

# Creede



## Community Assessment June 1 & 2, 2015



*BUILDING BETTER COMMUNITIES BY PROVIDING ASSISTANCE TO DOWNTOWNS,  
COMMERCIAL DISTRICTS AND TOWN CENTERS IN COLORADO THROUGH EDUCATION,  
ADVOCACY, INFORMATION AND COLLABORATION*

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## Team Members

The Creede Assessment Team appreciates the invitation to get to know your city and to assist your community in maximizing its considerable assets. The volunteers worked diligently, pre- and post- visit, to provide relevant and realistic input towards the betterment of your commercial district.

Katherine Correll, Downtown Colorado, Inc.  
Christy Culp, Department of Local Affairs  
Michael Short, MH Short & Associates  
Tim Stroh, Colorado Main Street Program  
Nicole Thompson, Lake County Economic Development Corporation  
Jessica Turner, Terracon Consultants  
Hilleary Waters, Downtown Colorado, Inc.

Emerging Leader Team Support  
Conor Laing, Lake County Economic Development Corporation  
Nancy Sprehn, Downtown Colorado, Inc.

## Introduction

Welcome to the community assessment for the City of Creede, Colorado. Downtown Colorado, Inc. (DCI) is proud to offer affordable, quality assessments for all Colorado member communities to build and maintain vibrant commercial districts, town centers, and downtowns in our state. Qualifying communities in Colorado have the opportunity to apply for assistance through DCI and receive the work of high quality consultants at a low cost thanks to the in-kind contribution of consultants from DCI's professional membership base. The community assessment for the City of Creede was also made possible by the Department of Local Affairs (DOLA), the Office of Economic Development and International Trade (OEDIT), the Rio Grande Watershed Emergency Action Coordination Team (RWEACT), and the Creede Community Foundation.

The goal of a DCI community assessment is to gather community leaders and stakeholders and develop a structure for the community to best support local businesses and a vibrant commercial district. The process results in a road map to guide community leaders in providing services and training to help local businesses thrive.

To ensure quality and affordable services, DCI assembles a team of professional consultants experienced in their discipline, including designers and architects, marketing and branding specialists, land use planners, redevelopment and real estate specialists, economic developers, and finance experts. These consultants form DCI's team, which then works in the community over the course of two days to contribute to this final report. Team members valued the invitation to learn about and assist your community and have worked diligently to provide relevant and realistic input in this report.

## Executive Summary

In the fall of 2014, the City of Creede and the Creede Community Foundation requested a community assessment from Downtown Colorado, Inc. (DCI). The assessment visit was held on June 1 and 2, 2015, with the purpose of identifying community issues and opportunities, and providing tools, insights and direction to help Creede achieve its community revitalization goals.

Prior to this visit, the City of Creede and the Creede Community Foundation planned the agenda, identified key stakeholders for focus groups, and provided extensive background information about the history and status of Creede's downtown revitalization efforts. Because Creede has been considering applying to the Colorado Main Street program and a downtown assessment or plan is required for acceptance into that program, the agenda for this assessment was developed with that goal in mind. Main Street staff also participated in the assessment.

DCI organized an assessment team with combined experience in organizational management, marketing and promotions, branding, economic development, land-use planning, design and architecture, historic preservation, resource development, and



Photograph courtesy of Creed Community Facebook Page