**Revitalize the Rio**

**Economy Action Committee Notes 3/5/18 - Work Session 4**

Working Mission: “To work in concert with existing organizations to increase economic development in Alamosa through the promotion of and responsible use of the Rio Grande.”

Members

Randy Wright, Dan Vaughn, Kale Mortensen, Patrick Ortiz, Jan Oen, Kevin Wilkins, Bill Brinton, Sara Novicki, and Hew Hallock.

Action Plan #1

Delegated Tasks

Jan – Inquiring about obtaining community event attendance data and lodging vacancy rates in order to begin establishing baseline

Sara – Preliminary creation of survey for local businesses on the economic impact of boosting and promoting more recreation along and in the Rio Grande.

Hew – Tracking more monthly economic indicators

- Business Vacancy rates

- Sales Tax

- Fuel Tax

Randy – Checking in with ASU and TSJC about partnering and collaborating with us on creating a local business survey focusing on Revitalize the Rio.

Bill – Inquiring at the City about status of “Downtown Beautification” project

Patrick – Support and Coordination

Performance Measures

* Establish baseline for future monitoring of economic impact of Rio Grande Revitalization
* Change in monthly/yearly trends in sales tax and fuel tax