



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



January 13, 2026
12:00 PM
202 Railroad Avenue, Rifle, CO 81650

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. Approval of minutes from the November 11, 2025, GRIT Advisory Board Meeting
 - 4.b. Approval of minutes from the December 9, 2025, GRIT Advisory Board Meeting
5. **Presentation**
 - 5.a. Garfield County Library, Rifle application for funding
 - 5.b. New Ute Theater Society application for funding
 - 5.c. Middle Colorado Watershed Council request for funding
 - 5.d. Bookcliff Arts Center application for funding
6. **Regular Agenda**
 - 6.a. Review Bookcliff Arts Center 2025 Grant Evaluation
 - 6.b. Review Young Guns of Rifle/Touch a Truck 2025 Grant Evaluation
 - 6.c. Review Rifle Area Mountain Biking Organization 2025 Grant Evaluation
 - 6.d. Review Rifle Creek Museum 2025 Grant Evaluation
7. **Administrative Reports**

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 31st = Funding: February

June Cycle – Application Deadline: May 31st = 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:

Approval of minutes from the November 11, 2025, GRIT Advisory Board Meeting

Presenter:

Kim Burner, Main Street Manager

Item Description:

Recommended Action:

Approval of minutes from the November 11, 2025, GRIT Advisory Board Meeting

Fiscal Impact:

na

Operational Impact:

public transparency

Prior Board Motions:

na

Background Information:

na

Executive Summary:

na

Notification Requirements:

na

Prepared By:

Kim Burner, Main Street Manager

Attachments:

1. November 11 2025 GRIT MINUTES

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

Tuesday, November 11, 2025

REGULAR MEETING

12 p.m. Noon

MEETING CALLED TO ORDER: 12:00 pm

ROLL CALL: Kari Slappey, Ryan Mackley, Lydia Allen, Helen Rogers, Garrick Frontella, and Karen Roberts. Annick Pruitt arrived at 12:22. Also, in attendance; Zach Higgins- Planning Director, Kim Burner- GRIT Manager, Delaney Passmore- Event Coordinator. Kathy Pototsky- City of Rifle Public Information Officer

MINUTES: The minutes were reviewed from October 14, 2025, meeting. Helen Rogers motions to approve the minutes; and Ryan Mackley seconded the motion. The motion carries.

AGENDA ITEMS:

101 E. 3rd Street Façade Grant Application

Lindsey Johnson, owner of 101, submitted a façade grant application to freshen up the smaller mural on the west/Railroad Ave. side of the building for \$1,342.50. After conversation a motion was made, and seconded, to approve the grant application.

Consider changes to the Façade Grant:

The Façade Grant program was not as successful as the GRIT Advisory Board had hoped. Although there was quite a bit of initial interest with Kim Burner having 10 pre-application meetings, only one application was submitted for various reasons. The two main reasons being difficulty in getting two contractor bids as well as difficulty getting architectural renderings. To address these limiting factors the board decided to have two cycles in 2026; one in March and one in August. In addition, the board decided to allow photos, paint/stain/fabric samples in place of architectural renderings.

New Ute Theater Society request for funds:

The N.U.T.S. organization asked for funds to help cover the cost of the Symphony in the Valley shows during Hometown Holiday in the amount of \$3,200. Conversation around this request centered on three specific areas of concern. The first area of concern was the fact this request came outside the normal grant request cycle for events. Helen Rodgers explained that the request was unusual and is to cover unexpected costs associated with the show. The second area of concern was why NUTS was making the request instead of Symphony in the Valley. The final area of concern was the Symphony in the Valley shows are the only activity during Hometown Holiday that paid tickets are required where every other activity is either free or donation based. After much discussion, a motion was made, and seconded, to approve the grant request in the amount of

\$3,200 with the understanding that any future request would need to come from Symphony in the Valley during regular grant cycles, Helen Rodgers abstained from voting and the motion passed.

Managers' Report:

Kim Burner informed the board Delaney Passmore would be moving to a full-time position created in the Rec Department as City Event Coordinator. Delaney would still plan GRIT events including Barks, Brews, and BBQ, Third Thursday on Third Street, and Hometown Holiday but would be reporting to the Rec Department. This will have a positive impact on the GRIT budget for 2026 as the funds allocated for payroll will allow the GRIT Advisory Board to increase spending on other projects such as mister systems downtown.

Event Updates:

Delaney Passmore gave an update on Hometown Holiday planning as well as reminded the board of their volunteer schedule.

ADJOURN: The meeting officially adjourns at 12:58 pm.



Agenda Item #4.b.

Agenda Item Name:

Approval of minutes from the December 9, 2025, GRIT Advisory Board Meeting

Presenter:

Kim Burner, Main Street Manager

Item Description:

Approval of minutes from the December 9, 2025, GRIT Advisory Board Meeting

Recommended Action:

Fiscal Impact:

na

Operational Impact:

public transparency

Prior Board Motions:

na

Background Information:

na

Executive Summary:

na

Notification Requirements:

na

Prepared By:

Kim Burner, Main Street Manager

Attachments:

1. December 9 2025 GRIT MINUTES

GREATER RIFLE IMPROVEMENT TEAM (GRIT)
ADVISORY BOARD MEETING
Tuesday, November 11, 2025
REGULAR MEETING
12 p.m. Noon

MEETING CALLED TO ORDER: 12:00 pm

ROLL CALL: Kari Slappey, Ryan Mackley, Lydia Allen, Helen Rogers, Garrick Frontella, Annick Pruitt, and Karen Roberts. Samm Young arrived at 12:07. Also, in attendance; Zach Higgins- Planning Director, Kim Burner- GRIT Manager, Delaney Passmore- Event Coordinator.

AGENDA ITEMS:

Hometown Holiday wrap-up discussion:

Delaney Passmore led a discussion on how Hometown Holiday 2025 went. Overall comments were positive. Moving the tree lighting to Heinze Park added a bright cheerful spot on Railroad Ave which enhanced the overall holiday feeling throughout the season. A few tweaks will need to be made to the 2026 fireworks show to optimize the viewing from Railroad Ave. but the show was easier to see from many viewing spots around town.

Some additional costs will be incurred for the 2026 Hometown Holiday including the cost of the live reindeer, as the library is unsure their budget will support the expense. As well as some additional decorations and lights for the grassy area/median leading into downtown from Whitewater Ave. traffic light to the Centennial Blvd. traffic light.

State Main Street Annual Visit:

The annual visit from the State Main Street organization will happen virtually Tuesday, January 27, 2026.

Downtown Mister Project:

Various type of standalone misting systems for downtown, a 2026 GRIT project, were discussed and the GRIT Advisory Board authorized Kim Burner to research using a Pedestal “All Sports” Misting Tower from plumbingsupply.com.

ADJOURN: The meeting officially adjourns at 12:47 pm.



Agenda Item #5.a.

Agenda Item Name:

Garfield County Library, Rifle application for funding

Presenter:

Item Description:

Garfield County Library, Rifle application for funding

Recommended Action:

Fiscal Impact:

The grant application is in the amount of \$3,000 to help fund a storybook walk in Centennial Park.

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. Rifle Library 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 st	2 nd Tuesday in January	2 nd Tuesday in February
July	May 30 th	2 nd Tuesday in June	2 nd Tuesday in July

GRANT APPLICATION

1. Complete the grant application and submit it to Kim Burner at 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 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: December 29, 2025

Organization Name: Garfield County Public Library

Address: 207 East Avenue Rifle, Co 81650

Contact Person: Amy Tonozzi

Phone Number: 970-625-3471 Email Address: atonozzi@gcpld.org

Federal Tax ID: 13-4349347 State Tax ID: 09818429

Organization Information

Organization's Current Board of Directors or Trustees

Name	Phone #	Email Address
<u>Adrian Rippy-Sheehy</u>	<u>970-876-5500</u>	<u>arippysheehy@gcpld.org</u>
<u>John Mallonee</u>		<u>jmallonee@gcpld.org</u>
<u>Brit McLin</u>	<u>970-984-2346</u>	<u>bmclin@gcpld.org</u>
<u>Stephanie Pierucci Hirsch</u>	<u>970-963-2889</u>	<u>shirsch@gcpld.org</u>
<u>Tony Hershey</u>	<u>970-945-9870</u>	<u>thershey@gcpld.org</u>

Brief summary of Organization's History

Garfield County Libraries began in 1938 as a Works Progress Administration project (WPA) in New Castle. Over time, 6 branches opened across the county to meet growing community needs. In 2006, voters approved the creation of the Garfield County Library District, establishing the system as an independent public district with its own funding and governance.

Grant Request

Amount Requested: \$3000.00

How many people will benefit from the funding? There are 75,000 visitors per year to Centennial Park
In what way will they benefit? This project is envisioned to promote literacy, family engagement and outdoor activity.

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

If Yes, what year? unknown How much was the grant for? less than \$1000.00

Brief description of request. We are soliciting funds to help pay for a storybook walk in Centennial Park. Specifically, the funds would help pay for at least 17 permanent, weather proof panels (\$319.00 each) to be installed in Centennial park in Rifle.

Description of current programs, activities and accomplishments: The Rifle Branch offers programs and services that support early literacy, youth engagement and lifelong learning for residents of all ages. Current activities include storytimes, and family programs, teen and adult enrichment events, access to technology and public meeting spaces, and outreach partnerships with local schools and community organizations.

If funds are granted, what is your plan to create a self-sustainable program/event? Once the initial panels are installed by the City of Rifle, the stories will be changed out 4 to 6 times a year by Garfield County Library Staff. Books will be shared with other libraries in the district who also have or are implementing storywalks in their communities. (Glenwood Springs and Parachute)

Timetable for implementation: Summer/Fall of 2026

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 funding sources include individual and corporate donors from the Rifle Community.

The total project cost is estimated to be no less than \$6,000.

Total funds available to the program:

Expenses: Amount: \$6,271.00

Angled aluminum post mount panel X17 @ \$317.97 plus shipping = \$5,335.00

Storybook walk books X 4 @ \$149.00 = \$596.00

Donor recognition x 17 @ \$20.00 = \$340.00

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?

The storybook walk is expected to reach up to 75,000 park visitors annually, providing early literacy engagement for families and children through a free, accessible outdoor experience.

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

Success will be measured by installation of the storybook walk, estimated reach based on park visitation, and ongoing use as observed through community engagement and feedback.

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

This project will provide long term value by offering a permanent, low-maintenance early literacy resource that supports families, encourages outdoor activity, and enhances Rifle's shared spaces for years to come.

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

This initiative is being spearheaded by Mickie Hosack, a local community member, in collaboration with the Rifle Branch Library. We have already met with the City of Rifle's Recreation Department and received permission to move forward with the project.

Garfield County Public Library District Balance Sheet (Draft - unaudited) As of November 30, 2025

ASSETS

Current Assets

Checking/Savings

10010 · Alpine Bank- Gen(..7072)	522,644.08
10050 · Colo Trust - General	25,195,552.59
10055 · C-Safe	62,882.87
10060 · Alpine Bank- Payroll(..8785)	2,043.47
10070 · Alpine Bank - Flex(..0583)	1,997.76
11010 · CS-23652000-Annual Interest Pmt	99.35
11050 · CS-23652001-Annual Princ. Pmt	1,247.48
Total Checking/Savings	25,786,467.60

Other Current Assets

12050 · Sales tax transfer by Treasurer	422,422.20
12100 · Property tax transfer by Treas	7,530,742.00
12250 · Leases Receivable	394,952.37
Total Other Current Assets	8,348,116.57
Total Current Assets	34,134,584.17

Other Assets

18400 · Prepaid Exps	40,173.95
19100 · Due to / from Foundation	682.01
19150 · Due to/fr Employees	74.87
Total Other Assets	40,930.83
TOTAL ASSETS	34,175,515.00

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

20000 · Accounts Payable	66,395.08
Total Accounts Payable	66,395.08

Credit Cards

20510 · Alpine Bank Purchase Card	14,986.50
Total Credit Cards	14,986.50

Other Current Liabilities

20660 · Grants Payable	3,368.03
21100 · Other Payroll Payables-	
21105 · FLEX payable	2,564.02
21150 · Health Ins	-5,736.20
21160 · Life Ins	-439.98
Total 21100 · Other Payroll Payables-	-3,612.16
21200 · Payroll Payable-	119,877.00
Total Other Current Liabilities	119,632.87
Total Current Liabilities	201,014.45

Long Term Liabilities

Garfield County Public Library District
Profit & Loss (Draft - unaudited)
 January through November 2025

	<u>Jan - Nov 25</u>
Ordinary Income/Expense	
Income	
40100 · Sales Tax Revenue	4,107,313.23
40102 · Sales Tax Refunds	(111,720.33)
40200 · Property Tax Revenue	7,536,001.61
40300 · Specific Ownership Tax Revenue	463,725.07
40900 · Interest Earned on Investments	993,550.94
41000 · Grants-	22,851.39
41010 · Donations or Contributions	2,797.10
41200 · Other Revenue	40,493.73
41300 · Solar Rebates	4,814.73
42000 · Branch Revenues	10,683.62
Total Income	<u>13,070,511.09</u>
Gross Profit	13,070,511.09
Expense	
50001 · TREASURER'S FEES	237,999.51
50005 · DEBT SERVICE	1,672,577.85
51000 · EMPLOYEE COSTS-	5,345,561.28
52000 · LIBRARY SERVICES	1,496,378.24
53000 · PROFESSIONAL SERVICES	217,467.02
54000 · BUILDING OVERHEAD-	547,353.84
54500 · BLDG REFRESH, FURNITURE,IMPROVE	1,728,233.52
55000 · EQUIPMENT	94,547.72
56000 · OTHER OVERHEAD-	100,715.08
57000 · ADVERTISING & MARKETING	101,420.78
58000 · VEHICLES	8,517.13
59000 · PARTNERSHIPS	72,376.80
Total Expense	<u>11,623,148.77</u>
Net Ordinary Income	1,447,362.32



Agenda Item #5.b.

Agenda Item Name:

New Ute Theater Society application for funding

Presenter:

Item Description:

New Ute Theater Society application for funding

Recommended Action:

Fiscal Impact:

The grant request is for \$3,800 to fund two Western Swing and Line Dancing shows at the Ute Theater

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. NUTS application



Agenda Item #5.c.

Agenda Item Name:

Middle Colorado Watershed Council request for funding

Presenter:

Item Description:

Middle Colorado Watershed Council request for funding

Recommended Action:

Fiscal Impact:

the application for funding is in the amount of \$5,000 to support the Wild & Scenic Filmfest and the Fire & Water speaker series

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. MCWC application

Grant 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 or 202 Railroad Ave., Rifle, CO 81650 no later than 60 days after the completion of the project/event.

Date:*

January 6, 2026

Organization Name:*

Middle Colorado Watershed Council (Colorado River Wildfire Collaborative)

Contact Person:*

Kate Collins

Address1*

200 Lions Park Circle

Contact Phone Number:*

9702740899

City*

Rifle

Contact Email Address:*

kcollins@midcowatershed.org

State*

CO

Zip*

81650

Federal Tax ID:*

46-4352983

State Tax ID:*

98008265

Organization's Current Board of Directors or Trustees*

Shelbi Bauer
970-618-2642
ShelbiBauer@alpinebank.com
Doug Winter
303-909-6738
douglas.m.winter@gmail.com
Jack Witt
720-351-8616
fenwayfan62@gmail.com
Caitlin Carey
970-379-8855
l.caitlin.carey@gmail.com
Chris Treese
970-379-7634
ctreesecolo@gmail.com
Cole Buerger
970-355-4833
Colin.Buerger@gmail.com
Mike Schuster
(970) 379-7674
michael.schuster@cogs.us
Mikaela Richardson
970-948-9070
mikaela.richardson@lrewater.com

Please include the name, phone number and email address for each Board of Director or Trustee.

Organization's History and Mission*

Incorporated in 2013, the nonprofit Middle Colorado Watershed Council (MCWC) works to protect, enhance and evaluate the health of the Middle Colorado River watershed through collaborative efforts, education and stewardship to maximize the quality and quantity of water for all users. Together with local communities, stakeholders and partners, MCWC strives to ensure the long-term sustainability of the Colorado River, its tributaries and riparian areas. The watershed spans 2,200 square miles and represents the 75-mile reach of the Colorado River from the east end of Glenwood Canyon to De Beque, Colo. Learn more at midcowatershed.org.

Please give a brief summary of the organizations history and mission.

Has your organization applied for a grant in the past?*

Yes
 No

If yes, what year and how much was the grant for?

2025, \$3,000 awarded

Please provide a brief description of current programs, activities and accomplishments.*

MCWC manages and operates the River Stop Interpretive Center in downtown Rifle, providing seasonal educational outreach and visitor engagement; in summer 2025 the center welcomed 828 visitors with partial staffing pending additional funding, supporting community education and local economic activity. We convene and lead the Colorado River Wildfire Collaborative, advancing wildfire preparedness and watershed resilience that directly benefits the Rifle area. Our stream and riparian restoration work focuses on protecting and enhancing local waterways and public spaces, including the Roan Creek Fish Barrier (construction complete, pending final fish gate delivery) and the Rifle Creek Restoration, with a current RFP underway for improvements at Centennial Park to support recreation, infrastructure protection, and community quality of life.

Amount Requested:*

\$5,000

Please provide a brief description of the event you are requesting funding for.*

Please see 2026 Sponsorship Prospectus for Fire & Water Speaker Series and Wild & Scenic Film Fest

If granted, how many people will benefit from the funding?*

500

In what way will they benefit?*

Watershed health and wildfire adaptation education and information.

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

The Wild & Scenic Filmfest has been produced successfully for 12 consecutive years, demonstrating a stable, repeatable model with strong community attendance and sponsor retention. Grant funds help offset upfront production costs while sponsorships, ticket sales, and partnerships provide ongoing support year over year. MCWC's Fire & Water Speaker Series is building on a successful 2025 season and is actively renewing commitments from new and returning sponsors, including Alpine Bank, ANB Bank, Balcomb & Green, Bank of Colorado, Blue Sky Rafting, Chevron, Colorado River District, EcoPoint, Garfield and Hecht, Gearheads Outfitters, Glenwood Adventure, Glenwood Caverns Adventure Park, Glenwood Hot Springs, Grand River Construction, Holy Cross Energy, Hotel Colorado, Iron Mountain Hot Springs, Karp Neu Hanlon, LTHQ, PEPO, Quandary Consultants, Roots RX, SGM, Spheros (LRE), Stifel, Swire Coca-Cola, Whitewater Rafting, Wright Water Engineers, WSP and Xcel.

What is the timetable for becoming self-sustainable?*

Ticket revenues, while a critical component of our event income, will likely never entirely fund the education and outreach events of the Middle Colorado Watershed Council. Our sponsorship and underwriting model has been effective for 13 years and we anticipate that model to continue to be successful.

The funding for the Greater Rifle Improvement Team is generated through the lodging tax. The proceeds of the lodging tax may be used for the following:*

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

Please check the area your request falls under.

Revenues or other funding sources:*

Please see Excel attachment of Film Fest and Speaker Series Income and Expense

Please individually list all sources for funds (including sponsors) and level of funding provided. GRIT uses this information to ensure events are widely supported.

Expenses:

Please see Excel attachment of Film Fest and Speaker Series Income and Expense

Please individually list all expenses for the for the event and amounts.



Agenda Item #5.d.

Agenda Item Name:

Bookcliff Arts Center application for funding

Presenter:

Item Description:

Bookcliff Arts Center application for funding

Recommended Action:

Fiscal Impact:

the request is in the amount of \$8,000

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. 2025 BAC GRIT Grant Instructions and Application



GRIT Grant Application for Funding

Applicant Information

Date: 12.29.25

Organization Name: Bookcliffs Arts Center

Address: 1100 East 16th Street, PO Box 1295, Rifle, CO 81650

Contact Person: Brenda Cox

Phone Number: 757-254-4536 Email Address: president@bookcliffsartscenter.org

Federal Tax ID: 84-108-7796 State Tax ID:

Organization Information

Organization's Current Board of Directors or Trustees

Name	Phone #	Email Address
Brenda Cox, President	757-254-4536	president@bookcliffsartscenter.org
Kay Crook, Treasurer	303-618-0725	treasurer@bookcliffsartscenter.orf
Betty Henrie, Secretary	970-309-4253	secretary@bookcliffsartscenter.org
Amy Cox, At Large	757-817-4082	a.cox@bookcliffsartscenter.org
Christina Senechal, At Large	970-625-1889	christina.senechal@bookcliffsartscenter.org

Brief summary of Organization's History

The Bookcliffs Arts Center was established in 1989 by a group of art devotees. Through the years, programs such as Art After Hours, First Friday, Youth Mural Art, and Hilltop Summer Concert Series have been held at the Arts Center on the top of 16th Street.

Grant Request

Amount Requested: \$8,000.00

How many people will benefit from the funding? 700

In what way will they benefit? The concerts are offered at no cost to the public. We had almost 700 in attendance last summer. It could have been more if not for the Lee Fire. Surrounding houses in the neighborhood can enjoy the music. The aesthetics of the kept lawn care add to the beauty of Rifle for residents and visitors

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

If Yes, what year? 2016-2024 How much was the grant for? \$5,500.00

Brief description of request. We are requesting funds to cover the bands and lawn care. Last year, lawn care was above average costs. We take pride in the appearance of our grounds, especially the lawn where concert-goers sit. The average cost of bands are \$400 a week. There are 11-12 concerts scheduled from June through August.

Description of current programs, activities and accomplishments: Current programs include Children's Art, The Hilltop Summer Concert, Art After Hours, and the Sunrise Garden Plots

If funds are granted, what is your plan to create a self-sustainable program/event? If awarded funds, we plan on holding fundraising events during each concert. Concerts have brought new memberships and volunteers

Timetable for implementation: Through the next summer season.

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:

Funders include board members for a total of \$500.00, The Clough Foundation at \$1,000.00, Walmart Spark Grant at \$500.00.

Total funds available to the program: \$2,000.00

Expenses:	Amount:
Bands at \$400 each, 12 concerts	\$4,800.00
Lawn care, weekly mowing, watering	\$8,000.00
Utilities	\$500.00

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?

In the past, we have had from 50-250 people attend the performances. Our goal is to meet or exceed the 250 head count. Often we hear from our neighbors that they sat in their backyards and listened to the music, enjoying time outside with their friends and families. Those comments are part of our success stories.

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

We will define and measure success by attendance numbers, donations collected, and favorable responses to band performances.

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

Our organization has been in Rifle for 37 years. We are comprised of volunteers who believe in offering art and opportunities to our community. The concert series does that, it has been a free event in Rifle for 13 years. We have intentions to continue the concerts for many years to come.

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

Costs have soared the past few years, taking a toll on our funds. We continue to strive to offer a free family event for our community. We appreciate continuous support from GRIT.



Agenda Item #6.a.

Agenda Item Name:

Review Bookcliff Arts Center 2025 Grant Evaluation

Presenter:

Item Description:

Review Bookcliff Arts Center 2025 Grant Evaluation

Recommended Action:

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. BAC Grant evaluation report

GRIT Event Evaluation Report



PURPOSE OF EVALUATION:

The purpose of this evaluation is to facilitate conversation between the event organizers and the GRIT Board. All events that receive funds must fill out this evaluation form within 60 days of the event. Completed evaluations should be returned to kburner@riflco.org or to: GRIT, Attn: Kim Burner, 202 Railroad Ave., Rifle, CO 81650.

ATTACHMENTS REQUIRED:

- Marketing materials such as flyers, ads, brochures, etc.
- Additional items requested upon grant approval
- Itemized profit and loss statement for event/project

EVALUATION QUESTIONS:

1. Lead organization name and contact person:

Bookcliffs Arts Council dba Bookcliffs Arts Center and Humanities
Brenda Cox, President

2. Name and date of event:

Hilltop Summer Concert Series 2025
June 1, 8, 15, 22, 29, July 6, 13, 20, 27, August 3, 10
VOICES August 1

3. Committee members/volunteers that worked on the event:

Brenda Cox, Betty Henrie, Kay Crook, Amy Cox, Lizz Bailey

4. Amount received from GRIT:

\$5,000.

5. Give a summary of the event. List all performers/entertainment (or provide flyer/brochure that includes this info):

(See Attachment 1 and flyers)

GRIT Event Evaluation Report

6. Other groups or businesses that partnered on the event:

VOICES partnered with their event, "Four Strong Women", by paying \$500 and Bookcliffs paying \$500 for paying the performers and advertising.

7. Attendance at the event (separate the attendance at each day or piece of event if multiple):

(Included in Attachment 1)

8. What percentage of event attendance would you estimate was from:

- Rifle residents 80%
- Garfield County residents 18%
- Regional 2%

9. How did attendance and volunteer participation compare to last year?

Even with the temperatures at 95 to 100 degrees, wind, and smoke, we had a good turnout. Our core fans showed up even with the weather.

10. What were the marketing strategies for the event?

- What mediums were used (social media, newspaper, radio, etc.)?

Social media, newspapers, radio interviews, flyers and word of mouth.

- What was most successful?

Social media and flyers.

- Attach marketing materials.

11. How did the event affect Rifle's businesses, hotels, and restaurants? Measurable evidence is preferred, but anecdotal is acceptable:

We did have some visitors to the area who attended the events. We posted flyers at the KOA camp grounds and with concierges at hotels.

12. What was the biggest challenge the event faced?

The weather was our biggest challenge. Between the high temperatures, wind, and the smoke from the fires, some people did not attend the event. The neighborhood preferred to remain in their homes and listen through open windows.

GRIT Event Evaluation Report

13. The GRIT Board looks for continual effort put towards improvement and fine-tuning events, year after year. What was new or improved or especially fun at this year's event?

We offered \$150 per performer up to 4 performers instead of \$100. We moved the performers to the patio because of the heat as the stage was still in the sun at 6 pm. The lawn was in the shade and by moving the performers to the patio, everyone was in the shade.

Also, the 1st Army Band of the CO National Guard performed and ended with the "When the Saints Go Marching In" which had everyone on their feet and clapping.

14. What do the event organizers look to improve or fine-tune for next year's event?

We will have some of our favorite performers plus new local bands to appeal to a wider audience. We already have contacted several bands and will send out contracts in January 2026. We would like to pay each of the performers, not just up to 4.

Also, we plan to have some sort of cover for the stage to help with cover from the sun for the performers.

15. Budget:

Please submit a profit and loss statement for the event/project which includes: • Itemized list of revenue sources with contributions, including sponsors • Itemized list of expenses

Included in attachment 1.

**Please contact Kim Burner, GRIT Manager, with any questions.
kburner@rifleco.org or 970-665-6496**

Income							
	Grants						\$5,500.00
	Donations						\$678.00
Total income							\$6,178.00
Expenses							
	Performers						\$3,875.00
	Groundskeeping						\$7,922.36
	Marketing						\$160.00
	Sanitation						\$238.00
	Supplies						\$27.90
	Utilities						\$500.00
Total expenses							\$12,485.26
Net income							(\$6,307.26)

BOOKCLIFFS ARTS CENTER
2025 HILLTOP SUMMER CONCERT SERIES Revised

<u>Date</u>	<u>Musicians</u>	<u># in Band</u>	<u>Amount</u>	<u>Attendance</u>	<u>Donations</u>
6/1	Colorado Curry & Friends	4	-\$600	34	\$117
6/8	Feeding Giants	5	-\$600	40	\$136
6/15	Stone Kitchen	4	-\$600	21	\$86
6/22	101 st Army Band of CO National Guard	15	\$0*	62	\$142
6/29	Falberg and Wills	3	-\$75**	15	\$35
7/6	Pam and Dan	2	-\$300	29	\$38
7/13	Zinzin	6	-\$600	23	\$179
7/20	Tom Evans	1	-\$150	22	\$62
7/27	Barry Andersen	1	-\$150	20	\$35
8/3	Oran Mor	4	-\$600	24	\$86
8/10	Tim and Melissa	2	<u>\$0***</u>	<u>0</u>	<u>0</u>
Total			\$3,675	290	\$916
8/1	VOICES-Four Strong Women		<u>-\$500</u>	<u>50</u>	<u>\$10</u>
Final Total			\$4,175	340	\$926

If we had paid all the performers, our total would have been \$4,950 + \$500 for VOICES = \$5,450

*Paid by the Army

**Because of high winds, the equipment on stage was knocked over and spliced the cables. They only played 3 songs.

***Because of smoke from the Lee Fire, everyone was advised to stay indoors so we had to cancel.

Donations were from our "Give \$5 Keep Art Alive" donation jar.



Agenda Item #6.b.

Agenda Item Name:

Review Young Guns of Rifle/Touch a Truck 2025 Grant Evaluation

Presenter:

Item Description:

Review Young Guns of Rifle/Touch a Truck 2025 Grant Evaluation

Recommended Action:

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. Touch a Truck grant evaluation report

This document was transcribed by AI and may contain mistakes that seem believable. To overcome this limitation, we offer Aira.io visual interpreting for free. Please ask your Aira.io interpreter to go to docaccess.com/go and reference this access code: Streamline EB1-26D. All users agree to the [terms of use](#) by using this product.

Grit event evaluation report

GRIT logo with a mountain outline above the word GRIT and the tagline 'Better. Together.'; circular text reads 'Greater Rifle Improvement Team'

Purpose of evaluation

The purpose of this evaluation is to facilitate conversation between the event organizers and the GRIT Board. All events that receive funds must fill out this evaluation form within 60 days of the event. Completed evaluations should be returned to kburner@rifleco.org or to: GRIT, Attn: Kim Burner, 202 Railroad Ave., Rifle, CO 81650.

Attachments required

- Marketing materials such as flyers, ads, brochure, etc.
- Additional items requested upon grant approval
- Itemized profit and loss statement for event/project

Evaluation questions

1. Lead organization name and contact person

Organization name

Young Guns of Rifle

Contact person

Larry Stewart

2. Name and date of event

Event name

Touch a Truck

Event date

09/20/2025

3. Committee members/volunteers that worked on the event

Committee members/volunteers

Klayton Costanzo, Tyler Davis, Evin Sartin, Gheorghe Chistol, Austin Rickstrew, Larry Stewart

4. Amount received from GRIT

Amount received

\$5000.00

Enter numbers or currency (for example: 2500 or \$2,500.00).

5. Give a summary of the event

Event summary and performers

The event expanded this year as we teamed with Colorado River Fire Rescue and their open house to collaborate on our biggest Touch a Truck community turn out. In addition to the equipment, vehicles, and teams who came out to interact with the families, participants also toured the fire station and the CRFR crew had several team demonstrations. Overall the event was bigger, and offered more to families while also expanding the audience and the overall impact.

Submit

Clear

Evaluation questions (continued)

6. Other groups or businesses that partnered on the event:

CRFR, Western Slope Materials, Tally Ho, Alpine Bank, Holy Cross, Turtle Electric, Bank of Colorado, Grand River, A1 Heating & Cooling, Dad's Towing, Flywheel Energy.

7. Attendance at the event (separate the attendance at each day or piece of event if multiple):

2500 for the one day event

8. What percentage of event attendance would you estimate was from:

- Rifle residents 2000
- Garfield County residents 300
- Regional 200

Enter approximate percentages from 0 to 100 (you can omit the % sign). Totals do not need to equal 100.

9. How did attendance and volunteer participation compare to last year?

We believe there were two primary factors for increased attendance, the first was bolstered advertising via social media, radio, and banners/flyers. This was an area of feedback from previous years so we launched a strategy at the Garfield County Fair and continued to build until the event. The second factor was the partnership with CRFR whose open house made this

10. What were the marketing strategies for the event?

- **What mediums were used (social media, newspaper, radio, etc.)?**

Social media seems to be the most cost effective and efficient but we did launch advertising with KMTS and gave away flyers and hats at the fair with information on the event, and placed a banner much earlier this year.

- **What was most successful?**

Social media and particularly Facebook seems to allow us to reach the most supporters.

- **Attach marketing materials.**

No file chosen

Accepted formats: PDF or image files (PNG, JPG, etc.).

11. How did the event affect Rifle's businesses, hotels, and restaurants? Measurable evidence is preferred, but anecdotal is acceptable:

This event brought 2500 attendees through Rifle and gave some great exposure to over 20 local businesses and volunteers. Though the event does have food trucks, it is our hope that driving more people in to town will benefit all local businesses, especially those local ones who sit on the north side of the highway.

12. What was the biggest challenge the event faced?

This event continues to get bigger and that presents some challenges of trying to sustain but also refine each year. The biggest challenge this year was a change of venue as we partnered with CRFR and this created more to see and do, but also made us aware of a balance to ensure all businesses and volunteers got the adequate attention.

Submit

Clear

Evaluation questions (continued)

Questions 13–14

13. The GRIT Board looks for continual effort put towards improvement and fine-tuning events, year after year. What was new or improved or especially fun at this year's event?

The collaboration with CRFR was great, that group had a full day of demonstrations and this let us add some fun and excitement to the event that we feel will continue to bring out more attendees. In addition to this collaboration we had more businesses participate than ever before, and this created a larger footprint for the event that we feel really allowed families to stick around longer and have more to see and participate in.

14. What do the event organizers look to improve or fine-tune for next year's event?

We really want to continue the collaboration with CRFR, what we would like to fine tune is the schedule and the activities, we felt at some stages the event kind of felt like perhaps two separate events occurring at the same time. If we can better coordinate CRFR demonstrations with our vendor participation, we feel this could be much more refined and create a better experience for all attendees.

15. Budget

Please submit a profit and loss statement for the event/project which includes:

- Itemized list of revenue sources with contributions, including sponsors
- Itemized list of expenses

Budget details

Attach profit and loss statement

No file chosen

Accepted formats: PDF, XLSX/XLS, or CSV. One file.

Notes about attached profit and loss statement (optional):

Please see attached

Itemized list of revenue sources (including sponsors and contributions):

Please see attached

Itemized list of expenses:

Please see attached

Contact

Please contact Kim Burner, GRIT Manager, with any questions. kburner@rifleco.org or [970-665-6496](tel:970-665-6496)

2025 Touch A Truck P&L	
Income	\$
Sponsorships	\$ 9,000.00
Hat Donations	\$ 35.00
Total Income	\$ 9,035.00
Expenses	
Restrooms (Alpine Waste)	\$ 1,580.00
Photos (Lumanhaus Creative LLC)	\$ 300.00
Hats (First String)	\$ 1,825.49
Trash Cans (Walmart 9/22)	\$ 331.76
DJ (Buck Peterson)	\$ 600.00
Food Vouchers Redeemed	\$ 612.00
Banner Permit (City of Rifle)	\$ 100.00
Traffic Control (City of Rifle)	\$ 478.54
3Peaks Promotions	\$ 3,074.00
KMTS - Radio Advertising	\$ 1,000.00
Total Expenses	\$ 9,901.79
Net Income/Loss	\$ (866.79)

As of 11/04/2025

GRIT	\$ 5,000.00	Deposited 8/1/25
Western Slope Materials	\$ 1,000.00	Deposited 10/15/25
Tally Ho	\$ 500.00	Deposited 9/2/25
Alpine Bank	\$ 500.00	Deposited 9/15/25
Holy Cross	\$ 500.00	Deposited 10/15/25
Turtle Electric	\$ 500.00	Deposited 9/11/25
Bank of Colorado	\$ 250.00	Deposited 9/18/25
Grand River	\$ 250.00	Deposited 9/18/25
A1 Heating & Cooling	\$ 250.00	Deposited 10/15/25
Dad's Towing	\$ 250.00	Deposited 9/26/25 (Cash)
Flywheel Energy (Lindsey)		
	\$ 9,000.00	



Agenda Item #6.c.

Agenda Item Name:

Review Rifle Area Mountain Biking Organization 2025 Grant Evaluation

Presenter:

Item Description:

Review Rifle Area Mountain Biking Organization 2025 Grant Evaluation

Recommended Action:

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. RAMBO evaluation report

GRIT Event Evaluation Report



PURPOSE OF EVALUATION:

The purpose of this evaluation is to facilitate conversation between the event organizers and the GRIT Board. All events that receive funds must fill out this evaluation form within 60 days of the event. Completed evaluations should be returned to kburner@rifleco.org or to: GRIT, Attn: Kim Burner, 202 Railroad Ave., Rifle, CO 81650.

ATTACHMENTS REQUIRED:

- Marketing materials such as flyers, ads, brochure, etc.
- Additional items requested upon grant approval
- Itemized profit and loss statement for event/project

EVALUATION QUESTIONS:

1. Lead organization name and contact person:

RAMBO – Rifle Area Mountain Biking Organization
Lindsey Williams, President

2. Name and date of event: **Grand Hogback Extravaganza 5.0**

3. Committee members/volunteers that worked on the event:

Extravaganza sub-committee - Lindsey Williams, Ari Phillipson, Alison Birkenfeld, and John Leybourne, Brian Williams, Nick Cocina, Aaron Mattix, Jason Chubb, Brittany Cocina

4. Amount received from GRIT: \$7,000

5. Give a summary of the event. List all performers/entertainment (or provide flyer/brochure that includes this info):

Now in its 5th year, the Grand Hogback Extravaganza celebrates mountain bike culture in Rifle and is meant to showcase the Grand Hogback Trail System. After having to reschedule from our original date of October 11 due to substantial rain, we had a record turnout this year of 93 adult waivers signed, and close to 30 kids participating in the kids ride.

With a new course every year, RAMBO promotes the Extravaganza as a ride, not a race! The game-style ride features course stations where participants can earn points that can be redeemed for tickets that go towards great prizes. This year, our theme was Loteria, after the classic Mexican bingo game. Played like tic-tac-toe, riders picked cards at various stations

GRIT Event Evaluation Report

along our course, and tried to get as many cards as they could to get 3 in a row. Those cards were redeemed for raffle prizes, including gift cards and items promoting local Rifle businesses.

Our kids ride also continues to grow in its 3rd year. We charge \$10 for our smallest RAMBOnians to try to get as many laps on the family flow trails as they can. We also have stations where riders can win raffle tickets that they then redeem for arcade-style prizes.

We also annually host Flowstate at the Extravaganza, our local middle school mountain bike club. This year, we also had members of the Dirt Demons high school mountain bike team come help the Flowstate kids and it was really great to see the mentorship amongst our younger riders at this event.

RAMBO had originally budgeted a shuttle in case we ended up needing to book a shuttle system from Columbine Ford up to the trailhead. We put this threshold at 80 pre-registered riders. On the day of the event we had 55 pre-registered riders.

[2025 Grand Hogback Event Videos](#)

This year we also enjoyed support from our sponsors, including Alpine Bank, REI, Grand River Health, MSG Ready Mix, Roan Creek Bikes, Susan Nichols Insurance, Gumption Trail Works, Holy Cross Energy, Seagulls Cycles, EcoPoint and Ruby Canyon Cycling.

GRIT Event Evaluation Report

6. Other groups or businesses that partnered on the event: Alpine Bank, REI, Grand River Health, MSG Ready Mix, Roan Creek Bikes, Susan Nichols Insurance, Gumption Trail Works, Holy Cross Energy, Seagulls Cycles, EcoPoint Ruby Canyon Cycling.
7. **Attendance at the event (separate the attendance at each day or piece of event if multiple):** 93 adult riders, 28 kids riders.
8. **What percentage of event attendance would you estimate was from:**
 - Rifle residents – 51%
 - Garfield County residents – 20%
 - Regional/Statewide – 29%
9. **How did attendance and volunteer participation compare to last year?** We increased our adult attendance this year from 32 to 93. This is also up from our 2024 numbers of 75 riders.
10. **What were the marketing strategies for the event?**
 - **What mediums were used (social media, newspaper, radio, etc.)?** Social media including paid Facebook advertising, posting to our local cycling group pages, a press release and flyers in both English and Spanish
 - **What was most successful?** Paid Facebook ads
 - Attach marketing materials.
11. **How did the event affect Rifle's businesses, hotels, and restaurants?**

Measurable evidence is preferred, but anecdotal is acceptable: As has been the case in past years, we used a portion of our budget to pay for gift cards and other items from local businesses to pass out as raffle prizes for the event. This had a positive effect of driving people to these businesses who otherwise may not have planned to visit. Since most folks are coming to us off the I-70 corridor, this gives them an opportunity to drive through town and see what Rifle has to offer.
12. **What was the biggest challenge the event faced?** In the days leading up to our original event date of October 5, the weather was abysmal. Multiple days of rain were forecast. Our team held out hope early in the week, but by Wednesday we knew we were going to need to reschedule the event. Not everyone was available on the same future weekends, which created a tough spot to determine who could fill in for those who would be gone.

GRIT Event Evaluation Report

13. The GRIT Board looks for continual effort put towards improvement and fine-tuning events, year after year. What was new or improved or especially fun at this year's event?

One additional thing we did differently this year was to hire a marketing team to help promote the event, and to make event recap videos for us to be able to use in the future. Our thanks to the GRIT Board for approving the extra funding for us to do this as we believe that directly contributed to the success of the event.

The kids portion of this event continues to grow and we're looking for ways to expand our youth offerings in the future.

14. What do the event organizers look to improve or fine-tune for next year's event?

We will continue to look for ways to accommodate more riders at the trailhead, from exploring shuttle options from town, to advocating for a deceleration lane with CDOT and continued talks with the BLM about expanding the current parking.

15. Budget:

Please submit a profit and loss statement for the event/project which includes:

- Itemized list of revenue sources with contributions, including sponsors
- Itemized list of expenses

Event revenues/grant funds	
GRIT Grant	\$7,000
Alpine Bank	\$2,500
Grand River Health	\$500
Nichols Insurance	\$500
EcoPoint	\$500
Gumption Trail Works	\$1,000
MSG Ready Mix	\$1,000
Green Cross	\$1,000
Holy Cross Energy	\$500
Spevere Chiropractic	\$100 in kind
REI	\$100 in kind
Total	\$14,700

Event Expenses	
Raffle prizes	\$1,339
BLM permit	\$651
Event insurance	\$325
Event Marketing and video production	\$3,000
Logo creation	\$200
Sponsor board printing	\$93

GRIT Event Evaluation Report

Event Food	\$518
Hats	\$1,600
Stickers	\$240
Total	\$7,966

Please contact Kim Burner, GRIT Manager, with any questions.
kburner@rifleco.org or 970-665-6496



GRAND HOGBACK EXTRAVAGANZA

SATURDAY,
OCTOBER 11TH
GRAND HOGBACK
TRAILS **RAMBO**
Rifle Area Mountain Biking Organization



SPONSORSHIP OPPORTUNITIES

2025 EVENT DETAILS

- 5th Year Annual Event featuring 12-mile Fun Ride, 0.6 mile Kid Course, prizes, giveaways & more!
- 100% of proceeds support R.A.M.B.O. & Rifles' Grand Hogback Trails
- Event is promoted through a variety of tactics including **digital ads, social media, website, print, radio & more!**
- Promotion to R.A.M.B.O.'s (1,200) Facebook & (750) Instagram followers
- 200+ event attendees

TITLE SPONSOR \$5,000

- Company featured as Title Sponsor on all Grand Hogback Extravaganza marketing
- Inclusion of logo on event flyers & posters - distributed throughout the Colorado River Valley, Roaring Fork Valley, and Grand Junction areas
- Inclusion of logo on the R.A.M.B.O. website
- Inclusion of company logo on Instagram & Facebook digital ad campaigns, Radio Spots, Print Ads and more!
- (5) sponsor mentions on R.A.M.B.O. Facebook & Instagram leading up to event
- Logo featured onsite at event
- 3x Sponsor "shout-outs" onsite at the event
- Opportunity for onsite booth at event

GOLD SPONSOR \$2,500

- Inclusion of logo on event flyers & posters - distributed throughout the Colorado River Valley, Roaring Fork Valley, and Grand Junction areas
- Inclusion of logo on the R.A.M.B.O. website
- Inclusion of company logo on Instagram & Facebook digital ad campaign, Radio Spots, Print Ads
- (3) sponsor mentions on R.A.M.B.O. Facebook & Instagram leading up to event
- Logo featured onsite at event
- 2x Sponsor "shout-outs" onsite at the event
- Opportunity for onsite booth at event

SILVER SPONSOR \$1,000

- Inclusion of logo on event flyers & posters - distributed throughout the Colorado River Valley, Roaring Fork Valley, and Grand Junction areas
- Inclusion of logo on the R.A.M.B.O. website
- Inclusion of company logo on Instagram & Facebook digital ad campaign
- (2) sponsor mentions on R.A.M.B.O. Facebook & Instagram leading up to event
- Logo featured onsite at event
- 1x Sponsor "shout-outs" onsite at the event

BRONZE SPONSOR \$500

- Inclusion of logo on event flyers & posters - distributed throughout the Colorado River Valley, Roaring Fork Valley, and Grand Junction areas
- Inclusion of logo on the R.A.M.B.O. website
- Logo featured onsite at event
- 1x Sponsor "shout-outs" onsite at the event



Email us @
rambo.rifle.co@gmail.com
if you're interested in sponsoring
Grand Hogback Extravaganza 2025!



@rambo.rifle.co
 @riflereamountainbikeorg
 RIDERIFLE.COM Page 48 of 63



EL ALACRAN

5th ANNUAL GRAND HOGBACK EXTRAVAGANZA



HERRAMIENT MÚLTIPLE



GUANTE



BOSQUES DE BRUJAS



EL NOPAL

SATURDAY, OCTOBER 11

A NEW COURSE EACH
YEAR - COME CHECK OUT
OUR NEWEST TRAILS!



LA ROSA

ADULT RIDE
ROLLING START

KIDS RIDE START

ADULT RIDE DEADLINE
TO BE BACK

All or part of this operation
is conducted on public lands
under special permit from
the U.S. Bureau of Land
Management.

9am-10am

11:30am

12pm

Registration
& Info



RAMBO
Rifle Area Mountain Biking Organization



5th ANNUAL GRAND HOGBACK EXTRAVAGANZA
Rifle, Co

NEW DATE
SATURDAY, OCTOBER 25

A NEW COURSE EACH YEAR - COME CHECK OUT OUR NEWEST TRAILS!

ADULT RIDE ROLLING START 9:00am-10:00am
KIDS RIDE START 11:30pm
ADULT RIDE DEADLINE TO BE BACK 12:00pm
RAFFLE 12:30pm

Registration & Info

RAMBO
Rifle Area Mountain Biking Organization

Miller HIGH LIFE

EL ALACRAN, HERRAMIENT MÚLTIPLE, GUANTE, BOSQUES DE BRUJAS, EL NOPAL, LA ROSA, EL GOAT

All or part of this operation is conducted on public lands under special permit from the U.S. Bureau of Land Management.
RideRifle.com

Grand Hogback Extravaganza 5.0!

Rescheduled

Saturday, October 25, 2025

Grand Hogback Trail System at Rifle Arch

5 miles north of Rifle, Colorado on Highway 13



Raffle prizes from

9 to 10 a.m. adult ride rolling start
11:30 a.m. kids ride start
high noon - adult ride deadline to be back
12:30 - raffle prizes!

It's not a race - it's a FUNdraiser!
Emphasis on FUN!

We're back for year 5! Part mountain bike ride, part celebration, the Grand Hogback Extravaganza is our way of sharing our stoke for Rifle's Grand Hogback Trail System as the newest destination-worthy riding area on the Western Slope and bringing our community together for a fun day out!

The Extravaganza is a game-style ride where riders stop at various stations along our trail system. This year, our theme is **Lotería**, the classic Mexican bingo game! Riders choose how many miles they want to complete...the more miles you complete, the more Lotería cards you receive! It's a choose-your-own-adventure ride with options ranging from 3 to 20 miles!

We'll have a kids ride too on our lower family flow trails, so bring the whole family out for a day of biking at the Grand Hogback.

Come see what the RAMBO community is all about! And if you've been before, spread the word to your friends!

Online Registration is open - Signup today!

Pre-registration is \$25
Day-of registration \$40 cash only!

local businesses!

Capitol Deli
Brewzone
Midland Arts Company
Mountain Paw Pet
Supply
REI
Spevere Chiropractic
Divine Moon
Roan Creek Bike Works
Sunlight Ski and Bike
Shop
Tapatios
Thai Chili Bistro
Momas
Jalisco's
Lily's Kitchen
Wild Coffee

...and more!



We've got tons of great raffle prizes for all our riders, AND a silent auction for sweatshirts with this years' graphics on them!

**New this year!
RAMBO hats for all
our adult riders!**



**We're stoked on our updated event logo from
friend of RAMBO, Aften Willcuts! Check her
out at [Wild Thorn Fruita](#)**



**A special thanks to the City of Rifle and the
Greater Rifle Improvement Team for their
support!**



Huge shoutout to our sponsors and in-kind support!

THANK YOU SPONSORS!



Alpine Bank
Member FDIC



Susan Nichols
Insurance



And give a high-five to our fiscal sponsor, the
Rifle Regional Economic Development
Corporation! 🙌



[Can't make the event? You can still help us complete the Grand Hogback Trail System by donating online today!](#)



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For Immediate Release

Contact:

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RAMBO Celebrates 5th Annual Grand Hogback Extravaganza and Completion of CPW Non-Motorized State Trails Grant, Marking Major Milestone for Lower Colorado River Valley Outdoor Recreation

September 29, 2025 - Rifle, CO — The Rifle Area Mountain Biking Organization (RAMBO) is thrilled to announce the **5th Annual Grand Hogback Extravaganza on Saturday, October 11**, a community celebration marking not only five years of trail-centered fun, but also the **completion of the Colorado Parks and Wildlife (CPW) Non-Motorized State Trails Grant** — a transformative investment in outdoor recreation in the Lower Colorado River Valley region.

Hosted at the Grand Hogback Trail System just north of Rifle, this year's event will draw riders, families, and outdoor enthusiasts from across the Western Slope for a day of friendly rides and trail camaraderie. The Extravaganza has become a local tradition, highlighting Rifle's growing reputation as a mountain biking destination.

"This milestone is a testament to what community partnerships can achieve," said **Lindsey Williams**, RAMBO President. "Through the support of the Colorado River Valley BLM, CPW, the City of Rifle, and our dedicated volunteers, we've transformed the Grand Hogback into a trail network that's accessible, sustainable, and a ton of fun."

The **CPW Non-Motorized State Trails Grant**, awarded to the City of Rifle, has funded significant trail construction and maintenance over the past several years. With its completion, the Grand Hogback Trail System now boasts **over 20 miles of purpose-built singletrack**, offering options for riders of all ages and abilities. The project has also prioritized environmental stewardship, erosion control, and user safety.

"Our vision has always been to create a trail system that reflects the character of this community — adventurous, welcoming, and connected to the land. Thanks to CPW and our partners, that vision is now a reality," Williams said.

The Grand Hogback Extravaganza continues to serve as both a fundraiser and a celebration of progress, bringing together riders, sponsors, and supporters to sustain RAMBO's mission: to **build, maintain, and advocate for sustainable trails** in the Rifle area.

RAMBO extends heartfelt thanks to **Colorado Parks and Wildlife, the City of Rifle, Garfield County, Gumption Trail Works**, and the many volunteers and sponsors who make this work possible year after year.

More information on the Grand Hogback Extravaganza:

It's not a race. It's not a competition. It's a celebration! The Grand Hogback Extravaganza was designed to spread awareness, support, and stoke for Rifle's Grand Hogback Trail System. Whether you're a seasoned rider or joining with family and friends, there's a ride (or two) for you!

This year's theme is **Lotería**, the classic Mexican bingo game. Riders will visit stations along the course to collect RAMBO-inspired Lotería cards. The more miles you ride, the more Lotería cards you collect. Choose your adventure: routes range from about **3 to 20 miles**, so whether you prefer a shorter, relaxed ride or a longer outing, you get to decide your pace and path.

More information and registration can be found [here](#).

Schedule Highlights

- 9:00 AM Adult ride rolling start – begin the ride on your timetable.

- 11:30 AM Kids ride begins on the lower, family-friendly flow trails.

- ~Noon Adult riders must finish rides by this time.

- 12:30 PM Raffle prizes and closing festivities.

###

About RAMBO

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.

For an updated list of RAMBO events, visit www.facebook.com/rifleareamountainbikeorg or www.riderifle.com. For questions, email rambo.rifle.co@gmail.com.



Agenda Item #6.d.

Agenda Item Name:

Review Rifle Creek Museum 2025 Grant Evaluation

Presenter:

Item Description:

Review Rifle Creek Museum 2025 Grant Evaluation

Recommended Action:

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. Rifle Creek Museum evaluation report

GRIT Event Evaluation Report



PURPOSE OF EVALUATION:

The purpose of this evaluation is to facilitate conversation between the event organizers and the GRIT Board. All events that receive funds must fill out this evaluation form within 60 days of the event. Completed evaluations should be returned to kburner@riflco.org or to: GRIT, Attn: Kim Burner, 202 Railroad Ave., Rifle, CO 81650.

ATTACHMENTS REQUIRED:

- Marketing materials such as flyers, ads, brochure, etc.
- Additional items requested upon grant approval
- Itemized profit and loss statement for event/project

EVALUATION QUESTIONS:

1. Lead organization name and contact person:

Rifle Creek Museum aka Rifle Heritatge Center. Karen Roberts or Gayle Hiner

2. Name and date of event:

No exact event or date. This was a project to repair vinyl pictures on the east side of the builing that have deteriated

3. Committee members/volunteers that worked on the event:

Cecil Waldron, Lee and Jessica Brandt, Gayle Hiner and Shirley Lawson

4. Amount received from GRIT:

\$3,000.00

5. Give a summary of the event. List all performers/entertainment (or provide flyer/brochure that includes this info):

The project is to replace two to four vinyl photos covering windows on the east side of the building at 337 East Ave., Rifle, CO

We have not completed this project but the bid was awarded to Microplastics in Rifle. This will be done in Spring of 2026

GRIT Event Evaluation Report

6. Other groups or businesses that partnered on the event:

N/A

7. Attendance at the event (separate the attendance at each day or piece of event if multiple):

8. What percentage of event attendance would you estimate was from:

- Rifle residents 180 Other States 173
- Garfield County residents
23 people from other Countries = including Serbia, France Austria and Italy
- Regional 145

These are our yearly totals.

9. How did attendance and volunteer participation compare to last year?

We exceeded last years numbers

10. What were the marketing strategies for the event?

- What mediums were used (social media, newspaper, radio, etc.)?
Social media, website and word of mouth

- What was most successful?

n/a

- Attach marketing materials.

11. How did the event affect Rifle's businesses, hotels, and restaurants? Measurable evidence is preferred, but anecdotal is acceptable:

12. What was the biggest challenge the event faced?

GRIT Event Evaluation Report

- 13.** The GRIT Board looks for continual effort put towards improvement and fine-tuning events, year after year. What was new or improved or especially fun at this year's event?

As this was a project and not an event we can only say that this replacement of old photos with some "new" old photos enhances the building thus improves the look of City of Rifle buildings.

- 14.** What do the event organizers look to improve or fine-tune for next year's event?

We hope to refresh the mural on the west side of the building in the summer of 2026.

- 15.** Budget:

Please submit a profit and loss statement for the event/project which includes:

- Itemized list of revenue sources with contributions, including sponsors
- Itemized list of expenses

The estimate for the project was \$2,790.00 the other monies will go for plants and overall clean up of the east side of the building.

**Please contact Kim Burner, GRIT Manager, with any questions.
kburner@rifleco.org or 970-665-6496**