

**AGENDA
OURAY CITY COUNCIL**

Monday, June 17, 2024 - 6:00 PM

**Ouray Community Center
320 6th Ave
Ouray, CO 81427**

VIRTUAL OPTION - <https://zoom.us/j/9349389230>

Meeting ID: 934 938 9230 Passcode: 491878 Or dial: 408 638 0968 or 669 900 6833

Ouray City Council Regular Meeting

- Changes to this agenda can be found on the bulletin board at City Hall
- Electronic copies of the Council Packet are available on the City website at www.cityofouray.com. A hard copy of the Packet is also available at the Administrative Office for interested citizens.
- Notice is hereby given that a majority or quorum of the Planning Commission, Ouray Economic Development Committee, Beautification Committee, Tourism Advisory Committee, Main Streets Committee, and/or Parks and Recreation Committee may be present at the above noticed City Council meeting to discuss any or all of the matters on the agenda below for Council consideration

1. CALL TO ORDER
2. ROLL CALL
3. PLEDGE OF ALLEGIANCE
4. CEREMONIAL/INFORMATIONAL - Tourism Grant Update - Amy Cassidy
5. CITIZENS' COMMUNICATION
6. CITY COUNCIL REPORTS/INFORMATION - Tamara Gulde, Peggy Lindsey, Michael Underwood, Josh Smith, and Ethan Funk
7. DEPARTMENT REPORTS
 - a. City Administrator
 - b. Director of Finance and Administration
 - c. Community Development Director
 - d. Information Technology Director
 - e. Communications and Community Engagement Coordinator
8. ACTION ITEMS
9. DISCUSSION ITEMS
 - a. Banner Permit from CDOT
 - b. Future Agenda Items
10. ADJOURNMENT



VISIT
OURAY
COLORADO

2024 CTO Destination
Blueprint Outcomes

Visit Ouray & Colorado Tourism Office

Visit Ouray & CTO have a long and successful partnership

- Restart Destinations
- Reimagine Destinations
- Tourism Management Grant
- **Destination Blueprint**
- Marketing Matching Grant



Visit Ouray & Colorado Tourism Office Destination Blueprint Program

Visit Ouray participated in the Destination Blueprint Program from August 2023 through April 2024. The program included:

- Destination Assessment
- Full-Day Action Planning Workshop
- 100 Hours of Technical Assistance
 - Advance priorities from destination assessment and workshop



Visit Ouray & Colorado Tourism Office Destination Blueprint Program

Deliverables from 100 Hours of Technical Assistance

- Year-round, action-oriented strategic marketing & management plan
- Communications plan for increasing engagement around the value of tourism
- Winter- and off-peak focused content and marketing opportunities
 - Overnight itineraries
 - Promotional partnership opportunities
 - Marketing opportunities with CTO to promote winter visitation
 - Winter Tourism Stakeholder survey



Visit Ouray Tourism Strategic Plan Framework

This strategic plan outline mirrors that of the City of Ouray's Strategic Plan and includes **4 Strategic Focus Areas** each with identified

- Goal
- Objectives
- Priority (high, medium, low)
- Timeline (short-, medium-, long-term and ongoing)
- Steps to Success
- Success Metrics
- Resources & Support
- Links & Notes



Strategic Focus Areas

1. Diversify Visitor Experiences
2. Visitor Education and Management During Peak and Off-peak Seasons
3. Enhance our Environment through Sustainable Protection of Community and Resources
4. Communication and Collaboration



Strategic Focus Area: Diversify Visitor Experiences

Goal: Provide an excellent year-round visitor experience while ensuring visitors respect community and environment

Objectives:

1. Increase the diversification of the types of tourism and tourism related activities throughout the area of Ouray.
2. Sustainably grow tourism year-round by filling in need periods such as winter and off-peak seasons, as well as days of the week, while acknowledging time periods that residents and stakeholders do not want increased visitation.
3. Ensure visitors leave the City of Ouray with a positive attitude through their experience.



Example Strategic Focus Area: Diversify Visitor Experiences

Objective	Priority	Timeline	Steps to Success	Success Metrics	Resources & Support	Links & Notes
Increase the diversification of the types of tourism and tourism related activities throughout the area of Ouray	Medium	Short-term and ongoing	Convene tourism stakeholders to explore cooperative and cross-promotional opportunities between attractions and activities such as linking outdoor activities with cultural events.	Increased visitation at lesser-known attractions and assets.	Tourism Stakeholder Survey, Visit Ouray business email program	Destination Blueprint Workshop Summary Report
	Medium	Ongoing (annually)	Conduct tourism stakeholder survey annually to understand business trends, concerns, needs, etc. and increase engagement with tourism stakeholders.	Increased engagement on social channels.		
	Medium	Medium-term	Conduct focus groups with local businesses to evaluate tourism diversification efforts.	Positive response from tourism partners in annual tourism stakeholder survey.		
	Low	Long-term	Conduct Visitor Profile study to further define winter visitor and what they're seeking.	Survey distributed to past guests with over 50% response rate		

Strategic Focus Area: Visitor Education & Management During Peak and Off-Peak Seasons

Goal: Create and distribute materials relevant to help visitors plan their arrival and meet their needs while they are here

Objectives:

1. Revise Ouray Visitor Guide to be more evergreen and direct users to visitouray.com for detailed information.
2. Complete new wayfinding program.
3. Create and implement *Do Ouray Right* campaign.
4. Develop a Visit Ouray Ambassador program.



Strategic Focus Area: Enhance Our Environment Through Sustainable Protection of Community and Resources

Goal: Create an understanding of overused resources and work collaboratively to create strategies for the protection of those resources

Objectives:

1. Work with a regional partnership to protect and promote responsible land use.
2. *Do Ouray Right* campaign development and implementation.
3. Visit Ouray Ambassador Program.
4. Tourism Partner training and education.



Strategic Focus Area: Communication & Collaboration

Goal: Enhance communication with industry partners, tourism stakeholders and residents

Objectives:

1. Develop a plan to ensure two-way communication with local tourism partners is conducted on a regular basis.
2. Develop a plan to ensure residents have an opportunity to understand the value of tourism and to weigh in on tourism matters that relate to resident quality of life.
3. Work with City Administration to ensure information on City of Ouray website, visitouray.com and at Visitor Center is accurate and up-to-date.



Visit Ouray & Colorado Tourism Office Destination Blueprint Program

Winter & Off-Peak Season Marketing

- Itineraries
 - Family-friendly
 - Young adults traveling with friends
 - Dog-friendly
- Partnership Opportunities
 - Micro-weddings, engagements, elopements
 - 2-day winter arts, dining, culture
 - New year, new me
- Marketing Opportunities
 - Winter-focused marketing co-ops, public relations opportunities



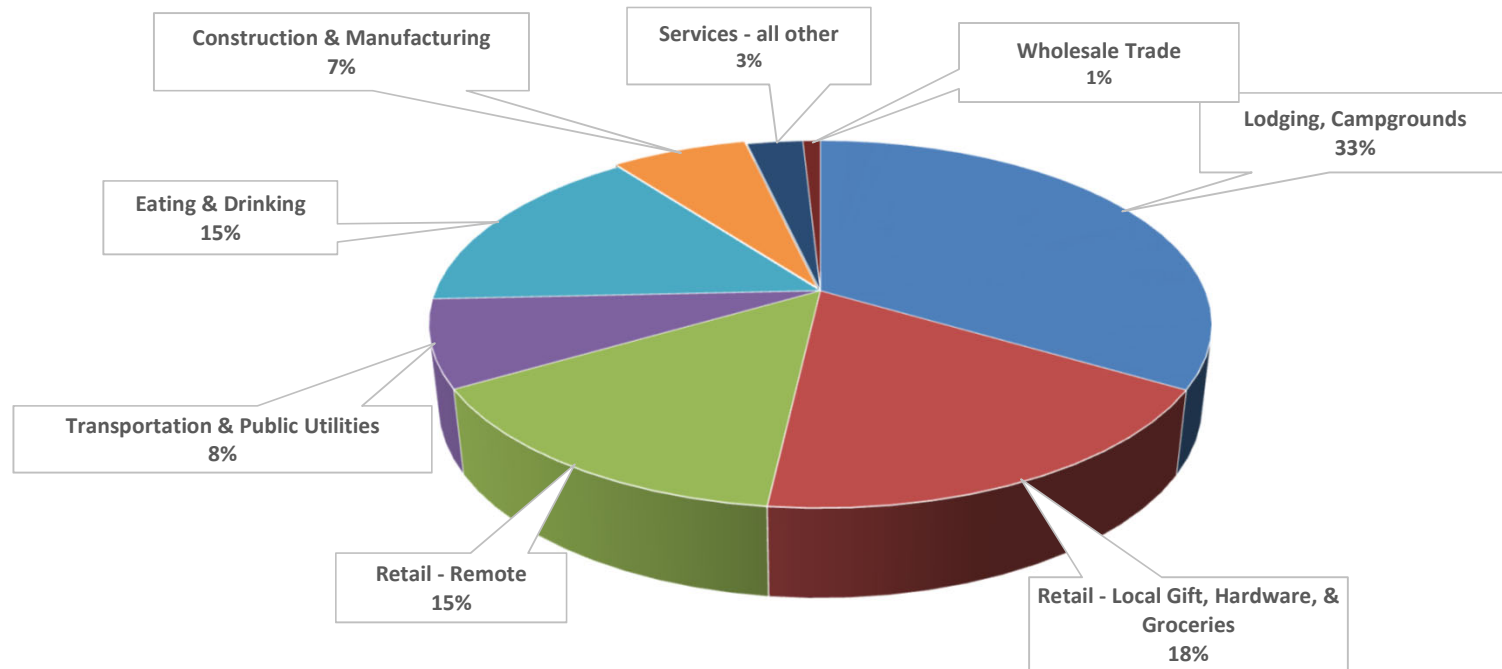
Questions?

Thank you!



COLORADO
TOURISM OFFICE

City of Ouray
April 2024 Sales Tax Revenues by Business Category
(received in June 2024)

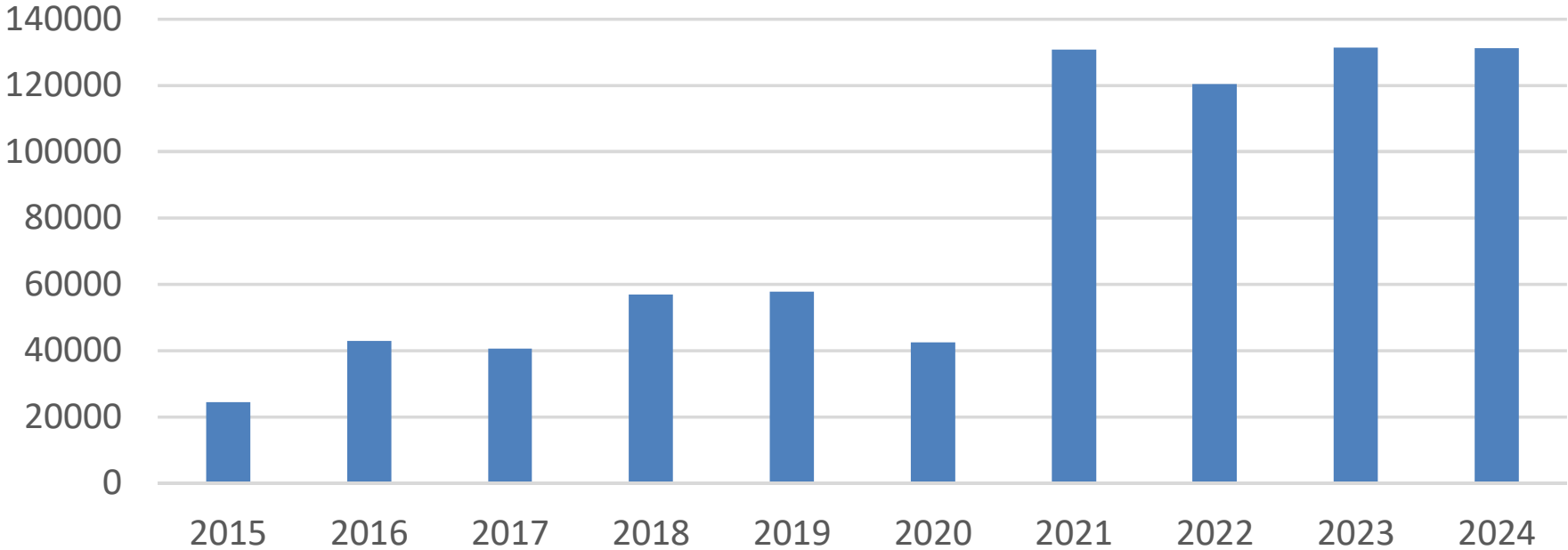


CITY OF OURAY
2024 MONTHLY SALES TAX REVENUES BY BUSINESS CATEGORY

(1) Month tax received from State of Colorado, representing sales from two months earlier (e.g. tax shown as APRIL is mostly from FEBRUARY)

2024 SALES TAX REVENUES BY BUSINESS CATEGORY							
(1) Funds received by City in: July (mostly re: May)							
Business Category	January	February	March	April	May	June	
Lodging, Campgrounds	\$ 32,828.21	\$ 55,664.35	\$ 56,276.56	\$ 53,525.63	\$ 53,814.04	\$ 40,374.35	
Retail - Local Gift, Hardware, & Groceries	\$ 24,774.67	\$ 41,173.24	\$ 30,254.11	\$ 25,475.53	29,463.16	\$ 21,524.69	
Retail - Remote	\$ 29,570.18	\$ 42,416.98	\$ 21,475.85	\$ 19,000.83	23,776.15	\$ 27,500.20	
Transportation & Public Utilities	10,498.73	13,123.23	16,179.72	13,914.72	12,346.59	10,756.15	
Eating & Drinking	22,336.34	25,615.00	25,070.51	33,719.56	24,822.86	19,476.14	
Construction & Manufacturing	9,316.95	4,858.16	2,569.79	3,241.48	10,730.46	8,002.01	
Services - all other	4,352.93	3,571.60	2,217.80	1,955.06	4,417.85	1,496.88	
Wholesale Trade	1,696.14	1,730.82	2,139.13	1,737.68	1,379.00	2,109.23	
TOTAL	\$ 135,374.15	\$ 188,153.38	\$ 156,183.47	\$ 152,570.49	\$ 160,750.11	\$ 131,239.65	
Business Category	July	August	September	October	November	December	Year-to-date
Lodging, Campgrounds							\$ 292,483.14
Retail - Local Gift, Hardware, & Groceries							\$ 172,665.40
Retail - Remote							\$ 163,740.19
Transportation & Public Utilities							76,819.14
Eating & Drinking							151,040.41
Construction & Manufacturing							38,718.85
Services - all other							18,012.12
Wholesale Trade							10,792.00
TOTAL	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 924,271.25

CITY OF OURAY
APRIL SALES TAX REVENUE COMPARISON
Over Past 10 Years



Notes: Figures represent revenue received in June
Sales Tax increased from 3% to 4% on January 1, 2016

CITY OF OURAY
SALES TAX REVENUES BY BUSINESS CATEGORY 2015-2024

SALES TAX REVENUES BY BUSINESS CATEGORY

Business Category	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Lodging, campgrnds.	\$ 5,713.82	\$ 7,959.86	\$ 9,353.06	\$ 15,781.67	\$ 11,514.27	\$ 2,831.80	\$ 33,563.58	\$ 28,128.12	\$ 38,687.23	\$ 40,374.35
Retail - Local Gift, Hardware, & Groceries					13,537.82	8,465.09	21,834.25	\$ 21,674.57	\$ 19,727.70	\$ 21,524.69
Retail - Remote					8,713.63	16,707.24	28,992.24	\$ 23,101.37	\$ 21,954.01	\$ 27,500.20
Retail - groceries, liquor, candy, hardw	4,644.97	8,745.64	8,387.46	10,046.92						
Retail - gift, souvenir, variety, books	1,603.97	2,507.83	2,681.75	3,943.88						
Trans & Pub. Util.	5,873.47	6,940.37	6,413.38	6,840.62	7,682.91	8,448.08	9,972.94	10,377.29	17,675.31	10,756.15
Eating & Drinking	3,785.44	10,148.08	7,961.21	13,890.19	9,778.52	2,444.33	24,070.59	27,580.09	26,319.69	19,476.14
Const. & Manufacturing	2,022.64	5,467.05	3,839.77	5,196.67	5,063.81	2,075.69	8,061.11	6,415.68	4,033.77	8,002.01
Services - all other	501.76	869.00	1,352.58	764.53	616.97	1,344.14	1,836.37	1,714.48	1,284.88	1,496.88
Finance, Ins. Real Estate	271.92	256.98	497.65	275.38						
Wholesale Trade	43.46	141.45	94.49	240.45	970.54	129.34	2,535.90	1,476.27	1,688.72	2,109.23
Mining	-	-	-	-						
All Other	74.13	-	-	-						
TOTAL	\$ 24,535.58	\$ 43,036.26	\$ 40,581.35	\$ 56,980.31	\$ 57,878.47	\$ 42,445.71	\$ 130,866.98	\$ 120,467.87	\$ 131,371.31	\$ 131,239.65
				\$11,527.28 out-of-period	\$2,826.22 out-of-period	\$7,507.37 out-of-period	\$3,491.16 out-of-period	\$6,974.01 out-of-period	\$16,790.35 out-of-period	\$3,545.56 out-of-period

Year to Date Sales Tax Comparison

			Percentage Change from 2023
April 2023 Activity	\$	131,371.31	
April 2024 Activity	\$	131,239.65	-0.10%
Jan-Apr 2023 Activity	\$	603,054.45	
Jan-Apr 2024 Activity	\$	600,743.72	-0.38%

Ouray Lodging Occ. Tax Collection Summary

ROOMS	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	24 vs 23
Month											
January	5712	5826	5113	5782	6196	6245	5936	7718	7609	6942	-8.77%
February	4816	5226	4509	5085	5593	4641	7189	7776	5906	6328	7.15%
March	3394	3638	3499	4763	4152	1952	6993	6782	7341	5502	-25.05%
April	2236	2660	2411	3080	2857	32	4941	4172	3836	4030	5.06%
May	5047	5850	5939	7396	7894	3111	11093	10002	9560		
June	12015	13521	14494	14578	15026	12736	17520	16180	17231		
July	19171	19960	20248	19802	19482	20444	20509	16551	19482		
August	16477	16949	17344	17613	18629	16919	20798	17825	18657		
September	15478	16149	16526	17743	18498	17564	13517	18930	18234		
October	7937	7691	7762	7462	9407	12877	12038	12080	12388		
November	2141	2113	2674	2856	3237	3864	3199	3196	3691		
December	3656	3382	4226	5038	4268	5153	5237	3998	4468		
Total Rooms	98080	102965	104745	111198	115239	105538	128970	125210	128403		-5.40%

DOLLARS											
January	\$15,867	\$15,819	\$13,795	\$16,294	\$22,444	\$25,204	\$27,107	\$29,038	\$36,828	\$33,896	-7.96%
February	\$12,468	\$13,908	\$12,648	\$14,021	\$19,580	\$18,464	\$28,191	\$36,284	\$30,377	\$31,294	3.02%
March	\$9,240	\$9,505	\$9,529	\$12,884	\$14,526	\$6,834	\$27,858	\$30,334	\$30,554	\$24,933	-18.40%
April	\$5,701	\$6,633	\$6,294	\$8,090	\$8,312	\$107	\$18,324	\$18,466	\$17,063	\$16,794	-1.58%
May	\$13,876	\$15,372	\$15,734	\$19,031	\$22,068	\$7,922	\$41,033	\$43,131	\$39,992		
June	\$31,431	\$34,498	\$36,654	\$36,236	\$62,392	\$51,634	\$100,852	\$98,839	\$107,693		
July	\$47,884	\$49,767	\$50,344	\$49,371	\$110,244	\$114,230	\$138,864	\$131,139	\$142,596		
August	\$41,643	\$41,801	\$42,090	\$43,236	\$90,952	\$92,809	\$127,157	\$122,778	\$127,552		
September	\$40,336	\$41,704	\$41,965	\$44,480	\$79,505	\$93,050	\$98,575	\$119,099	\$123,174		
October	\$21,385	\$20,717	\$20,355	\$19,711	\$37,511	\$60,690	\$54,480	\$74,824	\$74,823		
November	\$5,136	\$5,802	\$7,079	\$7,000	\$10,367	\$15,399	\$14,134	\$14,566	\$15,480		
December	\$9,571	\$9,590	\$11,882	\$13,622	\$17,593	\$24,892	\$29,038	\$23,554	\$25,679		
Total Dollars	\$254,538	\$265,116	\$268,369	\$283,976	\$495,494	\$511,234	\$705,613	\$742,052	\$771,811		-24.92%

Data represents rooms and dollars for month in which lodging activity occurred.
 LOT report and payment are due by 20th of following month.
 "ROOMS" data includes exempt rooms.

OURAY LODGING OCCUPANCY TRENDS

Based on Lodging Occupation Tax Collections

	2022				2023				2024			
	Avail.	Rooms		Exempt	Avail.	Rooms		Exempt	Avail.	Rooms		Exempt
	Rooms	Rented	Occ.%	Rooms	Rooms	Rented	Occ.%	Rooms	Rooms	Rented	Occ.%	Rooms
	+ RVs, Unfurnished Cabins				+ RVs, Unfurnished Cabins				+ RVs, Unfurnished Cabins			
January	17411	5237	30.1%	0	20375	7609	37.3%	469	19064	6942	36.4%	331
February	16580	7776	46.9%	0	17183	6062.36	35.3%	386	17656	6328	35.8%	357
March	17657	6782	38.4%	7	19519	7341	37.6%	341	17014	5502	32.3%	92
April	16620	4172	25.1%	31	18168	3836	21.1%	0	16329	4030	24.7%	47
May	21206	10002	47.2%	57	21360	9560	44.8%	110				
June	20577	16180	78.6%	13	21111	17231	81.6%	122				
July	20677	16551	80.0%	432	21195	19482	91.9%	499				
August	21613	17825	82.5%	53	21504	18657	86.8%	481				
September	21327	18930	88.8%	47	21086	18234	86.5%	413				
October	20398	12080	59.2%	10	20094	12388	61.7%	261				
November	15776	3196	20.3%	260	16283	3691	22.7%	254				
December	17828	5050	28.3%	4	16780	4468	26.6%	215				
Total	227670	123781	52.1%	914	234658	128559.36	52.8%	3551	70063	22802	32.3%	827

Data represents rooms for month in which lodging activity occurred.

LOT report and payment are due by 20th of following month.

"Rooms Rented" columns includes exempt rooms.

"Exempt Rooms" columns are for memo purposes only.

2024 Lodging Occupation Tax, By Business Category

AVAILABLE ROOMS	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Hotel, Motel	12,450	11,445	11,030	10,177									45,102
Bed and Breakfast	755	353	341	609									2,058
House, Townhouse, Condo (1)	3,286	3,451	3,070	2,970									12,777
RV Space, Unfurnished Cabin	2,573	2,407	2,573	2,573									10,126
Total Rooms	19,064	17,656	17,014	16,329	-	-	-	-	-	-	-	-	70,063
												Prior YTD	72,763

ROOMS RENTED	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Hotel, Motel	4,921	4,582	4,055	3,106									16,664
Bed and Breakfast	252	149	69	75									545
House, Townhouse, Condo (1)	1,041	1,043	775	246									3,105
RV Space, Unfurnished Cabin	728	554	603	603									2,488
Total Rooms	6,942	6,328	5,502	4,030	-	-	-	-	-	-	-	-	22,802
												Prior YTD	24,223

DOLLARS	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Hotel, Motel	\$ 22,930.38	\$ 21,580.31	\$ 18,758.42	\$ 13,707.42									76,977
Bed and Breakfast	\$ 1,270.42	\$ 777.13	\$ 408.19	\$ 578.27									3,034
House, Townhouse, Condo (1)	\$ 8,629.94	\$ 8,135.58	\$ 4,772.01	\$ 1,697.87									23,235
RV Space, Unfurnished Cabin	\$ 1,065.09	\$ 800.57	\$ 994.32	\$ 810.22									3,670
Total Dollars	\$ 33,895.83	\$ 31,293.59	\$ 24,932.94	\$ 16,793.78	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 106,916.14
												Prior YTD	111,779.55

(1) For a property that is marketed as a stand-alone short-term rental, for which there are no hotel/motel amenities offered.
 Data represents rooms for month in which lodging activity occurred.
 LOT report and payment are due by 20th of following month.
 "Rooms Rented" columns includes exempt rooms.

Activity Month	2022	2023	2024	% Change from 2023	YTD % Change
January	\$ 27,661.19	\$ 37,085.48	\$ 35,047.88	-5.5%	-5.5%
February	\$ 32,883.88	\$ 27,662.57	\$ 28,192.46	1.9%	-2.3%
March	\$ 28,220.99	\$ 23,074.54	\$ 21,027.21	-8.9%	-4.0%
April	\$ 7,217.41	\$ 6,674.51	\$ 7,112.20	6.6%	-3.3%
May	\$ 23,933.67	\$ 21,653.38			
June	\$ 72,625.26	\$ 84,017.25			
July	\$ 109,220.30	\$ 128,885.01			
August	\$ 90,863.82	\$ 99,257.44			
September	\$ 83,065.86	\$ 92,170.25			
October	\$ 41,028.93	\$ 55,796.90			
November	\$ 9,274.82	\$ 13,210.01			
December	\$ 29,333.34	\$ 29,200.58			
Grand Total	\$ 555,329.47	\$ 618,687.92	\$ 91,379.76		

Revenue by Fund	2022	2023	YTD 2024	Cumulative
Affordable/Attainable Housing	\$ 277,664.74	\$ 309,343.96	\$ 45,689.88	\$ 632,698.58
Water Capital Improvements	\$ 138,832.37	\$ 154,671.98	\$ 22,844.94	\$ 316,349.29
Sewer Capital Improvements	\$ 138,832.37	\$ 154,671.98	\$ 22,844.94	\$ 316,349.29
Cumulative Total Raised				\$ 1,265,397.15

Affordable Housing Revenue and Expenses	2022	2023	YTD 2024	Cumulative
Total Raised	\$ 277,664.74	\$ 309,343.96	\$ 45,689.88	\$ 632,698.58
Total Spent	\$ (110,000.00)	\$ (67,849.69)	\$ (30,382.16)	\$ (208,231.85)
Total Remaining	\$ 167,664.74	\$ 241,494.27	\$ 15,307.72	\$ 424,466.73

Average 2024 YTD Income Reported Per Property	\$ 5,792.37
Average 2024 YTD Excise Tax Paid Per Property	\$ 868.86

Check Date	Payee	Amount	Description
4/20/2022	Home Trust of Ouray County	\$ 10,000.00	2022 Operating funds
1/4/2023	Home Trust of Ouray County	\$ 100,000.00	734 4th St
2/1/2023	Home Trust of Ouray County	\$ 20,000.00	2023 Operating funds
4/26/2023	Economic & Planning Systems Inc	\$ 3,847.50	Housing needs analysis
5/24/2023	Economic & Planning Systems Inc	\$ 3,505.00	Housing needs analysis
6/7/2023	Buckhorn Engineering	\$ 3,426.25	Cascade Park Geohazard Assessment
7/5/2023	Economic & Planning Systems Inc	\$ 1,557.50	Housing needs analysis
8/2/2023	Economic & Planning Systems Inc	\$ 7,692.50	Housing needs analysis
9/6/2023	Buckhorn Engineering	\$ 6,293.75	Cascade Park Geohazard Assessment
9/27/2023	Economic & Planning Systems Inc	\$ 4,237.50	Housing needs analysis
11/1/2023	Economic & Planning Systems Inc	\$ 1,930.00	Housing needs analysis
11/29/2023	Economic & Planning Systems Inc	\$ 9,257.19	Housing needs analysis
1/23/2024	Economic & Planning Systems Inc	\$ 6,102.50	Housing needs analysis
1/23/2024	Home Trust of Ouray County	\$ 30,000.00	2024 Operating funds
4/17/2024	Ouray County Clerk & Recorder	\$ 382.16	Recording fee

City of Ouray Hot Springs Pool and Fitness Center - Visitor and Revenue Trends

(Source: Point of Sale Software)

VISITORS	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% change from 2023
January	9,160	9,287	36	9,392	8,553	8,149	4,961	5,258	6,871	7,152	4.09%
February	7,158	9,095	13	7,342	5,970	7,836	4,824	6,660	5,599	5,592	-0.13%
March	10,045	10,087	58	10,468	9,118	3,638	7,697	8,621	7,148	8,426	17.88%
April	5,691	6,195	16	7,048	5,481	-	7,104	5,249	4,693	6,578	40.17%
May	11,798	12,065	2,984	13,346	11,397	-	11,580	9,549	10,602	11,201	5.65%
June	20,970	22,404	18,175	24,764	24,525	1,540	25,977	20,156	23,206		
July	32,485	36,116	37,483	35,943	36,986	6,416	30,994	26,286	32,117		
August	22,377	22,353	25,486	23,936	23,274	12,622	22,179	19,101	21,170		
September	14,334	9,258	16,065	16,397	14,833	11,946	13,612	14,652	15,634		
October	7,360	62	9,834	8,771	9,596	10,699	9,368	10,135	11,035		
November	6,878	49	7,077	7,043	6,920	4,644	6,782	5,354	6,326		
December	7,646	47	10,753	9,046	8,174	4,439	6,317	6,510	8,152		
TOTAL YEAR	155,902	137,018	127,980	173,496	164,827	71,929	151,395	137,531	152,553		

REVENUE	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% change from 2023
January	\$ 84,848.13	\$ 85,983.09	\$ 2,189.00	\$ 89,885.46	\$ 95,701.53	\$ 99,306.81	\$ 66,989.85	\$ 63,150.43	\$ 96,783.56	\$ 121,260.10	25.29%
February	\$ 62,350.28	\$ 78,569.69	\$ 724.00	\$ 70,970.13	\$ 65,918.59	\$ 97,215.12	\$ 61,086.55	\$ 85,924.20	\$ 112,926.04	\$ 105,565.18	-6.52%
March	\$ 92,289.88	\$ 84,745.80	\$ 1,012.00	\$ 102,232.15	\$ 108,526.39	\$ 47,810.30	\$ 106,419.45	\$ 126,759.01	\$ 120,467.93	\$ 145,888.18	21.10%
April	\$ 50,940.75	\$ 52,112.54	\$ 2,234.00	\$ 72,957.12	\$ 62,025.47	\$ -	\$ 98,819.49	\$ 152,003.71	\$ 133,097.92	\$ 119,178.58	-10.46%
May	\$ 109,383.77	\$ 108,047.29	\$ 123,474.60	\$ 155,881.40	\$ 138,237.34	\$ -	\$ 162,720.12	\$ 143,279.82	\$ 208,335.74	\$ 275,871.30	32.42%
June	\$ 186,061.57	\$ 211,853.56	\$ 166,974.02	\$ 317,542.31	\$ 311,093.17	\$ 19,273.04	\$ 352,538.72	\$ 321,377.13	\$ 469,321.85	\$ -	
July	\$ 300,620.51	\$ 332,026.16	\$ 479,802.39	\$ 455,519.84	\$ 474,330.32	\$ 74,169.01	\$ 428,489.09	\$ 452,460.99	\$ 646,348.28	\$ -	
August	\$ 194,321.61	\$ 198,465.34	\$ 326,151.96	\$ 308,882.04	\$ 295,953.46	\$ 165,977.58	\$ 312,872.14	\$ 316,183.52	\$ 419,353.80	\$ -	
September	\$ 127,909.15	\$ 80,149.87	\$ 184,807.92	\$ 200,777.07	\$ 188,131.33	\$ 158,666.78	\$ 186,412.51	\$ 238,796.90	\$ 283,459.93	\$ -	
October	\$ 63,216.05	\$ 2,737.00	\$ 82,537.92	\$ 99,235.68	\$ 120,843.43	\$ 145,302.53	\$ 131,806.01	\$ 170,555.12	\$ 211,284.83	\$ -	
November	\$ 54,218.80	\$ 1,796.25	\$ 62,435.74	\$ 84,885.49	\$ 83,976.37	\$ 58,403.16	\$ 88,639.21	\$ 84,930.60	\$ 107,867.28	\$ -	
December	\$ 74,421.59	\$ 1,957.00	\$ 112,212.40	\$ 111,645.98	\$ 105,050.32	\$ 60,304.81	\$ 79,891.78	\$ 94,844.99	\$ 156,882.10	\$ -	
TOTAL YEAR	\$ 1,400,582.09	\$ 1,238,443.59	\$ 1,544,555.95	\$ 2,070,414.67	\$ 2,049,787.72	\$ 926,429.14	\$ 2,076,684.92	\$ 2,250,266.42	\$ 2,966,129.26		

CITY OF OURAY BOX CAÑON FALLS VISITOR CENTER - VISITOR AND REVENUE TRENDS

VISITORS

	2018	2019	2020	2021	2022	2023	2024	Incr./Decr. Visitors	23 vs. 22 %
MAY	6048	4065		8454	7619	6044	8269	2,225	36.81%
JUNE	11793	13729	9252	20138	17165	18154			
JULY	17819	20914	21473	23929	20702	25595			
AUGUST	11737	13872	17086	15821	14428	16211			
SEPTEMBER	8914	9903	14033	12245	13207	14331			
OCTOBER	3963	5721	10540	8022	9416	9727			
TOTAL VISITORS	60,274	68,204	72,494	88,696	82,827	90,062	8,269	2,428	

REVENUES

	2018		2019		2020		2021		2022		2023		2024		Incr./Decr. \$	23 vs. 22 %
	Adm.	Conc.	Adm.	Conc.	Adm.	Conc.	Adm.	Conc.	Adm.	Conc.	Adm.	Conc.	Adm.	Conc.		
MAY	\$ 25,699.50	\$ 2,682.41	\$ 21,118.11	\$ 2,427.75			\$ 37,554.63	\$ 4,489.23	\$ 33,477.00	\$ 4,754.40	\$ 37,736.00	\$ 3,803.27	\$ 51,247.50	\$ 5,375.13	\$ 15,083.36	36.31%
JUNE	\$ 50,013.95	\$ 5,058.44	\$ 62,137.51	\$ 6,338.97	\$ 41,263.44	\$ 2,884.13	\$ 86,023.51	\$ 11,273.73	\$ 72,989.00	\$ 8,865.86	\$ 111,214.00	\$ 13,288.56				
JULY	\$ 75,561.60	\$ 7,576.29	\$ 89,005.01	\$ 8,540.88	\$ 92,936.75	\$ 5,933.87	\$ 102,023.52	\$ 12,507.75	\$ 87,714.00	\$ 10,907.87	\$ 157,280.91	\$ 16,153.30				
AUGUST	\$ 50,370.69	\$ 5,159.73	\$ 59,804.50	\$ 5,944.70	\$ 75,438.78	\$ 5,170.58	\$ 68,804.43	\$ 8,937.53	\$ 61,701.00	\$ 8,385.38	\$ 100,420.32	\$ 11,353.36				
SEPTEMBER	\$ 39,016.59	\$ 3,853.74	\$ 43,140.50	\$ 4,469.76	\$ 62,818.85	\$ 4,760.34	\$ 54,165.46	\$ 7,832.49	\$ 56,163.00	\$ 7,721.29	\$ 89,131.98	\$ 9,911.90				
OCTOBER	\$ 17,605.00	\$ 2,358.41	\$ 24,735.00	\$ 2,398.45	\$ 46,641.76	\$ 3,253.98	\$ 35,177.89	\$ 4,531.50	\$ 41,064.00	\$ 5,773.08	\$ 60,297.50	\$ 5,516.12				
TOTAL \$	\$ 258,267.33	\$ 26,689.02	\$ 299,940.63	\$ 30,120.51	\$ 319,099.58	\$ 22,002.90	\$ 384,124.45	\$ 49,614.46	\$ 354,402.00	\$ 46,439.77	\$ 556,080.71	\$ 60,026.51	\$ 51,247.50	\$ 5,375.13	\$ 15,992.01	

Admission rate increased by \$1.00 in 2018

opened May 12, 2023
Admission rate increased by \$2.00 in 2023

CITY OF OURAY VISITOR CENTER - REVENUE TRENDS

REVENUES

	2022		2023			2024			Incr./Decr.	24 vs. 23
	Concessions	Non-Profit	Concessions	Non-Profit	OHV	Concessions	Non-Profit	OHV		
January			\$ 228.95	\$ 53.00		\$ 284.11	\$ 25.00		\$ 27.16	10%
February			\$ 150.89	\$ 85.95		\$ 438.62	\$ 36.00		\$ 237.78	100%
March			\$ 395.38	\$ 4.00		\$ 773.27	\$ 111.00		\$ 484.89	121%
April			\$ 403.25	\$ 2.00	\$ 50.50	\$ 713.73	\$ 25.00		\$ 282.98	62%
May			\$ 1,098.28	\$ 611.60	\$ 126.25	\$ 2,281.10	\$ 88.00	\$ 126.25	\$ 659.22	36%
June			\$ 1,627.77	\$ 690.75	\$ 202.00					
July	\$ 910.80	\$ 215.00	\$ 2,517.75	\$ 664.60	\$ 782.75					
August	\$ 1,281.05	\$ 684.85	\$ 2,669.69	\$ 648.85	\$ 378.75					
September	\$ 1,814.71	\$ 676.95	\$ 2,834.91	\$ 698.00	\$ 75.75					
October	\$ 1,383.05	\$ 275.00	\$ 1,096.11	\$ 253.00	\$ 227.25					
November	\$ 380.36	\$ 121.00	\$ 354.94	\$ 40.00	\$ -					
December	\$ 516.45	\$ 79.00	\$ 233.25	\$ -	\$ -					
TOTAL \$	\$ 6,286.42	\$2,051.80	\$ 13,611.17	\$ 3,751.75	\$ 1,843.25	\$ 4,490.83	\$ 285.00	\$ 126.25	\$ 1,692.03	
		\$ 8,338.22			\$ 19,206.17			\$ 4,902.08		

percent of sales earning profit

75%

71%

92%



AFFORDABLE & ATTAINABLE HOUSING FOR OURAY'S WORKFORCE

Waterview Homes

- Construction is underway for Phase 1 of the Waterview Homes PUD. The Community Development Department is engaging often with project applicant Rural Homes and their team of contractors at each step of the process.
- The modular units were delivered to the site in May and foundations began to be poured on May 31st.
- The City's Building Inspector is on-site often inspecting foundations, monitoring progress, etc.
- Seven lots have their foundations complete and are ready for units to be set. Four lots have a partial foundation complete. Twelve lots are currently being excavated. They should be ready for setting units in mid-July.
- The deadline for entering the lottery for a home in Waterview Phase 1 is June 27th.

Ouray Riverwalk

- A public hearing on the Ouray Riverwalk Affordable Rentals Preliminary PUD was held at the Planning Commission meeting on June 11th.
- The applicant, the Home Trust of Ouray County, is proposing a 13-unit multifamily residential development consisting of three two-story buildings on a 0.53-acre site at 1507 Oak Street.
- The Planning Commission voted to recommend approval of the project, with conditions.
- A public hearing on the project will take place at the July 15th City Council Regular Meeting. A staff report and the application materials will be available for review well in advance.

GRANTS

- A More Housing Now grant application was submitted in April 2024 requesting funding in the amount of \$584,142 to support the public property infrastructure improvements associated with Phase 1 of the Waterview Homes Affordable Housing PUD.
- On 6/12, the Community Development Director met with a representative from DOLA to prepare for the hearing with the grant review committee which will be taking place on June 27th. Mayor Funk, City Administrator Clarke, and the Community Development Director will attend the hearing.
- Should the City be awarded grant funding, the State will provide notification in mid-July. Grant-funded projects can be initiated once contracts have been fully executed in mid-late August.

ECONOMIC DEVELOPMENT

- The Ouray Economic Development Committee (OEDC) will be holding a work session focused on the potential development of a comprehensive economic development plan for the City of Ouray at the July 11th OEDC meeting.
- Based on funding availability, the OEDC held a second grant round for the 2024 Micro-Grant Program. Grant recipients were selected and funding allocations were determined at the May OEDC meeting. Round 2 letters and checks have since been distributed to grant awardees: Kami's Samis (\$5,000) and Fire Guard LLC (\$4,000).
- The OEDC is discussing whether to hold the annual soiree for all 2024 grant recipients this summer or whether to wait until Oct/Nov 2024 (after the summer tourism season, framed as an opportunity for grant recipients to share their projects and the impact the funds have had on their small businesses).
- In the fall, the OEDC will host a Business Roundtable focused on grant writing and small business funding opportunities.

LAND USE PLANNING

- The Community Development Department’s workload has increased significantly in the last month. Department work has included many pre-application conferences, site development reviews, site visits, etc. Staff have also responded to numerous land use, zoning, and permitting inquiries by phone and email.

SHORT-TERM RENTAL (STR) PROGRAM STATUS UPDATE

- There have been a number of recent inquiries about STRs.
- Assuming the two applications currently in process receive STR licenses, there will be only one remaining STR license available.
- We will be initiating a waitlist for STR licenses as soon as we reach the 120 license cap.

Active STRs	Applications in Process	Waitlist
117	2	0

LICENSING/PERMITTING

Between 5/13/24-6/13/24, the Community Development Department issued the following licenses/permits:

- 4 Temporary ROW Sales Licenses;
- 2 Building Permits;
- 2 Sign Permits;
- 1 Re-Roofing Permit; and
- 1 Water/Sewer Connection Permit.

INTERDEPARTMENTAL COLLABORATION

- The Community Development and Finance & Administration Departments held their second monthly meeting to discuss ways to streamline processes and improve efficiencies for program areas that span both departments.
- One topic under discussion is a transition to a new platform for Community Development Department permitting, code enforcement, and land use review recordkeeping, data sharing, and workflow management. This was triggered by notification from iWorQ that Xpress Bill Pay (the online payment processing system utilized by the City) is no longer supported by iWorQ. One option being explored is SmartGov which is utilized by a number of Colorado communities. The SmartGov platform has a significant amount of additional functionality beyond that offered through the iWorQ platform and would integrate smoothly with existing systems (Caselle, Xpress Bill Pay, ArcGIS, etc.).

ADDITIONAL UPDATES

- The Community Development Director will be attending the 2024 Colorado Municipal League (CML) Conference in June. A number of the sessions this year are focused on land use planning and policy.
- The Building Inspector will be attending the 2024 Colorado Chapter Meeting of the International Code Council on June 14th in Montrose.

May - Jun 2024 IT Highlights

- Accessibility findings summary meeting held and tickets were established with website vendors seeking assistance. We have a good start to know problems seen on the sites. House Bill 24-1454 delayed liability until July 2025 as long as entities have a plan in place to fix the problems.
- A SIPA mini grant was submitted for \$10,000 to assist with payment of the Accessibility scanning and assistance project.
- Wastewater treatment network is working. A WiFi access point and a new SCADA security device are operational. Access to the new SCADA system has been provided to Public Works. Building wiring still needs completion but the network is working in the rack.
- City Hall front doors are now under electronic control with a schedule to open and close the doors. Key fobs will allow entry via closed times.
- The fourth PD vehicle is outfitted with cameras and cellular router. The fifth vehicle will be completed later this summer as the parts arrive.
- Worked with local bank to support MAMS credit card use in the park.
- Also working with MAMS for Facebook transfer to their control.
- Readjusted camera alerting as software changes caused more frequent false positives.
- State grant was submitted to provide funding for endpoint security software. The grant is valued at \$4,200.
- IT assisted with Hot Springs CSA office remodeling counter removal to make sure all communications were maintained and not damaged. One security wire was cut and was quickly repaired the next business day.
- We are ready for the next step at the Water Treatment plant awaiting fiber and rack installation. All networking equipment is purchased and awaiting installation.
- All PCs throughout the City staff use are updated to Windows 11 to maintain latest supported security fixes.
- New network created for WTP control and monitoring system.
- Server security updates were installed after hours.



CCEC Report

Friday, 6.13.2024

City Updates

Messaging for Water Treatment Tie-Ins

1. On Friday, May 24th, letters were mailed out to each resident of the City of Ouray regarding tie-ins to the City's drinking water supply lines. A [press release](#) was issued on May 29th and shared on our website and social media platforms. On May 13th a Ouray County Alert was issued stating:

Aslan Construction will conduct the first tie-in to the City's drinking water supply lines starting Monday, June 17 at approximately 9 PM. The tie-in aims to have as low an impact on community members as possible, with running water still being available during this process. The estimated latest time to be completed with the first tie-in is 6 AM (possibly sooner) the following morning, Tuesday, June 18.

The second, and final, tie-in will start Tuesday, June 18, at approximately 9 PM. The estimated latest time to be completed with this final tie-in is 6 AM (possibly sooner) the following morning, Wednesday, June 19. During these times you may notice a decrease in pressure, large air bubbles, or discoloration in your water. It is advised to run cold water until it becomes clear and until lines are free of air.

If you have any questions or concerns, please contact:

Joe Coleman

City of Ouray

Public Works Director

P | 970.325.7074

E | JColeman@cityofouray.com

Messaging for Blasting at 400 Queen Street

1. Communications continue regarding the blasting as scheduled at 400 Queen Street. The city messaging copies Ouray County Alerts and has been updated in the “Latest News” section of our website in a Press Release article titled “[Updates on Blasting Above Ouray - 400 Queen Street](#)”.

Community Cleanup Day

1. June 8, 2024, was a success. The community completely filled four 30-yard rolloffs so a fifth one was requested. All dumpsters were delivered and removed on the same day. The electronic waste recycle bin was utilized and I can say we saw many more flat screens and fewer of the “old school” TVs. A huge thank you to Bruin and to PaintCare for another successful cleanup of the City of Ouray. Also, a huge thank you to Public Works for their time and work on the backhoe that day to tap down the debris. Thank you!

Press Releases

1. 2024.05.20 [Press Release Public Meeting Open House for CDOT Main Street Project](#)
2. 2024.05.29 [Press Release Partial Water Shutdown Planned for Water Treatment Facility Tie-ins](#)
3. 2024.06.10 [Press Release Management Audit Of The City Of Ouray Police Department](#)

Website Updates

4. Added “Latest News”: [4th of July in Ouray](#)
5. Updated “Latest News”: [Updates from Aslan Construction for Drinking Water Supply Lines Tie-in Schedule](#).
6. Added “Latest News”: [Press Release: Management Audit Of The City Of Ouray Police Department](#)
7. The pop-up alert is continuously updated.

8. Work is ongoing updating our webpages to ensure accessibility. The due date has been extended to July 1, 2025, as long as you are showing effort to meet the guidelines. Calendar events are updated daily and are viewable on the [homepage](#) of our new website.
9. Regular updates are done to pages for agendas, minutes, reports, etc.

Notable Upcoming Events

1. Tuesdays & Fridays · 5:00 – 8:00 pm: PARC • 2024 Softball Season @ Fellin Park
2. Saturday, June 15 · 5:30 – 9:30 pm: [Ouray Mountain Search and Rescue 50th Anniversary Party](#) • Public Event - @ Fellin Park
3. June 17, 2024, 9:00 pm – June 18, 2024, 6:00 am: Scheduled Water Treatment Facility Tie-Ins
4. June 18, 2024, 9:00 pm – June 19, 2024, 6:00 am: Scheduled Water Treatment Facility Tie-Ins
5. Wednesday, June 19: City Offices Closed • Juneteenth Day
6. Thursdays · 6:00 – 10:00 pm: Mountain Air Music • Public Event - @ Fellin Park
7. Fridays · 5:00 – 7:00 pm: [Ouray County Historical Society](#). • Walking Tour
8. Thursday, July 4 · City Offices Closed • Independence Day
9. Thursday, July 4 · [Ouray 4th of July Celebration](#)
10. Friday, July 5 · 1:00 – 7:00 pm: Library Book Sale @ Ouray Community Center

Re: Banners Installed Above and Across State Highways:

PURPOSE

To establish procedures for the installation of “Banners” that are considered “Official Advertising Devices” over and across state highway right of way. To standardize methods of local entities displaying banners for such events as county fairs, parades, races, art shows where a banner would be placed during the event. This may include closure of the state highway for the event. This is a temporary banner placed by the city or county with the name and date of the event.

AUTHORITY

C.R.S. 43-1-417(3)(b)
C.R.S. 43-2-135(1)(b).

DEFINITIONS

“Banner” For the purpose of this directive, a “banner” is considered an “official advertising device” as defined in C.R.S. 43-1-403(13), and in 2CCR 601-3 (Rules and Regulations Pertaining to Outdoor Advertising), that is mounted or suspended above the portion of a street between the curbs, or portion used for highway purposes.

“Official advertising device” (per C.R.S. 43-1-403(13), “Any advertising device erected for a public purpose authorized by law, but the term shall not include devices advertising any private business.”

“Official Advertising Device” (per CCR 601-3 Section IV. GG.) “ Any advertising device erected for a public purpose authorized by law, but the term shall not include devices advertising any private business. Authorized by law means a duly enacted statute, rule, regulation, ordinance, declaration or resolution by a governmental entity specifically authorizing the erection by a governmental entity.”

INTRODUCTION

The Department may grant written permission to erect official advertising devices within the right of way, per C.R.S. 43-1-417(3)(b). The Department may prohibit such devices up to a vertical height of twenty feet above the roadway surface, (per C.R.S. 43-2-135(1)(b).

Requests for temporary banners for special events are not uncommon. Such special events include (but are not limited to) county fairs, parades, races, art shows. Event organizers often have a number of opportunities to provide attendees with promotional materials via flyers, newspaper advertisements, mailings, etc. and should be encouraged to do so and thus avoid the need for regular and seemingly continuous display by banner.

Overall, while the use of banners and the possible disruptions they bring to the transportation system is discouraged, allowing banners for special events shall be determined by the degree of local support for such devices and the historical use of the devices. Since both state and federal law prohibit commercial advertisements on public rights of way, the purpose of the event banners is limited to announcing the plans for an up coming event of limited duration and frequency and shall not include advertising for any private business or product.

The following criteria shall be considered when permitting a “banner” for an “official advertising device”.

CRITERIA FOR PLACEMENT

1. Height Above Roadway: No part of the banner shall be less than 20 vertical feet above the roadway surface. This is consistent with C.R.S. 43-2-135(b), and is adequately above all legal clearance limits.
2. Timetable: A banner may be installed up to one month prior to the event, and shall be removed not more than two days after the event, or as approved.
3. Appropriate Message: The banner message shall be limited to the name and date(s) of the event, and/or related information.
4. Structural Adequacy of Supports: Support poles for banners shall include breakaway features when warranted (**Note a.**) and shall be engineered to meet AASHTO wind load requirements (**Note b.**) with banner and cable in place.

5. Installation by Local Agencies: City or county forces shall be responsible to install support poles and cables, unless the banner cable will be anchored to building on private property. City or county forces shall be responsible for attaching and raising/lowering the banner.
6. Installation by Designated Contractor: In lieu of installation by local agency forces, the installation or any part thereof may be performed by a contractor that is designated and approved by the sponsoring local agency.
7. Allowable Categories of Highways for Banners: No banners shall be placed on Freeways, or Interstate highways, for safety reasons to prevent distracting motorists on a high speed facility.
8. Banners Prohibited from Highway Structures: No banners shall be attached to: (a) Traffic control devices such as signal poles; (b) Sign bridges or structures; or (c) Bridges or overpass structures.
9. Workers' Compensation and Liability Insurance: The responsible local agency shall demonstrate coverage for: (a) Workers' Compensation Insurance in Accordance with prevailing laws; (b) Liability insurance in at least the minimum amounts prescribed in C.R.S. 24-10-114 (**Note c.**).
10. Banner Material: A banner shall be made of durable canvas or cloth-like material that does not conduct electricity.
11. Not Obstruct View: The banner shall not obstruct a motorist's view of any traffic control device.
12. Number of Banners: Only two banners, one in each direction of travel, shall be allowed per event.
13. Exempt Locations: Small flag-like banners placed on utility poles, outside of curb lines that contain no commercial advertising or logos can be allowed. (city control beyond traveled way).

Notes:

- a. Breakaway supports shall be required for all supports except that non-breakaway supports may be permitted under the following conditions, but only where posted speeds are 35 mph or less: (a) the support is 10 feet or more from the traveled way; (b) the support is located behind barrier type curb; (c) the support is in an urban area where a falling pole might strike a pedestrian or cause property damage; or (d) the support is located beyond the clear zone or behind guardrail.
- b. Supports shall be designed for 90 mph wind velocity in accordance with AASHTO "Standard Specifications for Structural Supports for Highway Signs, Luminaries, and Traffic Signals."
- c. The minimum acceptable liability insurance coverage shall be as follows:
 - Comprehensive General Public Liability and Property Damage Insurance:
 - Combined Bodily Injury and Property Damage
 - \$150,000 per person
 - \$600,000 each occurrence
 - Comprehensive Auto Liability and Property Damage Insurance:
 - Combined Bodily Injury and Property Damage
 - \$150,000 per person
 - \$600,000 each occurrence

PROCEDURES

1. Regions shall be responsible, in cooperation with the involved local agency, for implementing this directive.
2. Regions shall act in response to written request from the sponsoring agency.
3. If a banner request meets the above criteria, the Region shall permit the banner by means of letter approval or other suitable form, including any applicable terms and conditions.

Future Agenda Items/Work Sessions

- Land Use Code Affordable Housing Density Bonus
- Dark Sky Ordinance
- Huckstering Permit Re-examine Permit and Fees (City Staff owe Council recommendations)
- Additional Fee & Fine Schedules
- Waterview PUD Fines as Outlined in Guidelines
- Alcohol at the pool (Delayed Until Alternative Heat Source Report Decision)
- Workforce & Attainable Housing
- Via Ferrata Agreement (Expires April 30, 2025)
- STR Cap Review