

Project: **Bear River Park Development**

Contact: Kim Weber
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RECEIVED

JUL 16 2012

Project Concept: This project will develop Bear River Park with the construction of a public restroom, an artificial turf sports playing field with night lighting and spectator bleachers, a pavilion for tournament and event activities, a grassy area for play and pickup games, and a playground. Bear River Park is a newer city park next to the Riverside neighborhood, with easy access to transit and highway 40. The City completed a master plan for the park in 2004 and all existing and proposed development has occurred based on this plan. A concrete skatepark (Phase I) exists within the park and a bicycle skills course is being constructed within the park this summer. The Park is currently accessed by the Core Trail and has access to the Yampa River. The Steamboat Springs City Council recently approved funding for the construction of a Lagoon Court road to providing street access and parking for 20 cars at the park – road construction will start in fall 2012 and be complete by summer 2013. This project – with its restroom, turf field, lighting, bleachers, pavilion, grassy area and playground will complete development of the park and make it not only a destination for residents, but also a place where tourists can come to play, recreate, enjoy the river, and play in sports tournaments.

Benefits: This project will develop Bear River Park to serve residents, including local sports teams, and visitors to the community. The proposed field will provide a needed recreational amenity for locals and tourists from early spring through late fall months for soccer, lacrosse, and other field sports. Night lighting will extend use of the field into evening hours for big summer tournaments such as the mountain soccer tournament. And the fact that the proposed field is artificial turf will mean that maintenance will not need to take away from the time that sports tournaments can access the field. The field and grassy area will provide a place for triple crown teams to practice, and the pavilion will provide space for picnics, family events, and event organizers to operate their tournament activities. The playground will provide a neighborhood and community amenity and will provide an activity for younger siblings during games. The restroom is critical park infrastructure that will improve the entire park for the benefit of not only the proposed field, grassy area, pavilion and playground, but also for the existing bike park and skatepark.

Tourism Promotion: Sports Tournaments for various sports – soccer, lacrosse, baseball, softball, and rugby, among others -are important to promoting tourism in our community during summer months. This project will support and enhance tourism promotion for sports tournaments through expanding the number of fields available for tournament play, enabling tournament play to occur in the evening, and constructing a new, state of the art artificial playing field with night lights, bleachers for spectators, and a competition pavilion –which can be used to market our community as a high quality destination for

tournament play. Constructing the restrooms will enable our community to develop and promote bike events at the bike park and skateboarding demonstrations at the Skatepark within Bear River Park – both of which could also help to promote our community.

Enhance the vitality of Steamboat Springs as a destination resort: This project to fully develop Bear River Park will enhance the vitality of Steamboat Springs as a destination resort through eliminating an eyesore and replacing it with a fully developed destination park. The Core Trail currently ends at Bear River Park, which means that many tourists and locals ride or walk to the park – where they see the dilapidated barb wire topped security fencing, the construction rubble dumped at the site, the barren ground, and the final vestiges of the sewage storage lagoons which are on the property and are in the process of being reclaimed. Removing this eyesore will enhance our area as a destination resort. Converting this property to a beautiful green park, with quality visitor amenities that contribute to the recreational offerings of our community, will go even further to enhancing the vitality of Steamboat Springs as a destination resort.

Enhance the community identity of Steamboat Springs: Steamboat Springs is a beautiful community that loves to be outside and this project will enhance the community's ability to do just that. It will expand our town's system of community parks and playgrounds along the river, will provide a community playground on the west side of town, will develop a high quality playing field to serve youth and adult teams in the early spring and late fall when few other field options are available, and will be a family friendly beautiful green space within our community. Each of these facets will enhance the community's identity as a livable community that is family friendly and has great access to recreation, nature and the out of doors.

Enhance the environmental desirability of Steamboat Springs: Steamboat Springs is a PM 10 maintenance area for air quality – which is to say that our community has had issues with dust compromising air quality in the past and that to maintain air quality standards we must be vigilant with mitigating anything that can generate small particulate matters. Converting a barren, dusty plot of land into a green park will enhance our community's air quality by reducing the dust available to sully the air. Other project elements similarly enhance the environmental desirability of Steamboat Springs. The Turf field will help with water conservation and will reduce our dependence on water for irrigation. The restroom will provide important health (sanitation) benefits at the park, and creating a greenspace will benefit birds and other small wildlife. Finally, this project will finish an exemplary project to convert wastewater storage lagoons into a high quality, green, sustainable city park.

Enhance the economic health of Steamboat Springs: Sports tournaments are an important component of summer tourism in Steamboat Springs. This project will enhance the economic health of Steamboat Springs through increasing the number of playing fields and the number of hours of play available for tournament use – which will enable sports tournaments to accommodate additional teams and bring additional visitors to town. Full development of the park will enable recreational groups to develop bike skills and skateboarding exhibitions, which will also promote economic health through bringing additional visitors to town.

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JUL 16 2012

Steamboat Skatepark Alliance
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Steamboat Springs Accommodation tax Committee
Attn: Ms. Julie Franklin
City of Steamboat Springs,
PO Box 775088,
Steamboat Springs, CO 80477-5088

July 16th, 2012

To the members of Steamboat Springs Accommodation Tax Committee-

I am writing in response to your Request for Ideas (RFI) for allocation of the Steamboat Springs Accommodation Tax. My name is Jon Casson and I am the Director of the Steamboat Skatepark Alliance. The SSpA was formed in 2003 with the specific goal of building a concrete skateboard park in Steamboat for locals and visitors to enjoy. In 2009, we secured the necessary funding to complete Phase 1 of the project consisting of a 10,000 square foot state of the art facility built by one of the premiere skatepark builders in the US. Our original plans called for a 18,000 square foot park however, due to the economic situation at the time, we divided the park construction into phases with Phase 2 to come at a later date once funding was available. My proposal for usage of a portion of the annual accommodation tax is to help fund the remaining construction of the Bear River Skatepark in Steamboat Springs.

The original estimated cost of the project was approximately \$600,000 when first proposed. The financing plan was \$200,000 from the City of Steamboat Spring, \$200,000 from private donations or grants and \$200,000 from a Great Outdoors Colorado Grant. The change in economics in 2008 eliminated the City's contribution forcing us to scale back the project. Nevertheless, we were able to raise the other funds to complete the first phase of the project in 2009 at a reduced cost of approximately \$300,000. Estimated costs to complete phase 2 of the project are approximately \$150,000. The reduced cost from the original proposal is due to other economic factors affecting the material and labor costs in addition to a slightly scaled back version of the 2nd phase. We are proposing that \$50,000 per year for 2013 and 2014 be allocated to the skatepark. These funds will be used as matching funds towards applying for additional grants to finish the skatepark. We feel that this is a minimal contribution to finish a project that will have significant impact on our community.

The Bear River Skatepark was constructed slightly west of town on the site of the defunct sewer lagoons adjacent to the Riverside neighborhood. Part of the project was the reclamation of these unusable areas and transforming close to 20 acres of lands in viable park space for future generations. The skatepark was the catalyst for future development of a park that will anchor the west end neighborhoods and provide a beautiful recreation zone for many Steamboat residents. Currently, a mountain bike park is being constructing right next to the skatepark. Since completion of Phase 1, the skatepark has proven to be extremely popular with kids, adults and visitors to the Yampa Valley. The Steamboat Springs Winter Sports Club manages a summer skateboard program that introduces kids ages 6-16 to the skatepark in a supervised environment. The SSWSC program annually works with 60-70

children, approximately 15% of which are visitors to the Yampa valley during the summer months. Since 2009, the SSWSC Summer Skate program has worked with over 200 kids through this program. Additionally, the Steamboat Skate Church also operates programs at the Skatepark. Skate Church, run by Buck and Tara Chavarria, works with underprivileged and troubled youth by providing them a safe haven from drugs and alcohol through skateboarding. Through Buck and Tara's work, Skate Church has helped dozens of local youth and most likely has saved kids lives. Over the past 3 years, the Bear River Skatepark has proven to be a valuable community asset.

The skatepark has also shown that it has the potential to be a draw to visitors to Steamboat and the Yampa Valley. On any evening, you can go to the skatepark and find several skateboarders from surrounding areas enjoying our park. A colleague who manages a youth skate program in Summit County commented that it "was the best mountain town skatepark in Colorado." Since its construction, several top professional skateboard teams have visited the skatepark for filming sessions and photos from those sessions have appeared in major skateboard publications and in various digital media formats. Recently, the legendary AntiHero Skateboard Team stopped by for 2 days on their way to Utah and California. AntiHero team member Tony Trujillo, 2002 Thrasher Magazine Skater of the Year and X-Games Bronze Medalist, was very impressed by the design and construction of the skatepark and promised to bring the team back for future visits. The skateboard world is dominated by online videos, social media and word of mouth. As word continues to spread about the existing facility, it will attract more and more people to visit the park. Expansion of the park will enhance the reputation attracting more people to skate the new additions. In the future, we envision many professional teams filming at our park and the addition of skateboard festivals or contests to attract more visitors to the park.

Over the last 20 years, skateboarding has blossomed into a multi-billion dollar industry with approximately 20 million active participants in the United States. As an 'action sport', skateboarding meshes nicely with other activities offered in Steamboat Springs such as skiing, snowboarding, kayaking and mountain biking. Many participants in these complimentary activities also engage in skateboarding. Plus, many older skateboarders are having children and want to introduce them to the sport as well. Skateboarding and the skatepark are already an integral part of the community culture and, with expansion of the skatepark, will continue to enhance the community of Steamboat Springs.

The Steamboat Skatepark Alliance is very excited about the possibility of working with the Accommodation Tax Committee to secure funding for the skatepark expansion. We feel that this project meets all the criteria for consideration. It's a huge benefit for residents of Steamboat, draws visitors to the Yampa Valley, is environmentally healthy and adds to our community identity as a great location for summer recreation for the whole family. Thank you for the opportunity to submit our idea and we are looking forward to presenting more details about our project later this summer.

Sincerely,

Jon Casson
Director
Steamboat Skatepark Alliance



Proposal for:
**REQUEST FOR IDEAS (RFI)
FOR USE OF STEAMBOAT SPRINGS ACCOMODATION
TAX**

Prepared for:
Julie Franklin, City Clerk
City of Steamboat Springs
PO Box 775088
Steamboat Springs, CO 80477

Prepared by:
Steamboat Springs Bike Town USA® Initiative
Doug Davis, Director
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Project Description: Accommodation tax funding is specifically requested to enhance multi-use recreation through land acquisition for trails, new on-trail directional and wayfinding signage, a redeveloped bicycle and pedestrian entertainment hub, expanded and enhanced trailhead areas, bicycle amenities, and core trail extension and safety improvements needed to support a bicycling vacation, which ultimately will enhance our community for all types of recreational users.

Through bonding and additional grants and funding the Bike Town USA® Initiative will leverage these funds for the maximum economic benefit of the community.

Steamboat Springs has existing biking trails, lodging capacity, restaurants, entertainment and night life, shopping and retail, recreational amenities, and public safety and other support services that can support approximately 18,000 visitors at any time in addition to our year round population of 11,000. This tourist capacity was developed to serve the skiing tourist in winter months and is significantly under utilized in the summer months, which creates an opportunity to enhance and grow bicycle driven tourism from May through October of each year. Over the last three years the community of Steamboat Springs has come together to develop the vision, strategy, and community plan for developing our community into a premier bicycling destination. This Bike Town USA® project will construct the bicycle tourism infrastructure needed to leverage existing biking attractions and tourist infrastructure to develop Steamboat Springs as a premier biking destination.

Vision: The Bike Town USA® Initiative was established to leverage the existing infrastructure in Steamboat Springs resulting in enhanced economic activity during the non-winter/skiing months. Our mission is to promote economic benefits through cycling, promote safety, and enhance the community. In order to accomplish these objectives we have established our vision for Steamboat Springs: the ultimate destination for cycling experiences.

Steamboat Springs has the opportunity to leverage our existing assets to enhance our tourist capability resulting in similar revenues for our local businesses and tax dollars for our local government entities as we experience in the winter ski season months. Steamboat Springs will become known, simply and powerfully, for both skiing and biking.

In addition to the economic benefits the results from our efforts will include tangible accolades and programs that will in-turn drive additional tourism dollars. For example, this project will bring recognition from the American League of Cyclists as a Platinum Bicycle Friendly Community, along with recognition from IMBA (International Mountain Biking Association) as a top cycling destination.

Support of the Bike Town USA® proposal will:

Promote Tourism: Over 43.2 million Americans identify themselves as bicyclists, which consists of road/paved cyclists, as well as the approximately 10 million participants in the mountain biking, downhill/freeriding, and BMX biking segments. By way of comparison there are approximately 10.5 million skiers and snowboarders in the United States today. Therefore the total cycling market is estimated to be four to five times the total skiing and snowboarding market in size. This is the opportunity that exists for our community to leverage existing assets.

Enhance the vitality of Steamboat Springs as a destination resort: Steamboat Springs has the opportunity to become known as a year-round destination resort, in addition to what it is know today, which is primarily as winter skiing and snowboarding destination. Today, Steamboat finds itself in a very competitive marketplace for these tourist dollars. In order to compete we need to expand our non-ski season offering to remain competitive with other destination resorts around the United States.

Enhance the community identity of Steamboat Springs: These new visitors will come with their bikes and their families and friends. They will also come with an appetite for other recreational activities, areas that Steamboat is well positioned to accommodate. Our research shows a high crossover between cycling and other activities available in Steamboat: hiking, fishing, running, golf, tennis, rodeo, and many other activities. Over the years the Steamboat Chamber Resort Association has created a variety of summer programs that these new cycling tourists will continue to support. These include: the Mustang Rally, Hot Air Balloon Rodeo, Art in the Park, and Wine Fest as examples.

Enhance the environmental desirability of Steamboat Springs: Beyond the obvious economic benefits our mission is also focused on community enhancement and safety. For example, better signage, way-finding and trailhead amenities promote good stewardship of fragile and important public lands. Once these amenities are in place, we have the benefit of them now being available for our full-time residents. For example, any improvements we make for better safety, we enhance our Safe Routes To School program, and as a result vehicles are removed from our roadways improving the local airshed. New connections via paved trails and enhanced trail networks throughout town will provide better access for guests and locals to take advantage of the Yampa River, Howelsen Hill/Emerald Mountain and increase the already high level of environmental desirability in Steamboat.

Enhance the economic health of Steamboat Springs: Biking can do for Steamboat Springs what skiing has done for many years. Project partners estimate that this project will result, at maturity, in an additional 180,000 visitors to Steamboat Springs in the summer each year. With an average stay of 4.3 days and an average spending of \$113 per day, this equates to 774,000 visitor days and total spending in the local economy of over \$87 million, creating 800 jobs and generating over \$2.9 million dollars for the City of Steamboat Springs in new sales tax collections. In addition, this will result in \$370,000 of new revenues for the Steamboat Springs School Fund Board, \$602,000 of new revenues for the local marketing district, and \$300,000 of new revenue for lodging tax for above ground amenities.

Please help us realize our vision for Steamboat Springs to be known as the ultimate cycling destination in the United States.

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Project: Central Park Drive

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Project Concept:

This project will redesign and reconstruct Central Park Drive to serve as a multi-modal (auto, pedestrian, biking, transit) hub. Central Park Drive is a high use tourist services area that experiences transit, auto, pedestrian and bicycle use. However the current design of the roadway and parking is sub-optimal for all groups. This project proposes to redesign and reconstruct the roadway, install bicycle lanes and enhance pedestrian crossings to provide for optimal vehicle circulation while also safely accommodating pedestrians, bicycles, and multiple transit / shuttle vehicles.

Benefits:

The primary benefit of this project to tourism is that it will make it painless and convenient for visitors to our community to shop for essentials and visit the Central Park Drive commercial area. Developing Central Park Drive into a beautiful street that has defined space for vehicles, bicycles and pedestrians will enhance the visitor experience through developing functional and pleasant pedestrian, bike, transit, and auto connectivity that works.

Tourism Promotion:

Central Park Drive is a hub of tourist activity for groceries, beverages, and other essentials. Existing tourist experiences in shopping for essentials is not as positive, seamless or safe as it could be. Redesign and reconstruction of Central Park Drive will promote tourism through enhancing the aesthetics, safety, and convenience of shopping in the Central Park Plaza area for all visitors.

Enhance the vitality of Steamboat Springs as a destination resort:

Redesign and reconstruction of Central Park Drive will enhance the visitor experience – through making it easy for visitors, who rely significantly on transit, shuttles, and walking, to get around and shop for essentials (groceries, etc.) needed for their stays. The outcome – greater vitality as a destination resort as visitors will experience a shopping destination that meets their needs, requires less hassle and less

time for shopping for essentials – thus giving visitors more time and energy to take advantage of Steamboat’s recreational and cultural amenities, retail shopping and dining.

Enhance the community identity of Steamboat Springs:

Redesigning and reconstructing Central Park Drive to make it friendly and safe for all modes of travel will make it possible for residents and visitors alike to shop at Central Park Drive merchants via transit, bicycle, and walking – which will reinforce and enhance our community’s identity as being a very livable place where it is possible to bike and walk everywhere. It will also enhance our community’s identity as a friendly small town where it is easy to get around. Finally, Steamboat Springs is known as a safe community – one where families and visitors of all ages can visit safely – enhancing the safety of residents and visitors in this highly congested area will enhance and reinforce the community’s reputation and identity as being a safe place to visit or live.

Enhance the environmental desirability of Steamboat Springs:

This project will enhance the environmental desirability of Steamboat Springs through maximizing use of the public space, making it more visually desirable and functional. It will also include implementation of water conservation landscaping, appropriate stormwater drainage, and walking/biking functionality in an area that lacks these features. Making it easier for tourists and residents to walk, bike, or take transit to go shopping in the Central Park Drive area would result in fewer automobile mile travelled, which in turn leads to enhanced air quality and a reduction in greenhouse gases.

Enhance the economic health of Steamboat Springs:

Redesign and reconstruction of Central Park Drive as a auto/bike/pedestrian area will enhance the economic health of Steamboat Springs through making it easier for tourists to spend more dollars in the Central Park commercial area. The project will also improve the overall tourist experience, which will lead to repeat visitation and longer stays. Finally, the project has the ability to encourage new business to construct within vacant parcels along Central Park Drive.

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Project: **Community Entryway**

Contact: Kim Weber
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Project Concept:

Visitors arriving from the Yampa Valley Region Airport, which include the lion's share of the winter visitors, have no sense of arrival into Steamboat Springs. The trip from the airport to Steamboat Springs includes passing a coal fired power plant, a gravel pit, a shooting range, an automobile junkyard, several older unlandscaped, run down properties, and industrial areas. These visuals form the visitor's first impressions of our destination resort community. This is not a positive first impression and is a significant disconnect with the experiences and reputation that our destination resort community markets, promotes and sells to the destination visitor. This project will address this disconnect through identifying a location to formally serve as the entranceway to Steamboat Springs and constructing an iconic entrance point for the community that utilizes landscaping, art, and signage to provide visitors with the feeling that "you have arrived" at your destination and start of your vacation. The project will also, to the degree that it is possible, install visually appealing landscaping to hide unsightly areas along the travel corridor adjacent to the new community entranceway.

Benefits:

This project will mitigate negative first impressions of our community and will design and construct a formal community entryway into Steamboat Springs that creates a joyful sense of arrival to the community / vacation destination, while simultaneously visually separating our upscale destination resort community from land use activities which do not lend themselves to the resort destination image. The design and construction of the iconic entryway will utilize thematic connections to both the base area and main street visual elements and themes, which will prime visitors to experience Steamboat Springs as "one put together community" which is a message and community feel that is currently lacking. This project will beautify the western entrance to our community and will significantly enhance the visual aesthetics of a core transportation artery to our community.

Tourism Promotion:

This beautification effort will promote tourism through mitigating eyesores and developing a community entrance which signals to visitors that they have arrived at their destination. The entrance is intended to become a marketing image for the community that will promote our natural beauty, our resort visitor experiences (such as the ski area, river and biking), and the high quality of our community.

Enhance the vitality of Steamboat Springs as a destination resort:

The project will enhance the vitality of Steamboat Springs as a destination resort through improving the aesthetics of our community and enhancing Steamboat's "upscale" image and reputation. Project elements will work to mitigate or reduce the impact of visually unappealing first impressions to the community while creating an iconic entrance that signals arrival at a high quality, vibrant destination. Finally, the project will contribute to having a consistent "postcard perfect" visual environment throughout our community – this will provide consistency to our product as a destination resort.

Enhance the community identity of Steamboat Springs:

Steamboat Springs' community identity focuses on being a small town with a high quality of life, however the suburban and industrial development at the western edge of the community detract from this identity. This project will enhance our small town community identity, livability and sense of place through providing a clean definition to the western entrance to the community. The community entryway will provide a physical and visual beginning to the community which will positively reinforce the sense that we are a small town. Project elements which seek to mitigate visually unappealing areas will enhance the community's sense of place, livability and quality of life.

Enhance the environmental desirability of Steamboat Springs:

This project will enhance the environmental desirability of Steamboat Springs through installing greenscape landscaping features to shield unsightly areas and promote the sense of environmental desirability of the community. The proposed community entranceway will also convey the environmental desirability of the community – it will be visually attractive, will provide additional green elements to the western travel corridor, and will incorporate water conservation and sustainable design principles. Installing vegetation will add carbon sequestration and shade elements along the travel corridor, which will positively influence the microclimate and "heat sink" elements of the urban built environment.

Enhance the economic health of Steamboat Springs:

The Steamboat economy relies heavily on tourism from destination resort visitors who have many options in the competitive mountain resort destination market. To compete favorably in this market, our community needs to ensure that we not only deliver on the lodging, dining, shopping, and recreational / cultural amenities and vacation experiences, but also that we do not detract from the overall experience with a significant negative component. The existing drive from the airport to our community, and the lack of a formal entrance to the community, provide a negative first impression for the destination resort visitor. Eliminating this negative and turning it into a positive will enhance the economic health of the community through enhancing the overall visitor experience and community reputation, which in turn will lead to return visitation and enhanced competitiveness within the marketplace.

Julie Franklin

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JUL 16 2012

From: ProGlobal [proglobal@proglobalsales.com]

Sent: Sunday, July 15, 2012 9:28 AM

To: Julie Franklin

Subject: Suggestions for Steamboat

Heard you were taking suggestions for improvements, so a few ideas here...

Overall: Need to create a draw for tourists each weekend. Seems like the softball and soccer teams help out the economy, other events besides the "Strings" needs to be added in. Steamboat should perhaps attempt to get a large weekend concert series that would pack the lodging vacancies and boost sales taxes. NOT STRINGS, but more mainstream artists. The newly redeveloped base is a perfect opportunity, but they built the stage only facing Bear River. Even so, could be easily modified to play to a crowd of 5,000 paying people on the hill.

Ice Skating Rink: Too bad the redevelopment project at the base did not incorporate an ice skating rink. There is ample space below the Torian Plaza or actually on the Torian Plaza to the West of Slope Side... Folks are looking for another activity after skiing, or there are plenty of tourists that come up and don't ski, so offering them another family type experience at the base would be another great activity and marketing piece to get people to come to the Boat. Another space option is the parking lot behind the Tugboat. It is an eyesore and not being used to its potential. In the summer, the rink could be use for roller blade style play.

Gondola base activities: Each Friday afternoon, should be AFFORDABLE base drawing activities for locals and tourists. Music, expansion of games/events for kids, barbeque, game-like competitions, exhibitions (snow board jumping, bike exhibitions...)

Thanks for considerations and thanks for your efforts.

Mike Silverberg
Ski Time Square #509



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Friends of the Chief Foundation

RFI Response for the Use of Steamboat Springs Accommodations Tax

The Friends of the Chief Foundation is a not-for-profit community-based organization committed to the historic rehabilitation and revitalization of the Chief Theater in downtown Steamboat Springs, Colorado. We seek to develop this historic building into a cultural center with state-of-the-art technology, diverse programming and educational opportunities to meet the needs of a vibrant and active arts community.

Located in downtown Steamboat Springs, the historic Chief Theater was a single-venue theater offering live performances and films from the late 1920s through the late 1950s. The Chief Theater was drastically remodeled in the '80s, when the space was divided into a four-plex movie theater with two retail spaces.

Historic photos and stories from the past help paint a picture of this dynamic hub of entertainment in the downtown area. Knowing that today, downtown lacks a dedicated performance venue and hearing that the Chief Theater was recently listed for sale, the Friends of the Chief Foundation seized the opportunity to take matters into its own hands –the hands of the community. We welcome all the support available to make this happen.

A May 2010 survey by the “Steamboat Pilot” newspaper indicated that 65% of respondents identified music and live entertainment as key components to support our growing artistic culture and community.

Various nonprofit performing arts organizations in Steamboat Springs are struggling for a place to call home, a venue to display their talents, and a forum for arts education. The rehabilitated space would be tailored to meet their needs. From film festivals to a “battle of the bands,” from theater to dance, the rehabilitated venue could become the 21st century hub for local arts and culture.

Historically, The Chief Theater has always been an important part of downtown Steamboat. Constructed by local builder Arthur E. Gumprecht in 1926, the original single-story building had a seating capacity of 500 and was acclaimed as the largest theater in Northwest Colorado.

The building is named for “The Chief,” a moniker bestowed by the grateful Steamboat Springs’ community on Harry Gordon, a member of the Miami tribe, who moved to town in the heart of the Roaring ‘20s and funded the movie theater. It was a cultural center from the beginning, and was renowned as the first theater in Northwest Colorado to show “talkies.” The Chief Theater is one of the few local artifacts to stand as a tribute to Steamboat Springs’ cultural diversity.

Currently the building does not qualify for individual listing in the Routt County Historic Register, the State Register of Historic Properties or the National Register of Historic Places, according to the Colorado Cultural Resource Survey – Architectural Inventory Form OAHF dated 9/1998. However, the intent of the proposed design is to bring the façade of the building back to its period of significance (1926-1960) as a key entertainment facility to downtown Steamboat. The proposed façade would make the theater eligible for the local Routt County Historic Register, and it could potentially be considered for the State Register of Historic Properties. The building would rate as a contributing resource within a potential National Register historic district, however.

A Colorado Not-For-Profit Corporation

PO Box 776121 • Steamboat Springs, CO 80477 • www.chieftheater.org

Downtown Steamboat Springs, also sometimes called Old Town Steamboat Springs, maintains the same vitality today as it did more than 100 years ago when the city was founded. The Friends of the Chief Foundation's plans will not only enhance the historic significance of the district, but will also provide a vital and much-needed cultural center for the community.

A feasibility study was performed by AMS Planning and Research in April 2012. They interviewed over 30 members of the Steamboat Springs community representing business, education, government, human services, charitable foundations, and the arts including members of the Steamboat Springs Chamber Association, the Steamboat Ski Area and arts community to determine opinions and expectations regarding the rehabilitation of the Chief Theater. The AMS report provided the Friends of the Chief valuable information regarding how it would not only enhance the vitality of the downtown Steamboat and the ski area but how it can provide an important missing cultural arts cornerstone for downtown further enhancing the economic health of the area. The following are excerpts from that report.

"The prevailing opinion of Steamboat's leaders is that the market can absorb a performance venue to serve local performing arts groups and touring musical concerts. The region's continuing development as a bi-seasonal visitor destination is bringing important new audiences for the performing arts. Downtown Steamboat Springs is an attraction in itself with its historic buildings and extensive retail and entertainment venues. The Chief Theater, with its neighbor, the Steamboat Art Museum is seen as a cornerstone for a cultural arts magnet. ... The opportunity to reinforce the visual arts (and literary) venues and enhance the downtown focus for arts activities with the Chief Theater, particularly considering its adjacency to the Art Museum location is seen as an important aspect of this project.

The economic downturn of 2008 has had considerable impact on Steamboat Springs, depressing real estate values by a reported 40 percent and curtailing many commercial and residential projects. Downtown Steamboat however has realized some economic benefits as a consequence of the demolition of Ski Time square at the Steamboat Resort and its entertainment and retail venues. The result has been to drive skiers seeking these services to downtown. Fortunately, several mixed use retail and housing projects in downtown were largely completed by the onset of the crisis and are mostly occupied. Bar and restaurant owners interviewed reported no major declines in their business. Local gallery operators however report major weakening of their business and increasing price pressure. ... Skiers are also reportedly seeking a greater variety of activities during their vacations and are more likely to take a day off to enjoy local shopping, entertainment, and culture."

From a survey by the Steamboat Springs Chamber Resort Association of 857 summer visitors in 2010 almost one half of visitors reported that a "special event" was important to their decision to visit Steamboat, suggesting that programs at the Chief Theater could be successful.

The Friends of the Chief Foundation would find the use of the Steamboat Springs Accommodations tax extremely helpful in their pursuits of providing this valuable resource to the Steamboat Springs community

Julie Franklin

From: og og [ogbigbut@yahoo.com]
Sent: Monday, July 16, 2012 5:47 PM
To: Julie Franklin
Subject: lodging tax.

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JUL 16 2012

dear Julie.

sorry for the late submission but i just saw the article today. {since i was on the job site 5:30 was the best that i could do}

Steamboat spgs is in desperate need of a Disc golf course.

WE ar ethe only ski town in colorado who does not have one. please look up P.D.G.A .com and look at course directery. there are literally thousands of disc golf courses in the lower 48 states alone.and 10s of yearf thousands in the world.

I am a 16 year fulltime steamboat spgs resident and i travele all over the counry when i get free time. i allways look for great discgolf courses and plan my travels around them.

Please we are in desperate need!!!! there have been proposals to the parks dept. since i have lived here. and they are allways shot down. mostly because of money problems. discgolf is the fastest growing sport in the country. and can be enjoyed by all walks of people. if time is spent designing a great course.

WE in Steamboat spgs. deserve a worldclass disc golf course.

please resopnd asap. thank you

Christoopher Garrison.

po box 880918 steamboat spgs CO

ogbigbut@yahoo.com

970 846 7624

7/17/2012

JUL 16 2012
RECEIVED

Attn: Julie Franklin,
jfranklin@steamboatsprings.net
City of Steamboat Springs,
PO Box 775088, Steamboat Springs, CO
80477-5088

Prepared by: Jason Ruemelin and Aryeh Copa, ac@cmn.net, 970-846-5363
Supported by: Friends of Disc Golf

Steamboat Springs Accommodations Tax RFI Response

Project Idea: Establish a permanent Disc Golf course in or near the city of Steamboat Springs.

Details: Acquire or lease property to build a permanent, 18 hole, Disc Golf course in Steamboat Springs for the enjoyment of locals and visitors alike. Buy 19 Disc Golf baskets (one practice basket) and tee-pad materials and provide signage for said course. Build a world-class Disc golf course that will attract tourism and provide a competition venue.

Promote Tourism:

Many Colorado city's, and mountain towns in particular, have Disc Golf courses. They are one amenity that tourists look for when planning vacations.

Enhance the vitality of Steamboat Springs as a destination resort:

Disc Golf is an inexpensive sport or game that the whole family can enjoy together. Families tend to stay in Steamboat Springs longer than individuals. The more activities for people to enjoy, the longer they are inclined to stay.

Enhance the community identity of Steamboat Springs:

We are an active and healthy community that promotes outdoor recreation. A world-class Disc Golf course will add to the outdoorsy image of the city.

Enhance the environmental desirability of Steamboat Springs:

Disc Golf is very environmentally friendly and outdoor games show the natural beauty of the valley. When Disc Golf courses are de-commissioned they require very little to re-habilitate.

Enhance the economic health of Steamboat Springs:

We had a world-class course at the Steamboat Ski Area and it got a lot of local and visitor tourism. At that time there were at least six retailers in Steamboat Springs that sold golf discs and accessories. We routinely saw whole families and soft ball players on the course. The last Disc Golf tournament we held had 70 competitors, almost a third traveled from outside the Yampa Valley and brought friends or family.

Additional reasons to support this project

- Extremely low cost to install or play compared to other recreational opportunities.
- Local golfers designed, built and maintained the Thunderhead course and is ready and able to repeat the process.
- We had designed a course in Rita Valentine park and had it approved by Parks and Rec. but neighborhood protest killed project at last minute when much work had already been done.
- Over 100 people can simultaneously enjoy an 18 hole Disc Golf course.
- Gives the City and Chamber additional marketing muscle to outside communities.

Thank you for your consideration. Please give us the opportunity to present a detailed proposal of our project, its costs and impacts, at the next RFP stage.

Julie Franklin

From: zac hale [zachale@hotmail.com]
Sent: Monday, July 16, 2012 4:26 PM
To: Julie Franklin
Subject: \$600,000 annual lodging tax revenue idea!!!!!!

RECEIVED
JUL 16 2012

Dear Julie Franklin,

Disc golf should be the first idea for consideration of future projects with the annual collections accommodations tax. For years the Steamboat Springs disc golf community has been traveling far and wide for a summer activity that cannot be found close to home. As the only resort town in Colorado without a permanent disc golf course we should look at towns such as Frisco, Leadville, Hot Sulphur Springs, Winter Park, and even our own Hayden and Craig to promote the country's fastest growing sport.

Disc golfers promote tourism and enhance economic health of towns by spending money in sporting goods shops, overnight lodging and camping, restaurants and grocers, not to mention the other activities such as mountain biking, that disc golfers enjoy. Disc golf also enhances environmental desirability, with low impact on natural terrain and open space. A healthy activity for all ages and skill levels, as well as supporting a free sport, will enhance our community identity by relating to all classes of individuals, not just the wealthy. Discs can be purchased for about \$15 or less and disc baskets(targets) can be sponsored by businesses who want to advertise to tourists. We can also recognize the Professional Disc Golf Association by encouraging tournaments and leagues to draw bigger crowds and support disc golf in our community, which will also prove wrong the dated fallacy that all disc golfers are hippie degenerates.

Lets enhance the vitality of Steamboat Springs by offering everyone an activity that promotes the friendliness and the future of our town. The community of disc golfers in Steamboat has already done research on the cost effectiveness in the construction and maintenance for a beautiful course. It's time for our city to recognize this popular resort sport.

Thank you for your time Julie,
Sincerely, Zac Hale.

7/16/2012

JUL 16 2012

RECEIVED

An Historical Documentary Film Proposal
An RFI for use of the Steamboat Springs Accomodations Tax 7-16-2012

Working Title:

"Ski in the Sunshine"

Subject:

100 years of Howelsen Hill and 50 years of the Steamboat Ski Area on Storm Mountain renamed Mount Werner]

By:

F.M. "Smokey" Vandergrift, MA: Owner/Producer/Director, 20-20 Video Productions

Goal:

To compile a one-hour TV special about the development of Howelsen Hill from just a steep hill on the south side of town to a top-knotch jumping and skiing complex and the Steamboat Ski Area from a homesteader cattle ranch to the world-class destination vacation resort it is today.

Objective:

To tell this story by compiling an historical view of each area and document the events that are part of the 2 celebrations during the actual events and activities planned by the joint celebration committee.

Specifics:

I will interview numerous people directly involved in the current operations of these ski complexes and others that will provide insights into their histories to successfully tell this story. The production will consist of several short segments. Additional segments may include the western image; ski and board characters; weather; dining; real estate; shopping; lodging; special events and races; off-hill activities; the town of..., and possibly summer in the Boat. This will be the 3rd of my series on skiing in the valley.

Background:

In 1987 I was contacted by the Steamboat Springs City Council President who had gotten council approval to document the history of skiing in the Yampa valley on film. There were a few early promo films from the 1940's and a handful of old timers who remembered Carl Howelsen. I completed the "The Treacherous and Speedy Skee" a year later for the 75th Winter Carnival Celebration. Roughly 25 audio/visual interviews were recorded during that year. Those interviews and all the old films and home movies used in this project were donated to the Tread of Pioneers permanent film/video archive.

With a surplus of interviews from the first project, I decided to approach the City in 1992 about doing a sequel. This project focused on Howelsen Hill. At the 94 International Ski Film Festival in Crested Butte, "Hill of Champions" won first prize in the Ski Resort category beating out Vail This TV special and the one before it aired on Denver PBS Channel 6 over the next two years. Both can still be viewed on Comcast TV 6, the City's local access channel.

I have been conducting interviews for the last 10 years with various people who have had a role in both these stories. I first skied Mt. Werner in Feb. 1968 while attending the Univ. of Denver's annual Winter Carnival. There were 4 lifts then! I moved to the valley in 1975 to began my career in Recreation Resource Management as a Headwall lift operator, eventually assuming various upper management positions in the Marketing Dept. There is a symbiotic relationship between the two mountains that is unique in the skiing world.

I have been a part of the Mt. Werner story for 38 of the resort's 50 years and have the storytelling skills to do another award winning show. I also have extensive interviews and stock images of Howelsen Hill and new old photos from Marjory Perry's personal collection.

Respectfully submitted by,

F.M. "Smokey" Vandergrift in partnership with Historic Routt County
970/736-0239 or smokey@zirkel.us

JUL 16 2012

Project: Enhancing community walkability and in-town biking (Alternate Modes)

Contact: Kim Weber
Finance Director, City of Steamboat Springs
PO Box 775088, Steamboat Springs, CO 80477
(970) 871-8240
kweber@steamboatsprings.net

Project Concept:

This project will construct sidewalks to link our amenities and commercial areas with lodging areas, extend existing sidewalks at major transit stops and destinations so that visitors do not have to walk along the road, improve crosswalks and pedestrian safety at busy intersections, stripe road shoulders for biking throughout the community, install on-road bike route signing and striping, and install bike detector crossings at main signalized intersections to help facilitate bike travel.

Project Benefits:

Our community has bits and pieces of sidewalk and bicycle infrastructure in place to connect amenities and commercial/retail areas with lodging areas, however many gaps make this existing infrastructure unworkable and/or difficult for the visitor to navigate. This project will complete our community's in-town pedestrian and bicycle infrastructure so that visitors to our community can have a seamless, easy, and enjoyable time walking and biking to their destination, and otherwise safely enjoying being outside in our community.

Tourism Promotion:

This project will promote tourism through delivering expected visitor infrastructure, enhancing visitor pedestrian and bicyclist safety, and enriching the quality of the visitor experience for virtually every visitor to the community. It will enable our community to market and deliver on the promise that visitors can fly to Steamboat Springs and rely upon walking, biking, free transit and other readily available transportation services for their every vacation need.

Enhance the vitality of Steamboat Springs as a destination resort:

Steamboat Springs markets itself as an outdoor recreation oriented community and destination resort and competes in this category with every other mountain resort town in Colorado. Many of our competitors have constructed the sidewalk and pedestrian mall infrastructure needed and desired to

competitively serve the destination visitor. Unfortunately, in Steamboat Springs, missing sidewalks and on road bike infrastructure make it difficult for the visitor to experience the beautiful outdoors in every aspect of their vacation. This project will enhance the vitality of Steamboat Springs as a destination resort through constructing the missing “alternate mode” (pedestrian and on-street biking) infrastructure needed to link all of the community’s lodging areas with all of its amenities and commercial/retail areas. Constructing this missing infrastructure will enable Steamboat Springs to favorably compete for tourists in the mountain resort market.

Enhance the community identity of Steamboat Springs:

Steamboat Springs is known as and markets itself as a healthy, family friendly, outdoor recreation oriented community. However existing gaps in basic sidewalk and on-road biking infrastructure make it difficult if not unsafe for many visitors, especially families, to navigate from their lodging property to the desired visitor amenity or retail shopping experience. This project will correct that cognitive dissonance – it will fill the infrastructure gaps, making it possible for visitors of all ages and all abilities to walk or bike through our community to reach their desired destination, whether it be skiing, single track biking, shopping, dining, playing in a tournament, or other activity. In essence, this project will deliver upon the community’s existing identity, as experienced by our visitor.

Enhance the environmental desirability of Steamboat Springs:

This project will enhance mobility within the community and make our community more pedestrian and bicycle friendly. Greater use of walking and biking dramatically improves community livability, decreases road congestion, supports clean air, reduces fuel consumption and greenhouse gas generation, and provides personal benefits of health, wellness and physical fitness.

Enhance the economic health of Steamboat Springs:

This project will make it possible for visitors to walk and bike, instead of drive, to a desired destination, thus giving visitors significantly more opportunities to stop and shop and dine. Getting visitors out of a car and onto a sidewalk will also enhance the vibrancy of our lodging, commercial and retail areas, provide greater visitor access to shopping and dining experiences, and enhance the overall quality of visitor experiences which will lead to more visitors returning to our community on their next vacation instead of trying out the next mountain town.

From: Scott Bideau [scott@bideau.com]

Sent: Monday, July 09, 2012 9:33 AM

To: Julie Franklin

Subject: RFI for use of Steamboat Springs Accommodations Tax

I'd like to suggest the accommodations tax revenue be utilized to extend the CORE trail west to the Steamboat II Metro District. Recent articles in the newspaper have documented heightened interest by the city in doing so, and the Steamboat II Metro District appears willing to allow their existing water line easements to be used for the trail's location. The recent announcement of a possible awarding of funds by the Great Outdoors organization seems to make this a perfect time to fund the initiative.

All the tourism-related businesses or organizations I have talked to, including hotels, the Chamber, restaurants, etc. all agree that the Core trail is one of the most important amenities to tourists. However, the trail is starting to get crowded and I know when I was a tourist (before I moved here), I yearned for an opportunity to continue riding further on the trail. The idea of extending the trail is already well documented as vital to the community's identity and environmental desirability. The problem has simply been how to fund it. That problem appears to be dampened with recent events, and I strongly encourage the community to consider this time as the best time to implement some extensions of this wonderful asset.

RECEIVED

JUL 16 2012

REQUEST FOR IDEAS (RFI) FOR USE OF STEAMBOAT SPRINGS
ACCOMODATION TAX

Submitted to:

Julie Franklin, City Clerk
City of Steamboat Springs
PO Box 775088
Steamboat Springs, CO 80477
jfranklin@steamboatsprings.net

By:



Jamie Letson, Secretary, Yampatika's Board of Directors
On behalf of Yampatika
925 Weiss Drive
Steamboat Springs, CO 80487
970-871-9151
Jamie@letsonenterprises.com

Project Description:

Yampatika respectfully requests that the Accommodations Tax Committee allocate funds to support the extension of the Yampa River Core Trail south to the City-owned Haymaker Golf Course and Legacy Ranch. Both facilities would benefit from more public use if they were accessible to people wishing to walk, skate or bicycle to them safely. At present, the core trail ends at Dougherty Road forcing pedestrians and cyclists on to Highway 40 where they must contend with vehicles traveling at speeds of up to 55 miles per hour.

If the City were to extend the Core Trail to the south, people would have the opportunity to access City facilities through a lush riparian area and a working ranch with functioning hay meadows. Great Outdoors Colorado (GOCO) has opened a fall grant round with money available for trails. To receive a grant from GOCO, the City must have written agreements with adjacent landowners willing to grant trail easements; and the City must provide a minimum of 25% matching funds. Our request is that these matching funds come from the Accommodations Tax.

Over the past three years, Yampatika has been working with landowners adjacent to the Legacy Ranch to secure trail easements for the Yampa River Core Trail's southern extension. At present, the City's Director of Parks and Recreation is in negotiations with these landowners with the goal of having agreements in place for the GOCO fall grant round. The City has a strong working relationship with GOCO. There is every reason to believe that GOCO would support this project, given their previous investments in the Yampa River Core Trail and the acquisition of the Legacy Ranch.

The exact amount of this funding request will be contingent upon the total project cost. Yampatika will receive no financial benefit from this request. 100% of the Accommodations Tax Committee's investment would be used as matching funds for a GOCO grant. Yampatika would contribute in-kind support to the project, hosting and coordinating trail building service days.

How does this project promote tourism, AND enhance the vitality of Steamboat Springs as a destination resort? AND enhance the economic health of Steamboat Springs?

Many organizations are working to enhance summer tourism activities. These range from creating nature-based tourism opportunities like bird watching and birding festivals to enhancing our areas offerings for recreational activities like skateboarding and bicycling. An extended Yampa River Core Trail would benefit the numerous tourists who visit the area in the summer for these varied recreational opportunities. It has been said that our population of approximately 10,000 people swells to three times its size in the winter months, generating significant sales tax revenue. However, summer tourism lags behind. Providing more connectivity to City-owned facilities like the Haymaker Golf Course would allow for more use. More use means more revenue for the City and more opportunity for the non-driving tourist.

Bicycle access to the Legacy Ranch would draw in the heritage tourist who is interested in visiting historic places by bicycle. Each year the City hosts a historic places bicycle tour bringing

30-50 people to historic places by bicycle. There is a self-guided walking tour brochure and interpretive signage at the Legacy Ranch (thanks to a grant from the State Historical Fund and work done by Yampatika) that heritage tourists can use to guide themselves around the historic property. Increased public access will generate increased interest in this historic asset that is owned by the City. The Yampa River Core Trail links many City-owned assets. With the trail's southern extension to Haymaker, it would be bounded by a City-owned open space parcel (Legacy Ranch) and recreational facility (Haymaker) and at the northern end by a developed recreational park, the Bear River Park. Having such a broad array of recreational opportunities along the trail highlights the diversity of activities in Steamboat Springs that make this town a "something for everyone" kind of place.

How does this project enhance the community identity of Steamboat Springs, AND enhance the environmental desirability of Steamboat Springs?

According to the City's Steamboat Springs Area Open Space & Trails Master Plan, open space plays a major role in the identity of the Steamboat Springs area, as well as the area's economy and quality of life. Residents and visitors prize open space resources, as indicated in the 2004 Community Plan. Open space protection is a powerful tool for keeping the character and environmental health of the Yampa Valley intact.

The Legacy Ranch is a tangible example of 132 acres of open space in preservation and public use. The property highlights many of the attributes of our community character; homestead history; agricultural heritage; and open space preservation. It was one of the properties preserved through the partnership-driven Yampa River Legacy Project.

Until Yampatika's occupancy in 2009, few people were aware of this City-owned asset and the open space that is protected on site by a conservation easement. With the Core Trail looping through the perimeter of the property, passers-by will get to know the historic ranch and appreciate the open space it preserves. Having a trail highlight our City's open space is consistent with the "face of Steamboat Springs" that we would like to share with visitors.

Extending the Core Trail south provides a passive recreational opportunity while also allowing for safe bicycle commuting. Commuters do us the favor of getting out of their cars which ultimately results in better air quality and less traffic for all of us. It also leads to better health for the commuter. Steamboat Springs prides itself in being a community where people embrace a healthy active lifestyle. Completing our City's Core Trail is a high priority. It is a community amenity that brings people to our town for passive recreation and enjoyment of our area's natural resources.

RECEIVED
JUL 16 2012



STEAMBOAT SPRINGS SCHOOL DISTRICT RE-2

phone: 970-871-3199
fax: 970-879-3943

Dr. Brad Meeks
Superintendent

325 7th Street
Steamboat Springs, CO 80487

RFI for Accommodations Tax Funds in 2013 Field House, Steamboat Springs School District

This project is to develop a Field House either at Steamboat Springs High School (SSHS) or the Middle School (SSMS). The Field House would be a multi-purpose facility open to the community. The amenities within the Field House would depend upon community input and the size of the Field House. If located at SSHS, the space would allow for a 300' by 200' building, which could accommodate an indoor track, turf field, and multi-use mezzanines; additional amenities could be included. The track and field would not be full size. Please see the attached drawing of the SSHS Field House. If located at SSMS, space would allow the building to be much larger. It would include a full sized turf field and space for amenities; possibilities include a rock climbing wall, children's play area, batting cages, dance space, and skate ramp. The turf field would be used for football, soccer, lacrosse, rugby, etc. The school district would use the facility for district physical education classes and sporting practices/events. The district would partner with community organizations to open the field house for expansive programming options for visitors and residents.

The District has an estimate from Calcon Construction, Inc. for the SSHS Field House being 3-4 million dollars. The SSMS full field option with space for numerous additional amenities would likely be 6-7 million dollars for a larger structure but with similar characteristics as that in the SSHS estimate. The Accommodations Tax would provide leverage to generate capital construction funds from other grant and donor sources. The District would also contribute funding. Agreements between the District and other organizations would be developed for usage fees as operation cost contributions.

Promoting Tourism

A field house would be the only facility in Northwest Colorado of its kind. This would generate visitors to Steamboat Springs from other Northwest Colorado communities and beyond.

- ✓ Steamboat Youth Lacrosse would use the indoor field in conjunction with the existing High School turf field to host a summer high school lacrosse tournament (similar to the Colorado Cup). Estimates for numbers of teams are between 7-15 for one weekend during the summer. "Teams" represent 20-22 families each. The additional field would also allow for a larger youth lacrosse Memorial Day tournament with additional teams. Neill Redfern, Steamboat Youth Lacrosse Director, can be contacted at Neillredfern@mac.com.
- ✓ Soccer and other sporting tournaments could be added during times when weather does not allow for outdoor tournaments, which would increase the number of visitors during the spring and fall.
- ✓ Youth camps for dance, wrestling, cheerleading, etc. would be expanded by holding them at the field house, drawing families from around the region to stay in Steamboat Springs.
- ✓ Additional indoor amenities could be included on marketing material for Steamboat Springs vacationers, which could impact choosing Steamboat Springs as their destination. An indoor open space is appealing for winter vacationers needing a break from cold weather and snow; summer vacationers can benefit from recreational opportunities out of the sun and heat. The Field House could be open during available times for rock climbing, children to play, use of the track, etc., depending upon the included amenities.
- ✓ The space could accommodate trade shows, which would generate visitors.

Promote Premier Resort Status

- ✓ Promotion of "Premier status" as a resort is really about offering the same or better amenities as other competing areas in Colorado. Many resort communities offer visitors substantial indoor recreation opportunities, which is a critical need for many tourists. This is especially true for tourists with families who are unlikely to use Steamboat's existing indoor facilities such as the tennis center or hockey rink. Vacationers prefer destinations with options for how to spend their time. Visitors appreciate the stability of a multi-use indoor recreational facility during the heat of the summer, variability of mud season, and cold winter. Steamboat Springs lacks a multi-functional building for this purpose. The Vail Valley has their impressive Field House at Edwards, which includes a turf field, gymnastics, anti-gravity center, and rock climbing/bouldering area. Aspen, Snowmass and Durango have recreation centers that are open to their visitors, although they do not include turf fields. Montrose is seeking funding for a recreational facility through a ballot initiative. A Field House in Steamboat Springs could be designed to offer visitors ample opportunity for indoor recreation.

Enhance Community Identity

- ✓ This is an opportunity for a partnership that propels the community's ideals: strong schools and abundant opportunities for athletics and recreation.
- ✓ An indoor field would allow our various sports teams to practice year round, making them more competitive with front range and southern Colorado teams during the regular season.
- ✓ A Field House would allow District and sport association teams to hold tournaments and games within the community, which would reduce travel and expenses for local families.
- ✓ The Field House would be the only facility of its kind in Northwest Colorado. Youth and community members would be proud of the facility and supported in their recreational interests.

Enhance Environmental Desirability

- ✓ An indoor turf field includes the same environmental benefits of an outdoor turf field: reduced water, chemical usage, grass clippings, and gas powered machines. It also uses millions of tires that would otherwise be in landfills.
- ✓ The Field House would be built using environmentally sound practices. The District would hope to follow Leadership in Energy and Environmental Design (LEED) guidelines.
- ✓ The SSMS Field House option would beautify the current field space. The SSHS Field House option would be located in the current practice field.

Enhance Economic Health

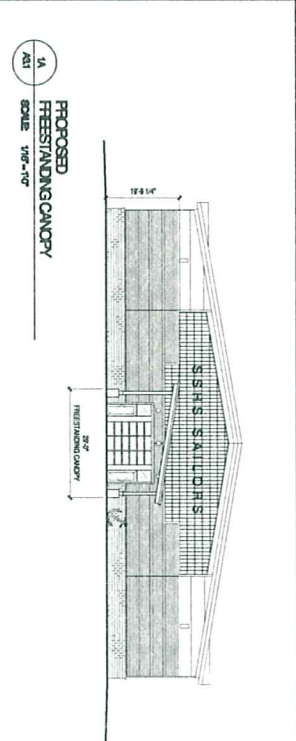
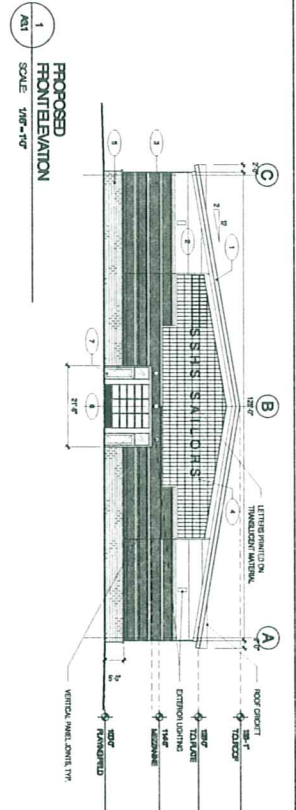
- ✓ The number of visitors to Steamboat Springs would increase due to the additional field space and the ability to host events year round. Increases in number of teams visiting Steamboat yields significant new revenue to the City and County by way of increased lodging, spending on food and beverage as well as retail. Additional visitors may also choose Steamboat for their destination due to the amenities provided within the Field House.
- ✓ Visitor numbers in the spring/fall seasons could increase because of tournaments and trade shows.
- ✓ Yampa Valley Data Partners estimates that a tourist to Steamboat in the summer months spends \$525/visit. A research study done by RRC Associates in 2010 showed that the summer visitor spent \$72 per person per day. With just one additional tournament, \$285,120 could be generated based on 15 teams with 22 families of 4 with each team staying 3 days when spending \$72 per day.

A field house in Steamboat Springs would benefit the City's economic vitality, the community's lifestyle, and our students. Thank you for considering this proposal for the Accommodations Tax.



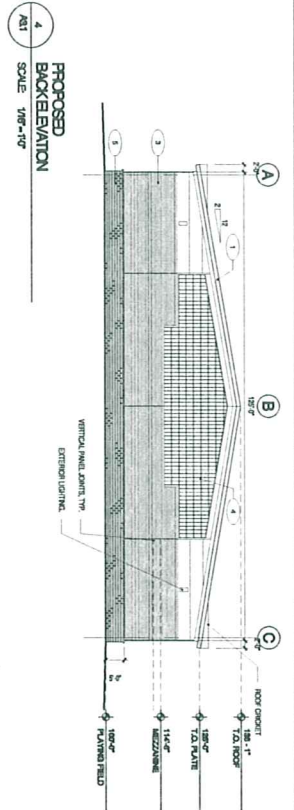
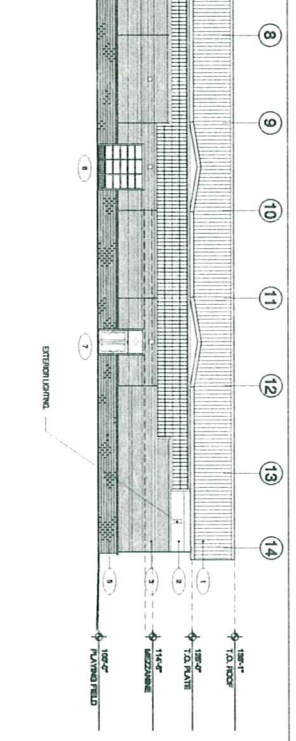
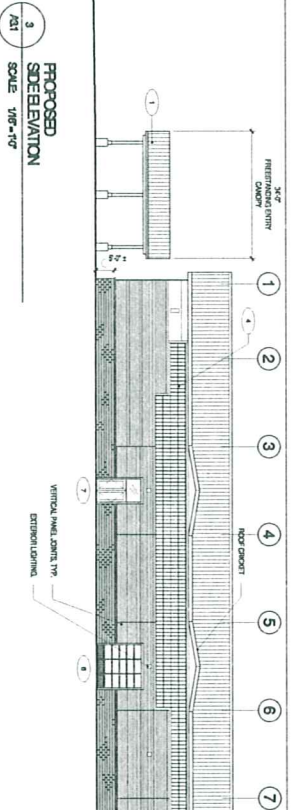
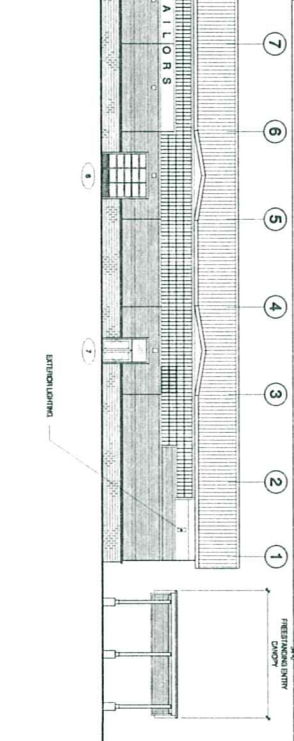
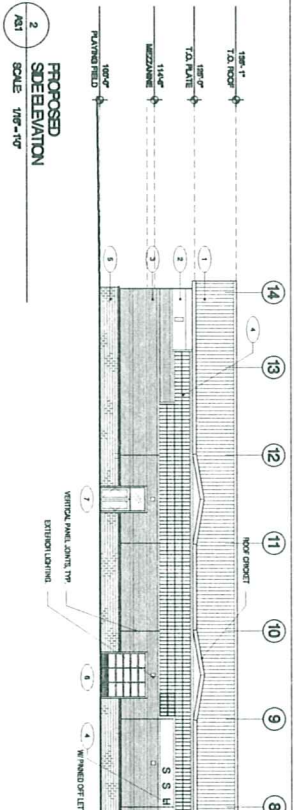
Dr. Brad Meeks

Superintendent, Steamboat Springs School District



KOHLER
DESIGN

P.O. Box 8000
Steamboat Springs
CO 80488
970.834.5599



EXTERIOR FINISHES

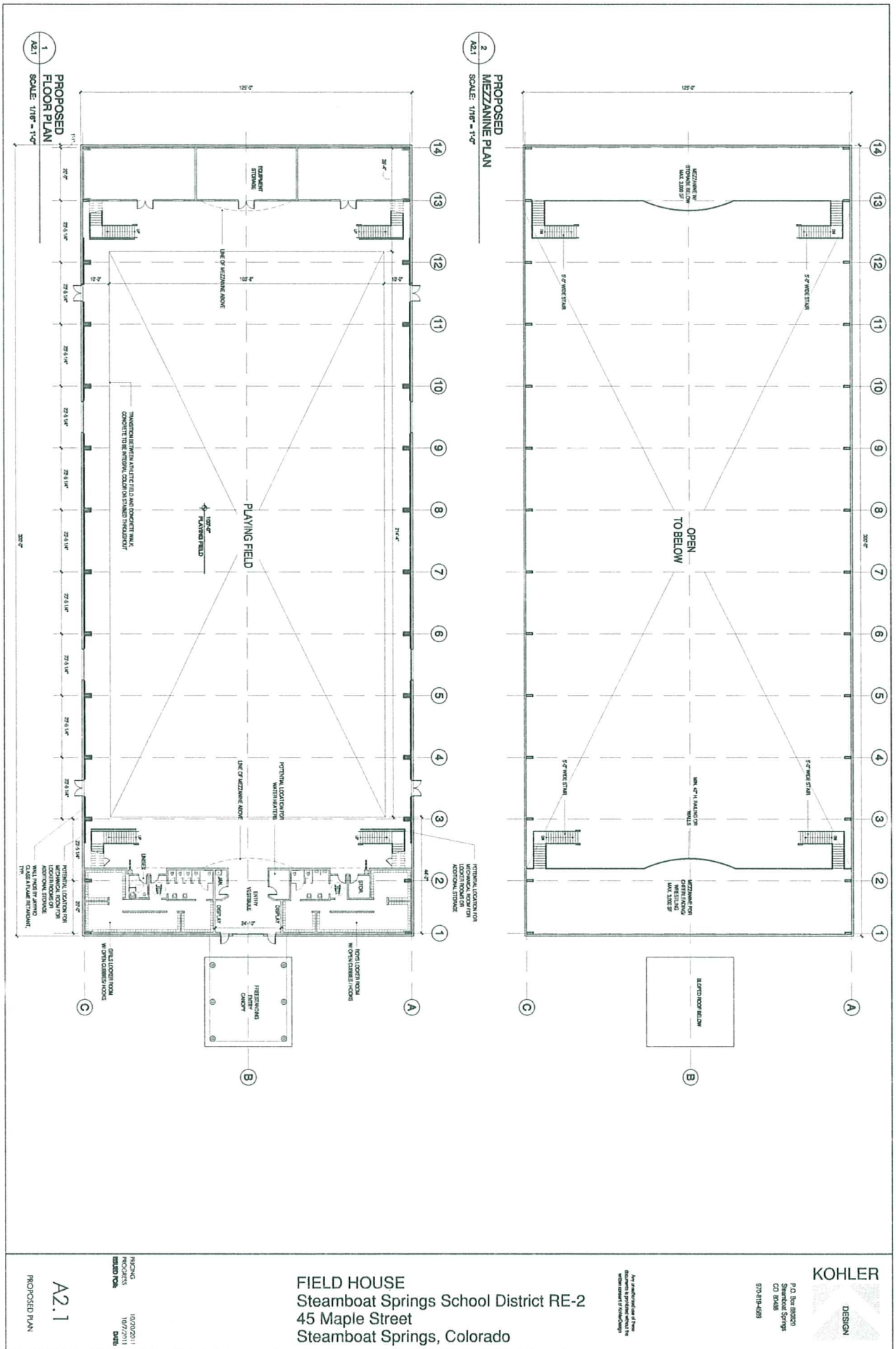
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A4.1
PROPOSED
ELEVATIONS

PROJECTS: 10/20/2011
DATE: 10/27/2011

FIELD HOUSE
Steamboat Springs School District RE-2
45 Maple Street
Steamboat Springs, Colorado

Any work not indicated here is to be done in accordance with the current code of the jurisdiction.



1
PROPOSED FLOOR PLAN
 SCALE: 1/8" = 1'-0"

2
PROPOSED MEZZANINE PLAN
 SCALE: 1/8" = 1'-0"

A2.1
 PROPOSED FLOOR PLAN

PROJECT NO: 14202011
 PROJECT: 10/7/2011
 DATE:

FIELD HOUSE
 Steamboat Springs School District RE-2
 45 Maple Street
 Steamboat Springs, Colorado

Any construction and field work
 documents to be prepared should be
 coordinated with the architect.

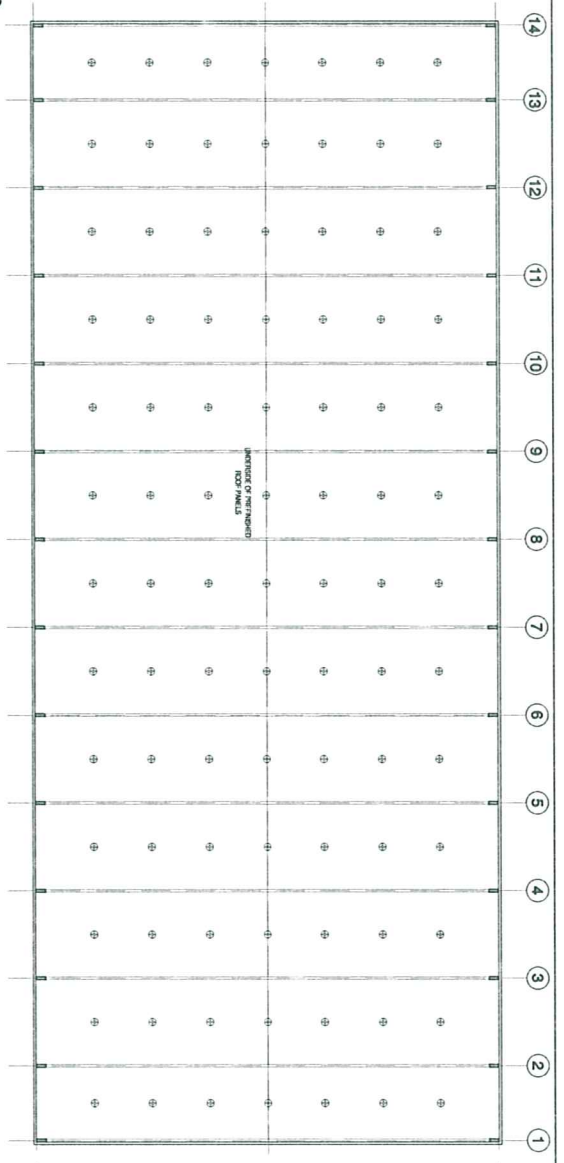
P. O. Box 10020
 Steamboat Springs
 CO 81620
 970-834-4589



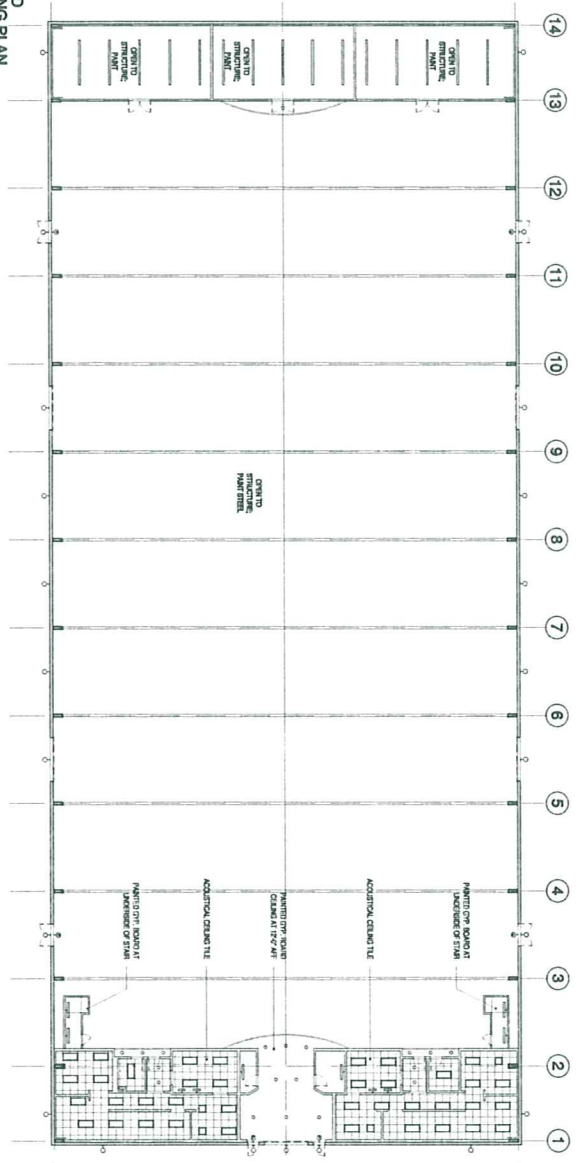
FIELD HOUSE
Steamboat Springs School District RE-2
45 Maple Street
Steamboat Springs, Colorado

PROJECT:
PROCESSES
DATE: 10/27/2011
10/27/2011
10/27/2011
DATE

A3.1
CEILING
PLAN



PROPOSED HIGH BAY CEILING PLAN
SCALE: 1/8" = 1'-0"

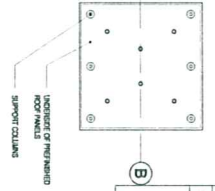


PROPOSED LOW CEILING PLAN
SCALE: 1/8" = 1'-0"

CEILING LEGEND

1	EXPOSED WALL SCORING IN EXPOSED LIGHT EXPOSURE
2	WALL MOUNTED SET SCAM
3	4" X 4" WALL MOUNTED EXHIBITION FRONT IN FIELD
4	2" X 2" EXHIBITION MOUNTED EXHIBITION FRONT IN FIELD
5	4" X 4" WALL MOUNTED EXHIBITION FRONT IN FIELD
6	2" X 2" EXHIBITION MOUNTED EXHIBITION FRONT IN FIELD
7	EXHIBITION FRONT STRUCTURE
8	2" X 2" EXHIBITION LIGHT / STORE IN CEILING GRID
9	2" X 2" EXHIBITION LIGHT / STORE IN CEILING GRID
10	2" X 2" EXHIBITION LIGHT / STORE IN CEILING GRID
11	2" X 2" EXHIBITION LIGHT / STORE IN CEILING GRID
12	2" X 2" EXHIBITION LIGHT / STORE IN CEILING GRID
13	2" X 2" EXHIBITION LIGHT / STORE IN CEILING GRID
14	2" X 2" EXHIBITION LIGHT / STORE IN CEILING GRID

- CEILING NOTES:**
- REMOVE EXHIBITION SCORING AT EXHIBITION SCORING AND EXHIBITION FRONT
 - REMOVE EXHIBITION SCORING AT EXHIBITION FRONT AND EXHIBITION FRONT



RECEIVED

JUL 16 2012

Project: **Free Transit Service Infrastructure**

Contact: Kim Weber
Finance Director, City of Steamboat Springs
PO Box 775088, Steamboat Springs, CO 80477
(970) 871-8240
kweber@steamboatsprings.net

Project Concept: The City of Steamboat Springs provides free to rider transit services within Steamboat Springs. Transit service quality and reliability, as well as passenger comfort and experience, is highly dependent upon the quality and functioning of the buses used to provide that service, and the transit infrastructure (bus shelters and amenities) available. The City of Steamboat Springs proposes to sustain and enhance the quality, reliability, and tourist experience of free local area transit through:

- Replacing aged, unreliable, and uncomfortable buses with modern new alternative fuel vehicles;
- Implementing a GPS system that will increase system efficiency and safety and will provide “next bus” information to visitors;
- Refurbishing existing aged bus shelters to increase passenger feelings of safety and comfort. Refurbishment would include solar powered lighting and solar powered trash compactor trash cans.

Benefits: This project will enable the City of Steamboat Springs to sustain and enhance passenger comfort and convenience on the free to rider transit system. The project will enhance resident and visitor mobility through purchasing and deploying new reliable hybrid buses, will provide more efficient and prompt transit services through implementing GPS and next bus systems, and will improve safety and comfort of passengers through upgrading transit shelters. As a whole, this project will improve the community’s safe, reliable transportation choices.

Tourism Promotion: Free to rider transit services are a fundamental service that visitors expect in a resort community. Free to rider transit service is a critical component of the tourist experience in Steamboat Springs. Enhancing the quality and dependability of transit services will promote tourism through providing high quality tourist infrastructure which positively contributes to the overall visitor experience and results in repeat visitation, strong reputation, and positive word of mouth advertising. Sustaining and enhancing this free to rider transit services will keep our community on an even playing field with other Colorado resort communities and will enhance our community’s competitiveness within the Colorado destination tourism market.

Enhance the vitality of Steamboat Springs as a destination resort: This project will enhance the vitality of Steamboat Springs as a destination resort through ensuring that all visitors have access to safe, reliable, dependable, free transit services to provide for mobility during their vacation. Having high quality, visible transit buses and bus shelters has been proven to increase transit ridership – and in the case of Steamboat Springs where 90% of ridership consists of tourists, these amenities result in increased transit ridership by visitors. Connecting visitors to the City’s transit system makes it easier,

more convenient, and more comfortable for them to get around town, experience more of what our destination resort community has to offer, and observe the vitality of our community.

Enhance the community identity of Steamboat Springs: Steamboat Springs has had a transit system since the early 1970's – much like having a ski area is a part of the community's identity, having a transit system has also become part of the community's identity. The transit system not only allows tourists to travel to Steamboat Springs without having to have a personal vehicle, but also it allows youth, workers, bicyclists, and other to move safely and easily throughout our community. This project will enhance the community's pride in and enjoyment of its transit system through ensuring that the transit system is modern, green, visible, efficient, and up to date. In addition, as indicated by community support of technology in the schools and the provision of broadband to visitors and businesses, our community also values using technology to improve efficiencies, access information, and improve lives. This project will enable Steamboat Springs Transit to collect data that makes the routes more efficient and results in more accurate route schedules. The GPS system will also enable a Web interface which makes bus location information available to transit users over the internet and on smart phones. Both of these elements will enhance livability by improving connectivity of transit between residential and commercial areas, making existing transit more convenient for users, and improving safety for passengers.

Enhance the environmental desirability of Steamboat Springs: Transit services have a positive environmental impact by reducing fuel consumption and greenhouse gas production when compared to the number of private automobiles required to transport an equivalent number of people. The proposed new buses will be hybrid (diesel/electric) buses which further reduces fuel consumption and the carbon footprint of providing mobility for visitors. The proposed GPS system will make the entire system more efficient, and the solar powered lights and trash compactors will not only upgrade bus shelters, but also will demonstrate that Steamboat Springs is a "green" community. Having a more reliable and comfortable transit service will entice more multi-modal users (drivers, walkers, and bicycle riders) to use Transit as part of their daily commutes to work and other destinations – thus further enhancing the already significant environmental benefits of transit.

Enhance the economic health of Steamboat Springs: Transit service is critical to the economy and tourism industry in Steamboat Springs. The proposed project will enhance the economic health of Steamboat Springs in several ways. First, increasing passenger comfort, experience and mobility will contribute to the overall tourist experience in Steamboat Springs, leading to increased competitiveness in the resort market and the potential for longer stays or repeat visitation. Second, proposed project components have been shown to increase ridership - stable and increased transit ridership will enable the City to continue to justify subsidizing transit services as a benefit to passengers, the community, and the region. Finally, transit services are critical to various sectors of the service industry and the season workforce that make up the backbone of our economy. Increase the reliability and dependability of that service will support those front line workers in their ability to get to and from their jobs.

RECEIVED

JUL 16 2012

July 12, 2012

Julie Franklin, City Clerk

Via Email: jfranklin@steamboatsprings.net

Re: Response to Request For Ideas ("RFI") Future Use of
Accommodations Tax Revenues

Dear Julie,

This letter contains the initial response of the Haymaker Golf Management Committee to the request for ideas for future use of the Steamboat Springs Accommodations Tax Revenues.

The Haymaker Golf Committee suggests that a portion of the future accommodations tax revenue should be allocated to a Capital Reserve Fund, essentially a "sinking fund", to be established within the Haymaker Golf Enterprise Fund for the purpose of covering the potential, unmet future costs of reasonable and necessary capital improvements.

Haymaker is one of many excellent City owned amenities that promote tourism and enhance the vitality of Steamboat Springs as a destination resort. Additionally, Haymaker enhances the community identity of Steamboat Springs through recreational opportunities and programs provided to the residents of our community.

Haymaker has been widely recognized as an environmental model for golf courses around the state. Environmental sensitivity has been a key part of the operation dating back to Haymaker's planning and construction in 1995. Haymaker was the first course in Colorado to obtain "Audubon Certified Signature Status", a status acknowledged as the benchmark for environmental sensitivity in the golf industry. Finally, the continuation of Haymaker as a desirable and attractive recreational facility enhances the economic health of the Yampa Valley and the City of Steamboat Springs as it helps to attract not only

visitors but also new residents to the community. To date, the Golf Enterprise Fund has not required subsidies from the City's general fund, unlike most recreational facilities owned by cities across the state. Unfortunately, a careful and conservative analysis of future capital improvement needs over the next 25 years, indicates that Haymaker will likely need a portion of future accommodations tax revenues in order to provide for future unmet capital needs.

The Committee's goal is to improve Haymaker's operational profits in order to create adequate reserves to handle these needs because the current level of reserves in the Golf Enterprise Fund is inadequate. The Committee would suggest that each year a portion of the future accommodations tax revenue be set aside for potential transfer to the Capital Reserve Fund. Each year the operation of Haymaker would be reviewed by City Council during the budget process to determine whether or not this portion of accommodations tax revenue should be transferred to the Haymaker Golf Enterprise Fund or whether the funds would remain in the Accommodations Tax Fund. The Golf Committee is not requesting an automatic transfer of a portion of the funds but rather an annual review of Haymaker's performance and a transfer in those years in which the necessary capital reserve funds have not been created through the operations at Haymaker.

Previous City Councils wisely dedicated accommodations tax revenue to fund the creation of Haymaker. Haymaker serves not only as a beautiful entry portal to the City of Steamboat Springs and an appropriate green space in the south valley, but also is an asset that will endure for generations. It seems only logical that a portion of future accommodations tax revenue should be set aside to preserve this asset, which was created through the use of accommodations tax revenues in the past. The Haymaker Enterprise Fund currently has an unrestricted capital reserve of approximately \$700,000. Over the next 25 years necessary capital improvements, including significant and expensive irrigation system renovations and improvements needed during draught years, will be necessary to preserve the quality of this important asset.

The Haymaker Golf Management Committee looks forward to the opportunity to provide a more detailed proposal in response to the Stage 2 Requests for Proposals. The Golf Management Committee stands ready to answer any questions that the Accommodations Tax Committee may have concerning this response to the Stage 1 RFI. For your information, the Golf Management Committee appointed by City Council currently consists of John Vanderbloemen, Chair, Barbara Robinson, lodging representative, Scott Berry, Butch Boucher, and Greg Sadowski.

If you have any questions, please do not hesitate to direct them to the Golf Management Committee, attention John Vanderbloemen, via email to jav@lvlaw.net or by phone to 879-0100.

Very truly yours,

John A. Vanderbloemen
Chairman, Haymaker Golf Management Committee
JAV/rlw

RECEIVED

JUL 16 2012

Julie Franklin

From: Laura Sankey [l2sankey@hotmail.com]
Sent: Monday, July 16, 2012 1:13 PM
To: Julie Franklin
Cc: Eric Meyer; Dan Smilkstein; Rick Devos; Chris Wilson; Ren Martyn; Ward Van Scoyk; brent romick; David Sculley; Sarah katherman; Laura Sankey
Subject: Howelsen Partners RFI
Attachments: Howelsen Partners RFI.pdf

RFI Review Committee – The Howelsen Hill Sports Complex Partnership represents 5 non-profit groups (The Steamboat Springs Pro Rodeo Series Board, The Emerald Mountain Group, The Steamboat Springs Gravity Center, The Steamboat Springs Winter Sports Club and the Steamboat Biking Community) and the Ice Rink Advisory Board. We have combined our RFIs into one proposal because we feel that working together we can accomplish more than we can as individual groups. A combined effort allows us to capture synergies in projects that will provide efficiencies and superior solutions across the breadth of the Howelsen Hill City Park Complex.

While we hope and expect that the entire project will move through to the RFP stage of the process, each project could have been submitted individually. In an effort not to penalize any group for being part of the partnership, I'd like to request that, if needed, the committee be willing to look at individual RFPs should the overall proposal not move forward.

We are available for any follow up questions or discussion.

Respectfully,
Laura Sankey - on behalf of the Howelsen Hill Sports Complex Partnership

7/16/2012

RFI – Howelsen Hill Sports Complex Partners

Five non-profit groups and the Ice Rink Advisory Board, all of which provide recreation and entertainment opportunities at Howelsen Hill City Park are uniting to submit one RFI proposal for use of the Steamboat Springs accommodations tax.

Howelsen Hill is the “crown jewel” of City Parks. The complex includes the Howelsen Hill Ski Area, Brent Romick Rodeo Arena, Howelsen Hill Ice Arena, outdoor recreation trails on Emerald Mountain, four baseball fields used for Triple Crown, an equestrian stable for public riding, a skate/bike park, the Alpine Slide, sand volleyball courts, a playground and the Howelsen Hill lodge including Olympian Hall. All of this is accessible right from downtown and connected to the mountain via our city trail network.

We propose using the accommodations tax to make improvements via a bond measure at the Howelsen Hill City Park complex. Specifically, we are looking to fund:

- New arenas, public plazas and other improvements at the Rodeo Grounds, which will be used to host rodeo and other equestrian events, Nordic skiing events and bike events, among other things
- Emerald Mountain Trail System Enhancement, for multi-use non-motorized outdoor recreation including biking, hiking, running and equestrian riding in the spring/summer/fall and cross-country skiing and snowshoeing during the winter.
- A new structure that will house a second ice sheet and the Steamboat Gravity Center adjacent to the Ice Arena
- Howelsen Hill Ski Area complex improvements that will expand Competition venues, increasing the number of athletic competitions and visitors to the community.

These projects will provide benefits for thousands of Routt County residents and bring visitors to Steamboat Springs year round.

Vacation planners look for activities that appeal to a wide range of age groups and physical ability levels (kids to grandparents), and that are unique to the destination they are visiting. The improvements planned by Howelsen Hill Sports Complex Partners will provide benefits to the community AND guests that emphasize key aspects of the **Steamboat Springs community identity** - western character and heritage, active recreation, and “Ski Town USA.” Howelsen Hill offers a broad range of activity options from a central, downtown location.

The groups that make up the Howelsen Hill Sports Complex Partners are already active in **promoting tourism** to Steamboat Springs:

In 2011, attendance at the Steamboat Springs Pro Rodeo Series was 29,000 – the rodeo is a popular event that attracts visitors and drives downtown visitation and revenue all summer. The new rodeo grounds Master Plan and Schematic Design Plan illustrates planned multi-purpose improvements that will allow for expanded equine events and enhance other events and activities. (Plan details are available at www.SteamboatSprings.net/recreation or upon request).

In 2011, the Steamboat Springs Winter Sports Club drove over 20,700 visitor days to Steamboat as part of its 110 event day schedule. With improved and expanded competition venues, Steamboat Springs will be positioned to host additional regional, national and international competitions bringing an increasing number of visitors and media exposure to the valley.

The Howelsen Ice Arena was open 329 days in 2011 averaging between 12 and 16 hours per day. There were 5 tournament weekends and 11 hockey camps held along with a figure skating camp and over 10,000 public skate participants. Local youth, adult as well as visiting teams/families numbered 38 teams for association play. An expanded facility will allow increased ice-related events (i.e. hockey tournaments, figure skating competitions), and the Steamboat Gravity Center that will serve as an alternative recreation - facility that offers rock climbing, trampoline, indoor cycling and skateboarding activities open to visitors.

In just the second summer of operation the Emerald Mountain Partnership has eight competitive events scheduled on the Emerald Mountain trails accounting for over 2,000 visitor participants from all over the country. Daily trail use by recreational locals and tourist throughout the year is in the thousands and with the development of the Emerald Mountain Ski Touring Center, EMP estimates an additional 10,000-20,000 skier days from locals, destination Nordic skiers and alpine visitors looking to expand their Steamboat experience.

Increased exposure of Steamboat as a cycling destination has brought a Gold level BFC award, and a greater number of cycling events. Expanded trails and facilities on Emerald Mountain would provide diverse mountain bike offerings with novice to expert terrain, increasing our appeal for those looking at cycling as a recreational or destination activity.

Enhancement as a destination resort

Improvements at Howelsen Hill City Park will make our community more attractive to potential visitors by improving facilities for activities they already enjoy. In addition, the improvements will bring NEW visitors to Steamboat by allowing the community to host more and bigger competitions, and provide venues for NEW events and competitions.

Enhancement of environmental desirability of Steamboat Springs

The Yampa Valley is a naturally desirable destination. Each of the groups supporting this RFI is committed to sustainability and preserving our resources – which are critical to so much of what the Howelsen Hill Sports Complex Partners are about.

Economic Health

Howelsen Hill Sports Complex improvements enhance the economic health of Steamboat Springs in three critical ways:

- 1) they will provide destination activities that appeal to a wide range of interests, ability levels and seasons, which will bring in new guests as well as add value to returning guests,
- 2) they can be leveraged with other funding sources, such as GOCO, grants, and private dollars, and
- 3) many are supported/managed by local non-profit groups – with significant benefits for the citizens of Routt County and Steamboat Springs.

Summary

We believe that the comprehensive multi-purpose improvements planned by Howelsen Hill Sports Complex Partners serves the best interest of both the lodging and local communities by maximizing opportunities to offer popular, diverse activities year round at Howelsen Hill City Park.

Julie Franklin

From: Julie Franklin
Sent: Monday, July 16, 2012 8:04 AM
To: 'Anne Barrington'
Cc: Cari Hermacinski; 'Frank Alfone'; Kenny Reisman; 'Larry Mashaw'; 'Scott Marr'; 'Tom Ptach'
Subject: RE: Ask for general use ideas through this RFI
Attachments: RFI_accommodations_tax.pdf

Anne,

Thank you for your email. Attached please find instructions with how to submit your RFI.

Sincerely,
Julie Franklin
City Clerk

From: Anne Barrington [mailto:anne@prupeak.com]
Sent: Saturday, July 14, 2012 7:21 PM
To: Julie Franklin
Subject: Ask for general use ideas through this RFI

We would like to submit an idea for putting an ice rink in the parking lot behind The Tug Boat and West of the Ski Time Square building.

Thanks!

Anne

Anne Barrington
The Barrington Group
Prudential Real Estate of The Rockies
anne@prupeak.com
Direct: 720.244.1308
www.Thebarringtongroupre.com

Prepared by: Routt County Riders Trails Committee
trails@routtcountyriders.org

RECEIVED
JUL 16 2012

Attention: Julie Franklin City Clerk
jfranklin@steamboatsprings.net
City of Steamboat Springs,
PO Box 775088,
Steamboat Springs, CO 80477-5088

Response to the City of Steamboat Springs Accommodations Tax RFI:

Proposed Project: Designate Steamboat Springs as an International Mountain Bike Association (IMBA) Gold level Ride Center.

"Nothing compares to the simple pleasure of a bike ride." ~John F. Kennedy, U.S. president

The short description of an IMBA Ride Center: A ride center covers **cycling within 30 minutes of Steamboat Springs that would "offer something for every rider"**. IMBA's endorsement to the nation and internationally ensures cycling tourists that Steamboat Springs, Colorado is the place to bring the whole family and **"the full arsenal of bikes"** to encounter **"the best the sport has to offer"**.

The criteria evaluated when applying to become an IMBA Ride Center is diverse but focused. Many aspects that are crucial to Ride Center designation are already in place. However, some capital improvements would be required to achieve this designation. Construction of entry level beginner trails & expert directional trails would be prioritized. Local volunteers, supported by Routt County Riders, have been performing trail maintenance and discussing new trail opportunities with local land managers. In addition to sitting down with US Forest Service, City of Steamboat Springs, Emerald Mountain Park, BLM and Steamboat Ski & Resort Corporation, they have also been seeking input from all potential trail user groups.

Why involve IMBA (<http://www.imba.com/about>)? Partnering with the worlds leading mountain bike trail advocacy organization provides credibility, recognition, experience and substantial fundraising opportunities. When IMBA partnered with the Greater Oakridge Area Trail Stewards, and the City of Oakridge, OR, IMBA secured a \$400,000 federal grant to help get that Ride Center up and running. With local volunteer efforts, the fundraising capabilities of IMBA and matching grant opportunities, we will leverage the revenues provided by the accommodation tax to maximize its impact.

"Bicycles may change, but cycling is timeless." -- Zapata Espinoza

An IMBA Gold level Ride Center designation will:

Promote Tourism.

IMBA provides free, focused marketing to the affluent mountain bike community through 35,000 members and their general mailing list estimated numbering in the hundreds of thousands. Gaining access to IMBA's contacts and resources will allow direct marketing to the international mountain bike community by the Chamber, its partners, the lodging community and Steamboat Ski & Resort Corporation.

"Life is like riding a bicycle. In order to keep your balance, you must keep moving." -Albert Einstein

Enhance the vitality of Steamboat Springs as a destination resort.

This is the main principle behind IMBA Ride Centers. Only destinations that meet IMBA's guidelines can achieve Ride Center designation. The designation certifies by the worlds most established and recognized mountain biking organization that Steamboat Springs is the destination resort to visit with the whole family. IMBA's first Ride Center helped put a little known logging town in Oregon on the map as the "Mountain Biking Capital of the Northwest".

Enhance the community identity of Steamboat Springs.

The IMBA Ride Center designation would enhance the current efforts to increase summer and shoulder season visits by providing trails for the whole family. Steamboat Springs was able to obtain Bike Friendly Community Gold level designation from the League of American Bicyclists. An IMBA Ride Center is the perfect complement to that designation showing the world that Steamboat Springs has all aspects of bicycling covered.

Enhance the environmental desirability of Steamboat Springs.

"The bicycle is the most efficient machine ever created. Converting calories into gas, a bicycle gets the equivalent of three thousand miles per gallon." -Bill Strickland, The Quotable Cyclist

Whether living in Steamboat Springs is the first stop after school, the goal that kept you driving to work every day in the big city or somewhere in between, it was probably the environment that brought you here. It will continue to bring others to Steamboat Springs in the future as long as we continue to protect our environment. Much of what we have was created by the people before us, dedicated individuals and land managers that have worked to build & maintain unique areas like Emerald Mountain. These trail systems help rally the community to protect land from other more environmentally damaging revenue sources.

Enhance the economic health of Steamboat Springs.

Cycling in general, and mountain biking in particular, has a proven track record of increasing tourism, sales tax revenue and adding desirable jobs in the community through sustainable, healthy recreation. The Outdoor Industry Association just released their updated report in June 2012. This report helps show the importance cycling has on the US economy in a time when other industries have crashed.

The mountain biking community has already enhanced the five bullet points above with minimal financial support. Just imagine what is possible if this effort was funded to the extent of other popular destinations like Whistler, Park City and Moab. Trails are relatively cheap to build compared to other capital improvements & easily maintained through existing volunteer organizations and community support.

Please allow the Steamboat Springs mountain bike community the opportunity to provide project details including the cost-benefit analysis. Funding a project like the IMBA Gold level Ride Center designation will help Steamboat Springs become a complete bike town. Thank you for your consideration.

RECEIVED

JUL 16 2012

Project: **Highway 40 Median Landscaping**

Contact: Kim Weber
Finance Director, City of Steamboat Springs
PO Box 775088, Steamboat Springs, CO 80477
(970) 871-8240
kweber@steamboatsprings.net

Project Concept:

The medians on Highway 40 at the southern edge of our community are some of the first things that a visitor sees when they arrive in our community from the Front Range or travel from many of Steamboat's lodging properties to ski area and downtown amenities. In their current state, they are unsightly, unkempt, ugly, and do not do justice to the friendliness, livability, or beauty of our community or to the high quality vacation experiences that tourists expect and enjoy. This project will finish the median improvement project started in 1996 through landscaping the remaining unimproved medians on the south side of Steamboat Springs between Pine Grove Road and Walton Creek Road. The proposed median improvements will have landscaping which ties together with the existing median streetscape on other portions of Highway 40 and also coordinates with the base area landscaping and visual theme. It will include decorative pavers and planters with drip line irrigation for trees/flowers.

Benefits:

This project will beautify the southern entrance to our community and will significantly enhance the visual aesthetics of a core transportation artery of our community. Combined with existing landscaped medians, this project will visually and aesthetically tie the southern and mountain neighborhoods of our community to the downtown area, and will provide visual and aesthetic cohesion to the entirety of the community's transportation corridor.

Tourism Promotion:

This beautification effort will promote tourism through eliminating eyesores and providing a consistent "postcard perfect" visual environment throughout our community. Steamboat Springs promotes the natural beauty and high quality of our resort area to visitors, however the southern entrance to our town and this portion of the core transportation corridor for our community and visitors— Highway 40 — just does not deliver. Eliminating the current eyesore and beautifying the existing medians will clearly announce to visitors that they have arrived and are in beautiful Steamboat Springs.

Enhance the vitality of Steamboat Springs as a destination resort:

This project will enhance the vitality of Steamboat Springs as a destination resort through improving the aesthetics of our community and enhancing Steamboat's "upscale" image and reputation as a destination resort. Several years ago, Chris Diamond from the Steamboat Ski and Resort Corporation compelled the Steamboat Springs City Council to address the medians along Mount Werner Road, as he felt that the ugly, unimproved medians leading from Highway 40 to the ski area greatly detracted from the vitality of Steamboat Springs as a destination resort. City Council agreed, and the City improved the medians along Mt. Werner Road. This project will similarly eliminate a highly visible, visually unappealing area of our community and replace it with something that enhances the quality of our community as a destination resort.

Enhance the community identity of Steamboat Springs:

Steamboat Springs' community identity includes being a friendly small town in the Rocky Mountains. We are an eclectic, aesthetically beautiful community with a passion for everything outdoors. This project will enhance our small town community identity, livability and sense of place through eliminating the existing ugly unimproved gravel medians which are a form of highly visible urban blight and which sends an urban message that is counter to our small town community identity.

Enhance the environmental desirability of Steamboat Springs:

This project will enhance the environmental desirability of Steamboat Springs through eliminating an ugly gravel hardscape and installing a sustainable, colorful, water conserving greenscape within existing unimproved Highway 40 medians. Installing vegetation will add carbon sequestration and shade elements to the medians, which will positively influence the microclimate and "heat sink" elements of the urban built environment. Plus, the new medians will just plain look good and will convey the overall environmental desirability of our community to both residents and visitors.

Enhance the economic health of Steamboat Springs:

The Steamboat economy relies heavily on tourism from destination resort visitors who have many options in the competitive mountain resort destination market. To compete favorably in this market, our community needs to ensure that we not only deliver on the lodging, dining, shopping, and recreational / cultural amenities and vacation experiences, but also that we do not detract from the overall experience with a significant negative component. The existing medians currently provide a negative visual within the community – eliminating this negative and turning it into a positive will enhance the economic health of the community through enhancing the overall visitor experience and

community reputation, which in turn will lead to return visitation and enhanced competitiveness within the marketplace.

Steamboat Springs Lodging Tax Use

Landscaping along Highway 40

I would like to propose funds be used, and set aside, to maintain landscaping on the portion of Highway 40 from Pine Grove Road to Walton Creek Road where there is a median available.

Ideas would include sod with occasional decorative trees or shrubs, or mulch with seasonal wildflowers, perennials, bulbs, shrubs, etc.

The upfront cost would be determined through bids submitted by local landscaping companies, and ongoing cost would be occasional weeding and watering, planting new bulbs or plants, or harvesting & scattering seed from existing perennials (which I would gladly do).

That stretch of highway has long been an eyesore and does not feel welcoming when driving into town from that direction. Tourists and locals alike would appreciate and admire a more colorful entry to town.

In the winter, tourists and locals could be enjoying the looks of red twig dogwoods peeking out of our beautiful snow, or blue spruce trees contrasting with the bright, white snow. In the spring we'll admire all colors and types of bulbs emerging from the long winter. We can use bulbs that bloom all throughout our sometimes dreary mud season.

For summer all sorts of flowers can be planted that will continue to bloom well into fall, again taking us through our fall mud season.

I see this upcoming tax as our opportunity to beautify our city which will definitely address promoting tourism while enhancing the vitality of our beloved city. The environmental impacts of “making our city pretty” will be felt for years to come, just as we all now enjoy the sod, trees, and flowers that were planted between Pine Grove Road and the main village area. Plants and flowers will help us all breathe better & feel uplifted every time we see a new bloom.

It's time to extend the entrance to our beautiful town of Steamboat Springs. I will gladly do all I can to help with this project if you will agree with me, and promote this project.

Respectfully submitted,

Sandy Schwindy

846-8559

Julie Franklin

From: Sandy Schwindy [schwindys@comcast.net]

Sent: Monday, June 18, 2012 6:10 PM

To: Julie Franklin

Subject: lodging tax idea

Hi Julie,

I have a simple request that wouldn't cost near the amount that others are requesting. Although I have no idea of actual costs, now & ongoing, I would like to see the section of Highway 40 between Pine Grove Road & Walton Creek Road improved. By that, I mean we should be doing something to the median area to make it more pleasing to the eye – both for us and for visitors. Someone in the past took the initiative to beautify the area between Pine Grove Road & 3rd Street, so I think it's time to continue it toward the south and east. Whether it's grass or plants or a combination, it can't cost near the dollars others are wanting.

I approached Arianthe Stettner a few years ago and she said there was no money. Let's set aside some money this time.

Thanks.

Sandy Schwindy, CTC

970-846-8559

RECEIVED

JUL 18 2012

To: Julie Franklin, City Clerk
From: MainStreet Steamboat Springs and the City of Steamboat Springs
RE: Accommodations Tax RFI – Yampa Street Streetscape Project

MainStreet Steamboat Springs is proposing the Accommodations Tax funds to become available in 2013 be redirected to the revitalization of Yampa Street through development of the infrastructure elements of the Yampa Street Implementation Project currently being discussed.

The citizens of Steamboat Springs have spent countless hours over the past three decades preparing visions and plans to revitalize Yampa Street and develop it as a key river-oriented amenity for the downtown. Starting in 1984 with completion of the Yampa Street Plan, followed by the Mountain Town Plan in 2005 and Downtown Streetscape Guidelines in 2009, these planning efforts all built upon each other to emphasize the community goals of access to the river, preserving views of Howelsen Hill, encouraging businesses to address the river, and developing Yampa as the downtown's entertainment district and festival street. The Yampa Street Implementation Project, initiated this year, is now in the process of identifying specific funding mechanisms and planning tools to implement these goals.

Downtown is heart of our community and its historic central commercial district. Steamboat Springs was a community before it became the home of a world class ski resort. Our western heritage and western hospitality have been used as a brand to draw visitors to our community. The beauty of this place and the lifestyle it affords us has made Steamboat desirable as a place to live as well as a place to visit.

The recent streetscape project on Lincoln Avenue has helped to enhance the vibrancy of the downtown. The recent investment by developers in mixed-use projects has helped to spur further investment in our downtown. The majority of this development has been between Lincoln Avenue and Yampa Street. Yampa Street has become extremely busy with dining and entertainment, rafting companies and bike shops. Dining and socializing has become extremely popular with these venues taking advantage of the river.

As Yampa Street becomes more popular, it becomes more and more evident that the infrastructure along Yampa Street is inadequate to move the numbers of pedestrians and bikes safely. The lack of sidewalks forces pedestrians into the street. Lack of a defined street edge with a curb encourages random parking patterns. The lack of lighting at night makes Yampa Street seem unsafe. There are no trash cans, recycle bins or benches. Landscaping is almost non-existent. There are drainage issues that create pooling of water in inconvenient places.

With new infrastructure in place, the current vacant and under-utilized spots along Yampa would be more appealing to developers, which could, in turn, eventually add to the sales tax rolls.

MainStreet Steamboat has long advocated that Yampa Street could be designated an arts and entertainment district. Steamboat Springs, for years on end, has rated low in evening entertainment in several of the ski magazine polls. With the addition of several new music venues downtown, the rating is now more favorable, but still has room for improvement.

Yampa Street has also been targeted to become more of a festival street. As traffic on Lincoln Avenue becomes more of an issue, closing Lincoln for community events becomes less and less appealing, especially to the Colorado Department of Transportation. The ambiance of Yampa Street makes it an appealing festival venue, with the bars and restaurants along the street and possible opportunities for street music if power is made available. Enhanced lighting could help with evening activities. Sidewalks and bike parking would help to encourage multiple forms of transportation to these street festivals.

The community is already aware that Yampa Street revitalization is on the horizon. Yampa Valley Electric, aware that they need more space and that Steamboat Springs would like them to move their facilities, have recently purchased property to the west of town. The City has started the conversation to move the public safety services to a potential new facility west of town. Both of these facilities currently create a dead-zone in the middle of Yampa Street limiting use of the entire street for community events. By moving both of these non-revenue generating facilities out of the core of downtown, there is the potential to use the entire street for commercial purposes and festivals. In July the City will host an Urban Land Institute technical advisory panel, as part of the Yampa Street Implementation Project, to review uses and plans for Yampa Street and help to propose possible funding mechanisms to move the plans forward.

The Accommodations Tax monies could be leveraged to bond these improvements rather than having to do them piecemeal as other funding becomes available.

This proposal meets all of the five bulleted parameters:

- **Promote tourism** – festivals, more dining and entertainment, river activities, recreation opportunities
- **Enhance vitality as a destination resort** – vibrant downtown with variety of retail, dining and entertainment options, late night activities, access to more biking and river activities
- **Enhance community identity** – building on community assets, sense of community, defining Steamboat as a great place to live AND to visit
- **Enhance the environmental desirability** – access to the river, views of Howelsen Hill, biking and pedestrian considerations
- **Enhance the economic health** – opportunities for more development, offer more entertainment options, dining and retail options, biking and river activities



RECEIVED
JUL 16 2012

July 16, 2012

Steamboat Springs Youth Soccer Association (SSYSA) would like to present the two following ideas in response to the City of Steamboat Springs **"REQUEST FOR IDEAS (RFI) – FOR USE OF STEAMBOAT SPRINGS ACCOMMODATIONS TAX"** as advertised (Due date July 16, 2012 by 5:00PM)

RFI RESPONSE #1

SSYSA believes it is in the best interest of the City of Steamboat Springs to secure the resources to maintain its current facilities before it considers creating new facilities to maintain. Therefore SSYSA would suggest that a portion of all future Accommodations Tax income be set aside for a defined budget for the following:

- Maintenance and upkeep of all current grass athletic fields
- Maintenance, upkeep and improvements to all current irrigation systems
- Addition of irrigation systems as needed
- Corrected, maintained or revised drainage systems
- Added drainage systems as needed to allow earlier and later activity
- Upkeep, additions and corrections to fencing, security, baseball, softball, etc.
- Upkeep, additions and corrections to field lighting
- Upkeep, maintenance, additions and general review of all landscaping of the surrounding areas of athletic fields to improve the spectator atmosphere as needed
- SSYSA will consider the addition of additional tournaments, home games or activities if the current facilities had the ability to handle the additional load due to the extra care and maintenance

RFI RESPONSE #2

SSYSA would suggest a multi-entity collaboration for the plan, development and completion of a multi-use outdoor recreation facility with artificial turf fields. The multi-entity agreement could include all local soccer, lacrosse, baseball, rugby organizations as well as provide the facilities for future Triple Crown contract agreements.

BENEFITS TO ARTIFICIAL TURF FIELDS

- An extreme reduction or almost elimination of maintenance costs to include mowing, watering, fertilizing, lining, irrigation repairs and upkeep, watering
- Creates the ability to use and create planned and scheduled activities on fields much earlier in the springs wet months and or later into the fall without the worry of wet, muddy or unplayable field conditions.

**Steamboat Springs Youth Soccer Association (SSYSA)
Request for Ideas (RFI)
For Use of Steamboat Springs Accommodations Tax
July 16, 2012
Page 2**

- Provides for the ability to plan and schedule field activities through the winter months if so desired
- Reduces the wear and tear of the current facilities

SSYSA completed the 28th Annual Mountain Soccer Tournament this past weekend. There were 120 teams participating, with 15 teams from Steamboat Springs, the balance of 105 teams visiting from other parts of the country. This equates to approximately 2,100 players and 8,000 family members this past weekend. As noted in the attached article from the Steamboat Today dated 07/12/12 "In 2011, the soccer tournament combined with the Tour de Steamboat cycling event and fundraiser to headline the busiest tourism weekend of the summer. That weekend, 83 percent of Steamboat lodging properties were occupied". In addition to the tournament each year, our competitive soccer program attracts approximately 2,000 players and 6,000 family members visiting Steamboat in the spring and fall. The point being, SSYSA has a great deal to do with the tourism traffic during the calendar year. The ability to improve and/or add to the current facilities provides the opportunity to add planned activities not only for soccer but all other entities, being baseball, lacrosse, rugby and other community activities.

Thank you for consideration to this response to the "Request for Ideas – For use of Steamboat Springs Accommodations Tax".

Sincerely,



Travis L. Holmquist
President
Board of Directors

travis@steamboatbuilders.com
970-879-6831

Soccer tourney starts Friday

Event featuring 120 teams highlights busy weekend in Steamboat

Luke Graham
STEAMBOAT TODAY

STEAMBOAT SPRINGS

The biggest youth soccer tournament of the year takes to the pitch this weekend. The 28th annual Steamboat Mountain Soccer Tournament runs Friday through Sunday and will bring 120 teams from across the region and across the country.

"It gets people going all over town," said Michelle Petix, the tournament's assistant director. "They'll be going downtown. They'll be going to the mountain if they're at Ski Town or Whistler (fields). It really shares the love on the economic impact."

In 2011, the soccer tourna-

ment combined with the Tour de Steamboat cycling event and fundraiser to headline the busiest tourism weekend of the summer.

That weekend, 83 percent of Steamboat lodging properties were occupied.

The Steamboat Springs Chamber Resort Association's lodging barometer forecasts 80 percent occupancy this weekend with approximately 11,900 visitors spending the night in Steamboat on Saturday.

Boys and girls teams will compete in U11 to U18 divisions across five fields in Steamboat. Play will take place at Heritage Christian School, Gardner Field at Steamboat Springs High School, Emerald Park

fields, Ski Town fields and Whistler Park. Games will begin each day at 8 a.m., with the last start times at 8:30 p.m. at Gardner and Ski Town fields.

Steamboat has 15 local teams playing in this year's tournament.

The tournament also hosts a Soccer Fest on Friday. From 6 to 8 p.m., there will be music and children's games at Gardner Field. At 8 p.m., a coaches and referees game will take place. The game has 60 coaches and refs signed up and should feature high-level play. Everyone is welcome to attend Friday's Soccer Fest.

To reach Luke Graham, call 970-871-4229
or email lgraham@SteamboatToday.com

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JUL 16 2012

Julie Franklin,
jfranklin@steamboatsprings.net
City of Steamboat Springs,
PO Box 775088, Steamboat Springs, CO
80477-5088

Steamboat Springs Accommodations Tax RFI Response

Prepared by: Aryeh Copa, ac@cmn.net, 970-846-5363

Supported by: RCR Trails Committee

Project Idea: Create a Mountain bike ride center that has trails for all ability levels, offers a complete riding experience for all riders and fills the gaps in Steamboat Springs' trail network.

Details: Acquire a special use permit from the USFS in order to design, install and maintain a concentrated trail system that offers something for all riders and fills the current gaps in the Steamboat Springs riding experience. With beginner, multi-directional trails bordering the special use area and directional, downhill trails from beginner to expert level in between, there will truly be something for every mountain biker in a concentrated area accessible from one parking lot.

Additionally we would like to build one multi-use trail of beginner level that connects the Ride Center parking to the Steamboat Ski Area and would follow one contour line for about 20 miles. With amazing views of the Yampa Valley and almost no elevation gain this could become Steamboat Springs' signature trail and a must ride epic for mountain bikers.

Promote Tourism:

Many Colorado city's have seen large increases in summer tourism following the installation of bike parks, ride centers and concentrated trail systems. A few examples are: Fruita, Grand Junction, Keystone, Boulder and Winter Park. Nationwide, city's that have seen increased tourism from natural surface trail systems include: Jackson WY, Park City UT, Bend OR..... the list could go on for pages. Studies and statistics show that user specific, directional trails (bikes only, downhill only) are the greatest draw for biking tourists. With our heavy focus on gravity trails of all ability levels, we will create that draw throughout the summer and in mud seasons.

Enhance the vitality of Steamboat Springs as a destination resort:

Filling the gaps that currently exist in our trail network will ensure that there is quality riding for the entire family. Attracting cycling families to Steamboat Springs is a key to increasing summer and off-season, destination tourism.

Enhance the community identity of Steamboat Springs:

With the extensive cross country trail system on emerald, companies like Moots and Erickson Cycles, biking is deeply rooted in the identity of Steamboat Springs already. With the addition of multi-directional and downhill only beginner trails, and the addition of expert downhill trails,

Steamboat Springs could become the town with the most well rounded and complete trail system in the country.

Enhance the environmental desirability of Steamboat Springs:

Biking is environmentally friendly by nature so the more people that are encouraged to ride the better off we all are. Once trail systems are developed and used, communities rarely let them be taken or used for development. The amazing views on the 20 mile multi-use trail will highlight the environmental beauty of the Yampa Valley and encourage conservation.

Enhance the economic health of Steamboat Springs:

The new concentrated trail system will have something for everyone and be the ideal place for families to ride together or split off on appropriate trails in close proximity. With increased tourism comes increased revenues. Rounding out the Steamboat Springs riding experience will encourage tourism during the off-season and attract destination travelers of a desirable income level.

Additional reasons to support this project

- Reduce and potentially eliminate illegal trail building on USFS managed land by providing an approved & controlled alternative.
- Reduce and potentially eliminate use of renegade / un-sanctioned trails on USFS managed land by providing better options with easier access.
- Concentrating the directional trails in one area provides a controlled environment and reduced impact on the public lands and environment.
- Will improve safety on all multi-use trails by reducing use & therefore conflict.
- Gives the City, Chamber and Bike Town marketing muscle for outside communities.
- Supports the SSWSC by providing a variety of trails and feature for them to train.
- Heavy focus on gravity/ downhill trails will attract the most tourists.
- Supports the cycling objectives of Routt County Riders Trails Committee, Bike Town USA, Freeride Steamboat and The Directional Development Foundation.
- Cost to benefit is hard to beat with natural surface/ dirt trails.
- Organization already exists to maintain trails once they are installed.
- Will serve all trail users by reducing pressure on all other multi-use trails in the valley.

Thank you for your consideration. Please give us the opportunity to present a detailed proposal of our project, its costs and impacts at the next RFP stage.

RECEIVED

JUL 17 2012

Sonia,

The deadline to submit a RFI was yesterday at 5:30. I will forward your email to the Committee for their review.

Thank you,
Julie Franklin

From: Sonia Franzel [mailto:franzel97@aol.com]
Sent: Tuesday, July 17, 2012 10:31 AM
To: Julie Franklin
Subject: Input on lodging tax funds

Dear Ms Franklin:

The funds should be spent opening new markets. Latin America is a booming travel market. Every year we see tourists coming from Brazil, Argentina, Chile and other Latin American destinations, even though we put no effort out to attract them.

Their summer vacations are during January and February. These visitors take long vacations and love the snow as much as they love to travel. Their 2 week winter vacation is in July and they love to escape the cold weather for 2 weeks.

These travelers love to spend and get excited by exploring new destinations in the US, aside from the typical LA, Miami, NY spots they frequent.

Latin American travelers come in family groups and return to a favorite destination year after year.

I am available at any time to discuss this further at your convenience, as I used to work in the travel industry for many years and have first hand knowledge of these markets.

Best wishes!

Sonia Franzel
2650 Medicine Springs Drive
Steamboat Springs, CO
970-871-2697
(808) 255-1323 Cell

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JUL 16 2012

Project: Open Space
Contact: Kim Weber
Finance Director, City of Steamboat Springs
PO Box 775088, Steamboat Springs, CO 80477
(970) 871-8240
kweber@steamboatsprings.net

Project Concept & Benefits:

This project will purchase five different open space properties in order to provide additional recreation, access to the river, trail corridors, view corridors, and wildlife habitat/watchable wildlife for residents and visitors to our community. The properties targeted for acquisition include:

- A south valley property that will expand the Chuck Lewis State Wildlife area, enhance fishing access, protect a valuable wetlands area, connect the city owned open space lands at the Legacy Ranch and Chuck Lewis State Wildlife Area, provide a Core Trail corridor in the south valley, and protect the visual agricultural aesthetics of the southern gateway to our community.
- A south of Steamboat property that is adjacent to city owned open space lands, is along the Yampa River, would provide additional river access to residents and visitors, would provide a Core Trail corridor to assist construction of the Core Trail south, and is immediately upstream of the community's wellfield water supply. Acquisition of the property will not only provide recreation, view corridor, and wildlife habitat, but also it will protect the community's water supply.
- A river property within the Steamboat Springs City limits, adjacent to existing city owned open space lands. The targeted property would provide additional legal public access to the Yampa River, would expand fishing and watchable wildlife opportunities in the community, and would provide for other potential recreational development in the future.
- A Brooklyn neighborhood property that backs up to city owned lands on Howelsen Hill and Emerald Mountain. Development of this property would intrude upon existing trails and public access to Howelsen Hill and Emerald Mountain recreation areas. Acquisition and conservation of the property would buffer existing trail and recreation areas, enable new formal trail development, and would enhance and expand provide access to the Howelsen / Emerald Mountain park areas from the Brooklyn area of the community.
- An Emerald Mountain property that is an in-holding and is surrounded by city owned open space lands on Howelsen Hill and Emerald Mountain. Acquisition of the property would protect and provide permanent public access to heavily used trails that exist on the property, would enable additional trail and recreational amenity development, and would ensure that residential development does not occur in the middle of the community's most loved and well used open space and trails area.

Tourism Promotion: Steamboat's open space lands are critical to tourism in our community – they provide access to hiking and biking on Emerald Mountain, to fishing in the Yampa River, to walking, biking, and enjoying the Core Trail, and to the fabulous views afforded in our community. Expanding open space lands through this project will directly expand those attributes of our community that tourism promotes.

Enhance the vitality of Steamboat Springs as a destination resort: The City of Steamboat Springs has spent 16 years purchasing open space lands to provide access to the Yampa River, to protect views and wildlife habitat, to provide a corridor for the Yampa River Core Trail, and to provide lands on which residents and visitors can hike, bike, and experience all types of outdoor recreation within our community. Gaps within this open space framework still remain. This project will enhance the vitality of Steamboat Springs through “filling in the gaps” of the community's open space network – which will not only protect and buffer the open space that we already have, but will build upon the vitality and benefits that our current open space provides.

Enhance the community identity of Steamboat Springs: Steamboat Springs is a community that identifies the beauty of the outdoors, access to open space and a healthy active outdoor lifestyle as key components of life. For the past fifteen years, our citizens have ranked open space as the highest community priority in every comprehensive community survey and planning process. This project will enhance community identity and fulfill community goals and desires through purchasing critical open space properties. The direct benefit will be to preserve our area's natural beauty, provide additional public access to the Yampa River and Howelsen Hill / Emerald Mountain, provide additional trail corridors, and link existing open space areas in the community.

Enhance the environmental desirability of Steamboat Springs: Open Space lands are crucial to preserving our wide open spaces and providing quality wildlife habitat in the Steamboat Springs area. Acquisition of the targeted properties will enhance the environmental desirability of Steamboat Springs through protecting expansive view corridors, preserving and protecting lands for the benefit of wildlife and wildlife habitat, and protecting our community's water quality.

Enhance the economic health of Steamboat Springs: Open space lands in and around Steamboat Springs directly enhance the economic health of our region. City open space provides access to the river, as well as hiking and mountain biking– all of which are critical to summer tourism. This project will expand upon the river, hiking, and biking activities currently available to tourists, and will also preserve scenic landscapes in our community. A 2005 study regarding “Tourists' Value of Routt County's Working Landscape” completed by the Routt County Cooperative Extension found that 50% of tourists would reduce expenditures and number of days in Steamboat Springs if ranch/open space lands were converted to urban uses – a loss of \$8 million per year. This project will result in preservation and protection of some of those lands within and close to the city limits.



RECEIVED

JUL 16 2012

40755 Routt County Road 36 . Steamboat Springs, Colorado 80487 . 970.879.7125 . perry-mansfield.org

Pioneers of Imagination, Spirit, and Performance

Perry Mansfield Performing Arts School and Camp respectfully approaches the stewards of the City of Steamboat Springs City Accommodation's Tax for consideration of its centennial capital expansion project. We will build a new theater and conference center, along with a series of winterized residencies on our historic campus, designed to support our expansion into year-round programming, bringing new recreational, educational, and professional arts constituents to the City of Steamboat. The new facilities are part of a five-year plan, launched to celebrate PM's centennial anniversary in 2013.

Designed to compliment our existing summer programs, the new facilities will serve to enhance winter and mud-season activity at PM. In keeping with your stated outcomes our capital project will:

- 1) promote tourism to Steamboat by significant enhancement in arts-based cultural and recreational offerings to adults and families through new workshops and group classes during both peak and off-peak seasons;
- 2) enhance the vitality of Steamboat as a destination by providing one-of-a-kind public access to international talent in the performing and visual arts through new residency, performance, and open access outreach programs;
- 3) deepen the values and expression of our identity as a community by providing affordable programs and platforms for activities that embrace the independent spirit of Steamboat, its residents, its history as a place for the pursuit of excellence in sport, art, and the natural world, and its unusual combination of both small-town and international-center perspectives;
- 4) enhance the environmental desirability of Steamboat by building landscape-appropriate, state-of-the-art, beautiful facilities that bring sustainability and aesthetics together to create an environmentally progressive outcome of which everyone can be proud;
- 5) enhance the economic health of Steamboat by providing unduplicated, high-caliber services to broad new constituencies, and partnering on the success of these efforts as a collaborative and responsible corporate citizen serving Steamboat first.

Perry Mansfield celebrates 100 years in 2013, making it the longest continuously-running performing arts school and camp in the United States. For 100 years, PM's legacy of integrity, its mission of creative innovation and youth education, its internationally recognized contribution to the field of the performing arts, remains lovingly bound to Steamboat. When you consider that Howelsen, another incredible innovator, moved to Steamboat the same year PM was founded by Charlotte Perry and Portia Mansfield, a powerful synergy emerges among two of the leading cultural drivers that still shape our town, athletics and art. As well, Steamboat's siren call to original thinkers and self-made tycoons, travels that same historical route and is demonstrated over and over again in the town's ongoing embrace of the independent spirit. So, rather than having a centennial campaign that only extols history and preservation, we are calling our building campaign 2nd Century, looking to PM's bright future, and the ways in which we will live our mission in growing and changing times in a growing and changing Steamboat.

Perry-Mansfield holds a powerful position as a rare, constant, and unequalled environment for youth, innovative artists, and individuals of all ages who embark upon a journey of self-discovery through creativity and profound intersection with the natural world.

Like other key industries in Steamboat, we provide a service that faces into our community as well as out into a national and international conversation. Some of what we do is for high-level or devoted practitioners only, and some is for anyone to try. National studies show the growing importance communities place on their arts programs, specifically the desire to intersect with arts and creative environments more personally — as a participant, not just an observer. What we see everywhere is that people over the age of 40-50-60 are returning to study, practice, and experience those things that they felt they had to let go of while they were building their lives. We are looking to this demographic as a place to begin. Continuing education, self-improvement opportunities, and one-of-a kind encounters with leading artists and cultural leaders will be central to our spring and winter offerings. For example, Gabriel Roth's 5Rhythms Dance Meditation practice has approached us about housing their international teacher training in our new facility, a program that runs for six weeks over an 18 month period, and services 240 people, half of whom come from Europe and Asia. Those six weeks of activity represent over \$600,000 of economic activity. We are in discussions with CSU Fort Collins to house their International Ballet Teacher Training and Certification Program as well, representing roughly \$100,000 in commerce over a week-long process.

We seek to further cultivate our local partnerships with organizations like Strings in the Mountains, with whom we shared a wonderful cultivation event for the first time this summer. PM is primed to become a retreat and recharge base camp for world class artists who seek time to work on new projects with colleagues in a non-metropolitan setting. For example, plans include building family camp weekends around an intimate time spent with a chamber group or a major composer while these artists work together on a piece which will ultimately be performed locally and/or nationally. Our legacy has offered Steamboat the likes of Agnes DeMille, John Cage, Julie Harris, and Dustin Hoffman, and we will be working with artists of this stature in the future as well. Similarly, we look to the Bud Werner Library as a home for our dance film festival and our Perry-Mansfield Archive, both of which will receive patronage from those coming to Steamboat to engage in residential and non-residential activities on campus.

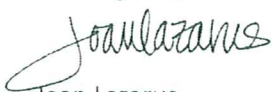
This request to the City of Steamboat Springs is part of a coordinated series of organizational and funding initiatives that will include institutional, government, individual, and corporate approaches. The goals will be: 1) creation of an infrastructure to support PM in its efforts to reconnect with alumni, past and present teaching artists, and the local community, 2) adoption and implementation of institutional and individual fundraising plans that will support special centennial programs in 2013; and 3) planning and implementing a board-led capital campaign to update and revitalize PM's physical plant as a model for performing arts-based programs and convention use.

The capacity-building infrastructure will include a major technology upgrade, staff development and training, subscription to online search engines for fundraising, and installation of a donor database application — all designed to ensure the new facility is a success. The 2013 centennial season will require program-specific funding estimated at \$200,000, and that budget will include the organizational roll-out of the 2nd Century Capital Campaign, with an anticipated goal close to \$10MM.

Steamboat and PM have grown up together, life-long companions. Our new facility will service our program delivery and a small percentage of our residency requirements, but we anticipate real outcomes for the other service industries of Steamboat — lodging, food, sport, etc. — we are not planning a redundancy of services, but rather an enhancement, offering our new facility as a magnet for attracting a truly diverse cross section of participants to Steamboat as a destination. We have run the numbers and feel we can make a truly unique and substantial impact to our local economy with the help of this investment. We are ready to present the big picture and potential economic impact, and we look forward to that opportunity.

Thank you for your time and attention.

Best regards,



Joan Lazarus
Executive Director

July 8, 2012

Attention: Ms. Julie Franklin
City Clerk
City of Steamboat Springs
P.O. Box 775088
Steamboat Springs, CO 80477-5088



Re: Steamboat Pickleball Proposal

We moved to Steamboat exactly one year ago and knew before we arrived that there was no pickleball being played in town regularly. As we are avid pickleball players we researched play ahead of time, and finding none Jay applied to the United States of America Pickleball Association (USAPA) to be a representative to coordinate and promote the sport in the Steamboat area. In the 6 months prior to coming to Steamboat we traveled the east coast from Florida to Newfoundland, Canada and played along the way.

When Jay was listed on the USAPA website as the Ambassador for Steamboat Springs he began receiving inquiries about where to play months prior to our arrival in town. Since arriving we have received inquires several times a month about opportunities for play from folks traveling to the area. We have also conducted a demo for over forty interested folks at the tennis center. Jay has taught 2 classes at the tennis center both of which included visitors from out of town and played with folks visiting from San Diego, Florida, California, and Wyoming.

We have traveled to Fort Collins and Greeley (Rocky Mountain Senior Games), Wyoming, Idaho, and Montana for tournaments. In the Fort Collins tournament there were over 120 people dedicated to pickleball and in the Greeley games we met groups of pickleballers from Albuquerque, the Denver area, Wyoming and beyond. We've taken lessons in Surprise, Arizona a hub for pickleball in the southwest, where there are 24 beautiful public lighted outdoor courts and played with a great group of folks in Albuquerque, New Mexico and in Silverthorne, CO. Five folks from both the Fort Collins and Greeley tournaments will be visiting and playing pickleball in Steamboat with us in August. At both the Fort Collins and Greeley tournament we played with a player who recently went on the pickleball trip to Jamaica organized by Audrey Phillips the ambassador from San Diego, and has committed to Audrey's 2013 trip to Costa Rica. The point is that pickleball is a "community" and players travel.

We know what a great community Steamboat is and also understand the need for a more diverse basis for tourism. We need to have activities that engage and delight young and old, fit and those who want to be fit in order to attract the broadest range of individuals and families. Pickleball is the faster growing sport in the U.S. and is easy to pick up with little financial investment, it's FUN, and can be highly competitive or a gentle recreational game. It's a great game for families to do together as it is very adaptive to all levels. Let's add pickleball to the list of great things to do in Steamboat and let people know there are great reasonably priced options for folks to learn the sport. Whether we hook a beginner on the

sport or give the seasoned competitive player a consistently available and reasonably priced place to play, let's just "git it done".

Having lined indoor and outdoor courts, either shared with tennis or separate facilities, will make it possible for us to advertise regular playing days and times so that we can attract more players. Tennis and pickleball successfully share courts in many, many places around the country and state and with the growth of pickleball, and demise of tennis, the multiple use (and eventual reuse) of tennis courts presents Steamboat with an great opportunity to make better use of expensive resources which often lie fallow and generate little income and less interest. Opportunity is knocking....let's answer the door!

Thank you for your time and attention,

Jay Readinger and Mary Lou Gallup
CR 36
Steamboat Spring, CO

Date: July 9, 2012

Attention: Ms. Julie Franklin
City Clerk
City of Steamboat Springs
P.O. Box 775088
Steamboat Springs, CO 80477-5088



Reference: Request for Ideas (RFI) Steamboat Springs Accommodation Tax

This letter is a request for funds to create and improve facilities for playing of the fast growing sport of Pickleball.

Pickleball is a sport which combines elements of tennis, badminton and table tennis, and is played on a court with a tennis net, hard paddle and whiffle ball. The court is under one third the size of a tennis court. Slower ball speed makes the game particularly adaptable to play by active seniors and boomers looking for a sport less physical than tennis. Pickleball is easy to learn, and new players can often be warmed up and enjoying a game within 10 to 15 minutes. The sport was started in 1965 and in recent years has grown rapidly to a national population of approximately 100,000 active players, according to The United States Pickleball Association.

The game can be enjoyed by players with a wide variety of ability levels: active seniors looking for exercise and social experience; accomplished players looking to challenge their skills, competitive players traveling to tournaments; families looking for a sport they can play together; and many levels in between.

It is being played regionally in Steamboat, Vail, Frasier, Frisco, Grand Lake, Silverthorne and Glenwood Springs, and elsewhere around the state and country. Many communities with active senior populations are recognizing growing demand for this sport by building dedicated Pickleball courts, adapting tennis courts for multiple-use, or converting underutilized tennis courts to Pickleball courts. The Grand Lake Metropolitan District has added permanent Pickleball court lines to their two outdoor tennis courts, and now advertises Pickleball to visitors via their web site.

In Steamboat Pickleball is played by the public in three locations despite lack of permanent facilities. At Howelson Hill court lines are chalked for each play time. At the Tennis Center plastic court lines are laid down and rolled up for each game. At Whiteman School temporary nets are used in the gymnasium. In order to further develop the game within the community, and to better accommodate the visitors that are already seeking play here, there is a need for courts with permanent court lines, which are free or reasonably priced, and are welcoming.

Our request to the Committee is to convert to multiple-use the two Howelson Hill tennis courts and two of the indoor courts at the Tennis Center by painting permanent Pickleball court lines, and to build two dedicated outdoor Pickleball courts at Howelson Hill.

Pickleball will promote tourism, particularly to the "sunbirds" from Arizona (where the sport is very popular) who summer in Steamboat. Other cities in our Rocky Mountain area are growing tourism by holding Pickleball tournaments. This year senior and open tournaments are being held in Grand Junction, Greeley, Fort Collins and Denver in Colorado; Pinedale and Cheyenne in Wyoming; Pocatello, Lewiston and Boise in Idaho; and Moab in Utah. Steamboat has the perfect venue for future tournaments at our Tennis Center with its numerous outdoor and indoor courts. We are fortunate to have an accredited National Pickleball Ambassador living here to assist in organizing events.

Pickleball will enhance the vitality of Steamboat as a destination resort, by adding another activity for non-skiing spouses and for families looking for something they can do together après ski after being separated in ski school all day.

Pickleball will enhance the community identity of Steamboat as a family resort with multiple activities for all ages.

Pickleball will enhance the environmental desirability of Steamboat by adding another activity that can be enjoyed outdoors or indoors, with no negative effect on air or water qualities.

Pickleball will enhance the economic health of Steamboat by promoting a sport popular with the booming senior demographic, a group with time and resources to pursue their interests. We have in hand letters from visitors who indicated that they came here specifically because Pickleball was available. Pickleball will keep Steamboat competitive with other mountain resort communities that are presently growing and promoting the sport.

Thank you for considering our idea. For additional Pickleball background information, see www.usapa.org.

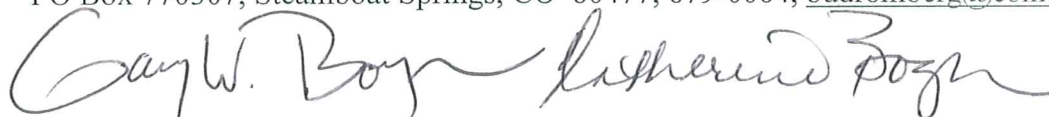
Respectfully submitted,



Jim and Susan Berry
PO Box 732, Clark, CO 80428, 970-879-2466, berry@cmn.net



Bud and Jane Romberg
PO Box 770307, Steamboat Springs, CO 80477, 879-0064, budromberg@comcast.net



Gary and Cathy Boyer
PO Box 774904, Steamboat Springs, CO, 761-2047, cdehaaff@aol.com

July 9, 2012, Attention: Miss Julie Franklin, RFI - Pickleball, Additional Signatures

Carol Bailey Carol Bailey PO Box 771877, Stbt Spgs, CO 80477
Sign Print Name Address

Cheryl Flag CHERYL FLAG PO Box 771460 SS Co 80477
Sign Print Name Address

Karen S. Davis KAREN S. DAVIS 538 Tamarack Dr #302
Steam Boat Springs CO 80487
Sign Print Name Address

Foster Tudor FOSTER TUDOR 2146 Lighthouse
SS
Sign Print Name Address

Chuck Abbott CHUCK ABBOTT 140 PARK HUE SS 80487
Sign Print Name Address

C. Kraft CINDY KRAFT 617 Parkview Dr
80487
Sign Print Name Address

Audrey Small AUDREY SMALL 2350 Glacier Rd. 80487
Sign Print Name Address

Patty Grossman PATTY GROSSMAN 1444 Medant Dr
SS 80487
Sign Print Name Address

Sign Print Name Address

Sign Print Name Address

Sign Print Name Address

Susan & Jim Berry

From: Mary Lou Gallup [gallupml@gmail.com]
Sent: Saturday, July 07, 2012 7:30 AM
To: Jim and Sue Berry
Subject: Fwd: Steamboat pickleball

----- Forwarded message -----

From: **Phillips Audrey** <veryaud2@mac.com>
Date: Fri, Jul 6, 2012 at 9:12 PM
Subject: Re: Steamboat pickleball
To: Mary Lou Gallup <gallupml@gmail.com>



Ms Julie Franklin
 City Clerk
 City of Steamboat Springs
 P.O Box 775088
 Steamboat Springs, CO 80477-5088

Dear Ms. Franklin,

It is with great pleasure that I write to tell you how much my husband and I enjoyed our month in Steamboat this year in January. Why did we pick Steamboat? My husband is an avid skier so we could have gone to a variety of wonderful ski resorts. We chose Steamboat because I am an avid pickleball player and Jay Readinger, your United States American Pickleball Association (USAPA) Ambassador welcomed me with open arms via our USAPA website. We had the time of our lives, played pickleball at least four times each week and made forever friends as a result.

Did you know that pickleball is the fastest growing sport in the United States? I live in San Diego and as a local ambassador, play with over 500 people who have given up tennis, racquetball, skiing, etc. and have fallen in love with pickleball. While I was in Steamboat, I was very fortunate to connect with the players at the Tennis Center and taught a class to over 25 new players who have adopted the sport just in the past six months.

If you remember the movie "Field of Dreams" about a group of rural people who constructed a baseball stadium in the middle of a corn field, they said "if we build it, they will come." So I say the same to you: if you are willing to line both indoor and outdoor courts (a very inexpensive proposition), you will see how quickly the sport catches on in Steamboat. In addition, you will have visiting pickleball players from other states coming to vacation in Steamboat because you have pickleball, just as I did. So please "build it" and I guarantee the entire community will benefit both holistically, physically, and financially.

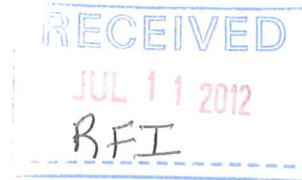
Please feel free to contact me with any questions that you have. Also, our national organization is available for consultation if you need any help at all.

Respectfully submitted,

Audrey Teren-Phillips
 USAPA ambassador San Diego, California
 email: veryaud2@mac.com
 phone: [\(858\) 756 3356](tel:8587563356).

Susan & Jim Berry

From: svscreech [svscreech@gmail.com]
Sent: Sunday, July 08, 2012 6:29 AM
To: Susan & Jim Berry
Subject: Fwd: Pickleball in Steamboat



----- Forwarded message -----

From: Anita Rimler <anitaarimler@gmail.com>
Date: Sat, Jul 7, 2012 at 5:55 PM
Subject: Pickleball in Steamboat
To: Jay And Mary Lou Read Pickleball <svscreech@gmail.com>

Attention: Julie Franklin
 City Clerk
 City of Steamboat Springs

From: Anita & George Rimler
 Ambassador USAPA
 3425 South Atlantic Avenue
 Unit 1803
 Daytona Beach Shores, Fl
 Summer months Bear Lodge

About a year and a half ago we were first introduced to Pickleball. It is a wonderful sport for all ages and has had beneficial health benefits for us 65+. Living in a small town in Florida, (Daytona Beach Shores-population 4,000) we have been instrumental in promoting the sport and organizing the first tournament .

Last year the availability of Pickleball was instrumental in our choosing Steamboat Springs As a vacation spot. This summer we are back again and greatly anticipating playing.

We believe that just as Pickleball has increased tourism in The Shores it will do the same in Steamboat and ENCOURAGE support for its development.

We started slowly by using tape for boundaries on two tennis courts. Then The Mayor and Members of City Council seeing the growing popularity of the sport permanently lined the two courts. We then posted our courts on The USAPA list of courts for open play and the response was exciting-- travelers chose our city over neighboring cities because of Pickleball!

We then were able to form the first public/private partnership in our cities history and built four beautiful lighted courts with tremendous usage.

RECEIVED

JUL 16 2012

Project: **Public Restrooms**

Contact: Kim Weber
Finance Director, City of Steamboat Springs
PO Box 775088, Steamboat Springs, CO 80477
(970) 871-8240
kweber@steamboatsprings.net

Project Concept: Steamboat Springs has a wonderful series of parks and open space areas that provide high quality recreational opportunities to visitors and locals alike. Unfortunately, many of these first class recreational amenities lack a basic restroom – which means that tourists are left to use smelly, uncomfortable port-a-potties, or to pee in the trees. This project will correct this unsanitary situation through constructing restrooms in the City parks and open space areas that currently lack formal, developed, sanitary restroom facilities. Public restrooms (with toilets, sinks, and water) are needed in the following locations: Blackmere drive (Emerald Mountain trailhead), West Lincoln Park (current restroom is slated for demolition), Bear River Park, River Creek Park, Rotary Park, Howelsen Beach, Emerald Mountain (on the Orton property), Rodeo grounds (expand the restroom by sombrero stables), Stehley Park, Memorial Park, and Spring Creek Park.

Benefits: Steamboat Springs is a world class resort. This project will ensure that our world class resort has one of the most basic elements of tourist infrastructure – the public restroom – available in each of the community's parks and open space areas. Benefits include increased sanitation and public health, increased enjoyment of the park/open space area by all users, increased comfort of park/open space users, decreased frustration and agony on behalf of visitors who are trying to figure out where the closest public restroom might be, and enhanced overall visitor experience.

Tourism Promotion: At its most basic level, tourism relies on public access to infrastructure and amenities. The public restroom is the most basic of all infrastructure needed by tourists in a resort area. And to promote tourism, it is critical that public restrooms be located in areas that are regularly frequented by tourists. The parks and open space areas in Steamboat Springs are critical tourist amenities which experience regular ongoing use by visitors to our community. This project will promote tourism through providing the most basic tourism infrastructure – public restrooms – to these public facilities.

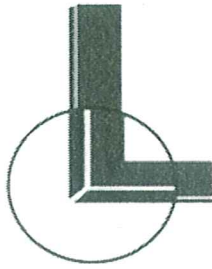
Enhance the vitality of Steamboat Springs as a destination resort: This project will enhance the vitality of Steamboat Springs as a destination resort through providing basic resort infrastructure (a public restroom) in the community's busy parks and open space areas. The proposed restrooms will follow

standards outlined in the City of Steamboat Springs “Restroom Facilities Design Guidelines and Specifications” manual and will have a consistent “look and feel” throughout the community. The restrooms will make parks and open space areas more user and family friendly and will enhance convenience, comfort and the recreational experience for all users.

Enhance the community identity of Steamboat Springs: The Steamboat Springs community development code requires that all commercial, retail, and residential buildings have a restroom facility adequate to the needs of the facility’s proposed and potential uses, however no such requirement exists for parks and open space areas. As a result, public restrooms are notably missing from these outdoor community facilities. This project will enhance the community’s identity as being a high quality, clean, family friendly community through installing clean, sanitary, odorless restrooms in parks and open space areas – thus making it possible for families to enjoy parks and open space areas without having to deal with the frustration, stress, or inconvenience of not having a functioning restroom available when one is needed.

Enhance the environmental desirability of Steamboat Springs: Public restrooms in public parks and open space areas will enhance the environmental desirability of Steamboat Springs as it will eliminate the public health issues that arise from children and adults having to pee in a park due to the lack of a public bathroom within that park. Having park users urinate in the park leads to certain areas, such as trees or grassy areas on the park edges, being negatively impacted to the point where other park users are not only unwilling to utilize that area, but are totally grossed out if they sit down or spread out on the grass only to discover the odor of previous use. This project will eliminate that unfortunate occurrence and will enhance the perception that Steamboat Springs offers a high quality of life.

Enhance the economic health of Steamboat Springs: The Steamboat Springs economy is significantly dependent on tourism. In order for our community to compete favorably against other resort communities, we have to deliver not only on the recreational amenities that motivate tourists to vacation here, but also on the basic resort infrastructure needed to ensure that their visit provides the highest quality experience along every facet of their trip. Public restrooms are a critical infrastructure need that can be the difference between a tourist’s visit being positive or negative. This project will enhance the economic health of Steamboat Springs through ensuring that our community has the basic infrastructure in place to support tourism. In doing this, we will also enhance the community’s quality of life, sense of place, visitor comfort and desire to return / return visitation, the overall visitor experience, and potential word of mouth advertising.



LEESONA
CONSULTING INC.

Land Planning and Development Solutions

RECEIVED
JUL 16 2012

July 16, 2012

To: Accommodation Tax Committee

From: Tom Leeson, AICP
Leesona Consulting, Inc.

Re: Response to City's RFI for use of the approximately \$600,000 annual accommodations tax revenue

On behalf of a group of stakeholders in the Trafalgar neighborhood area, I am pleased to present a response to the City's RFI for use of the accommodation tax to relocate the access into Emerald Park and Yampa River Botanic Park to the existing drive immediately to the south of the Hampton Inn.

We feel strongly that this proposal is an excellent use of these public funds and meets the criteria established in the accommodation tax ballot question. We look forward to advancing to Phase II of the RFI process so that we can provide you with greater detail regarding the benefits of this project.

RESPONSE TO CITY OF STEAMBOAT SPRINGS REQUEST FOR IDEAS (RFI) FOR USE OF ACCOMMODATION TAX TO RELOCATE EMERALD PARK ACCESS

Project Introduction

The City's Emerald Park and Yampa River Botanic Park, located off US Hwy. 40 at the end of Pamela Lane, are two of the City's most popular and most utilized public amenities in the City. Multiple youth-sport groups utilize Emerald Park, including the Steamboat Soccer Club (200 players, utilizes park five days/week, 99 home games during season, summer Soccer Academy, annual weekend tournament with 120 teams), Little League Baseball (170 players, utilizes park five days a week May-August, two tournaments), and Youth Lacrosse (one annual tournament with 30 teams and 500 players). In addition to the playing fields, the park has a picnic shelter with BBQ facilities and drinking fountains, public restrooms, core trail access, and free public parking. With the exception of Howelsen Park, Emerald Park provides more amenities/facilities than any other park in the City. Yampa River Botanic Park, which shares the same access and parking as Emerald Park, accommodates roughly 20,000 visitors a season (May-October). The Botanic Park is one of only a few botanic parks in the state and because it has gained such a reputation, it alone draws visitors to Steamboat Springs.

These two public facilities provide residents and visitors with significant recreational opportunities and are important resources contributing to Steamboat's character; however, the parks suffer from inadequate access that significantly impacts the Trafalgar neighborhood, undermines the park's exposure, diminishes the park's accessibility, and limits increased utilization by both facilities. The current access to the park, along Pamela Lane, ultimately diminishes the visitor's experience and Steamboat's image.

Project Description

There is a solution to the Emerald Park access that has been studied by the City of Steamboat Springs, which offers significant benefits to city residents and visitors. The solution involves relocating the access from Trafalgar Lane to the access drive just south of the Hampton Inn. The project requires the construction of a new at-grade railroad crossing at the new location, along with the closure of the existing railroad crossing on Trafalgar Lane, which has been discussed with and reviewed by Union Pacific, as well as realignment of the core trail where it currently crosses the railroad. Visitors to Emerald Park and Yampa River Botanic Park would gain direct access to the recreational facilities and amenities without having to drive through the Trafalgar neighborhood. Trafalgar residents would also utilize the new access to their neighborhood.

The City conducted a preliminary study of the project in 2002, and again in 2008. The preliminary cost estimate for the project was \$2.1 million. However, given the changed economic conditions, it is likely the cost estimate is high. Furthermore, there have been ongoing discussions with an adjacent property owner to form a public/private partnership, which could greatly reduce project costs. Additionally, unlike other capital projects, this proposal will not increase operational costs. In fact, operational costs may be reduced, as the city will no longer have to install and remove traffic calming measures along Pamela Lane. Engineered drawings and the required steps to complete construction can be provided during Phase II of the RFI process.

Project Benefits

Emerald Park and the Yampa River Botanic Park are important amenities to Steamboat residents and visitors, and both facilities significantly contribute to the physical character of the community, as well as the economic well-being. There are significant benefits to improving the access to these important facilities that perfectly match the original criteria established in the accommodation tax ballot question.

Promote Tourism

Both Emerald Park and Yampa River Botanic Park are widely used by tourists and contribute to Steamboat Springs as a tourist destination. There are significant opportunities to enhance and improve these facilities which would further their use by visitors, but these opportunities are not available without a relocation of the access. The improvement of the Yampa River Botanic Park entrance, and expansion of the current parking are two examples.

There is a tremendous opportunity to enhance the entrance to the Botanic Park, which would add to the facility's appeal. A new access could incorporate natural features or other improvements, which would act as an extension of the visitors experience to the park, as well as provide greater exposure at Hwy. 40 to promote greater use. The concept of extending the park's features into an enhanced entrance has been utilized by similar facilities in other locations and has been shown to greatly improve the use and image of those facilities.

The expansion of the parking facility also offers opportunities for greater use of both the Yampa River Botanic Park and Emerald Park. There are numerous times during the summer season in which events at both facilities overlap, resulting in insufficient parking and frustrated visitors. There is space on the site to increase the number of parking spaces, however, such an expansion would face significant resistance from members of the public without relocating the access and diminishing the impacts on the Trafalgar neighborhood residents.

Enhance the vitality of Steamboat Springs as a destination resort

It is clear the Botanic Park and Emerald Park are key contributors to Steamboat Springs as a destination resort community. However, the current access provides the visitor with a feeling of entering through a back entrance rather than a celebrated main entrance that invites the visitor into the amenities. Relocating the access would allow the two facilities an enhanced entryway, which in turn would create more excitement, generate greater use, and allow each to develop the necessary improvements to achieve their full potential.

Enhance the community identity of Steamboat Springs

Steamboat Springs has long been known as a community that balances the desires of tourists with the needs and desires of local residents. This balancing act is very much part of Steamboat's identity. The current access through the Trafalgar neighborhood along Pamela Lane is an unfortunate example of where this balancing act has not occurred. The residents of the Trafalgar neighborhood have been burdened with the success of the Botanic Park and Emerald Park for far too long. A new access that bypasses the Trafalgar neighborhood, while allows two of Steamboat's greatest assets to expand and improve, is shining example of enhancing the community identity.

Enhance the environmental desirability of Steamboat Springs

Both parks celebrate the natural landscape and beauty of the Yampa Valley, which is an important reason these facilities are so widely utilized. The Botanic Park, with the demonstration and support of plants from the entire Yampa River Basin, as well as Emerald Park's celebration of the river and adjacent core trail. These facilities deserve an entrance that enhances the natural experience and accentuates Steamboat's environmental desirability.

Enhance the economic health of Steamboat Springs

The economic health of Steamboat Springs includes opportunities for increased revenue to the City, as well as opportunities for the economic well being of local residents. Relocating the current access accomplishes both these objectives. It has been demonstrated how a relocated and enhanced entry to these important city assets would result in an increase in use and value, but equally important is the value of the Trafalgar neighborhood. These properties have been diminished by the significant impacts created by the current access and relocating the access to bypass the neighborhood would significantly improve the neighborhood.

Summary

The proposed relocation of the access into Emerald Park and Yampa River Botanic Park is a perfect match for the use of the accommodation tax funds. The project enhances two vitally important public assets, which will promote greater use by residents and visitors alike, demonstrate Steamboat's ability to balance tourism with community identity, and improve visitors experience in Steamboat Springs, as well as the lives of Steamboat residents.



OLD TOWN
HOT SPRINGS
POOLS | FITNESS CENTER | WATERSLIDE

RECEIVED

JUL 12 2012

July 12, 2012

Julie Franklin
City of Steamboat Springs
Box 775088
Steamboat Springs, CO 80477

Dear Julie:

Attached is the Old Town Hot Springs proposal for a portion of the accommodations tax revenue that will be available after 2013. We appreciate the opportunity to apply for these funds.

If you have any questions or need more information please contact me.

Sincerely,

Patricia E. Carney
Executive Director



OLD TOWN
HOT SPRINGS
POOLS | FITNESS CENTER | WATERSLIDE

"NATURE'S GIFT PROMOTES FAMILY, COMMUNITY, WELLNESS AND FUN"

Old Town Hot Springs, a 501©3 non-profit, has been providing healthy recreation at reasonable cost to the Steamboat community since incorporating in 1935. Our hot springs experience follows a tradition that goes back to the Ute Indians and the early settlers. OTHS has been very successful over the years in generating enough funds to operate and to expand. However, after incurring a \$5 million debt to do the successful renovation of the hot pools in 2007, we found ourselves no longer able to do major expansions out of operating revenues. This renovation was a big benefit for the lodging community as well as our community.

The Board of Directors looks at the accommodations tax as a way for the community to help us renovate and expand the existing facilities. We want to renovate the main building and give it a facelift so the southern end of downtown has the same world class look as the library at the northern end, and the new buildings in between. We have plans to expand and grow our offerings up to 10,000 sq. ft., and replace the kiddie pool and renovate the lap pool. All this work will cost approximately \$5 million to complete. With help from a portion of the lodging tax we could then leverage that to a payment on a larger debt and start phasing in these improvements. We have a proven ability to cover the costs of operations after doing improvements. Therefore no subsidies would be needed in the future.

Past Steamboat Springs Chamber Resort Association intercept surveys suggest that our typical summer visitors to Steamboat Springs stay on average around four nights and spend \$72-74 per day. Any increase in the number of visitors/part y, length of stay, and dollars spent per day greatly increases revenues for a variety of businesses in Steamboat Springs, not to mention the increase in sales tax revenues to the City. Our proposal helps to create a more desirable destination, plus provides for a better vacation experience during the visitor's stay. This increases revenues and tax dollars for the community as a result.

HOW OUR PROJECT MEETS THE FOLLOWING PARAMETERS:

- **PROMOTE TOURISM**
 - 70,000 people currently visit our facility annually (70% or approximately 50,000 visitors annually, 30% locals or approximately 20,000 visitors) and a facelift and expansion would allow us to attract and accommodate more.
 - Would improve our part in the overall Steamboat experience of skiing, biking, hiking, fishing, Triple Crown, etc.
 - Would have the double benefit of improving both local and visitor experience.
 - Would improve our current partnerships with Ski Corps, the Chamber and the lodging community.
- **ENHANCE VITALITY OF STEAMBOAT AS A DESTINATION RESORT**
 - Would enhance the tourist experience as an amazing alternative activity when Mother Nature interferes: windy day – no gondola, high/low river, too hot, etc.
 - Create more added value to all other activities.
 - Enhance hot springs experience – unique to ski resorts.
- **ENHANCE COMMUNITY IDENTITY OF STEAMBOAT**

- OTHS is unique because of the natural springs which feed our facility. This remodel and expansion would help continue to position OTHS and Steamboat Springs as a unique recreational and fitness destination.
- Create a world class look at the major entrance to downtown.
- Enhance our value as an historical icon to Steamboat.
- Create an even better community gathering place.
- Enhance experience for 5000 members and the community.
- Bring more people into a world class hot springs.
- ENHANCE ENVIRONMENTAL DESIRABILITY OF STEAMBOAT
 - Helps emphasize the hot springs – nature’s gift used to promote family, community, wellness and fun.
 - Remodel and expansion of building will allow more sustainability, energy savings, etc.
- ENHANCE ECONOMIC HEALTH OF STEAMBOAT
 - Current facility looking tired – needs enhancement, facelift to attract more families who then stay longer, spend more money and bring more people with them – increases visitor retention.
 - With the injection of an annual allocation from the lodging dollars OTHS could leverage that into more money and do more toward our goal of \$5 million in improvements.
 - OTHS has the proven ability to cover cost of operations once improvements are done.

In summary, the staff and Board of Directors of the Old Town Hot Springs feel strongly that our facility is a perfect fit for the Steamboat Springs accommodation/lodging tax. Our long history in Steamboat, our involvement in the community and our emphasis on family activities fit the image that Steamboat Springs wishes to portray to visitors and locals alike.

Thank you for your consideration.

Executive Director Pat Carney

Board of Directors Rich Lowe, President
 Gary Cogswell, Vice-President
 Stewart Beall, Secretary/Treasurer
 Jill Leary
 Ralph Cantafio
 Donna Mae Hoots
 Karen Connell
 Renee Gilbertson

RECEIVED

JUL 16 2012

Julie Franklin

From: williamjamesdorr@q.com
Sent: Monday, July 16, 2012 10:56 AM
To: Julie Franklin
Subject: fix the road
Attachments: 2012-07-15 001.JPG

as roads are very expensive. I propose two very sensible fixes for the \$\$\$\$
first : the Anglers drive exit for McDonalds...it is very hard to make a right turn onto Anglers Drive...with out hitting the huge pothole there...
this fix would be cheap and easy...and help out alot for all customers...the sidewalk is holding in the grasses.

second, and more importantly
Pine Grove Road at Central Park Drive...this intersection was never "right" and is very dangerous for anyone biking or walking from safeway to Ski town fields...
the road did not have a right turn lane- going to City Market when it was engineered...later one was just "painted in"...the city bus cannot turn there, in its own lane.
we need to build a retaining wall at least eight feet closer to Panda gardens...two foot for the right turn lane... and four foot for a bike lane, slash sidewalk.
this would be impossible for "them" to do it...landscaping, and setback requirements...but the city, could "just do it"..
this would cost a lot of \$\$\$\$...but would promote tourism..(how many tourists buy stuff in central park..all of them)
enhance the vitality of our destination resort..and safety..
the last three are not included in my "pitch"

these two projects do not include the needed infrastructure for sidewalks on Downhill drive...or the Slate Creek connection (from sleepy bear to elk river road).
please give these important issues more thought in the future.

thanks,
William James Dorr
(Local)

7/16/2012

Julie Franklin**RECEIVED**

From: williamjamesdorr@q.com
Sent: Monday, July 16, 2012 2:04 PM
To: Julie Franklin
Subject: more

JUL 16 2012

sorry, I forgot to mention the right turn lane, from Mt. Werner Circle , to Pine Grove Road...
It is way too short....put two city busses in the through lane, and no one can even get into the right turn lane..
pave another thirty feet (yards) and it would help lots of people to get around in the winter. and get rid of those pesky pot holes..
repave pine street, the whole way.
and a parking structure where the Yampa Valley Electric builing is now, six floors tall, is needed terribly..top floor is a restaurant, park, with grass and trees.
and another floor is a place for a skate park, velodrome...

the parking structure is a great idea, but no one will just do it, because of \$\$\$

me again...

7/16/2012



STEAMBOAT ART MUSEUM

July 13, 2012

Accommodations Tax Recommendation Committee
c/o Ms. Julie Franklin, City Clerk
City of Steamboat Springs
P.O. Box 775088
Steamboat Springs, CO 80477

RE: Request for Ideas (RFI) Submission

Dear Ms. Franklin and Committee Members:

This letter is submitted on behalf of the Steamboat Art Museum in response to the RFI by the City of Steamboat Springs for suggestions of the accommodation tax revenues.

The undersigned respectfully requests that consideration be given to allocating a one-time contribution of TWO-HUNDRED FIFTY-THOUSAND DOLLARS (\$250,000) to the Steamboat Art Museum (SAM) building improvement and maintenance campaign.

We believe that this request is consistent with the original intent of the use of the tax to "*fund development of improvements and amenities in Steamboat Springs which will promote tourism and enhance the vitality of Steamboat Springs as a premiere destination resort, and enhance the community identity...*"

Background

Steamboat Art Museum was formed in December of 2005. In 2006 the City of Steamboat Springs was bequeathed the historic First National Bank building located in downtown Steamboat Springs. The gift was from the estate of Helen Rehder, a long-time area rancher and artist, who stipulated that the building be used as a museum. The use of a portion of the building was offered for the formation of SAM (Steamboat Art Museum) in late 2006. SAM has recently signed a 99 year lease with the City for the entire building. The museum is operated as a 501(c) (3) non-profit organization.

The Need

Work started on the building so that it could be used as a museum. However, as work progressed, the scope of the improvements started to grow as the County building department required significant upgrades to bring it up to current building codes. The cost of the upgrades quickly overwhelmed the ability of the organization to fund the improvements now required. The Board believes that the museum can support the exhibit programs and fund the operational expenses of the facility (utilities, insurance, staffing, etc.), but desperately needs help with getting the building improvements completed and up to code.

Please Consider that;

- This building is owned by the citizens of Steamboat Springs. It is now a part of our community amenities for the enjoyment of locals and visitors alike.
- A museum is not an art gallery, in that it is not in the business of selling art. A museum depends on community support to allow it to feature artists and their work to everyone.

- A one-time contribution would ensure that this historic building would be brought up to current building codes and become one of the many amenities that Steamboat offers and an heirloom that belongs to the community.
- The museum enhances the community identity by focusing on the culture and heritage of Northwestern Colorado
- The museum has registered tens of thousands of visitors, local and out of town alike, and was voted Best of Steamboat

After its founding in 2005 and taking possession of a portion of the Rehder Building at the request of the City in 2006, SAM began to present exhibits of prominent regional and national artists that are unprecedented for Northwest Colorado---no other local art organization has the logistical, physical, or financial ability to do this. As such, SAM with its early exhibits was more of a satisfier for visiting tourists and the local community. Over the past few years, the growing quality and uniqueness of the exhibits have been the motivation for numerous visitors to come to Steamboat Springs. Last year SAM had nearly nine thousand attendees at its exhibits and this year is on track to be even better. The David Taylor Exhibit during the summer of 2010 drew over eleven thousand visitors and people from 48 states and 13 foreign countries have enjoyed the exhibits. We truly believe that SAM, with the entire building restored to current codes, will increasingly "*promote tourism and enhance the vitality of Steamboat Springs as a premiere destination resort, and enhance the community identity.*"

Thank you for your consideration in preserving this community asset for the enjoyment of both locals and visitors to Steamboat Springs and the Yampa Valley.

Respectively,

The Steamboat Art Museum Board of Directors

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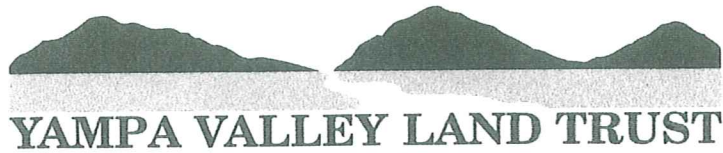
Monica Verploeg
Events

Lou Dolman
Giftshop

Chuck Porter
Facilities

Stu Roberts
Leadership/Development

Sue Birch
Leadership/Development



July 11, 2012

Steamboat Art Museum Board of Directors
801 Lincoln Avenue
PO Box 883434
Steamboat Springs, CO 80488

Dear SAM Board of Directors,

Yampa Valley Land Trust strongly supports SAM's request to the City of Steamboat Springs for an allocation from the revenue collected via the Steamboat Springs Accommodations Tax to fund building repairs, maintenance and other upgrades to the Rehder Building as required by the Routt County Building Department. The Steamboat Art Museum, housed in the City-owned Rehder Building, is a vital community asset and needs to be, and should be, a recipient of public funding.

As a cornerstone in historic downtown Steamboat Springs, SAM clearly meets all the criteria to qualify as an Accommodation Tax funded project. SAM's excellent exhibits draw tourists from all over the country as it enhances the Steamboat experience and provides a unique option for visitors to not only visit an historic building, but to experience art that captures the culture and heritage of Northwest Colorado.

As a partner in preserving and promoting the Rehder Legacy in Northwest Colorado, Yampa Valley Land Trust recognizes how important it is that SAM receives this critical financial assistance not only to meet the County's building requirements, but to respect and honor the wishes of Helen Rehder.

We wish you success in this endeavor. Please let us know if, and when, we can help in any other way with your funding request.

Sincerely,
For Susan Dorsey, Executive Director

A handwritten signature in cursive script that reads "Kathy".

Kathy Cline, YVLT Finance



STEAMBOAT SPRINGS
CHAMBER RESORT ASSOCIATION, INC.

RECEIVED

JUL 16 2012

July 16, 2012

**RFI Steamboat Springs Accommodations Tax
Summer Marketing Funding**

In response to the Request for Ideas for the use of the Steamboat Springs Accommodations Tax, the Steamboat Springs Chamber Resort Association is proposing that these funds go towards the marketing of Steamboat Springs as a destination in the summer months, May through September.

Currently summer marketing is funded through the City of Steamboat Springs' general fund. For 2012, the funds allocated were \$600,000 in addition to \$100,000 for Special Event Funding. The summer marketing program is in place to entice people in the drive market to choose Steamboat Springs for their summer vacation. The two main goals of the summer marketing program are to increase lodging nights and sales tax by 5% year over year.

The 2012 summer marketing program has taken a dramatic shift from prior year programs that relied more on traditional media sources such as newspaper, magazine, and radio/TV advertising, as well as a website reservation program and fulfillment. The 2012 program is focused more towards social media, online advertising, public relations, geo-targeted campaigns, FAM trips, and creation of a destination focused website. The 2012 summer marketing program still includes limited print advertising in the Front Range market. We also continue with fulfillment requests however we are trying to drive that group towards our online marketing tools.

Though it may seem as though town is busy in the summer, there is plenty of room for growth. The condo properties can attest to this as those are typically at 50% capacity throughout the summer. We are doing a good job with the resources we presently have but there are areas such as large group sales, trade shows, and expansion into major metro drive markets (Omaha, Kansas City, etc) where we are not present and because of that we are losing those potential visitors to other markets. Vail presently does 300 large group conferences/meetings each year compared to our 50 to 60 large events. If we could increase our market share by 50% we would add over \$7.5 million into our local economy. A recent geo-targeted marketing program in Lawrence, Kansas garnered over 2,000 solid leads for the summer marketing database which at 5% conversion rate would add 100 family trips to our summer program. This pilot program cost \$5,100 to activate. Imagine what we might be able to generate in family trips if we expanded that type of geo-marketing into 10 or 15 metro areas each year.

Through recent comparative analysis of other mountain communities, it is apparent that Steamboat Springs is not investing in summer marketing at the same level that many of our competitive set are. On average those communities invest between \$1.0-1.2 million as compared to \$600,000 in Steamboat.

The sole purpose of the summer marketing program is to promote tourism. As previously mentioned, the goals of the program are to increase lodging nights and sales tax in the summer months.

Steamboat Springs has an incredible amount of exciting activities available during the summer. The vitality of Steamboat Springs as a destination resort comes from the experiences people have here and share with their friends and family. The need is not for more activities but for educating potential visitors about the memories a family will make on their unforgettable trip to Steamboat.

Though there are numerous events throughout the summer, with additional funds, the SSCRA would look to produce a large scale music event that would attract high numbers to town over Labor Day weekend. This would enhance the vitality of Steamboat Springs on a holiday weekend that has not typically been strong in lodging.

The summer marketing program has always used our most unique assets to help sell Steamboat Springs. This year we put a strong emphasis on three components: biking, water, and western heritage. Though some have great biking, none have downhill, cross country, road, and family friendly riding like Steamboat does. Though some have water related activities, none have a river that flows through town that is the hub of our summer activities. Though some have western aspects, Steamboat Springs is still a true ranching town. These components separate us from other mountain towns and define our community identity.

The wide open valley with river running through is a large part of why Steamboat has become a desirable summer destination. The natural attributes of Steamboat create the perfect playground for summer activities such as biking, hiking, tubing, golfing, soaking in the hot springs, boating, etc. The environmental desirability of Steamboat Springs is already one of our strong attributes. We need to let people know about all of the outdoor adventures possible in Steamboat.

Once again, the goal for the summer marketing program is to increase lodging nights and sales tax by bringing more people to town in the summer. As we learned this past winter, we cannot solely rely on one season, we need to have year round visitation to continually enhance the economic health of Steamboat Springs.

Using the Accommodations Tax funds for summer marketing could potentially free up general funds that can go towards the many City capital improvement plans that have been put on hold for the past few years. Combining the Accommodations Tax with a smaller amount of general funds could make our efforts more competitive with the other mountain towns.

The concept of "build it and they will come" is not valid in this day. Steamboat Springs needs to tell the story of this amazing town. We need to reach out and pull at the heartstrings of people looking to take a summer vacation in Colorado. Without a strong marketing message, all of the improvements and amenities will go unnoticed. First and foremost, we need to make people choose Steamboat for their next vacation.

Thank you for your consideration,

Kara Givnish
Marketing Director
Steamboat Springs Chamber Resort Association



STEAMBOAT SPRINGS SCHOOL DISTRICT RE-2

phone: 970-871-3199
fax: 970-879-3943

Dr. Brad Meeks
Superintendent

325 7th Street
Steamboat Springs, CO 80487

RFI for Accommodations Tax Funds in 2013 Artificial Turf field at Steamboat Springs Middle School

The project is to convert the natural grass field outside of the Strawberry Park Middle School into an artificial turf field. The existing area inside the track including the space behind the goal posts would be converted, which is approximately 100,000 square feet. The color of the field would most likely be grass green for aesthetics. The field would be lined permanently for soccer, football and lacrosse similar to the high school turf field. The field would benefit community organizations and increase tourism in Steamboat through additional tournaments. The estimate for the artificial turf project is \$482,000, excluding annual maintenance. Please see below for budget details and see the attachment for an image of the field. Another artificial turf field in Steamboat Springs fills demand for field space, especially in the spring when City and District fields are often unusable due to conditions. There are significant logistical challenges to schedule time at the SSHS turf field between lacrosse and soccer associations due to spring demand.

Promoting Tourism

- ✓ An artificial turf field at SSMS will allow additional tournaments and expansion of existing tournaments, which will bring more families to Steamboat Springs.
- ✓ Steamboat Youth Lacrosse would use the turf field in conjunction with the existing High School turf field to host a summer high school lacrosse tournament (similar to the Colorado Cup). Estimates for numbers of teams are between 7-15 for one weekend during the summer. Teams represent 20-22 families each. The additional field would also allow for a larger youth lacrosse Memorial Day tournament with additional teams. Neill Redfern, Steamboat Youth Lacrosse Director, can be contacted at Neillredfern@mac.com
- ✓ Soccer and other sports could use the field to increase tournament capacity or to add tournaments.

Promote Premier Resort Status

- ✓ Promotion of "Premier status" as a resort is really about offering the same or better amenities as other competing areas in Colorado. Competing resort mountain communities with significant year round residents have more than one turf field and in many cases an indoor field house/recreation center. The closest such community is the Vail Valley with three artificial turf fields (BMHS field, Ford field and Edwards Turf Field) as well as the Edwards WECMRD Field house. Aspen has two artificial turf fields: one at the high school and the newly constructed Iselin Field. Steamboat is somewhat behind the trend in this capacity with only one artificial turf field at the high school and no field house. Adding a second artificial turf field to Steamboat keeps our city moving in a positive direction to compete as a premier resort.

Enhance Community Identity

- ✓ Steamboat's identity includes athletics, outdoors, strong schools, high quality living, and competition. Artificial turf at the middle school field supports all of these community attributes.

- ✓ The SSMS field as is requires continuous maintenance.
- ✓ A colorful turf field would enhance the physical pride in our facility while providing greater use for athletics outside of school curriculum. The middle school field would become a usable community-wide resource.
- ✓ Artificial turf would allow our various sports teams to start practicing earlier in the spring and later in the fall, making them more competitive with Front Range and southern Colorado teams during the regular season.

Enhance Environmental Desirability

Replacing grass with synthetic turf positively impacts the environment in the following ways:

- ✓ Eliminates impact on water resources
- ✓ Eliminates harmful pesticides, fertilizers, fungicides and herbicides, used on natural grass, that can run off into ground water
- ✓ Lowers the use of natural gas and other fossil fuels needed to produce lawn care chemicals
- ✓ Eliminates fuel-powered mowing, aerating, and re-seeding.
- ✓ Recycles tires for artificial turf that would otherwise be in landfills
- ✓ Is less likely to provoke asthma or allergy attacks
- ✓ Is not a breeding ground for the MRSA (staph) bacteria

Enhance Economic Health

- ✓ Increase in number of teams visiting Steamboat as a function of increased field space with an artificial turf field yields significant new revenue to the city and county by way of increased lodging, spending on food and beverage as well as retail.
- ✓ Yampa Valley Data Partners estimates that a tourist to Steamboat in the summer months spends \$525/visit. A research study done by RRC Associates in 2010 showed that the summer visitor spent \$72 per person per day. Each additional family brought to town by expanding tournaments can bring significant revenue to Steamboat Springs.
- ✓ Tourists will be drawn in during the spring and fall. Adding a turf field can help smooth the annual flow of revenue to the city.

Cost Estimate

Academy Turf in Denver has offered this high level estimate of costs to turf the middle school field.

Total cost for turf field system - \$460,000

Maintenance equipment - \$22,000

Annual maintenance costs - \$3,000

There is discussion among various interest groups outside the District, to help support and subsidize the annual field maintenance costs. There would be some marginal cost savings associated with the elimination of the grass field including labor, water, reseeding, etc.

Thank you for your consideration of this project,



Dr. Brad Meeks

Superintendent , Steamboat Springs School District



ACADEMY
SPORTS TURF

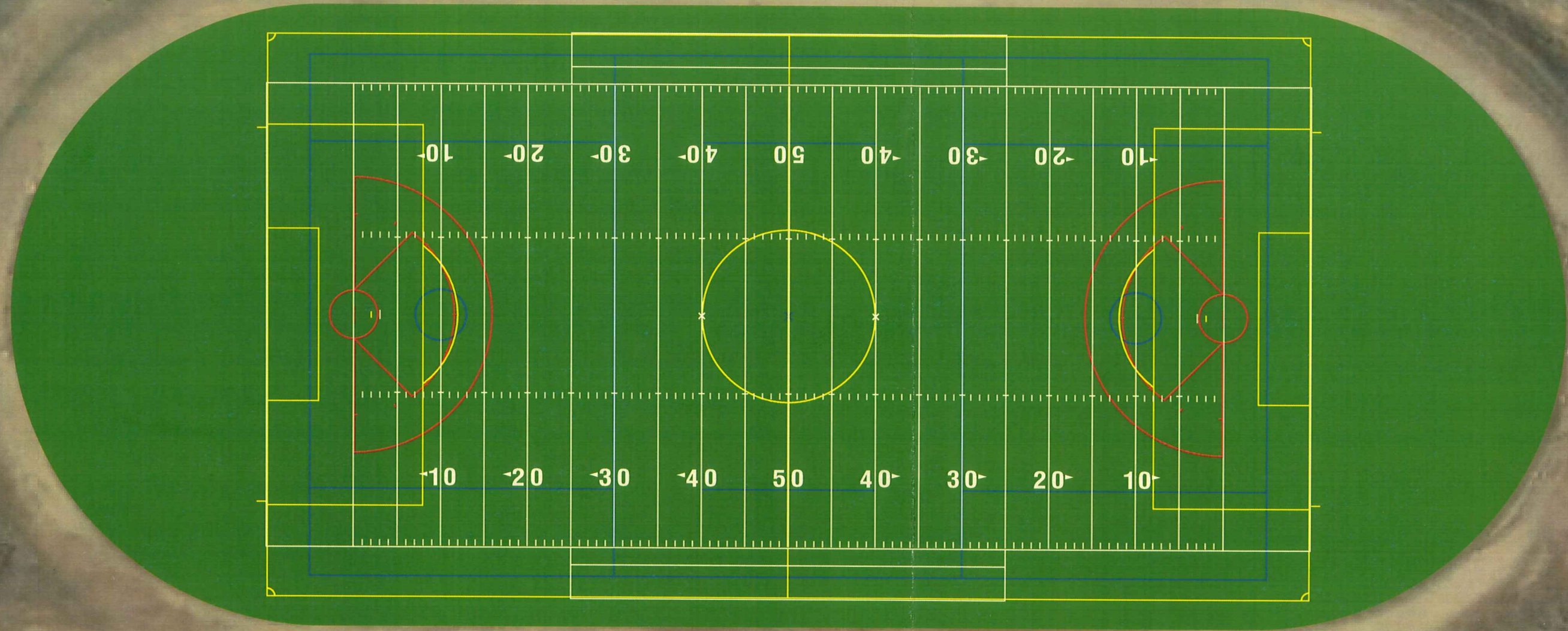
3740 S. Jason Street
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F: 303-762-8190



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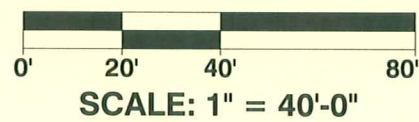
USA HEADQUARTERS
3525 Old Dixie Hwy
Dalton, Georgia
30721-5102

CDN HEADQUARTERS
23022-800 Niagara Street
Welland, Ontario, Canada
L3C 7E7



FIELD MARKINGS IN ORDER OF DOMINANCE:

1. FOOTBALL - WHITE
2. SOCCER - YELLOW
3. MEN'S LACROSSE - BLUE
4. WOMEN'S LACROSSE - RED



Note: Scale is only accurate when this drawing is printed on 11" x 17" paper

**STEAMBOAT SPRINGS MIDDLE SCHOOL
SYNTHETIC TURF FIELD
COLOR FIELD LAYOUT**

Project # TBD
Date: June 19, 2012
Drawn By: KAC
Issued: For Proposal

From: Friends of the Yampa, Inc.
To: Julie Franklin, City Clerk
Re: Response to RFI Re: Accomodations Tax
Date: July 16, 2012

RECEIVED
JUL 16 2012



To Whom It May Concern:

The Friends of the Yampa, Inc. provide the following response the City's request for ideas concerning how to spend the accommodations tax revenue.

I. Description of project: The projects are found in the *Yampa River Master Plan* (2003) and *Yampa River Structural Master Plan* (2008) ["River Plans"]. The River Plans include over \$4 million of specific projects that address public access, riparian habitat, river clean up, bank stabilization and recreation. There was a coordinated public process and analysis by professional consultants funded by the City to engage all the various user groups. The community went through a ten-year process to develop consensus of the user groups and what should be done and where. The Yampa River is the cornerstone of the local summer economy and no other amenity has received such thorough public vetting and professional analysis.

II. Perceived benefits: The Yampa River corridor is one of the most important amenities to the City of Steamboat Springs. From its value as an ecological resource to its economic impact on the community; from activities associated with stream related recreation to the beauty and character it provides, the Yampa corridor is vital to the City. The community appreciates how important the river is and has worked hard to protect and improve it. Use of the corridor by the public is encouraged by the multitude of parks and trails that the City has developed. Parks located along the River include: Dr. Rich Weiss Park, River Creek Park, Rotary Park, Fetcher Park, Emerald Park, Little Toots Park, West Lincoln Park, Howelsen Park and the Stockbridge Multi-Modal Center. Wildlife Management Areas (WMAs) like the Chuck Lewis WMA and public open space also exist along the River. The Yampa River Core Trail connects these parks to most neighborhoods. The Core trail follows the river from Walton Creek Road and Highway 40 to the James Brown Bridge on Shield Drive. The trail is highly used and there are plans to extend the trail South and West along the river corridor.

III. Explanation of the project's ability to meet the ordinance's parameters:

Promote Tourism: River enthusiasts come to Steamboat to experience the Yampa's wild and scenic river qualities. An improved river corridor will attract thousands of river recreation enthusiasts throughout the state and region. The core trail ensures easy access for both active participants and those who simply enjoy observing.

Enhance the vitality of Steamboat Springs as a destination resort: Unlike every other resort community, Steamboat has a large free-flowing river gushing directly through downtown providing exceptional fishing, floating and viewing opportunities. Improving on this amenity would set Steamboat apart from most other resort communities. The free-spirited nature of the Yampa is the exact sort of thing tourists seek when planning a Rocky Mountain vacation.

Enhance the community identity of Steamboat Springs: When people think of Steamboat, they envision snow-capped mountains in the winter, and a lush, green river valley in the summer. Improving on the river corridor through town will highlight the uniqueness of this wonderful valley. The river corridor is the center-piece for many of our community's summer activities. Among competing river communities, Steamboat stands out as having the only free-flowing river.

Enhance the environmental desirability of Steamboat Springs: Many of the projects included in the River Plans anticipate removing the randomly placed concrete rip-rap that has been dumped into the river. Removing this unnatural debris will create a more natural environment for people to enjoy. The River Plans anticipate restoring much of the riparian habitat that has been lost.

Enhance the economic health of Steamboat Springs: An improved river corridor will provide a boom to the local fishing, wildlife viewing, and floating industries. For instance, the City currently lacks a single boat ramp capable of launching drift boats and larger rafts. The economic study performed in 2005 found that river users could create as much as \$7,000,000 annually to the Steamboat economy. See *The Potential Beneficial Values of Waters Diverted in the Yampa River for the Steamboat Springs Boating Park*, Robert S. Raucher, PhD. et al., 2005. An increase in use could also potentially create jobs in the river-related industries.

Sincerely,



Adam Mayo
Vice-President, Friends of the Yampa, Inc.
P.O. Box 771654
Steamboat Springs, CO 80477
Info@FriendsOfTheYampa.com

JUL 16 2012

As the Young Professional Network of Steamboat Springs, we are requesting \$5,000.00 to enhance the impact our organization within our community. We are an organization that focuses on professional development, community involvement, and networking opportunities for young motivated professionals within Steamboat Springs. In the following you will see how our organization will fulfill all the city's requirements for allocation of the excess transient tax. Thank you for this opportunity to provide a greater experience for the future leaders of our community.

Direct use of the 5K: Increasing the value of the YPN membership by bringing in more speakers and events, adopting trails, funding our marketing and website, aiding our scholarship program and increasing our community involvement with more opportunities. This will directly help with growing our membership which in turn will create a greater amount of positive individuals in our community.

-How it will promote tourism in Steamboat: Indirectly by helping groom the young professionals of Steamboat now, in hope that they will take a strong lead in the future of our resort, city offices, and community structure. We need to keep inspiring, motivating and creating opportunities for the young professionals in Steamboat and prepare them for a strong leadership within our city.

-How it will enhance the vitality of Steamboat as a destination resort: Our members are the future of this community. We need to help promote ideas, inspire and build young motivated individuals into our leadership roles.

-How it will promote community identity: YPN is a huge force in the community and has so much more potential. We bring together the young professionals of Steamboat and help to inspire, motivate and progress their ideas. The money would help to grow that force, inspire the community and build strength amongst the future professionals of Steamboat. We are also part of a national organization, our success could be promoted all across the United States.

-How it will increase Steamboat's environmental desirability: By growing our membership we will increase the manpower behind our philanthropic efforts. We promote community involvement with trail maintenance as well as educate our members about current environmental issues directly impacting Steamboat.

-How it will help Steamboat's economic health: By increasing the communication and continual education amongst the young professionals in our community, we will be allowing economic growth through stronger business leadership. Our members are future business owners, managers, city council members, etc.