

# LAKE CITY DIRT<sup>inc.</sup>

www.lakecitydirt.com

## STRATEGIC PLAN 2022-2027



Lake City DIRT is the organizational name for Lake City's Main Street program. Lake City DIRT (Downtown Improvement & Revitalization Team), is a nonprofit organization that partners with the Town of Lake City, Hinsdale County, and other partners to enhance economic vibrancy and celebrate community and our heritage.

### VISION STATEMENT

Lake City DIRT supports business sustainability by cultivating the historic, artistic, and aesthetic beauty to create a vibrant downtown district beloved by the community and visitors alike.



### MISSION STATEMENT

Lake City DIRT's mission is to cultivate strong local businesses by broadening our economic base and enhancing our community's beauty, pride, and vibrancy by connecting resources, people, and opportunities. We endeavor to preserve our downtown with a specific focus on our cultural, historical, and natural resources.

### TRANSFORMATION STRATEGIES

Lake City DIRT executes on its Mission and strives to achieve its Vision through its focus on four Transformation Strategies. These four Transformation Strategies define the organization's priorities and serve as the foundation for goal setting and projects Lake City DIRT undertakes. Our work aligns with and is a result of collaborative partnerships with the town, community stakeholders, area organizations and businesses.

1. Local & Regional Convener
2. Local Business Attraction & Retention (Vibrancy)
3. Arts & Events
4. Downtown Aesthetics & History/Heritage



**COLORADO**  
Department of Local Affairs



## Goals & Projects

Goals and projects define how Lake City DIRT will begin executing on each Transformation Strategy through effective planning that takes into account the different methods needed to achieve their focus.



### Local & Regional Convener

#### Goals & Projects

- Ensuring Lake City DIRT has a seat at the table
- Connecting different organizations and opportunities
- Coordinating efforts to prevent duplication
- Pursuing technical assistance and leveraging funding
- Lake City DIRT provides focused support to the “Big 5” key town initiatives (night skies, winter tourism, scenic byway, childcare, workforce housing) by sharing information updates, identifying funding opportunities, hosting/supporting small town summits and linking others to their web sites and activities

### Local Business Attraction & Retention (Vibrancy)

#### Goals & Projects

- Manage the co-work HUB business space (remote work promotion, technology HUB)
- Serve as a local/regional business incubator & provide entrepreneurial support, workshops, education (collaboration between DIRT/Chamber)
- Support and facilitate a revolving loan program
- Manage /Coordinate façade improvement projects and funding
- Cultivate vacant business promotion & absent owner outreach
  - Business occupancy opportunities
  - Seasonal decoration coordination with closed businesses
- Identify temporary space use during events
- Develop business recruitment strategies for niche businesses
- Coordinate with businesses to promote extended hours/days during high season
- Explore business diversification strategies to expand income (café selling hot sauces)

### Arts & Events

#### Goals & Projects

- Host, support or advocate for pop up art events such as a chalk wall or stump carving to attract community residents
- Identify a location and potential to create a unique, iconic, larger than life art project (such as Breckenridge troll, or similar art in downtown Grand Junction)
- Continue to promote and organize existing events
- Explore potential opportunities for events to attract people downtown during the shoulder season
- Work collaboratively with the Art Center goals to enhance artist opportunities and public art in downtown
- Collaborate with the Library to host “story walks” in the downtown

### Downtown Aesthetics & History/Heritage

#### Goals & Projects

- Support Ute Ulay by providing grant support for interpretation, signage, brochures, walking tours, pen stock/flume stabilization, environmental remediation and for restoration of the mill
- Better utilize public spaces and identify opportunities for new gathering places that create opportunities for people to stop, linger and enjoy the downtown
- Coordinate with the town and businesses to continue to enhance the attractiveness of downtown by providing lights, banners, hanging flowers and other aesthetic improvements
- Advocate for advancement of multi-modal safety & connectivity, pedestrian pathways and parking assessment recommendations
- Implement wayfinding recommendations (pending funding)
- Coordinate with Hinsdale County Historic Society for partnership grants, interpretative signage and marketing collateral

