



360 Main St. • Delta, Colorado 81416 • Phone (970) 874-7566 • Fax (970) 874-8776

A G E N D A

**Delta City Council
Work Session**

**November 1, 2016
5:30 p.m.**

- A. Delta County Economic Development Investor Request**
- B. Delta County Economic Development Marketing Proposal**
- C. Citizen Survey Results**
- D. Annexation and Disconnection Discussion**

October 26, 2016

Council Members:

Attached is our P & L through October (The budget line is full year actual approved budget – there are a few more Oct. bills to pay but nothing significant – it DOES include Oct. payroll). Several things to note:

Income Notes:

1. A significant share of our investor income comes in January and February.
2. Most Soil Health Conference Income will come in our last quarter (first quarter of the calendar year)

Expense Notes:

1. SBRC Program is Small Business Resource Center: In the past two years (2014, 2015) DCED has given \$16,000 to expand the SBRC program in Delta paying for consultants/coaching and classes. Although we budgeted it for this year we do not have the funds at this time to contribute to the program.
2. You will see that we have zero budgeted for Rent and Utilities as we have been in the BOC building for free – collocating with Region 10 – since September 2015

Additional notes:

The DCED board has made the decision that after 2017 Soil Health Conference DCED will no longer do the administration/operations and fundraising the the Soil Health Conference and will be looking for another organization to take that over. Due to the increase in economic development projects and work with businesses we had to make a tough decision based on staffing and resources.

I look forward to talking with you next Tuesday and answering any questions you may have.

Trish Thibodo, Executive Director
Delta County Economic Development, Inc.
PO Box 627, 145 W. 4th St.
Delta, CO 81416
[970.874.4992](tel:970.874.4992)
www.deltacountyed.org
trish@deltacountyed.org



DELTA COUNTY
ECONOMIC DEVELOPMENT

145 West 4th Street ▲ PO Box 627 ▲ Delta, Colorado 81416 ▲ Office: (970) 874-4992 ▲ www.deltacountyed.org

September 27, 2016

David Torgler, City Manager
City of Delta
360 Main St.
Delta, CO 81416

Delta City Council Members:

On behalf of the board and staff of DCED, I thank the City of Delta for your ongoing support of and partnership with Delta County Economic Development, Inc. (DCED). As you are well familiar, our work has focused on improving the economic base and community of Delta County and as such we are working on such issues as broadband, economic diversification, energy, agriculture, entrepreneurship, soil health, and supporting local and incoming businesses. We also pride ourselves on working collaboratively throughout the region.

DCED asks that the City continue as an investor in our work and we ask you to increase your investment in DCED to \$35,000 in 2017. DCED is at a critical point in taking on more projects and initiatives to diversify and strengthen our economy. We have a successful track record of taking leadership throughout our community. More is being demanded of our time in the County, region and statewide. Your investment and participation are critical to our success. Your support allows us to strengthen our reach to foster a strong economy for the citizens of our community. In addition to 2017, we ask the City to invest \$40,000 in 2018 and \$45,000 in 2019.

DCED is excited about creating positive change in Delta and we look forward to working with the City of Delta to do so. As we move ahead, DCED will continue to work in partnership with Delta and other organizations/communities.

Again, thank you for your support. We look forward to a formal presentation to the City Council. Please do not hesitate to contact me if you have any questions.

Warm Regards,

A handwritten signature in black ink, appearing to read 'Trish Thibodo', with a large, stylized flourish extending to the right.

Trish Thibodo
Executive Director

Delta County Economic Development, Inc.
Profit & Loss Budget vs. Actual
 April 2016 through March 2017

	<u>Apr '16 - Mar 17</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Administrative Fee Income	0.00	3,600.00	-3,600.00	0.0%
Cash	0.00	1,750.00	-1,750.00	0.0%
Grants	0.00	5,000.00	-5,000.00	0.0%
Health Careers Camp	0.00	0.00	0.00	0.0%
Investment Income	7.89	22.20	-14.31	35.5%
Investor Income	35,687.50	95,250.00	-59,562.50	37.5%
Miscellaneous Income	154.50	0.00	154.50	100.0%
Soil Health Conference	2,000.00	13,000.00	-11,000.00	15.4%
Total Income	<u>37,849.89</u>	<u>118,622.20</u>	<u>-80,772.31</u>	<u>31.9%</u>
Gross Profit	37,849.89	118,622.20	-80,772.31	31.9%
Expense				
Advertising	180.00	300.00	-120.00	60.0%
Bank Charges	15.11	400.00	-384.89	3.8%
Board Expenses	908.22	2,600.00	-1,691.78	34.9%
Business Development	310.09	250.00	60.09	124.0%
Dues & Subscriptions	471.25	1,600.00	-1,128.75	29.5%
Employee Benefits	0.00	0.00	0.00	0.0%
Facilities Rental	0.00	0.00	0.00	0.0%
Health Careers Institute	0.00	0.00	0.00	0.0%
Insurance	1,854.00	2,500.00	-646.00	74.2%
Meetings-Membership	511.50	500.00	11.50	102.3%
Miscellaneous	439.53	0.00	439.53	100.0%
Office Expense	569.57	1,200.00	-630.43	47.5%
Payroll Expenses	198.80	550.00	-351.20	36.1%
Payroll Tax Expense	3,499.02	6,500.00	-3,000.98	53.8%
Postage	47.00	350.00	-303.00	13.4%
Professional Development	408.00	500.00	-92.00	81.6%
Professional Fees	812.85	500.00	312.85	162.6%
Rent	0.00	0.00	0.00	0.0%
Repairs & Maintenance	0.00	500.00	-500.00	0.0%
Salaries & Wages	45,738.72	80,500.00	-34,761.28	56.8%
SBRC Program	0.00	3,600.00	-3,600.00	0.0%
Soil Health Meetings	302.88	11,000.00	-10,697.12	2.8%
Telephone and Internet	870.03	1,700.00	-829.97	51.2%
Travel	1,343.21	2,400.00	-1,056.79	56.0%
Utilities	0.00	0.00	0.00	0.0%
Total Expense	<u>58,479.78</u>	<u>117,450.00</u>	<u>-58,970.22</u>	<u>49.8%</u>
Net Ordinary Income	-20,629.89	1,172.20	-21,802.09	-1,759.9%
Other Income/Expense				
Other Expense				
Reimbursable Expense	-638.85	0.00	-638.85	100.0%
Suspense	0.00			
Total Other Expense	<u>-638.85</u>	<u>0.00</u>	<u>-638.85</u>	<u>100.0%</u>
Net Other Income	638.85	0.00	638.85	100.0%
Net Income	<u><u>-19,991.04</u></u>	<u><u>1,172.20</u></u>	<u><u>-21,163.24</u></u>	<u><u>-1,705.4%</u></u>

Invoice History

Vendor No: 576
 From Invoice Date: 01/01/2012
 Only Outstanding: 0
 Wildcard Match Invoice#: 20
 Po Number: 20
 G/L Account Matches: 20
 Wildcard Match Description: 20
 Amount: 20

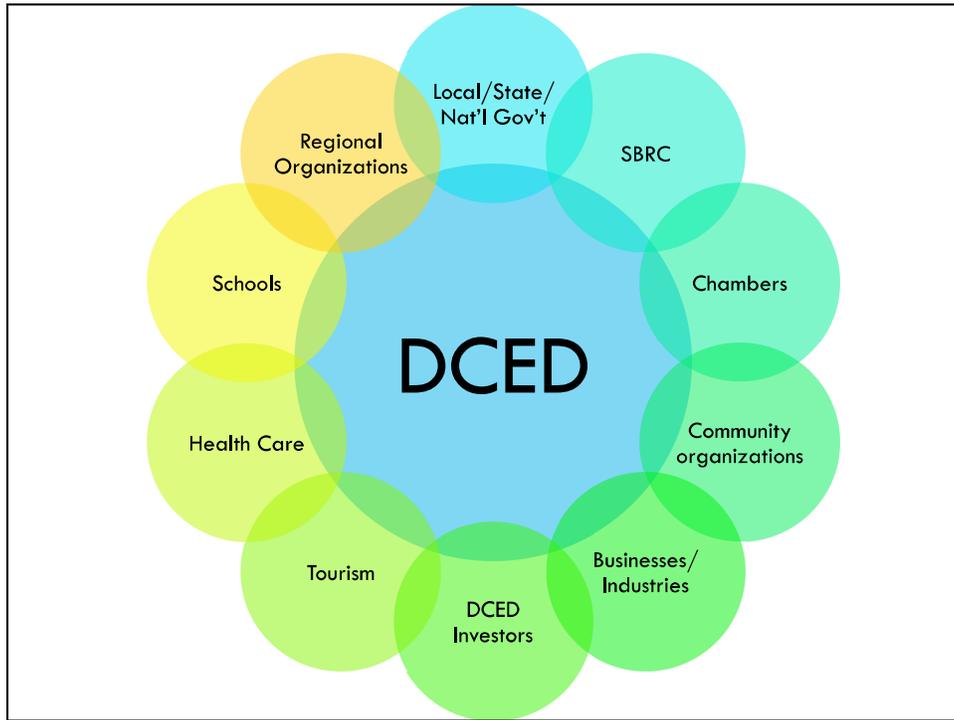
DCED

Batch Number	Invoice Number	Invoice Date	Due Date	Invoice Amount	Invoice Balance	Discount Date	Discount Balance	PO Number	Description	Out'g
14995	24763	01/11/16	01/11/16	25,000.00	0.00	01/11/16	0.00	0	DCED-MEMBERSHIP DUES	
14238	94556MP	02/11/15	02/11/15	150.00	0.00	02/11/15	0.00	0	DCED-RFD RENTAL DEPOSIT	
14238	24346	02/09/15	02/09/15	25,000.00	0.00	02/09/15	0.00	0	DCEDI-INV 1091	
13750	23594	07/08/14	07/08/14	12,500.00	0.00	07/08/14	0.00	0	DCED-CITY COUNCIL DONATION	
13298	23848	01/08/14	01/08/14	12,500.00	0.00	01/08/14	0.00	0	DCED-CITY COUNCIL CONTRIBUTION	
12920	23667	07/17/13	07/17/13	12,500.00	0.00		0.00	0	DCED/COUNCIL DONATION	
12546	85358MP	02/04/13	02/04/13	150.00	0.00		0.00	0	DCED/473710/RFD RENTAL DEP	
12470	23043	01/09/13	01/09/13	12,500.00	0.00		0.00	0	DCED/2013 DONATION	
12033	21570	06/06/12	06/06/12	12,500.00	0.00		0.00	0	DCE/2013 MEMB DUES DONATION	
11684	20956	01/02/12	01/02/12	12,500.00	0.00		0.00	0	DCED/2012 MEMBERSHIP DUES	



GOAL: Create new and retain primary employers/jobs, increasing the amount of income entering the county (export-based economy) and creating greater capital investment in the community.





How do we help businesses?

- Develop and grow education, networking and consulting opportunities.
- Work with businesses & local and state government on accessing incentives
- Help businesses identify additional capital and human resources
 - Linking businesses with grant and loan support such as REDI, USDA, Rural Enhanced Zone Tax Credits and other resources
- Liaison with local and state government
- Partner with local and state government on initiatives
- Demographics, statistics
- Site Location/Real estate support
- Information and Referrals
- Point of Contact

Growing Business in Delta County

- Currently working with 19 businesses that are looking at starting, relocating, just located or expanding to Delta County
 - 44% are ag-related
 - 38% are considering or have relocated to Delta County
 - 33% are start-ups
 - 16% are current Delta County businesses expanding
 - 38% currently reside in Delta County
 - **Does NOT include businesses working only with SBRC

Current Projects

- Countywide Business Branding & Marketing
- Broadband Implementation
- Creating Innovations Centers to support entrepreneurs, business development & growth focusing on ag tech, food manufacturing, renewable energy & culinary arts
- Hotel and Conference Center
- River & Recreation Development
- Adaptive Reuse of the DMTC in Paonia
- Western Colorado Soil Health Conference
- Working regionally to promote and enhance Western Colorado
- Energy Diversification
- Space to Create

Community Committee Involvement

Regional and Statewide networking and involvement to promote Delta County

- Small Business Resource Center Steering Committee Member
- Delta County Transit Advisory Committee Member
- Region 10 Community Economic Development Strategy Committee Member
- Region 10 Sectors Initiative
- Western Regional Workforce Development Board Member
- Delta County Tourism Cabinet Member
 - Tourism Promotion Initiative through Blueprint 2.0
- Delta County Joint Chambers Meeting

Community Development

Building our communities and infrastructure

- Securing statewide and Governor's cabinet support for Delta County
- Supporting our school district, hospital/health care system
- Supporting remaining mine
- Collaborative projects and initiatives as they come forth
- Fiscal sponsorship of related community organizations
- Community Builders Leadership Institute

Volunteer Board of Directors

16 Members:
10 Private sector members
6 Public Sector Members (Gov't, School and Special Taxing Districts)

- DCED's work is moved forward by a dedicated and active volunteer board of directors who contribute an invaluable amount of time and resources to the County.
- Through their leadership, DCED has become the leading non-government agency boosting all of Delta County and its various economic sectors.



DCED – FY17 Budget (Apr 2016-Mar 2017)

Staff:

1.75 FTE

Fiscal
Year:

Apr - Mar

- DCED Expenses: \$118,000 in FY17
- Primary source of income: Member/Investors at \$89,620
- Basic operations: \$102,850 which includes: payroll, taxes, office expenses, minimal travel and professional development, membership meetings, board meetings, Soil Health Conference and basic operations. *No health insurance for staff, no rent/utilities*
- Bank of Colorado will start charging us rent in January 2017

Investors

- 68 members
- 10 Governmental/Special Taxing Districts
- 58 Private businesses, organizations or individuals
- 18 new investors since June 2015 (35% increase)
- Goal to add an additional private 15 investors this year

- \$52,750: from Governmental/Special Taxing Districts
- \$36,870: from Private Sector
- \$89,620: Total investor funds

Additional Needs: \$43,450

- **\$10,800:** Rent and Utilities – estimated at \$700 rent (\$8400) & \$200 utilities (\$2400) **possibly less if we stay in the BOC building while it is on the market.
- **\$21,900:** Staff retention, recruitment and additional staffing. Currently staff does not receive health insurance and other benefits:
 - **Goal** – In 2017 add health and dental insurance coverage and optional retirement plan (w/o DCED match initially) – estimated at \$14,400/year
 - **COLA** of 3% and option for increasing staffing at \$7500

Additional Needs: \$43,450

- **\$1250** – Business/membership development and membership meetings: meeting new businesses/investors, bringing community together for input, room rentals, food/beverage
- **\$1500** – Increase use of technology to meet needs of business and community by updating very dated computers, purchase conference call system, etc.
- **\$1500** – Professional fees/Consultants
- **\$1500** – Professional development for staff to remain current on issues and trends, stay connected and network with statewide and national economic development community and governmental entities (conference registration, travel and hotel)
- **\$5000** – Implementation of Countywide Business Branding and Marketing Campaign (implement BluePrint 2.0 Initiative)

**WITH PROPER FUNDING
AND STAFFING DCED CAN
CONTINUE DOWN ITS
CURRENT TRACK AND
EXPAND ITS EFFORTS TO
BRING MORE DIVERSITY
AND SUSTAINABILITY TO
THE COUNTY.**



DELTA COUNTY
ECONOMIC DEVELOPMENT

145 West 4th Street ▲ PO Box 627 ▲ Delta, Colorado 81416 ▲ Office: (970) 874-4992 ▲ www.deltacountyed.org

To: Delta City Council

From: Trish Thibodo, Delta County Economic Development 

Date: Oct. 24, 2016

RE: Request for Economic Development Funds (Nov 1st Meeting)

Request:

For 2016, Delta City Council approved \$25,000 for DCED to be used for economic development. To date, DCED has not requested funds from this allotment. Delta County Economic Development is requesting \$25,000 for the development of a marketing campaign for the Gateway/Riverfront property to market the property to and recruit prospective Master Planned Community (MPC) Developers.

Please see attached proposal outlining the request, products and budget.

Background:

The Better City Study identified the property east of HWY 50 and north of HWY 92 as providing a significant opportunity to develop recreational/retail/business and residential assets that will reposition the City of Delta as a destination attraction and community of choice for employers and their associated workforce. The Gunnison River in Delta is an underutilized corridor with significant recreation, tourism, and development opportunities. In addition, the riverfront has not been leveraged by the development community with the historic downtown along Colorado Highway 50 and new development along Colorado Highway 92 being located a half mile and a third mile, respectively, from the river.

A Community Master Developer will bring resources in planning, development, finance and public/private partnerships to create a detailed development plan to facilitate and implement the entire Gateway Project that will include residential, retail, business park, and recreation, thus taking the proposal to reality. As the project uses are built-out and the river and lake recreation infrastructure improved, the project will serve as a catalyst to facilitate and accelerate additional private investment within the path of development.

City of Delta Strategic Plan

We know that the City of Delta is surrounded by an incredible number of natural assets that help define the culture, heritage and atmosphere associated with the City, hence the Council's recent adoption of the vision of "Destination Delta".

This marketing project fits Delta's new strategic plan items of focusing on the Gateway Project and the Core Priorities of *Marketing* and *Destination Delta*. This marketing effort will highlight the City of Delta as the basecamp to experience the amazing historical, cultural and natural assets surrounding Delta. It also provides professional developed content which we can build upon for continued marketing of the City of Delta, ultimately establishing Delta as a destination for many looking to live, work and recreate. In order to effectively market the riverfront property to prospective Master Planned Community developers, it is important to highlight all major assets related to outdoor recreation, tourism and entertainment that help make Delta an attractive place to live and work.

Thank you
for your
support!
S.O.H.

Delta County Marketing Proposal
Prepared by Better City
August 2, 2016



Black Canyon of the Gunnison National Park
Located near the City of Delta in Delta County, CO

Prepared by:



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INTRODUCTION

Delta County possesses a number of natural assets that help define the culture, heritage and atmosphere associated with the County. Included within the County are some of the most famous National Forests and Parks in the Country. In order to attract a successful Master Planned Community (MPC) developer, these assets and many others need to be marketed effectively in order to help both developers and future home buyers visualize all that the area has to offer.

A marketing plan has been created that will capture these assets that exist in and around the project area. The plan includes the obtaining of aerial images and videos, the creation of a high-resolution marketing book, the creation of a website that will display these aerial photos and videos. This visual marketing approach is supported by the Central Marketing Institute (CMI) and has been proven to be highly effective in marketing destination communities such as Delta. This marketing approach will aid in establishing the City of Delta as a destination for many looking to live, work and recreate in Delta County.

NATURAL AND MAN-MADE ASSETS

In order to effectively market the riverfront property to prospective Master Planned Community developers, it is important to highlight all major assets related to outdoor recreation, tourism and entertainment that help make Delta an attractive place to live. These are the attractive, visual assets that will be the subjects of the aerial photos and videos. These marketable assets located in and around Delta County include:

- Black Canyon of the Gunnison National Park
- Grand Mesa National Forest
- Gunnison National Forest
- Needle Rock
- Sweitzer Lake State Park
- Confluence Park and the Bill Heddles Recreation Center
- Gunnison River
- Gunnison Gorge National Conservation Area
- Dominguez-Escalante National Conservation Area
- Sidewinder Mountain Bike Trail
- Devil's Thumb Golf Course
- Multiple Farms

MARKETING METHODOLOGY

In order to market these attributes/assets effectively, it is important to consider recent trends and successful marketing tactics that are currently being used to generate sales, interest and overall participation in community developments such as the master planned community in Delta.

The following statistics represent the recent trends in digital marketing. These statistics were reported in 2016 by the Chief Marketing Office Council.

- Colored visuals increase people's willingness to read a piece of content by 80 percent.
- When people hear information, they're likely to remember only 10 percent of that information three days later. However, if a relevant image is paired with that same information, people retained 65 percent of the information three days later.
- Thirty-four percent of marketers selected visual assets as their most important content.
- Content with relevant images gets 94 percent more views than content without relevant images.
- Seventy-four percent of all internet traffic in 2017 will be video.

These statistics indicate that a visual approach utilizing digital marketing tools will be highly effective in generating sufficient interest in the proposed development.

In a report produced by the Content Marketing Institute (CMI), the leading global content marketing education and training organization, the following marketing tactics are considered to be the most effective in generating website traffic, producing sales and lifting the company's brand: in-person events, illustrations/photos, infographics, video and online presentations. The Community may be viewed as a business that needs to lift its brand and generate interest and involvement. These tactics may be used to present the community to developers and help strengthen the vision that Delta County has as a destination for tourists, recreation enthusiasts and those seeking to attain a high quality of life.

SCOPE OF WORK

The initial marketing plan for a Master-Planned Community located along the riverfront in Delta City includes the following elements:

1. **Aerial Images and Videos**: Multiple trips to will be made to Delta to obtain aerial photos and videos of the City and its marketable assets . An associate from Better City will obtain these images and video through the use of a drone, built for professional aerial photography. These images and videos will be obtained by Better City but will be owned by the client. If the client obtains their own images and videos through this service, the copyright for all images and videos will be held by the client. Thus, the client will be able to legally use the images for any purpose.

The price associated with obtaining visual aids includes equipment fees, set-up costs, and editing. This includes:

- a. 25 aerial images
 - b. 4 minutes of aerial video
2. **Website Design and Administration**: A website devoted to the MPC will be created and all images and video will be displayed on the website. Developers and future home buyers interested in the community will be directed to visit the website for further information. The site will display all of the images and videos. The costs associated with the website include:
 - a. Creation and design of the website
 - b. Domain fee for Website URL
 - c. Ongoing administration for 1-year
 3. **Marketing Book**: A marketing book will be created for the MPC. The marketing book will contain approximately 25 high-resolution images and will be professionally printed and bound. The costs associated with the marketing book include the initial creation and design of the marketing book. All costs associated with printing copies of the book will be borne by the client depending on the number to be ordered. This marketing book will be highly effective in helping developers visualize the community and the opportunity associated with the riverfront area.
 4. **Developer Meetings**: It will be important to present the marketing materials in-person to community developers. Various trips will be made by one representative from Better City to meet with these developers. All costs associated with making these trips such as travel expenses will be reimbursed by client.

COST OF MARKETING PLAN

Table 1 on the following page displays the total price associated with carrying out the marketing plan:

Expense Item	Quantity	Price Per Unit	Total
Images (equipment, set-up, editing, final image)	25	\$200/image	\$5,000
Video (equipment, set-up, editing, final image)	4	\$500/minute	\$2,000
Website Initial Design, Set-up & Domain Registration	1	\$4,000	\$4,000
Website Administration	12 months	\$125/month	\$1,500
Marketing Book Design and Initial Copy	1	\$7,500	\$7,500
SUBTOTAL			\$20,000
Reimbursable Expenses			\$4,500
TOTAL COST			\$24,500

Table 1: Total Cost of Marketing Plan

The total cost of the marketing plan is \$24,500 as seen in Table 1. This includes all costs associated with traveling to Delta to obtain the initial images and video, creating and administering the website and creating a high-quality marketing book. These visual aids will add significant value by providing developers with a visual understanding of the area. The costs of traveling to present the project to developers are included in reimbursable expenses, approved beforehand and capped at \$4,500.

MEMO

To: Mayor and City Council
From: David Torgler, City Manager
Date: November 1, 2016
Subject: Citizen Survey Results



Office of the City Manager

Administrative Intern Matt Hirschinger will be presenting the 2016 Citizen Survey results.

MEMO

To: City Council
From: Glen L. Black *GLB*
Date: November 1, 2016
Subject: Annexation and Disconnection Work Session



Community Development

Staff has received a request for disconnection from the City boundaries. Staff will provide Council with information on annexation and disconnection during the work session. The following is some information that will be discussed.

Annexation: The political transition of land from the control of one entity to another, the incorporation of new territory into the domain of a city, country or state.

The Colorado Revised Statutes (CRS), Title 31, Article 12 provides the process for Municipalities to annex and also disconnect property.

Delta, as a Home Rule City, has not adopted any language to its municipal code concerning annexation and follows the CRS process.

Disconnection: The severance of ties, removal from boundaries and jurisdiction.

CRS 31-12-501: When the owner of a tract of land within and adjacent to the boundary of a city or town desires to have said tract disconnected from such city or town, such owner may apply to the governing body of such city or town for the enactment of an ordinance disconnecting such tract of land from such city or town. On receipt of such application, it is the duty of such governing body to give due consideration to such application, and, if such governing body is of the opinion that the best interests of the city or town will not be prejudiced by the disconnection of such tract, it shall enact an ordinance effecting such disconnection. If such an ordinance is enacted, it shall be immediately effective upon the required filing with county clerk and recorder to accomplish the disconnection, and two certified copies thereof shall be filed by the clerk in the office of the county clerk and recorder of the county in which such tract lies. The county clerk and recorder shall file the second certified copy with the division of local government in the department of local affairs, as provided by section 24-32-109, C.R.S.

Best Interests of the City: City has ability to enforce rules and regulations. City provided services are typically reserved for property within the City boundaries.

Enclave: an unincorporated area of land entirely contained within the outer boundaries of the annexing municipality. Often described as an "island" of county land completely surrounded by the city limits of the municipality.