



**ECONOMIC DEVELOPMENT SUMMIT  
KEYPAD POLLING RESULTS**

**SEPTEMBER 14, 2016  
CENTRAL CITY HALL**

Prepared by RPI Consulting LLC

Durango, Colorado



## INTRODUCTION AND BACKGROUND

The City of Central held the Economic Development Summit on September 14<sup>th</sup> at City Hall. Roughly 35 people attended the workshop. The goal of the workshop series was to gain insight into the direction residents, business owners and other participants want the City of Central to head.

During the keypad polling session participants were presented with concepts and strategies and were able to ask questions and discuss before responding anonymously. The results were calculated in real-time for all to see. The questions asked during the polling session were developed through a process of research and interviews with city staff and community members. This session contained questions about economic development and growth, the future of downtown, recreation, housing, and core services and infrastructure.

**Note** - Many of the questions were structured so participants had to identify their top two or three priorities. The totals for questions that allowed multiple responses per question will exceed 100%. For example, the total percentage for a question allowing “Top Two” responses would total 200%. The percentage response for each option represents the percentage of participants that selected that option as one of their top two choices.

The combined results of the keypad polling sessions are presented below.



# Economic Growth Summit

Central City Comprehensive Plan

September 14, 2016

City Hall

# Where do you live?

66% 1. In Central City

10% 2. Unincorporated Gilpin County

24% 3. Other community

# What is your employment status?

40% 1. Employed in Central City

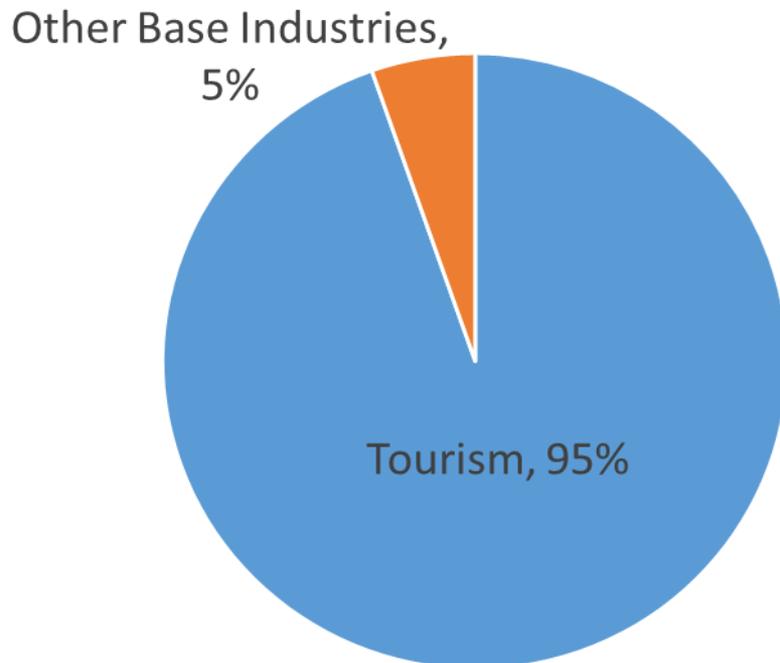
20% 2. Own a business in Central City

30% 3. Employed outside of Central City

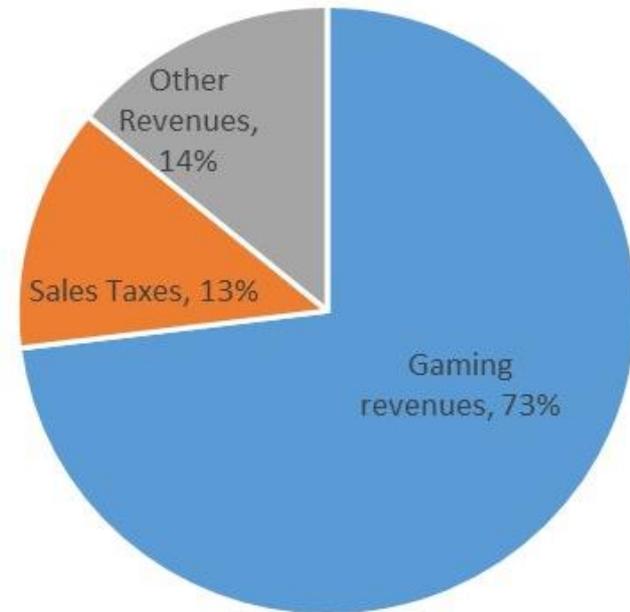
10% 4. Not currently employed

# Role of Tourism/Gaming

Base Analysis for Gilpin County -  
DOLA 2014



City Revenues by Source

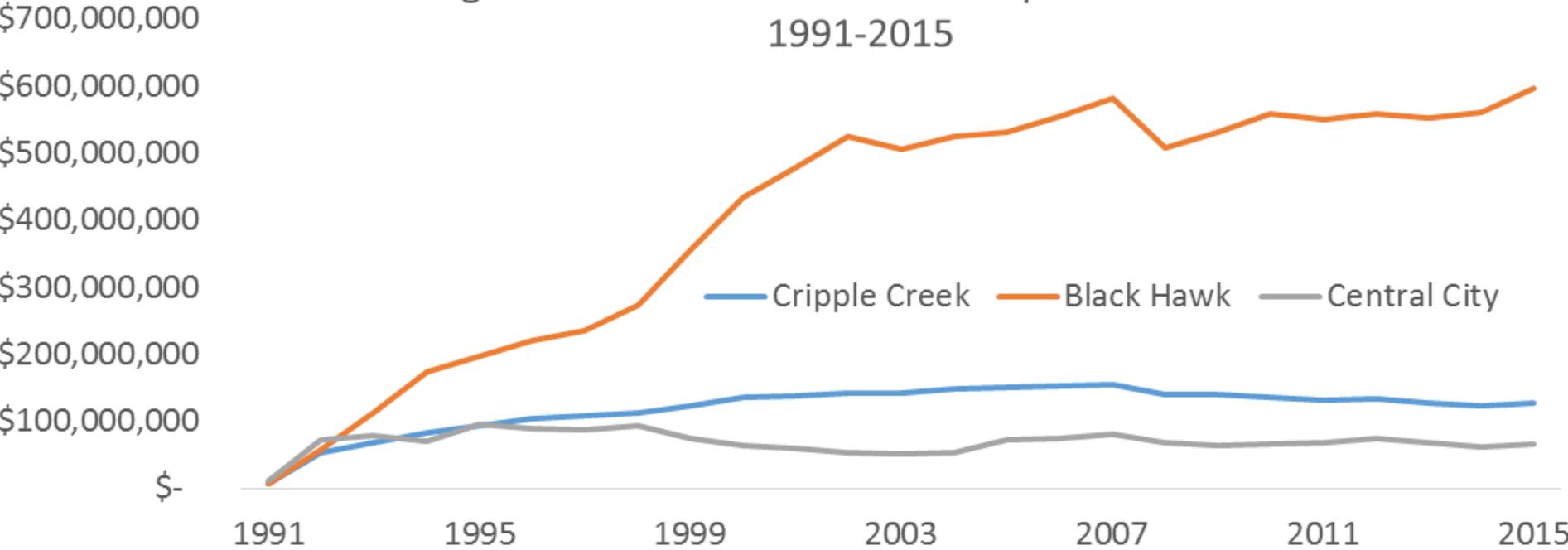


# What is the best opportunity for economic growth?

- 31% 1. Diversify and grow tourism/visitation
- 3% 2. Establish new industries
- 66% 3. A balance of both of these

# Gaming in Colorado

Gambling Gross Proceeds – Colorado Department of Revenue  
1991-2015



# What best describes your opinion about the future gaming industry?

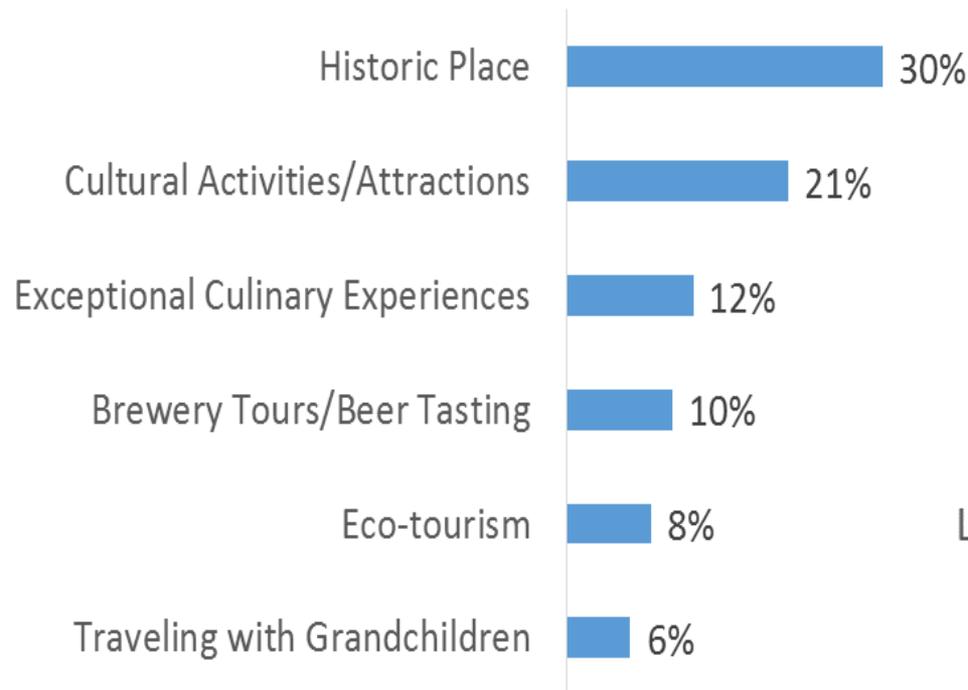
7% 1. Grow it

72% 2. Diversify beyond it

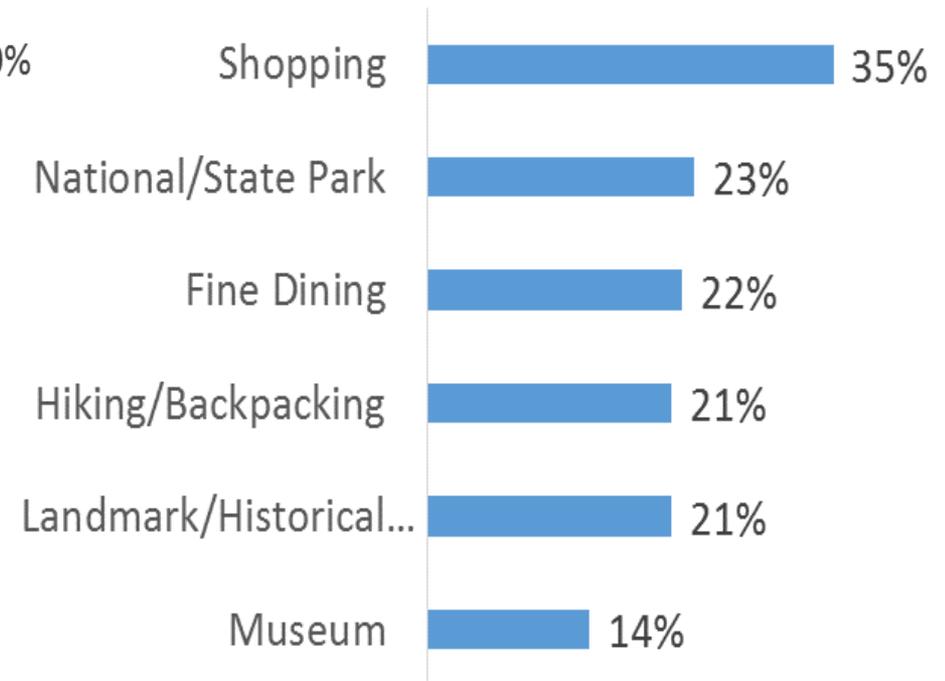
21% 3. Prepare for a decline

# Top Activities for Colorado Tourists 2015

Specific Interests of Overnight Leisure Trips (2015) - Longwoods International



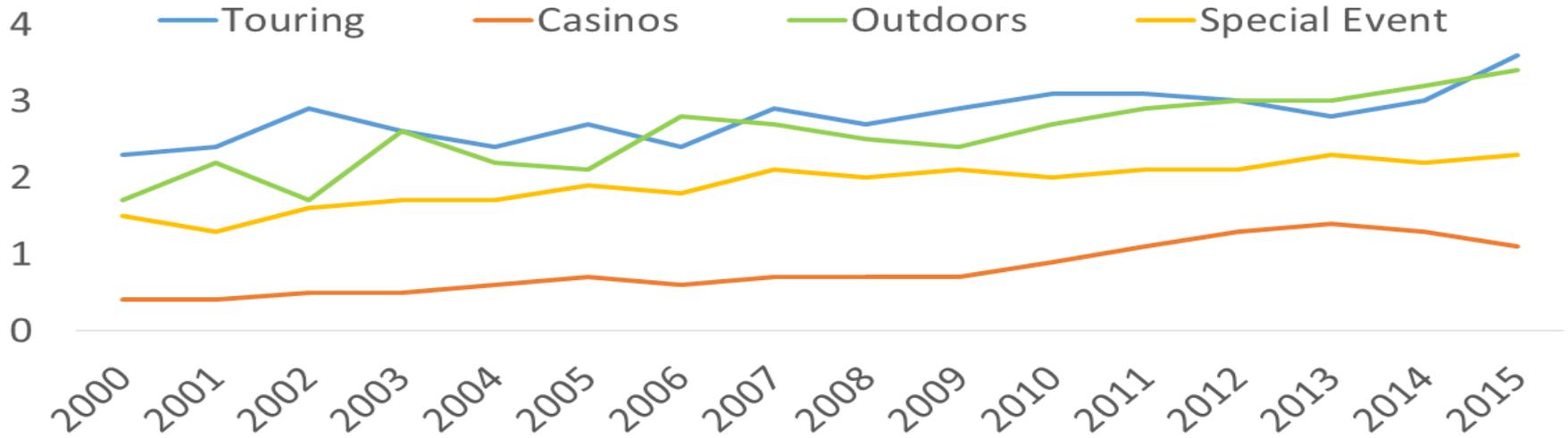
Top Activities on Overnight Leisure Trips (2015) - Longwoods International



# How can the community best capitalize on Central's historic resources? (Top 2)

- 40% 1. Support/funding for structure restoration
- 7% 2. Historic preservation regs and permitting
- 80% 3. Get more vacant historic buildings occupied
- 17% 4. Web and advertisements for heritage tourists
- 7% 5. On-site marketing: signage, print collateral
- 20% 6. Support/funding for extending museum season
- 10% 7. Heritage theme special events
- 13% 8. Expanded historic tours/offering

## Overnight Trips To/Within Colorado (Millions of Trips) - Longwoods International



Total Colorado Day Trip Spending by Sector in 2015 - Longwoods International

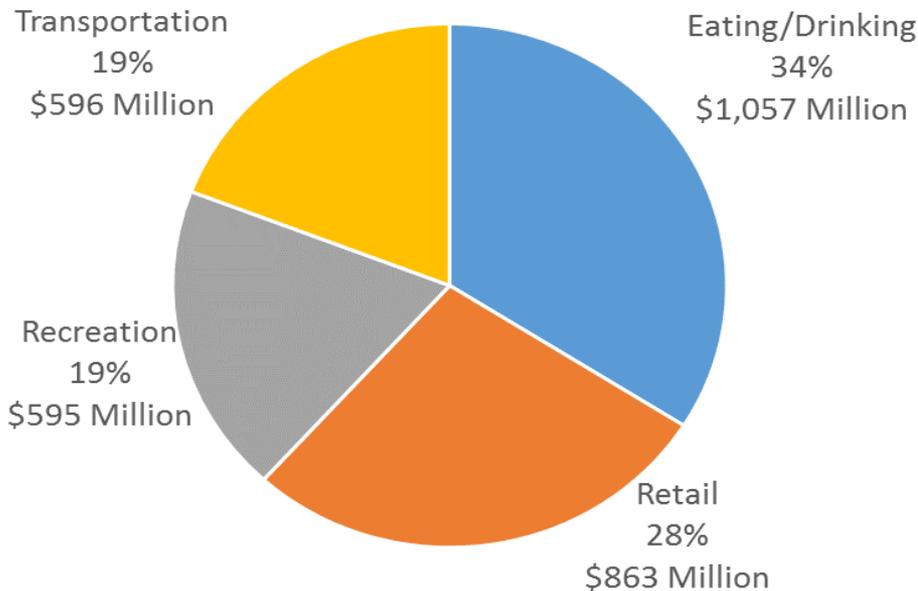
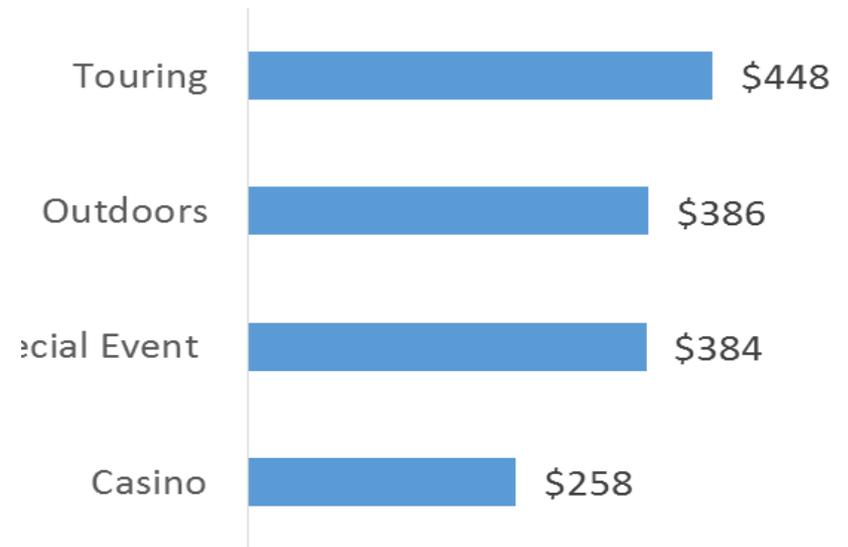


Figure X. Overnight Trip Per Person Expenditures in 2015 - Longwoods International



Do you think developing local niches in outdoor industry would benefit the local economy?

76% 1. Yes

24% 2. No

# Do you think the outdoor industry would be a good fit for Central City?

68% 1. Yes

32% 2. No

# What outdoor recreation investments would most benefit the local economy? (Top 2)

- 45% 1. In-town access to trails/trailheads
- 10% 2. Wayfinding to outdoor recreation areas
- 17% 3. Intercity pedestrian/bike connectivity
- 7% 4. Pathway from downtown west to public lands
- 17% 5. In-town OHV routes and parking/staging
- 34% 6. Gilpin Tram trail/pathway (& other trams?)
- 48% 7. Routes combining heritage and recreation

# Successful Creative Communities

- Jerome, AZ

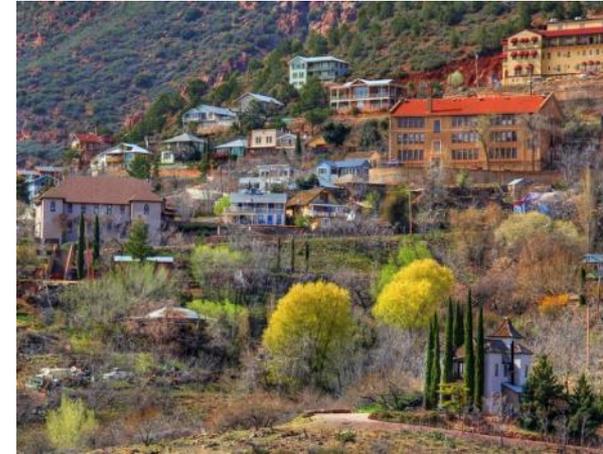
- Monthly Art Walks
- Marketing to nearby metro areas
- Regional marketing efforts to offset cost
- Entrepreneur driven success

- Carbondale, CO

- Art aRound Town – funded by 1% capital improvements fund
- Mountain Fair – 3 Day arts & crafts fair, 20,000 visitors
- Became a Creative District in June, 2016
- Strong non-profit support

- Bisbee, AZ

- Central School Project – non-profit with affordable studios, visiting artists, community spaces for special events
- Bisbee Craft School – 5-9 workshops three times a year, taught by locals, attracts out of region and out of state participants



# Colorado Creative Industries Profile – 2014

- \$300 million in creative industry exports in 2013
  - Top export markets - Canada, Mexico and Japan
- Creative economy provides 164,000 average annual jobs
  - Creative workers and other workers in creative industry
  - 4% of total employment in CO
- Nation's highest concentration of collaborative workspaces, entrepreneurial networking and meetup groups
- 2007 creative industry earnings totaled \$5 billion

# Do you support the expansion of performance arts offerings in Central City?

97% 1. Yes

3% 2. No

# What strategies would best work to expand performance arts? (Top 2)

57% 1. Expand season and variety at opera house

23% 2. Diversify indoor performance venues

53% 3. Renovate the Belvidere Theater

13% 4. Central City Reservoir = outdoor venue

43% 5. Weekend performances during fall/winter

# Could Central City become a hub for arts and creative trades?

83% 1. Yes

17% 2. No

# Which of the following would most effectively establish Central City as hub for arts and creative trades?

- 0% 1. Art education (schools, workshops, residencies)
- 45% 2. Arts facilities (makerspace, co-ops, live-work)
- 14% 3. Public art (installations, art gardens, art trails)
- 41% 4. Arts events (demonstrations, competitions, fairs)

# Central City Special Events

## June

- Madam Lou Bunch Day
- Stills in the Hills

## July

- Opera Opening
- Beat the Heat Wing-Off

## August

- Gilpin Art Show Reception
- Pitt Rally
- Great Central City Beer Festival
- Cemetery Crawl

## September

- Hot Rod Hill Climb
- Seven Healing Stars

## October

- Creepy Crawls

# Special Event Economic Impacts

- Special event expenditures in Colorado average \$384 per person per trip
- Carbondale, CO
  - 5Point Film Festival in Carbondale, CO
    - 4 Day Event, an estimated 2,500 - 3,000 in attendance
  - Green is the New Black Fashion Show
    - Brings in an estimated \$20,000, an estimated 1000 in attendance
  - Festival Las Americas
    - 1 Day event, an estimated 3,000 in attendance, raises \$15,000 for college scholarships
- Lake City Uncorked Wine and Music Festival
  - 2-Day event
  - An estimated 1,400 in attendance
  - Brings in \$150,000 - \$200,000

# Which best describes your opinion about public special events?

- 40% 1. Establish and promote more events
- 53% 2. Focus resources on a few quality events
- 0% 3. We already have enough events
- 7% 4. Host fewer events
- 0% 5. No events

# What types of special events are desirable? (Top 2)

34% 1. Heritage events

14% 2. Outdoor recreation competitions

62% 3. Beer/wine/foodie events

41% 4. Performance events

45% 5. Arts/crafts events

# How effective are special events at promoting/marketing the community?

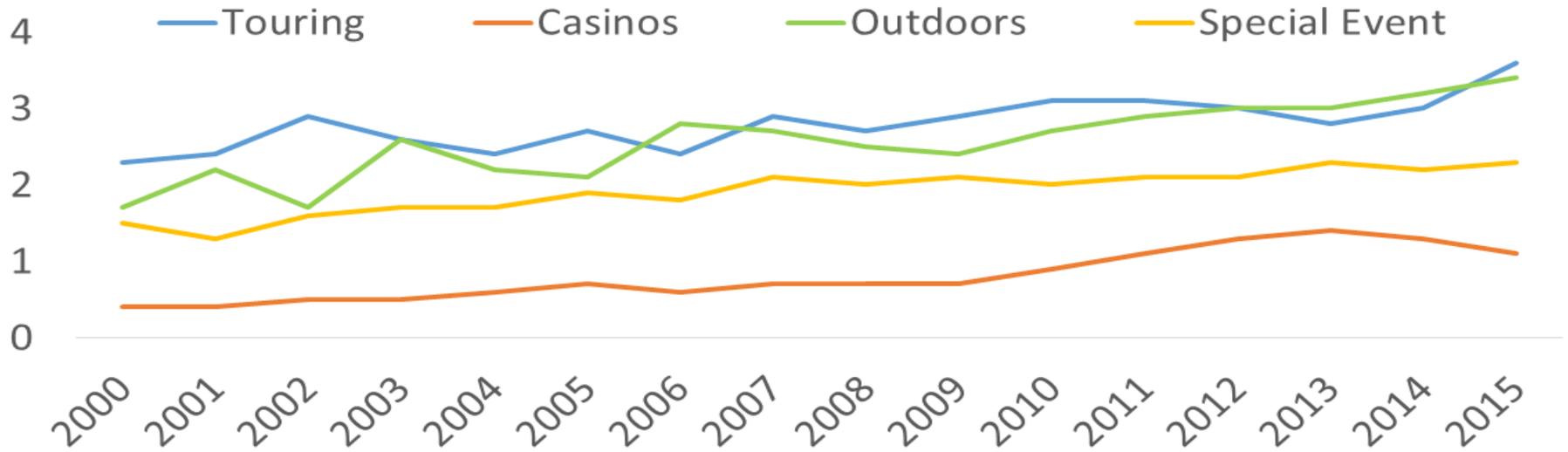
25% 1. Effective

46% 2. Somewhat effective

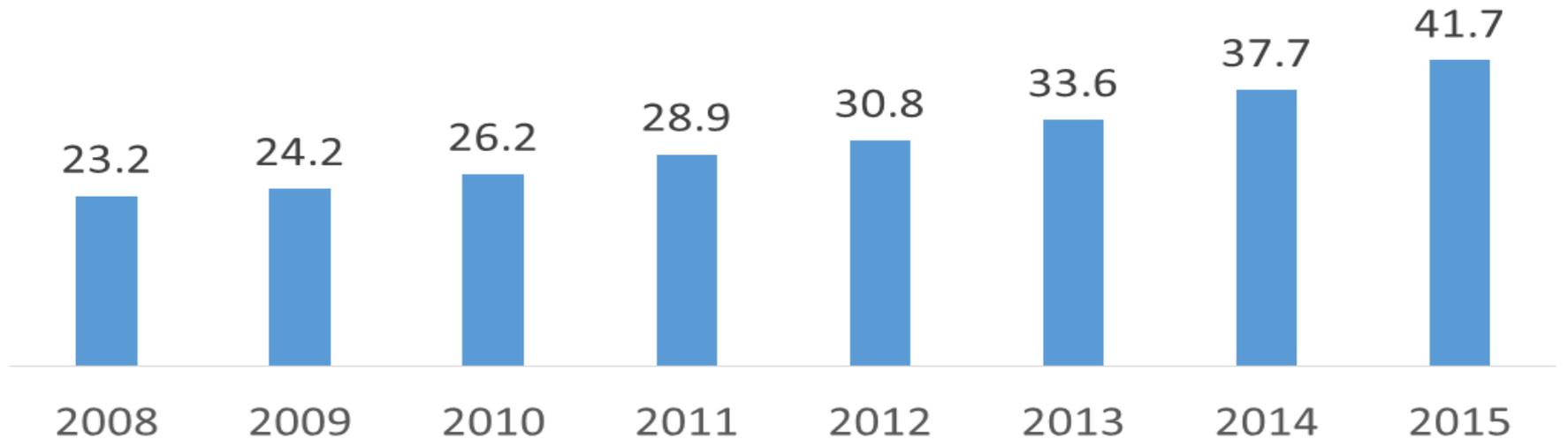
14% 3. Not effective

14% 4. Unsure

## Overnight Trips To/Within Colorado (Millions of Trips) - Longwoods International



## Day Trips To/Within Colorado (Millions of Trips) - Longwoods International



# Complete the sentence: Tourism marketing should...

21% 1. Focus on the base: gaming and opera

79% 2. Reach audiences for other existing attractions

# Who should initiate/pay for tourism marketing?

- 0% 1. Private businesses
- 29% 2. The City of Central
- 7% 3. The Business Improvement District
- 7% 4. Non-profit marketing organizations
- 57% 5. Public/private/non-profit partnerships

# Businesses in Central City

## Casinos

- Century Casino
- Dostal Alley
- Easy Street Casino
- Famous Bonanza
- Johnny Z's Casino
- Reserve Casino Hotel

## Food & Drink

- Heidi's Hoagies & Central City Jerky Co.
- Gilpin Market
- Charlie's
- Mountain Mocha Cafe

## Specialty Retail

- Reliving the Past Photography Studio
- Wabi Pottery
- Mountain Menagerie
- Annie Oakley's Emporium and General Store
- Central City CBD & Tobacco
- Ermel's Emporium
- Golden Rose Antiques & Collectibles
- Heidi-Did-It

## Health & Wellness

- Alternative Holistic Healing
- Angel Readings
- Green Grass Alternative Medicine
- Golden Nugget Dispensary
- The Annies
- Growhouse Central City

## Lodging

- Hooper Homestead B&B
- Central City KOA Campground/RV Park
- Gold Mountain Village Apartments
- Skye Cottage B&B
- Nicki Lee Mansion B&B

## Professional

- Heritage West Realty
- Prospectors Run Townhomes

## Tours

- Blue Lantern Ghost Tours

# What commercial visitor services are most needed? (Top 3)



# Central City Buildings



Would you support a city sponsored program to get privately owned buildings occupied?

93%

1. Yes

7%

2. No

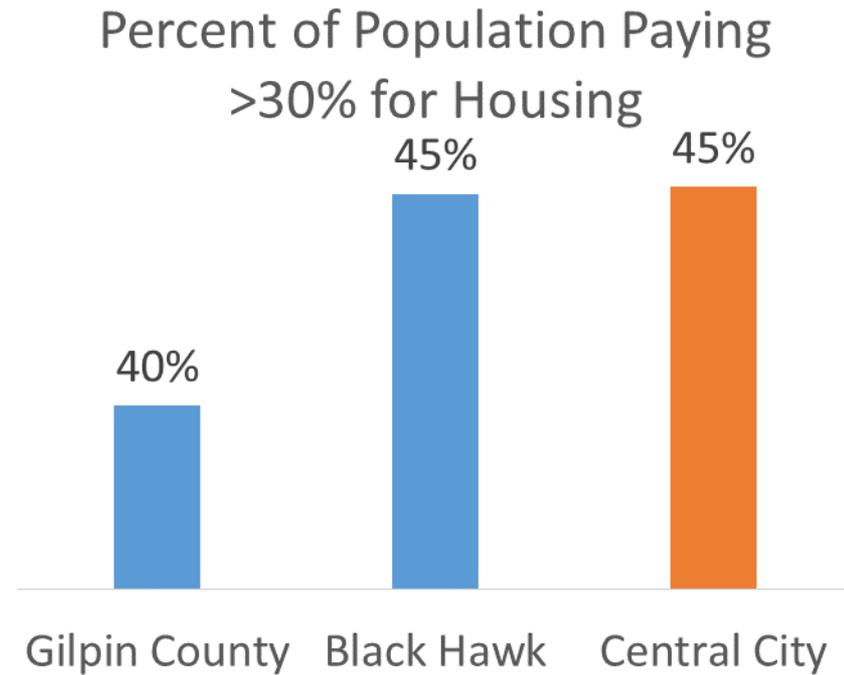
# What barriers are we going to need to overcome to get privately owned buildings occupied? (Top 2)

- 93% 1. Owners lack motivation to sell/lease
- 31% 2. Poor conditions/expensive renovations
- 14% 3. Lack of demand for businesses
- 24% 4. Zoning, building, historic regulations
- 38% 5. Property tax rates

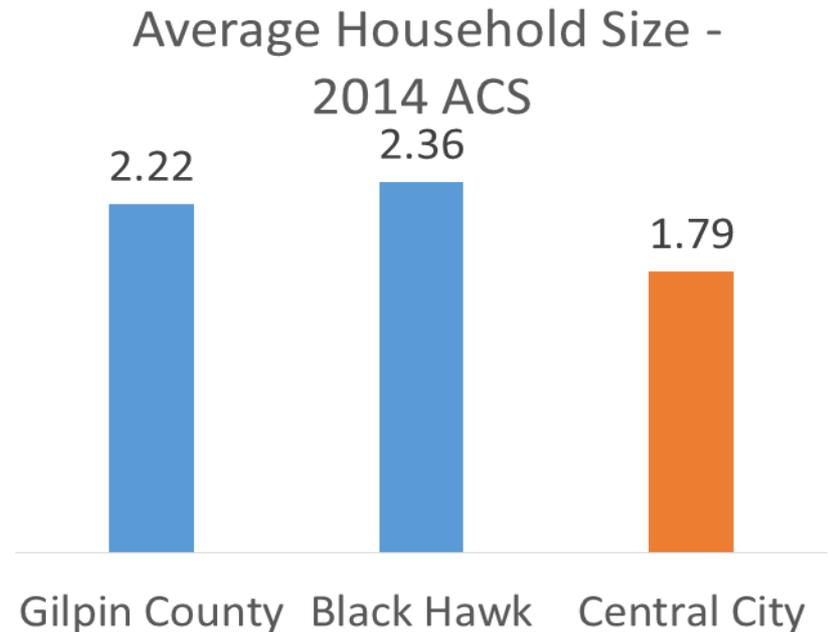
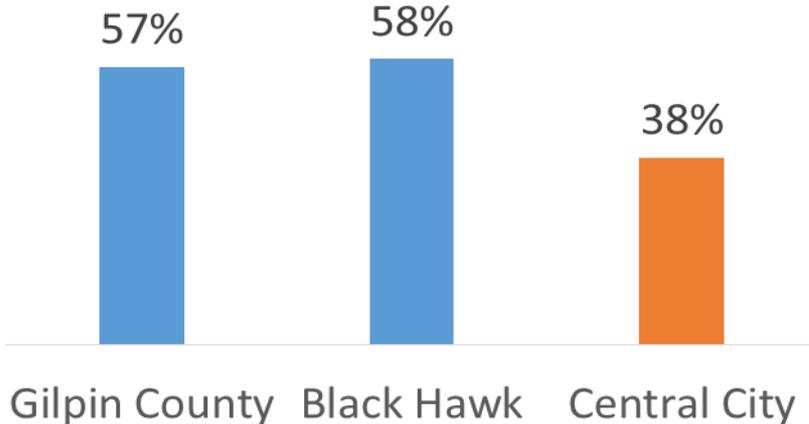
# What resident commercial services are most needed? (Top 3)

- 37% 1. Full service restaurants
- 15% 2. Counter service food and beverage
- 41% 3. Entertainment
- 15% 4. Specialty Retail Shops
- 78% 5. Food Store(s)
- 7% 6. Drug Store
- 44% 7. Service Station
- 15% 8. Office Space
- 11% 9. Art work/maker spaces

# Central City Housing



### Percent Family Households - 2014 ACS



# What kind of housing is most needed/in demand? (Top 2)

- 14% 1. Low income housing
- 7% 2. Special needs housing
- 32% 3. Rental apartments/condos
- 29% 4. Rental single family homes
- 29% 5. For sale condos/townhomes
- 57% 6. For sale single family homes
- 14% 7. Seasonal housing

# Central City Parks



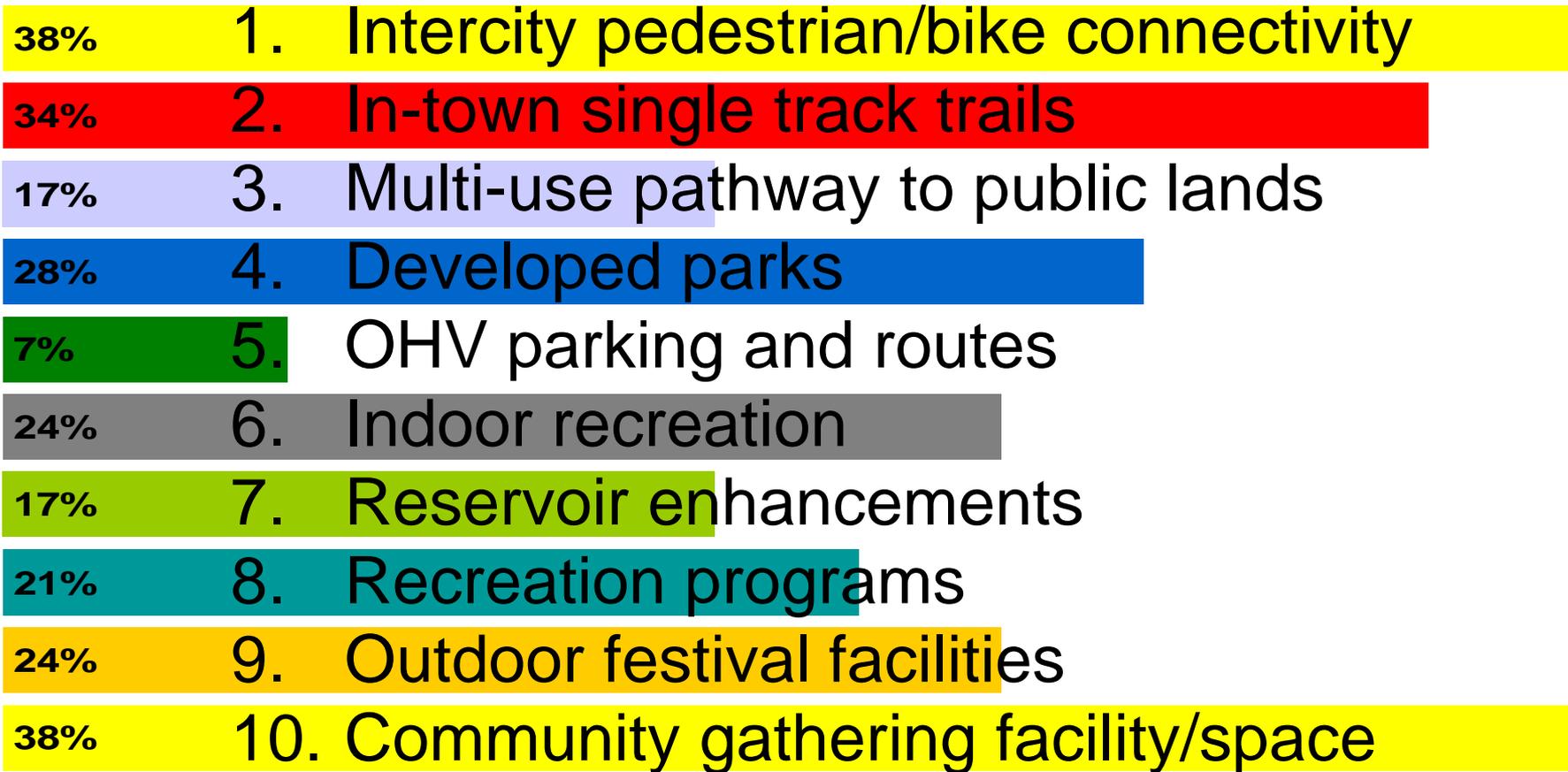
Chase Reservoir



Fishing at William C. Russell Park

	Total Acres	Pond/Lake Acres	Fishing	Picnic Tables	Playground	Shelter	Restroom
William C. Russell Park	3.6	0.8	Yes	Yes	Yes	Yes	Yes
Chase Reservoir	28.7	24	Yes	Yes	No	No	Yes
Lyons Park	0.02	0	No	Yes	No	No	No

# What recreational facilities/amenities are most important? (Top 3)



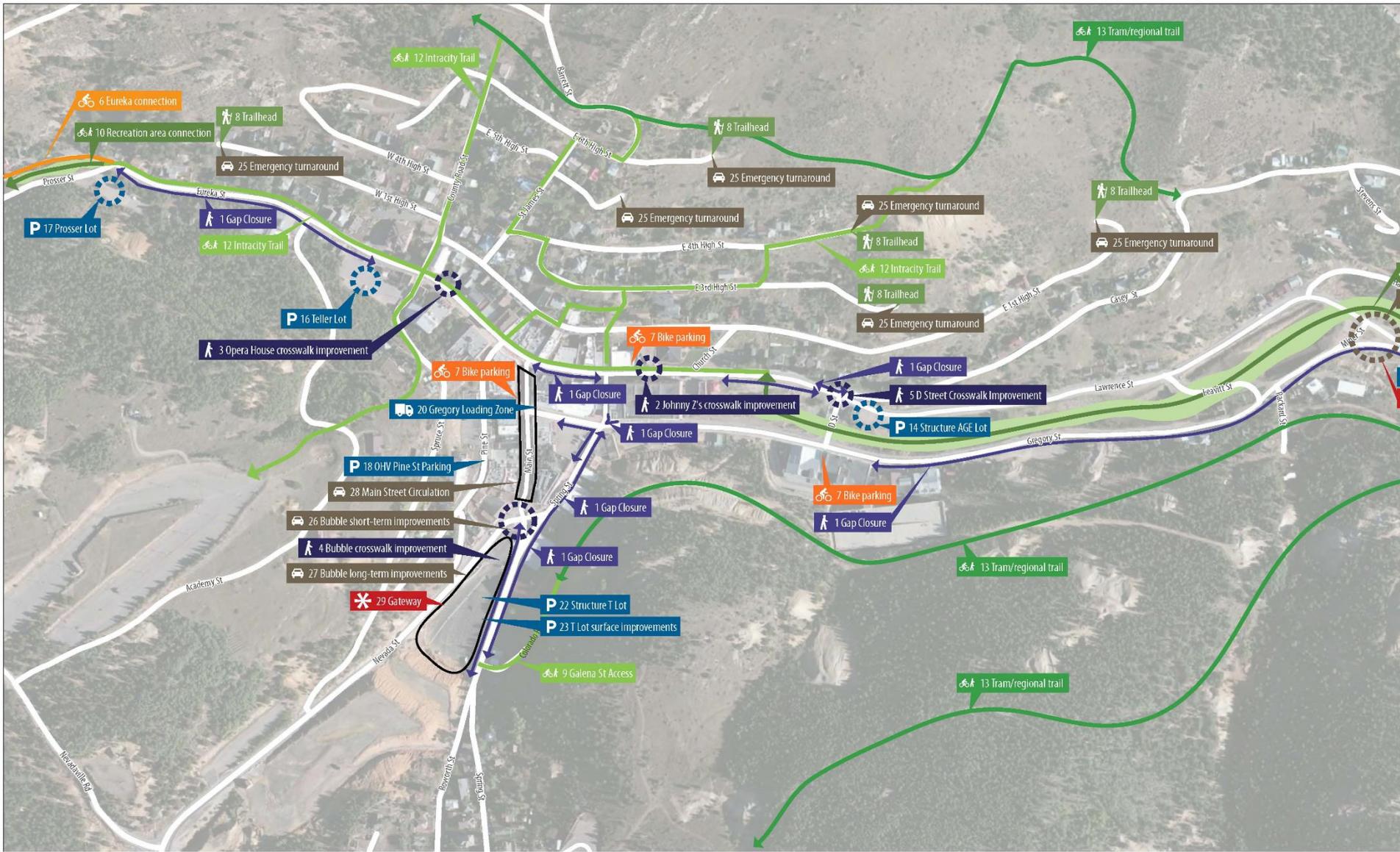


Figure 1  
**Capital Improvement Plan Recommendations**

- |                            |                                 |                          |
|----------------------------|---------------------------------|--------------------------|
| <b>Bicycle Projects</b>    | <b>Shared Use Path Projects</b> | <b>P</b> Parking Project |
| Connections                | Trailhead                       | Vehicular Project        |
| Bike Parking               | Intracity Trail                 | Wayfinding Project       |
| <b>Pedestrian Projects</b> | Hard-Surface Shared-Use Path    |                          |
| Sidewalk Gap Closure       | Tram/Regional Trail             |                          |
| Crosswalk Improvement      |                                 |                          |

0 150

Data Source: Gilpin C  
 Map Created: Decemb  
 Map Produced By: Alt

# Which is most important for transportation improvements? (Top 2)

- 
- | Percentage | Improvement Category                      |
|------------|-------------------------------------------|
| 28%        | 1. Pedestrian improvements                |
| 21%        | 2. Bicycle improvements                   |
| 21%        | 3. Shared use pathways                    |
| 24%        | 4. Parking                                |
| 28%        | 5. Street surface/drivability             |
| 34%        | 6. Vehicle circulation                    |
| 24%        | 7. Wayfinding/signage                     |
| 14%        | 8. Bus/shuttle services, routes and stops |
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  - 14% 8. Bus/shuttle services, routes and stops

# Rate your understanding city water infrastructure

21% 1. I know all about it

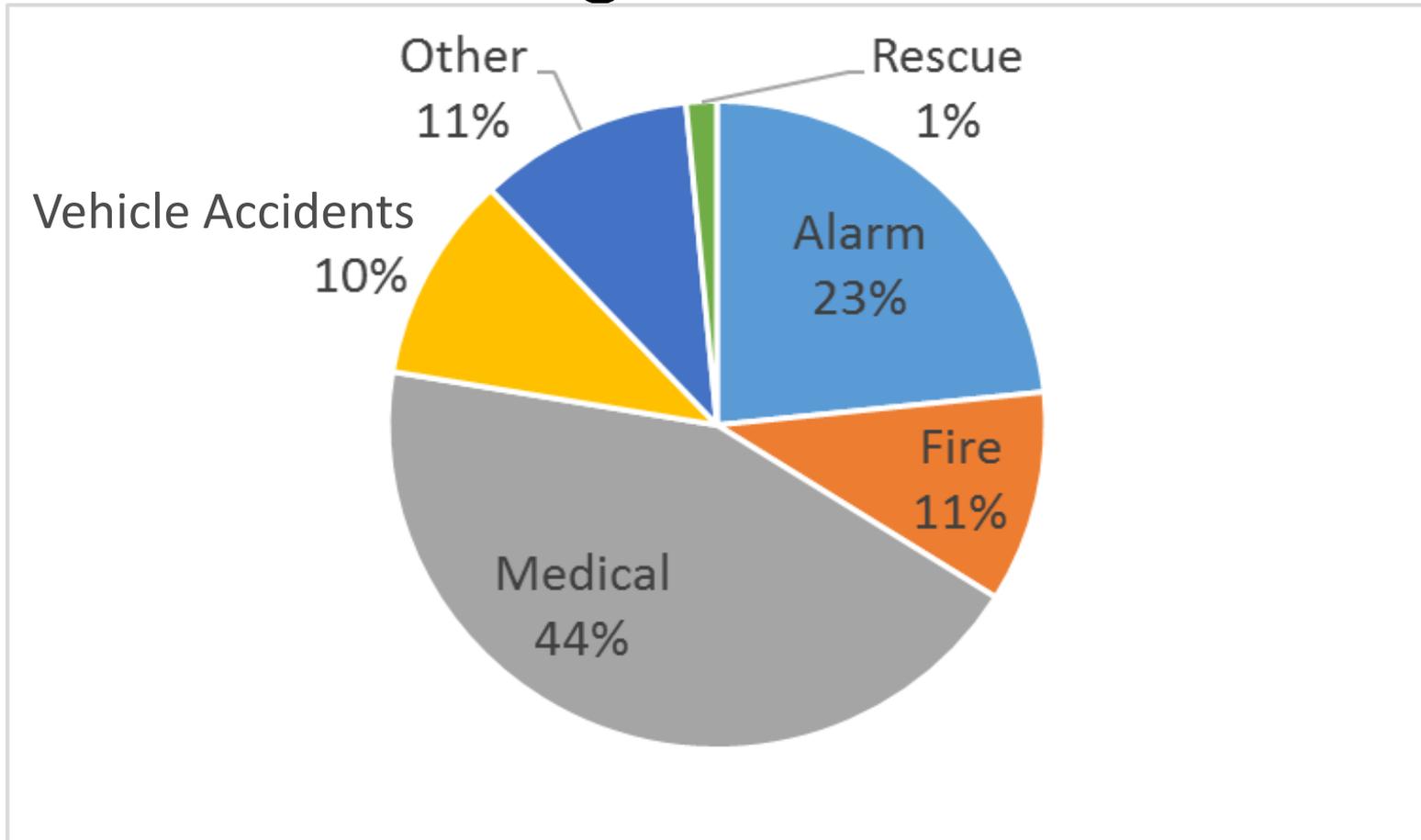
46% 2. I know some about it

32% 3. I know little about it

# Municipal water infrastructure should...

- 0% 1. Only be improved if something goes wrong
- 59% 2. Be maintained and upgraded regularly
- 41% 3. Be developed to encourage growth

# Fire Dept. Calls August 2015 to August 2016



398 Total Calls

# Fire Dept. Stats and Capital Needs List

- Covers 36 sq. miles, south half of Gilpin County
- 1 paid staff, rest volunteer (need volunteer supervisor)
- Calls are growing incrementally
- Funded by city general fund
- Substandard Station
- ISO 6 rating, need ladder truck
- Rolling stock average age: 32 yrs.

# Rate the importance of investing fire district infrastructure and services

85% 1. Important

15% 2. Somewhat important

0% 3. Not important

# What is the top priority for the city?

- |     |     |                                               |
|-----|-----|-----------------------------------------------|
| 7%  | 1.  | Capitalize on historic resources              |
| 4%  | 2.  | Develop outdoor industry niches               |
| 7%  | 3.  | Develop the creative industry                 |
| 0%  | 4.  | Special events                                |
| 11% | 5.  | Tourism marketing                             |
| 0%  | 6.  | Commercial services for tourists              |
| 26% | 7.  | Get vacant buildings occupied                 |
| 4%  | 8.  | Housing                                       |
| 4%  | 9.  | Expand/improve community recreation           |
| 37% | 10. | Basic infrastructure, facilities and services |