37.50	0.00	87.38
<b>Total Marketing &amp; Advertising</b>	37.50	0.00	87.38
<b>Meetings &amp; Events - Hosted</b>			
<b>Special Events - Food &amp; Room</b>	0.00	0.00	155.58
<b>Total Meetings &amp; Events - Hosted</b>	0.00	0.00	155.58
<b>Operations</b>			
<b>Supplies</b>	503.81	257.17	763.81
<b>Total Operations</b>	503.81	257.17	763.81
<b>Total Expense</b>	3,726.42	257.17	4,763.42
<b>Net Ordinary Income</b>	-3,526.42	-257.17	-4,563.42
<b>Net Income</b>	-3,526.42	-257.17	-4,563.42

See Accountant's Compilation Report



**Agenda Item #6.a.**

**Agenda Item Name:**

Review 2024 Strategic Plan

**Presenter:**

Kim Burner, Main Street Manager

**Item Description:**

The GRIT Advisory Board will review the 2025 Strategic work plan. Evaluate where each item stands and evaluate if the goals still make sense. This is in lead-up to a strategic plan refresh meeting (date to be set).

**Recommended Action:**

**Fiscal Impact:**

NA

**Operational Impact:**

To make sure the GRIT Advisory Board aligns with the City of Rifle strategic plan and priorities.

**Prior Board Motions:**

NA

**Background Information:**

NA

**Executive Summary:**

In 2024, the GRIT Advisory Board held a half-day work session to discuss future priorities and areas of focus. The Board will review the determined projects and begin evaluating 2026 priorities.

**Notification Requirements:**

NA

**Prepared By:**

Kim Burner, Main Street Manager

**Attachments:**

1. GRIT Strategic Plan Goals 2025 cover sheet

## GRIT ADVISORY BOARD STRATEGIC PLAN

### MISSION STATEMENT

**Our mission is to implement the 2007 Lodging Tax Ballot Question passed by the citizens of Rifle to promote, support, and improve upon the following five goals: Improve visitor attractions; Identify and strengthen historic preservation; Support special events; Identify and support City beautification projects; Promote the City.**

### GRIT PRIORITY PROJECTS

**As selected by the board**

#### **Visitor Attractions**

- Develop mountain biking in Rifle through completion of Grand Hogback Trail System
- Develop Rifle Island Park
- Develop wayfinding signage to drive traffic to core downtown area

#### **Historic Preservation**

- Investigate Historic signage in partnership with Rifle DDA
- Apply for grant for structural assessment of Historic Colorado River Bridge

#### **Support Special Events; Promote the City**

- Update visitrifle.com website
- Create a regional calendar of events
- Develop BBQ Contest in conjunction with Rifle Rendezvous
- Assume responsibility for the planning and coordination of Hometown Holiday

#### **Beautification**

- Expand building mural program outside of core downtown area
- Identify and Develop opportunities to increase public art, murals, and sculptures
- Work with Rifle DDA, Rifle Parks, GRIT to develop, purchase and place up to 15 custom bike racks at strategic locations



**Agenda Item #6.b.**

**Agenda Item Name:**

Third Thursday on Third Street Update

**Presenter:**

Delaney Passmore, Administrative Assistant

**Item Description:**

Third Thursday on Third Street Update

**Recommended Action:**

NA

**Fiscal Impact:**

NA

**Operational Impact:**

NA

**Prior Board Motions:**

NA

**Background Information:**

NA

**Executive Summary:**

Delaney Passmore will give an update on Third Thursday on Third planning. This will include a volunteer sign-up sheet for the GRIT Advisory Board members to assist with the events.

**Notification Requirements:**

NA

**Prepared By:**

Kim Burner, Main Street Manager

**Attachments:**

None



**Agenda Item #6.c.**

**Agenda Item Name:**

Hometown Holiday Planning

**Presenter:**

Kim Burner, Main Street Manager  
Delaney Passmore, Administrative Assistant

**Item Description:**

Hometown Holiday Planning

**Recommended Action:**

NA

**Fiscal Impact:**

NA

**Operational Impact:**

NA

**Prior Board Motions:**

NA

**Background Information:**

NA

**Executive Summary:**

The GRIT Advisory Board will begin planning for Hometown Holiday in the month to come. Committees for each activity will be set.

**Notification Requirements:**

NA

**Prepared By:**

Kim Burner, Main Street Manager

**Attachments:**

None



**Agenda Item #7.a.**

**Agenda Item Name:**

Barks, Brews, and BBQ wrap-up review

**Presenter:**

Kim Burner, Main Street Manager  
Delaney Passmore, Administrative Assistant

**Item Description:**

Barks, Brews, and BBQ wrap-up review

**Recommended Action:**

**Fiscal Impact:**

NA

**Operational Impact:**

NA

**Prior Board Motions:**

NA

**Background Information:**

NA

**Executive Summary:**

Barks, Brews, and BBQ saw an increase in both attendance and time spent at the event according to our data. 2024 had an attendance of 1,400 with a dwell time of 124 minutes; 2025 attendance was 1,600 and the length of time spent at the event grew to 141 minutes. Again in 2025 this event drew attendees from all over Colorado.

**Notification Requirements:**

na

**Prepared By:**

Kim Burner, Main Street Manager

**Attachments:**

1. Insights - Placer\_BBQ\_2025



**Deerfield Park** ⋮ +

📍 300 E 30th St, Rifle, CO 81650

📅 May 17 - May 17, 2025 ▾
🕒 All Visit Durations ▾



**Metrics** ?

Property:

[Deerfield Park / E 30th St, Rifl...](#)



Visits	1.6K	Avg. Dwell Time	141 min
Visits / sq ft	< 0.01	Panel Visits	75
Size - sq ft	2.3M	Visits YoY	+187.2%
Visitors	1.6K	Visits Yo2Y	+22%
Visit Frequency	1	Visits Yo3Y	+30.1%





Prior / Post Compare ?

Property:  
Deerfield Park / E 30th St, Rifl...

Show By:  
Location

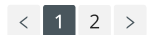
Category:  
All Categories v

Show Zipcodes:  
 Hide



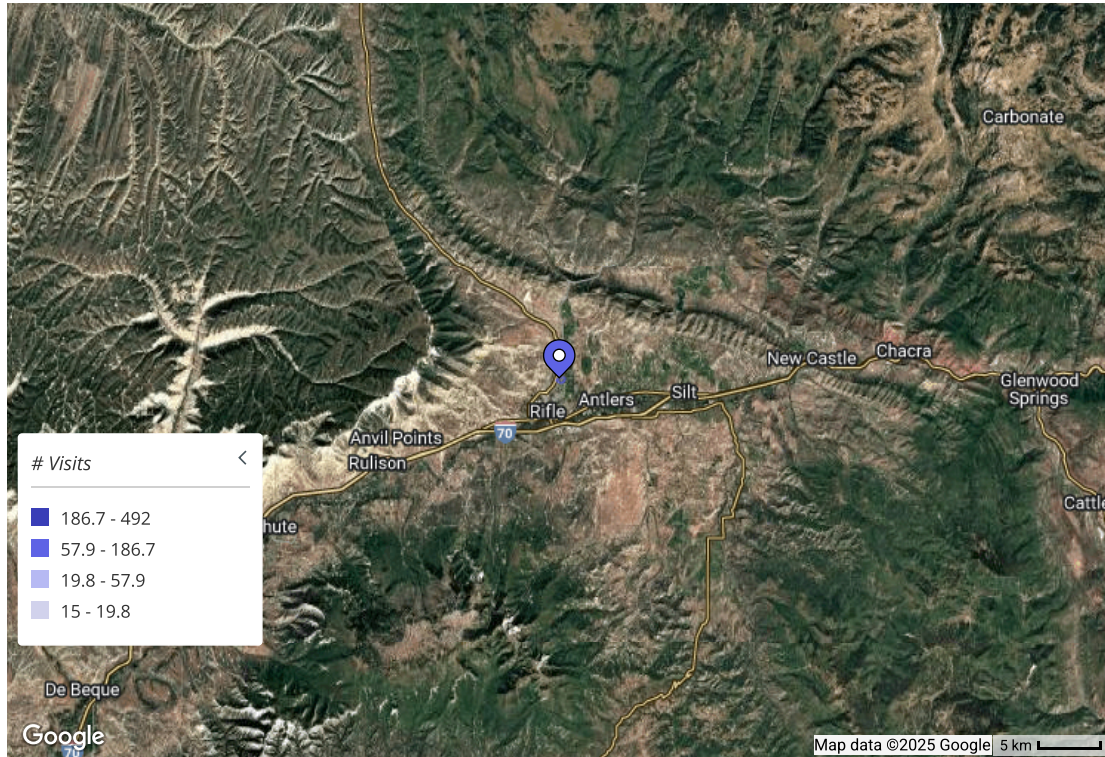
Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Hampton Inn & Suites Rifle / Megan Ave, Rifle, CO	10.5%	1	Hampton Inn & Suites Rifle / Megan Ave, Rifle, CO	9.7%
2	Maverik Adventures First Stop / E. 26th St, Rifle, CO	9%	2	Walmart / Airport Rd, Rifle, CO	8.9%
3	Kum & Go / Stone Quarry Rd, Battlement Mesa, CO	5.7%	3	El Patron Taqueria / Taugenbaugh Blvd, Rifle, CO	4.3%
4	Walmart / Airport Rd, Rifle, CO	2.9%	4	Smoke Shop Etc / Railroad Ave, Rifle, CO	4.2%
5	Garfield County Fair & Rodeo - Rifle, CO / Railroad Ave, ...	2.9%	5	Kum & Go / E 1st St, Rifle, CO	3.3%
6	Rifle Rendezvous Festival / Rifle, CO	2.5%	6	McDonald's / Taughenbaugh Blvd, Rifle, CO	2.8%
7	Wendy's / Railroad Ave, Rifle, CO	2.3%	7	Verizon / Taughenbaugh Blvd, Rifle, CO	2.6%
8	Black Bear Liquors / Railroad Ave, Rifle, CO	2.1%	8	Maverik Adventures First Stop / E. 26th St, Rifle, CO	2.5%
9	City Market Fuel Center / Railroad Ave, Rifle, CO	1.8%	9	City Market / Railroad Ave, Rifle, CO	2.5%
10	WingNutz Bar and Grill / Railroad Ave, Rifle, CO	1.8%	10	Kum & Go / Taughenbaugh Blvd, Rifle, CO	2.5%

Showing 1-10 / 18



### Visitors By Origin ?

Venues: ▼ | Origin: **Home Location** | Metric: **Visits** | View: **# of Visits** | % of Visits | YoY Change

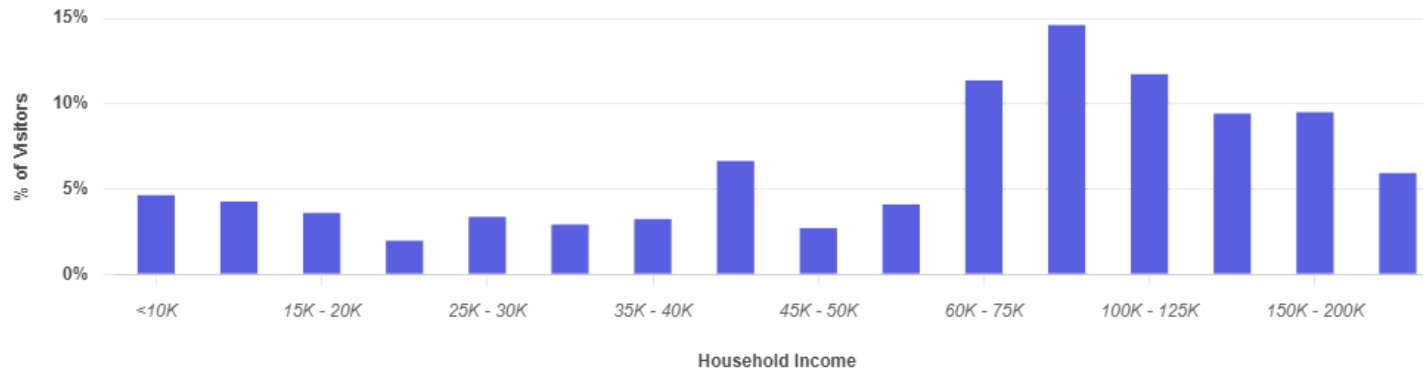


Zipcode / City	Visits (% of Total)
81650 Rifle, CO	492 (31.4%)
81647 New Castle, CO	177 (11.3%)
81635 Parachute, CO	114 (7.3%)
80027 Louisville, CO	96 (6.1%)
81630 De Beque, CO	91 (5.8%)
80247 Denver, CO	75 (4.8%)
81652 Silt, CO	57 (3.6%)
80003 Arvada, CO	57 (3.6%)
81521 Fruita, CO	55 (3.5%)
81601	47 (3%)

\*Showing data for top 100 Zip Codes of this property. Download the CSV file for full results.

### Household Income ?

Properties:



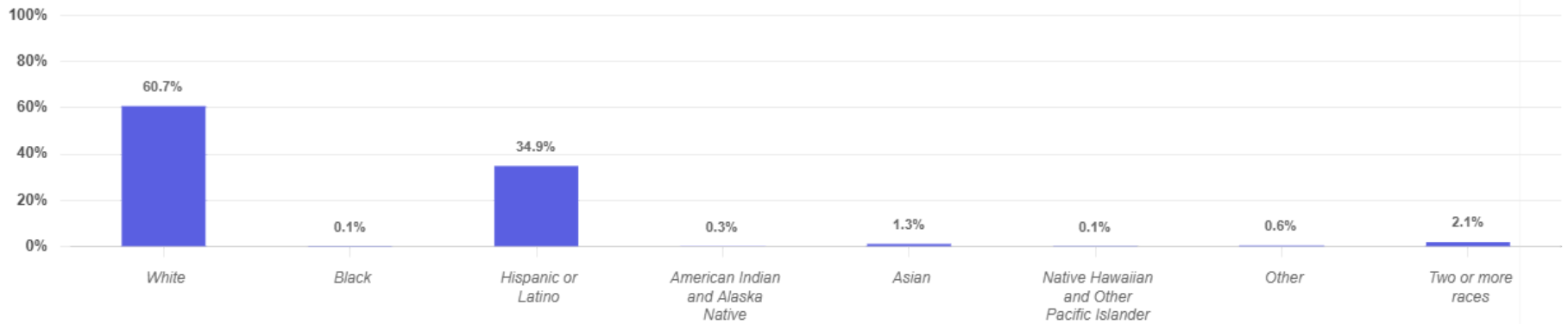
Average Income	89K
Median Income	77K

\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2023

### Ethnicity ?

#### Deerfield Park

300 E 30th St, Rifle, CO 81650



\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2023

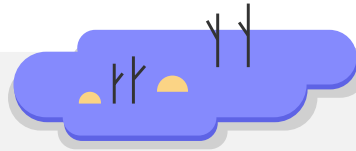
### Visits Variance ?

Property:  
Deerfield Park / E 30th St, Rifl...

Aggregation: Weekly  
Compare to: Prev. Week

## Unsupported Date Range

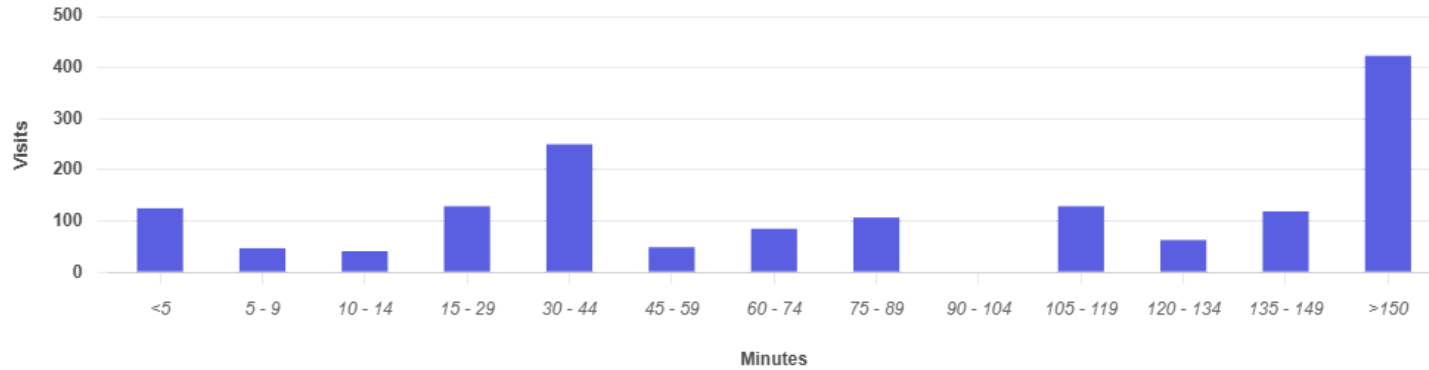
The minimal date range for 'Visits Variance' is 2 full weeks (Mon-Sun)



### Visit Duration ?

Deerfield Park  
300 E 30th St, Rifle, CO 81650

Metric:  
Visits



Average Stay 141 min

Median Stay 83 min

### Hourly Visits ?

#### Deerfield Park

300 E 30th St, Rifle, CO 81650

Metric:  
Visits

