

LIMON COMPREHENSIVE PLAN

IMPLEMENTATION MATRIX

This plan component goes into more detail about how to implement each strategy and rates the priority of each strategy based on the priority rankings collected during the public involvement process.

Priority Scale

Each strategy is prioritized on a scale of 1 through 3:

Priority 1 - These strategies will generate the biggest result from early efforts. These are also the strategies that lay the groundwork for following efforts such as building citizen groups to maintain the momentum needed to implement projects that require a strategic and sustained effort. These strategies also received the highest level of support during the public involvement process.

Priority 2 - These strategies are important and received strong support during the public involvement process, but these are longer term projects and/or rely on implementation of priority 1 strategies to position them for successful implementation.

Priority 3 – These are important priorities and are in the plan because they are integral to accomplishing the vision, but they are the longest term projects and/or were rated as lower priorities during the public involvement process.

Economic Development

Goal ED.1 - Emphasize Limon's role as a rural regional center.		
Strategies	Implementation Measures	Priority
Strategy A - Identify regional center market opportunities using market research companies and other methods such as regional consumer surveys.	-Subscribe to proprietary market data services detailing market gaps and opportunities. -Monitor sales tax trends by sector. -Provide data to prospective companies.	1
Strategy B - Market the retail opportunities to owners of vacant or underutilized commercial buildings and to retail, entertainment and restaurant entrepreneurs who have been successful in the region, and to national retail companies to facilitate the occupancy of vacant retail space in Limon.	-Work in partnership with economic development partners and real estate brokers to actively market vacant commercial space. Utilizing the MLS is the most obvious platform to market commercial property. The State of Colorado OEDIT In-Site platform could also be an effective marketing tool for vacant commercial real estate.	2
Strategy C - Create an inventory and structural assessment of vacant retail spaces in Limon.	-Obtain county assessor data and tie it to specific parcels. -Track vacancies in partnership with local commercial realtors. -Ensure that vacant properties are	1



	marketed via the MLS by local brokers and economic development partners.	
Strategy D - Consider zoning code changes that allow mixed commercial and residential use in downtown commercial buildings and on downtown lots.	LDC - Allow attached or detached accessory dwelling units downtown in the CBD and CBD-R zoning districts subject to basic criteria such as lot size, access and off street parking.	2
Strategy E - Ensure that low impact home occupations are allowed and are compatible with residential neighborhoods.	LDC - Set thresholds for permitting home occupations as a use allowed by administrative review in the R-1, R-2 and R-3 zone districts. Qualifications for administrative review could include home offices, limits on number of employees, limits on customer vehicle trips, minimum off-street parking and other low impact thresholds.	1
Strategy F - Identify vacant land near the east and west I-70 interchanges that is suitable for medium and large format retail establishments that can be cost effectively served with water and sewer infrastructure and which possess safe and convenient street or highway access.	- Identify highway access opportunities and constraints, environmental constraints and ownership of properties. -Estimate feasibility and cost of extending water and sewer infrastructure to prime sites.	2
Strategy G - Make investments, adjust existing incentives, explore new incentives and take a leadership role in expanding business opportunities in Limon (see Chapter 5 Infrastructure and Core Services for more details).	-Continue to adjust and monitor the requirements of the town's tax incentives to broaden range of business activities.	1
Strategy H - Improve and expand high speed internet service and cellular phone service (see Chapter 5 Infrastructure and Core Services for more details).	-Work with county and state economic development and infrastructure partners on the regional and local scale to improve telecommunications infrastructure. Identify gaps in service and find providers who can economically fill the gaps.	1

Goal ED.2 - Attract new primary industries to Limon.		
Strategies	Implementation Measures	Priority
Strategy A – Establish web based and print media that market Limon's Foreign Trade Zone designation and advertise this unique opportunity to target businesses. Target businesses include: light manufacturing, training centers, transportation/shipping, warehousing and logistics.	-Identify target businesses -Branding: logo and tagline -Website -Printed collateral -Promotional campaign	2
Strategy B – Create and map a full inventory of town-owned land. Identify land that could be developed for economic development purposes, prioritize the best sites and master plan these	-Complete the GIS database by connecting parcels to assessor data about each. -Conduct site utilization and	2



<p>sites. Partner with state and federal economic development agencies to develop infrastructure, building shells, and other assets that would attract business and investment. The town-owned airport property land, the Tamarack Golf Club and the Big Sandy parcel are a few example of town properties that could be utilized for economic development.</p>	<p>development feasibility studies for prime parcels. -Include results in the town’s promotional materials. -Utilize the State of Colorado OEDIT “In-Site” tool to market prime properties.</p>	
<p>Strategy C – Complete and implement the Airport Master Plan and build from the aviation infrastructure to establish low water use businesses on the town-owned airport property.</p>	<p>-Conduct site utilization and development feasibility studies for the airport property. -Include results in the town’s promotional materials. -Utilize the State of Colorado OEDIT “In-Site” tool to market prime properties.</p>	2
<p>Strategy D – Continue to partner with the Ports-to-Plains Alliance to procure funding and implement a four lane highway along the growing trade corridor stretching from Canada to Mexico and connecting through Limon.</p>	<p>- Maintain membership and participation with the alliance.</p>	1
<p>Strategy E – Work with Colorado Department of Transportation to encourage participation and statewide implementation of the Ports-to-Plains Corridor and to plan for local improvements that will facilitate the upgrade of this important trade route.</p>	<p>- Actively advocate for regional and statewide transportation improvements.</p>	1
<p>Strategy F – Work with economic development partners and regional colleges to establish education and training programs that align with opportunities for primary job industries:</p> <ul style="list-style-type: none"> • Transportation • Commercial truck driving • Wind energy • Oil and gas • Agriculture • Food processing and distribution 	<p>- Meet with regional colleges regarding their ability and willingness to develop training programs in Limon. -Help regional colleges identify sites and buildings for training programs in Limon.</p>	2

Goal ED.3 - Entice interchange visitors and lodging guests to explore Limon.		
Strategies	Implementation Measures	Priority
<p>Strategy A - Establish a consistent streetscape with visual clues that encourage motorists to leave the interstate and lead motorists and pedestrians from the west and east I-70 interchange commercial areas to downtown including: consistent plantings and pedestrian walkways/pathways, consistent lighting, banners, directional signage and other visual clues to direct and entice more people to Limon’s town core.</p>	<p>- Develop conceptual design alternatives. - Work with town leadership to identify the preferred design. - Package the preferred design into a grant application for preliminary engineering. - Seek funding and/or financing for construction of improvements.</p>	1



<p>Strategy B - Improve gateway signage at the west and east interchanges and develop tourist-oriented and way-finding directional signage towards downtown Limon, historic sites, parks, recreation facilities, open space and cultural resources.</p>	<ul style="list-style-type: none"> - Develop conceptual design alternatives. - Work with town leadership to identify the preferred design. - Package the preferred design into a grant application for preliminary engineering. - Seek funding and/or financing for construction of improvements. 	1
<p>Strategy C - Work with the Chamber of Commerce, and other local organizations, to organize materials and talking points for lodging front desk managers and restaurant clerks to inform visitors about Downtown Limon and the historic sites, parks and recreation facilities, open space and cultural resources offered in Limon.</p>	<ul style="list-style-type: none"> - Establish collateral materials for distribution at hotel front desks and in rooms. - Establish an incentive system for hotel employees to refer customers to downtown and other businesses and attractions. 	1
<p>Strategy D – Work with local economic development organizations to create a targeted tourism marketing plan to entice visitors staying at interchange area hotels to explore Downtown Limon and its historic sites, parks and recreation facilities, open space, trail connections and cultural resources.</p>	<ul style="list-style-type: none"> -Branding: logo and tagline -Website -Printed collateral -Promotional campaign 	2

Goal ED.4 - Promote community assets.		
Strategies	Implementation Measures	Priority
<p>Strategy A - Create a slogan, messages, logos, designs and imagery to articulate Limon’s brand to solidify its identity and attract the interest of prospective businesses and residents. The Limon brand needs to play to its strengths:</p> <ul style="list-style-type: none"> • Family-oriented community with strong schools • Small-town lifestyle, positive and helpful community • Center of events and celebrations • Business friendly (land, buildings, infrastructure, incentives) • Regional rural center; Limon is <u>the</u> full service town within 70 miles • Affordable property/cost of living/moderate taxes • Transportation infrastructure and location • Short drive to Front Range/Denver and Colorado Springs • Health care in town 	<ul style="list-style-type: none"> -Identify target markets -Branding: logo and tagline -Website -Printed collateral -Promotional campaign 	1



Housing

Goal H.1 – Promote the development of diverse housing types for residents with varied economic circumstances and housing needs.		
Strategies	Implementation Measures	Priority
Strategy A – Review the town zoning districts, and Schedule of Requirements to ensure that current and future zoning districts allow a variety of housing types and densities which result in lower per-unit land and development costs and make new housing more affordable. Allowing low impact home occupations in neighborhoods that can accommodate them can save money for small businesses and allows for modest income tax write-offs, effectively making homes more affordable for small business owners and/or telecommuters.	LDC - Encourage rezoning of the NW Residential Opportunity Zone (see Chapter 3 Future Land Use Plan) to a more flexible district allowing more flexibility throughout the site as opposed to the blocky pattern of R-2 and R-3 zoning in place today. LDC - Consider allowing accessory dwelling units in the residential zone districts subject to basic criteria such as lot size, access and off street parking. LDC - Allow attached or detached accessory dwelling units downtown in the CBD and CBD-R zoning districts subject to basic criteria such as lot size, access and off street parking. LDC - Facilitate the redevelopment of antiquated hotels and lodges into affordable apartments in the Central Business and Highway Commercial zoning districts.	1
Strategy B – Consider changing development policies that requires developers to pay all development costs, and consider housing construction incentive programs.	LDC - Establish clear project qualification criteria for receiving town funding for on-site infrastructure.	1
Strategy C – Encourage mixed-use development with direct connections from housing to commercial and employment areas.	LDC - Allow attached or detached accessory dwelling units downtown in the CBD and CBD-R zoning districts subject to basic criteria such as lot size, access and off street parking. LDC - Facilitate the redevelopment of antiquated hotels and lodges into affordable apartments in the Central Business and Highway Commercial zoning districts.	1
Strategy D – Encourage housing where appropriate downtown, for example upper stories, alley accessed, or separate entrance.	LDC - Allow attached or detached accessory dwelling units downtown in the CBD and CBD-R zoning districts	1
Strategy E – Explore lower cost housing designs such as tiny homes.	LDC - Allow “tiny home” or “cottage” formats in the R-3 Zone or as part of Planned Unit Developments.	2

Goal H.2 – Increase the supply of quality housing options in Limon		
Strategies	Implementation Measures	Priority
Strategy A – Consider incentives for housing developers including tax reduction and cost	-Re-examine the tax incentive policies and establish qualifications criteria for	1



sharing for infrastructure improvements.	housing tax incentives. -Establish clear project qualification criteria for receiving town funding for on-site infrastructure.	
Strategy B – Work with mortgage lenders, and other local housing agencies to identify additional strategies that could increase the supply of quality housing in Limon.	- Establish a housing advocacy group consisting of the companies, non-profits and agencies that can help get housing built and occupied. - Develop and implement a strategic housing plan. -Use the strategic plan to attract investors and funding.	2

Goal H.3 – Encourage the development of affordable housing for Limon’s lower income and special populations		
Strategies	Implementation Measures	Priority
Strategy A – Work with regional, state and federal housing entities and developers to prepare for an aging population with a housing supply serving age cohorts ranging from recent retirees to the elderly.	- Support the continued viability of existing senior housing options in Limon. - Include senior housing as a critical element in a comprehensive strategic housing plan.	2
Strategy B – Work with regional, state and federal housing entities and developers to expand the inventory of affordable rental housing in Limon	- Establish a housing advocacy group consisting of the companies, non-profits and agencies that can help get housing built and occupied. - Develop and implement a strategic housing plan. -Use the strategic plan to attract investors and funding.	1
Strategy C – Work with local, regional, state and federal housing organizations to establish a supply of housing for special-needs populations: veterans, disabled individuals, single mothers, and the elderly.	Same as above.	2
Strategy D - Work with the Limon Housing Authority to expand the use of Section 8 Housing Vouchers in Limon.	- Work with the Limon Housing Authority and HUD to adjust the fair market housing rate upwards to reflect the limited supply in Limon.	3
Strategy E - Explore housing finance and grant programs. <ul style="list-style-type: none"> • The Colorado Housing Investment Fund (managed by the Department of Local Affairs) –This program has a revolving loan fund for foreclosure prevention and rental housing • Housing Development Grants - To preserve or expand the supply of affordable housing and to finance foreclosure prevention • Housing Development Loan Fund - 	- Establish a housing advocacy group consisting of the companies, non-profits and agencies that can help get housing built and occupied. - Develop and implement a strategic housing plan. -Use the strategic plan to attract investors and funding.	1



<p>Finance redevelopment or rehabilitation of low- or moderate-income housing.</p> <ul style="list-style-type: none"> • Private Activity Bonds - Tax exempt bonds that can be used for affordable housing and for low interest mortgage financing to qualified buyers • Community Development Block Grants - For housing development and rehabilitation • HOME Investment Partnerships Program - To fund efforts to build, buy, and/or rehabilitate affordable housing for rent or ownership and to provide low income rental assistance • Low Income Tax Credits - Awarded to developers of housing for qualified low income housing. 		
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Goal H.4 – Increase the role and collaboration of Limon’s non-profits and volunteers to provide affordable housing.		
Strategies	Implementation Measures	Priority
Strategy A – Encourage community organizations to broaden agency focuses to include housing efforts and attract and emphasize funding.	<ul style="list-style-type: none"> - Establish a housing advocacy group consisting of the companies, non-profits and agencies that can help get housing built and occupied. - Develop and implement a strategic housing plan. -Use the strategic plan to attract investors and funding. 	2
Strategy B – Encourage area non-profits to capitalize on housing related funding opportunities.	Same as above	2
Strategy C – Develop public-private partnerships to get housing built.	Same as above	2

Infrastructure and Core Services

Goal ICS.1 – Improve existing parks and recreation facilities.		
Strategies	Implementation Measures	Priority
Strategy A – Improve the Limon Community Building with a west side addition, kitchen improvements and increased parking.	<ul style="list-style-type: none"> - Develop conceptual design alternatives. - Work with town leadership to identify the preferred design. - Package the preferred design into a grant application for preliminary engineering. - Seek funding and/or financing for construction of improvements. 	1
Strategy B – Build a new outdoor pool and associated improvements or renovate the	Same as above	1



existing outdoor pool and associated facilities.		
Strategy C – Renovate Railroad Park by the addition of landscaping, restrooms, ADA sidewalks and a parking lot. Prepare the park for events such as “Music in the Park”.	Same as above	2
Strategy D – Improve the ball fields. <ul style="list-style-type: none"> • Complete 2016 budgeted improvements to Bob Smith Baseball Park: new bleacher shade and one set of bleachers. • Install bleacher pads at the softball complex, dugout for south field (2-4 years), and lights for the north field (6-10 years). • Upgrade water systems for softball and baseball fields including sprinkler timers and drainage improvements in Bob Smith Baseball Park. 	Implementation is underway. -Seek grant funding sources	2
Strategy E – Ensure the fiscal viability of the golf course and continue to promote it as a recreation asset for the region and for visitors.	-Make cost saving investments such as automated irrigation -Promote the golf course to regional residents and to visitors to increase play and user fee revenues -Explore alternate funding and management strategies -Monitor and adjust user fees	2

Goal ICS.2 – Expand outdoor recreation.		
Strategies	Implementation Measures	Priority
Strategy A – Develop a Trail Network along the Big Sandy Creek.	-Contact property owners along the conceptual alignment and negotiate easements, leases, land trades or purchase of the corridor. -Design the trail through the corridor. -Construct the trail as easements and land become available, beginning on town owned land.	2
Strategy B – Improve existing trailheads and trail amenities.	-Improve trailheads concurrently with significant reaches of trail.	1
Strategy C – Improve existing trail surfaces.	- Explore the use of crush-refined gravel surfaces and other affordable trail surfaces. - Plan for and pave higher use sections of trail.	1
Strategy D – Develop a trail to connect South Limon to the golf course.	-Contact property owners along the conceptual alignment and negotiate easement purchases, land trades or purchase of the corridor. -Design the trail through the corridor. -Construct the trail as easements become available, beginning on town owned land.	2



Strategy E – Expand trails in town along the drainage ways.	Same as above.	2
Strategy F – Extend trails to the north of I-70 in the reservoir area.	Same as above.	3

Goal ICS.3 – Develop an indoor recreation facility that is suited to the level of use expected in Limon and is feasible given the fiscal realities of the town.		
Strategies	Implementation Measures	Priority
Strategy A – Establish a “Friends of the Recreation Center” citizens group to support the effort from the grass roots.	-Support community-based efforts to form a recreation center advocacy group.	1
Strategy B – Collect public input on the specifics of the recreation center and identify the priority features.	-Support the efforts of the Friends of the Recreation Center to collect input.	1
Strategy C – Explore funding sources for the planning/design of the recreation center.	-Assist the citizens group to identify and apply for funding.	1
Strategy D – Plan, design and get costs for initial construction and annual operations and maintenance.	-Assist with the funding and administration of the plan and design phase.	1
Strategy E – “Friends of the Recreation Center” launch an outreach program to educate and inform citizens about the plans for a recreation center.	-Provide educational material to the citizen’s group and encourage them to complete the outreach program.	2
Strategy F – Once the level of public support is sufficiently established, place a sales tax dedicated to building and maintaining the recreation center on the ballot for the voters. This future sales tax could be structured to fund other public facilities and capital investments as well.	-Determine the type and amount of tax funding needed and place the necessary question(s) on the ballot for a public vote.	2

Goal ICS.4 – Integrate auto and pedestrian/bike transportation throughout town.		
Strategies	Implementation Measures	Priority
Strategy A – Make continuous sidewalks and improve the signage from interchanges to Downtown Limon.	-Work with state and federal funding partners to secure funding for connecting sidewalks from the interchanges to Downtown.	1
Strategy B – Maintain quality driving surfaces and drainage.	-Continue to fund and implement pavement management strategies. -Address drainage issues. -When rebuilding streets, assess water and sewer lines and replace concurrently.	1
Strategy C – Rehabilitate the older and substandard sidewalks.	-Continue to fund sidewalk rehabilitation on an annual basis. -Explore options such as special assessments or local improvement districts to cost share with neighborhoods to upgrade sidewalks on a voluntary or voter approved basis.	1



Strategy D – Create additional safe pedestrian railroad crossings.	Explore options for gated crossing and underpasses with railroad officials.	3
Strategy E – If the Ports-to-Plains Alliance is successful in achieving its goal of an alternate north/south four-lane route through Limon, work with CDOT to construct a relief route from I-70 to Highway 71 north of town.	-As the Ports-to-Plains corridor is improved, contact CDOT and state elected officials to place the needed improvements on the long-range highway improvements plan.	3
Strategy F – Complete and implement the airport master plan.	Same as strategy.	2

Goal ICS.5 – Pursue economic development investments.		
Strategies	Implementation Measures	Priority
Strategy A – Create a brand for strategic marketing of the Town of Limon.	-Identify target markets -Branding: logo and tagline -Website -Printed collateral -Promotional campaign	1
Strategy B – Support new development through town contributions to infrastructure costs.	-Establish clear project qualification criteria for receiving town funding for on-site infrastructure.	2
Strategy C – Lease town land at a discount for new development.	-Establish clear project qualification criteria for economic development projects to receive discounted lease prices.	3
Strategy D – Improved streetscapes and signage from interchanges to Downtown.	-Develop conceptual design alternatives. -Work with town leadership to identify the preferred design. -Package the preferred design into a grant application for preliminary engineering. -Seek funding and/or financing for construction of improvements.	1
Strategy E – Annual contributions to LCEDC.	-Continue the partnership with the LCEDC.	1
Strategy F – Improve and expand broadband and cellular phone service.	-Work with county and state economic development and infrastructure partners on the regional and local scale to improve telecommunications infrastructure. Identify gaps in service and find providers to economically fill the gaps.	1
Strategy G – Improve the look of the east interchange by developing a park area.	- Contact property owners in the east interchange area. - Develop conceptual design alternatives. - Work with town leadership to identify the preferred design. -Work with CDOT to implement a maintenance agreement to install right of way landscaping	2



	<ul style="list-style-type: none"> - Package the preferred design into a grant application for preliminary engineering. - Seek funding and/or financing for construction of improvements. 	
Strategy H – Continue to monitor the effectiveness and adapt the tax incentives offered by Town of Limon.	Continue to adjust and monitor the requirements of the town’s tax incentives to broaden range of business activities and housing development.	3

Goal ICS.6 - Ensure that water and wastewater facilities remain compliant with state and federal regulations and that the water and wastewater funds are fiscally sound.		
Strategies	Implementation Measures	Priority
Strategy A - Keep up to date on changes and anticipated changes to state and federal laws regarding municipal water and wastewater facilities and prepare for the necessary improvements to comply.	Same as strategy	1
Strategy B - Review water and sewer use rate charges and tap fees to ensure that customers are paying for the true cost of the service including operations costs, capital depreciation/replacement costs and upgrades needed to comply with regulations.	-Periodically conduct an analysis of the water and wastewater enterprise funds’ costs, revenues and usage trends to ensure that they are fiscally viable.	2
Strategy C – Maintain staff with sufficient licensure and training to operate the systems effectively and efficiently.	-Establish a recruitment program for water and wastewater professionals in the high school and at regional community colleges. -Budget for staff to attend trainings and stay current with licensure requirements.	1
Strategy D – Monitor alluvial well measurements to assure the sole source of the Big Sandy remains viable and adequate for growth.	Same as strategy	1

Goal ICS.7 – Maintain the level of service and performance of the Limon Ambulance Service.		
Strategies	Implementation Measures	Priority
Strategy A – Refurbish the ambulance fleet incrementally starting with one re-chassis and one refurbishment planned for 2016 and additional upgrades in 2017, 2018, and 2020.	Same as strategy.	1
Strategy B –Identify grant funding and leverage local funds as cash matches on the grants to refurbish the ambulance fleet and support equipment.	Same as strategy.	1
Strategy C – Consider the establishment of a regional EMS service to increase the ambulance	Same as strategy.	3



level of service for the region.		
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Tourism and the Visitor Economy

Goal ED.3 - Entice interchange visitors and lodging guests to explore Limon.		
Strategies	Implementation Measures	Priority
<p>Strategy A - Establish a consistent streetscape with visual clues that encourage motorists to leave the interstate and lead motorists and pedestrians from the west and east I-70 interchange commercial areas to downtown including: consistent plantings and pedestrian walkways/pathways, consistent lighting, banners, directional signage and other visual clues to direct and entice more people to Limon’s town core.</p>	<ul style="list-style-type: none"> - Develop conceptual design alternatives. - Work with town leadership to identify the preferred design. - Package the preferred design into a grant application for preliminary engineering. - Seek funding and/or financing for construction of improvements. 	1
<p>Strategy B - Improve gateway signage at the west and east interchanges and develop tourist-oriented directional signage towards downtown Limon, historic sites, parks, recreation facilities, open space and cultural resources.</p>	<ul style="list-style-type: none"> -Develop conceptual design alternatives. -Work with town leadership to identify the preferred design. -Package the preferred design into a grant application for preliminary engineering. -Seek funding and/or financing for construction of improvements. 	1
<p>Strategy C - Work with the Chamber of Commerce, and other local organizations, to organize materials and talking points for lodging front desk managers and restaurant clerks to inform visitors about Downtown Limon and the historic sites, parks and recreation facilities, open space and cultural resources offered in Limon.</p>	<ul style="list-style-type: none"> -Establish collateral materials for distribution at hotel front desks and in rooms. -Establish an incentive system for hotel employees to refer customers to downtown and other businesses and attractions. 	1
<p>Strategy D – Work with local economic development organizations to create a targeted tourism marketing plan to entice visitors staying at interchange area hotels to explore Downtown Limon and its historic sites, parks and recreation facilities, open space, trail connections and cultural resources.</p>	<ul style="list-style-type: none"> -Branding: logo and tagline -Website -Printed collateral -Promotional campaign 	2
<p>Strategy E – Develop a strategic marketing plan and implement it through web and print materials, and coordinated outreach by taking the following steps:</p> <ul style="list-style-type: none"> • Identify target markets • Develop a brand and message that speak to the target market • Create and compile marketing materials, including web and print materials • Develop an outreach plan 	Same as strategy.	2



Community Services

Goal C.1 - Increase volunteer engagement, with a special focus on youth participation.		
Strategies	Implementation Measures	Priority
Strategy A – Promote volunteerism opportunities at the schools/in the classrooms, e.g., coordinate “non-profits day” at schools where organizations can introduce themselves to students and teachers.	Same as strategy	3
Strategy B – Focus non-profit activities on types of events and opportunities youth are interested in – in particular developing play spaces, developed recreational areas and natural places to explore; extracurricular activities and clubs; downtown vitalization; improving housing quality; and career development.	Same as strategy	2
Strategy C – Promote community-wide volunteerism through volunteer recruitment and thank you events as well as “Limon Volunteers!” Day of Service event. Include opportunities for families to volunteer together. Work to develop employer-based volunteering incentives or programs. Consider including volunteer information in an online “welcome packet” for people moving to Limon.	Same as strategy	1
Strategy D – Seeing that their contributions have an effect provides one of the strongest motivations people have to volunteer. As a community, issue documentation – such as a “Limon Volunteers! Annual Report – demonstrating the impact of volunteerism and donations. Consider a “Volunteer of the Month” and “Youth Volunteer of the Month” coordinated recognition program.	Same as strategy	2
Strategy E – Develop a web-based “Limon Volunteers!” form online where people can submit requests to volunteer and be matched with a local organization in need of help. Allow this online form to feed information to a volunteer database that can be shared among organizations. Consider housing this within the Town’s website, and identifying a stewardship or volunteer coordinator who can maintain the database and help align requests with Town departments and programs or with community non-profit organizations. Build this into a web-based presence and/or e-newsletter sharing information about upcoming events and volunteer opportunities. As an alternative to web-based platforms, share information	Same as strategy	1



through a community board (sign) outside the post office or Town Hall or printed newsletter. Use social media, as appropriate to share information.		
Strategy F – Develop a “Limon Volunteers!” brand that can be utilized throughout the community and by non-profit organizations to promote the concept of volunteerism. Use this to brand a “Limon Volunteers!” initiative, using strategies identified in this section of the plan, which broadly engage the community.	-Branding: logo and tagline -Website -Printed collateral -Promotional campaign	3

Goal C.2 - Increase, diversify funding for non-profit organizations and programs.		
Strategies	Implementation Measures	Priority
Strategy A - Share funding resources – such as a grants guide or major donor list – among organizations.	Same as strategy.	1
Strategy B - Consider developing a coordinated community donor drive, such as an annual day of giving (“Limon Gives!”) or pick-click-give initiatives (such as those often coordinated by United Way) to allow people to easily give while shopping online, at local outlets or at a centralized donation site.	Same as strategy.	2
Strategy C - Conduct feasibility analysis or funding searches for priority community projects or events, to develop clear fundraising targets.	Same as strategy.	3
Strategy D – Make high-quality trainings about fundraising, grant management and bookkeeping geared toward non-profit organizations available at no or low-cost on an ongoing basis to promote fiscal responsibility. Include trainings on how to monetize non-profit services and programs and engage in social enterprise in order to develop additional funding streams.	Same as strategy.	1

Goal C.3 - Encourage more coordination and communication among organizations.		
Strategies	Implementation Measures	Priority
Strategy A – Create a forum or partnership allowing all locally-acting non-profits to come together to discuss current conditions within the community and shared goals, such as a “Limon Community Non-profits Collaborative.” Hold regular (e.g., quarterly) meetings of this group. Identify one organization (e.g., the Town of Limon) who will be responsible for convening the collaborative and sharing communications	Same as strategy.	1



regularly.		
Strategy B – Identify a process for the collaborative to (1) discuss and clearly identify its purpose, motivation for meeting and shared goals, and (2) identify activities to achieve the shared goals and which of the various organizations can help implement these activities. Include in this discussion particular community issues that the group would like to work to address (e.g., improving the downtown, improving services to youth, etc.) and what the measures of success will be. Document the conclusions from these initial discussions and identify agreed upon next steps.	Same as strategy.	1

Goal C.4 - Match programs and services to identified community priorities.		
Strategies	Implementation Measures	Priority
Strategy A - Use priorities identified through the Comprehensive Planning process to shape non-profit organization programs and activities. Develop a coordinated plan for how non-profits can best support community priorities.	Same as strategy.	2
Strategy B – Find ways to pilot and test low-cost or one-time programs and events to gauge interest and demand for certain types of services or activities. For example, use “pop-up” community booth approach.	Same as strategy.	2
Strategy C – Work with the Town of Limon to create a community health or livability “dashboard” that tracks key community indicators and provides non-profits with ready access to data about the community.	Same as strategy.	2
Strategy D – Build evaluation criteria into programs and events whenever feasible. Evaluations can include a follow-up short email satisfaction survey of participants, tracking the impact of the volunteer investment (e.g., miles of trail built, number of meals served, amount of money raised/donated), or counting the number of new participants.	Same as strategy.	3

