

Memorandum

To: Mayor and Council
From: Tom Baker, Town Administrator
Date: January 20, 2015
Re: Strategic Plan Goal 1.1: Marketing Strategy

Purpose: The purpose of this item is to seek direction from Council to develop a scope of work for a marketing strategy that builds on the new website.

Background and Discussion: During the 2014 retreat, Council revised the Strategic Plan, see attachment. **Goal 1.1 states, Develop and implement a marketing strategy that builds on the new website (2015/16).** At the retreat, Council discussed their commitment to economic development and that the website was the foundation element for “Exposing New Castle”, but that the town needed a broader or more complete strategy for marketing the town.

Staff would like to develop a scope of work for a Marketing Strategy to be implemented over two years. Once a scope is developed staff can request RFP's. In the alternative, staff can request RFQ's in order to select a firm that will then work on a scope and budget for Council's approval.

Request: Staff would like to consult with Randi Lowenthal for up to five hours to determine which of the above approaches is most appropriate.

**New Castle Town Council
Strategic Plan
Updated October 6, 2012
3rd Revision-October 18, 2014**

- 1. Activate Economic Development with an Emphasis on Business**
 - 1.1. Develop and implement a marketing strategy that builds on the new website (2015/16).**
 - 1.2. Collaborate with Lakota to expedite Clubhouse, model home development and the golf “Stay and Play” business model.**
 - 1.3. Utilize existing Town-owned land as an incentive to encourage mixed use development in the downtown and near the mall – public/private partnerships.**
 - 1.4. Stay vigilant regarding ownership changes to the downtown Livery property (Meet with New Owner).**
 - 1.5. Continue to build relations with the CRFR District and encourage them to utilize their existing downtown property in a more economically productive manner.**
 - 1.6. Work with CRHDC to create a senior housing development on town-owned land in Lakota.**
 - 1.7. Improve Community Center kitchen and furniture to attract more group use (GFMLD Grant allowed general room upgrades in 2013/14).**
 - 1.8. Remodel Community Center exterior to present a more attractive façade on Main Street (2019).**
 - 1.9. Promote the LiveWell goals and programs of heathy eating and active living as the New Castle Brand “LiveWell New Castle”. (For example, discuss with community groups and individuals what it means to “Live Well” – can it mean emphasis on social relationships, that help people cope; neighbors helping neighbors to accomplish projects that keep costs down; enjoying the outdoors; calling on neighbors for emotional support during crises; and lessening fear of the future; empowerment through association – we can all ask questions, and start a conversation about Living Well, 2015).**

- 2. Development and Infrastructure Plan**
 - 2.1. Traffic control (Intersection of Hwy 6/Castle Valley Blvd Roundabout).**
 - 2.2. Water Treatment Plant Improvements (Submit DOLA Grant for implementation in Fall/Winter 2015).**
 - 2.3. Raw Water System Improvements (First Priority is to build storage pond, pump house and distribution lines to allow increased watering window for parks).**
 - 2.4. Streetscape Improvements: visual amenities and angle parking for economic development. Also, traffic and pedestrian safety (Apply for a Spring 2015 GFMLD Grant).**
 - 2.5. Remodel Town Hall – HVAC improvements, light shelf to control solar gain, 2nd floor remodel, expansion for Council Chambers (2016).**
 - 2.6. Southside wastewater interceptor (not needed until substantial buildout of Lakota).**
 - 2.7. Improvements to VIX park – baseball improvements by volunteers, and amphitheater.**
 - 2.8. Develop Sports Park in Lakota – Tennis Courts, Beach Volleyball, Tot Lot, Pickleball (GOCO Grant In Process).**
 - 2.9. Pursue cost sharing agreement with GarCo for repairs to CR 335 (Commissioners and Council are Discussing this Item and working toward a mutually agreeable solution).**

- 2.10. Make improvements to the Jolley trail with the goal of making this trail segment a portion of LOVA regional trail.
3. **Environmental Issues (air quality, weed/pest management, energy saving measures)**
 - 3.1. SMG to review the conceptual feasibility of installing a turbine in the existing augmentation pipeline for generation of winter-time energy for the WWTP.
 - 3.2. Work with Garfield Clean Energy to determine if any town-owned site is a good candidate for a Community Solar Garden.
4. **Address Traffic, Parking and Business Access Issues (downtown parking, parking enforcement, traffic control, alley use).**
 - 4.1. Improve alley and side street conditions and organization to provide more downtown parking (GFMLD Grant received to accomplish this work).
 - 4.2. Develop a downtown alley plan to encourage commercial businesses to locate store-fronts on these alleys (Planning in 2015).
 - 4.3. Improve town-owned Kamm property to allow for more downtown parking (Summer 2014).
 - 4.4. Work with CDOT to make safety improvements to Main Street and 7th Street Intersection.
 - 4.5. Angle parking on Main Street, see item 2.6.
5. **Development of Human and Social Capital and a Diverse Workforce**
 - 5.1. Develop an Employee Retention Plan as we emerge from the recession (Plan will be discussed in 2014 and implemented in 2015).
 - 5.2. When possible hire English/Spanish speaker in Town Hall (currently the Town has one bi-lingual police officer and two bi-lingual maintenance workers in Public Works).
 - 5.3. Council and Staff will promote and implement a high level of Customer Service (this includes Community Policing), as well as Civic Engagement in community governance and operations - all for the purpose of building Social Capital in the Town of New Castle.
 - 5.4. Implement ICS training/planning for the purposes of community events, emergency planning and general operations of town projects.
 - 5.5. Increase Civic Engagement and Hospitality for all New Castle communities: Castle Valley Ranch, Lakota Canyon Ranch, Downtown, Grand River Park Condominiums, Appletree Park, Mountain Shadows, River Bend (communicate through HOA's).
6. **Fleet Replacement** work with County Sheriff and Commissioners to secure police vehicles – new and used.
7. **Street Maintenance** continuously look for ways to augment Town street maintenance budget to bring streets, alleys, sidewalks, curb and gutter to appropriate standard.