

Town Council Update

Erie Connecting YOU to Fun Playbook and Performing Arts Feasibility Study Update

April 15, 2025

Agenda

- Project Overview
- PROST Plan Purpose + Timeline
- Key Trends + Priorities
- Next Steps





- **PROST Strategic Plan Update - The Playbook**
 - Comprehensive plan for parks, recreation, open space, and trails
 - Identifying trends and community needs
- **Performing Arts Feasibility Study**
 - Forces & Trends
 - Market Analysis
 - User Demand

Consultant Team

DTJ Design

Space + Trails

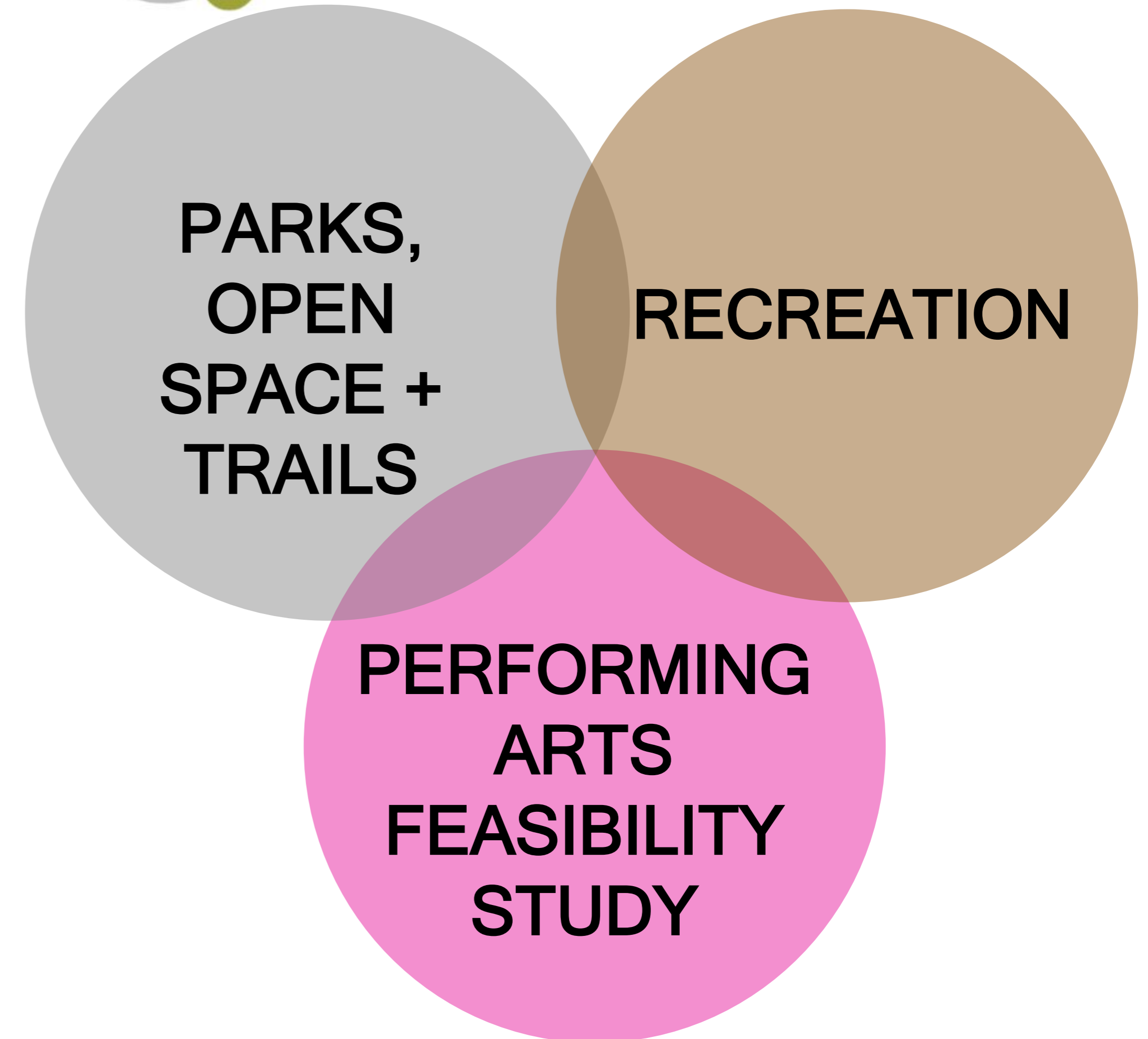
Ballard*King

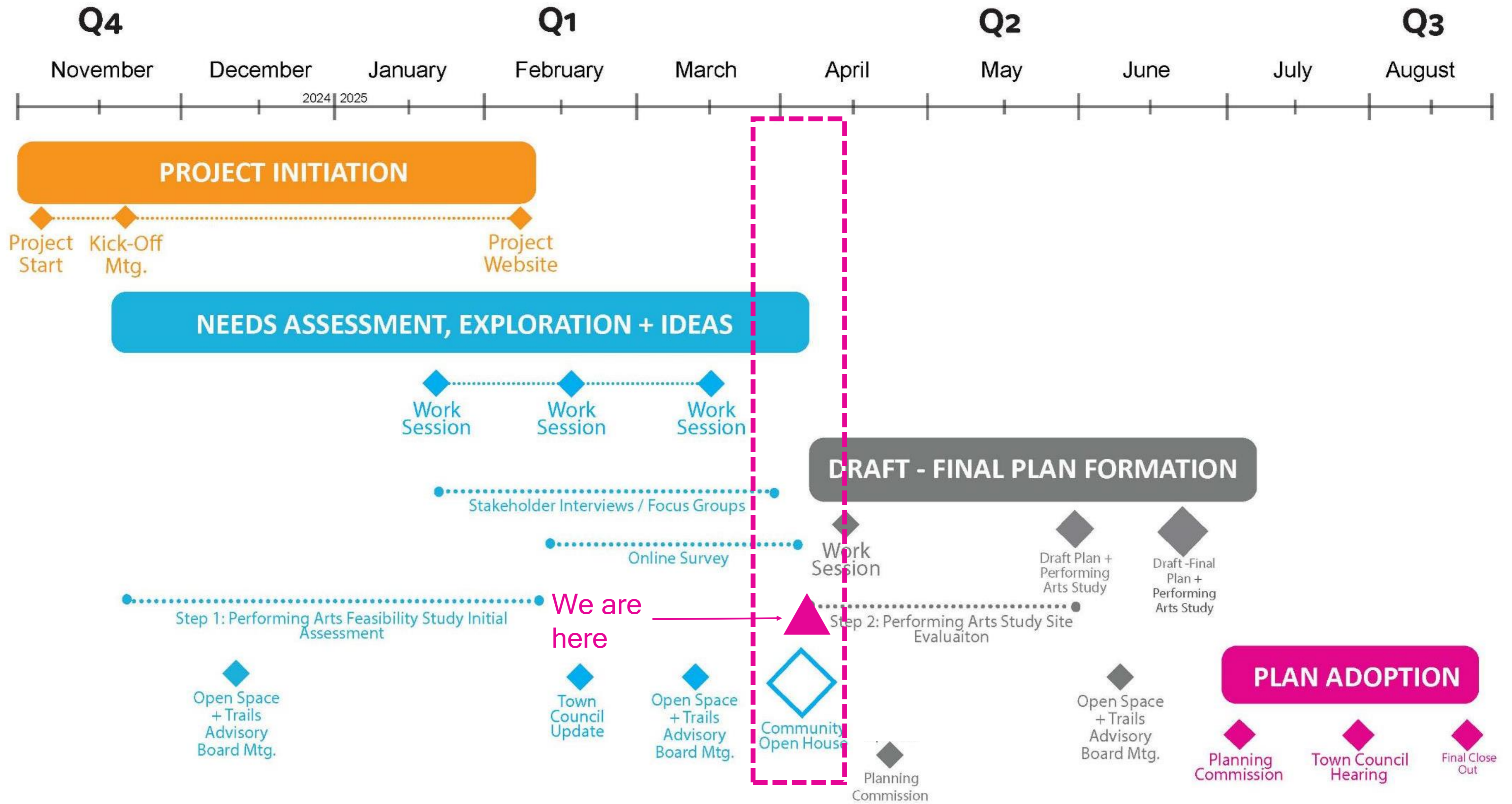
Recreational Facilities

Webb Management

Performing Arts Study

Parks, Open





PROJECT TIMELINE

COMMUNITY ENGAGEMENT PLAN

INVITE, INFORM, ENGAGE

Persona-based Engagement Strategy

- Customized to respond to needs of Erie

Includes:

- Team roles + responsibilities
- Project milestones, events + plan product
- Stakeholders, organizations, interest groups
- Special requirements + circumstances

- Objectives

- Promote the story + history of Erie
- Meet people where they work and play
- Go out of our way to reach each community group
- Monitor who we have and haven't heard from
- Proactively respond to concerns or possible issues





TOWN OF ERIE, CO | JANUARY 3, 2025

Erie PROST Strategic Plan + Performing Arts Feasibility Study

Community Engagement Plan

Engagement Schedule

Phase 1: Project Initiation (November - December 2024)

Activity	Schedule
Project Kick-off Mtg.	November 7, 2024
Project Team Mtg. #1 (RFI, Draft CEP)	November 20, 2024
Town Project Website Coordination Mtg. (Survey QR code)	January 7-8, 2025
Project Graphic Standards	December 2024
Project Website, setup and other communications materials	January 2025
Draft newsletter, social media, outreach material promoting in-person and on-line events	January 2025

Phase 2: Exploration + Ideas (November 2024 - March 2025)

Activity	Schedule
Revise and detail engagement schedule based on phase 1 outcomes	January 3, 2025
Develop revised content for project website, factsheet, and other communications materials	February 2025
Project Website update	
Project Team Mtg #2	December 18-19, 2024
Project Team Mtg #3	January 15, 2025
Project Team Mtg #4	February 19-20, 2025
Community On-line Survey preparation	December 11- January 20, 2025
Community On-line Survey #1	
Work Session #1	January 22, 2025
Work Session #2	February 12-13, 2025
Stakeholder Interviews	January 6 - February 11, 2025
Open Space + Trails Advisory Board Mtg #1	December 9-10, 2024
Focus Group Sessions (3)	January 6 - February 11, 2025
Town Council Update	January 21-22, 2025
Community Open House Event #1	April 7-16, 2025
Open House Communications + Print Media	January 9- February 14, 2025

Phase 3: Draft - Final Plan Formation (March - June 2025)

Activity	Schedule
Work Session #3	March 12-13, 2025
Work Session #4	April 9-10, 2025
Project website update	
Quarterly newsletter (by the town), social media updates	
Open Space + Trails Advisory Board Meeting #2	March 12-13, 2025
Town Council Update #2	April 9-16, 2025
Project Team Mtg #5	March 19-20, 2025
Project Team Mtg #6	April 16-17, 2025
Project Team Mtg #7	May 21-22, 2025
Project Team Mtg #8	June 18-19, 2025
Performing Arts Feasibility Study (Step 2)	February 6- April 2, 2025
Planning Commission Update #1	April 9-17, 2025
Draft - Final PROST Strategic Plan Update + Performing Arts Feasibility Study	June 18-19, 2025

Phase 4: Plan Adoption (July - August 2025)

Activity	Schedule
Open Space + Trails Advisory Board Endorsement (1)	June 9-10, 2025
Town Council Hearing (1)	July 22-23, 2025
Planning Commission Update #2 (Plan Endorsement)	June 18-19, 2025
Project website update	July 2025

Note: Final engagement and deliverables schedule may vary

NOT FOR REGULATORY APPROVAL, PERMITTING OR CONSTRUCTION

Erie PROST Strategic Plan
Town of Erie, CO

Community Engagement Plan
Engagement Schedule

January 3, 2025

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Playbook Engagement Program

- Stakeholder Meetings/Focus Groups are complete
- Upcoming Community Events
- Project Website - www.erieco.us/playbook
- Online questionnaire is live through April 2025
- Themes We Are Seeing So Far
 - Trail connectivity and signage
 - Teen-Centered Recreational Opportunities
 - Continued preservation of open space
 - Expansion of recreational facility space (indoors/outdoors)
 - Cultural & artistic space
 - Continued maintenance of existing facilities



Connecting YOU to FUN Playbook

Erie Parks & Recreation PROST Strategic Plan

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The Erie PROST Playbook is an update to the Town's Parks, Recreation, Open Space, and Trails (PROST) Strategic Plan, last revised in 2016. Since then, Erie has experienced significant growth. To continue providing high-quality services to the expanding community, the Parks and Recreation Department is developing the Playbook that will outline the Strategic Plan for the next decade.

This project is taking place alongside a feasibility study for a Performing Arts Center (PAC).

Purpose of the Playbook

- Establish a comprehensive PROST Strategic Plan for the Town of Erie.
- Serve as a guiding framework to ensure programs, facilities, and amenities are balanced and equitably distributed.
- Include measurable strategies for recommendations, goals, and policies aligned with the [National Recreation and Park Association's \(NRPA\) standards](#).
- Incorporate community engagement to address residents' priorities, unmet needs, and satisfaction levels.
- Deliver a final strategic plan with clear implementation strategies, financial planning, and a prioritization schedule for the next decade.

Key Components of the Playbook

- An update to the 2016 PROST Plan.
- Community engagement and outreach initiatives.

Community Engagement Opportunities

Wednesday, April 16, 2025 4:00 pm to 8:00 pm
Erie Community Center Open House
Location: ECC Gym

Saturday, April 26, 2025 10:00 am to 1:00 pm
Arbor/Earth Day Celebration
Stop by our booth at the annual [Arbor Day/Earth Day Celebration!](#)

Saturday, May 17, 2025 10:00 am to 4:00 pm
Town Fair
Engage with us at our [Town Fair](#) booth!

KEY TOPICS AND PRIORITIES

- **Comprehensive Plan Process**
 - Parks, Recreation, Open Space, and Trails (PROST) Plan
 - Performing Arts Feasibility Study
- **Community Engagement**
 - Ensures the plan addresses unmet needs, priorities, and satisfaction levels
- **Long Range Guide**
 - Applies industry best practices (programs, facilities and amenities)
- **Actionable + Measurable Strategies**
 - Recommendations, policies align with the National Recreation and Park Association's standards
- **Final Strategic Plan Reporting**
 - Implementation strategies, financial planning, and prioritization schedules for the next ten years



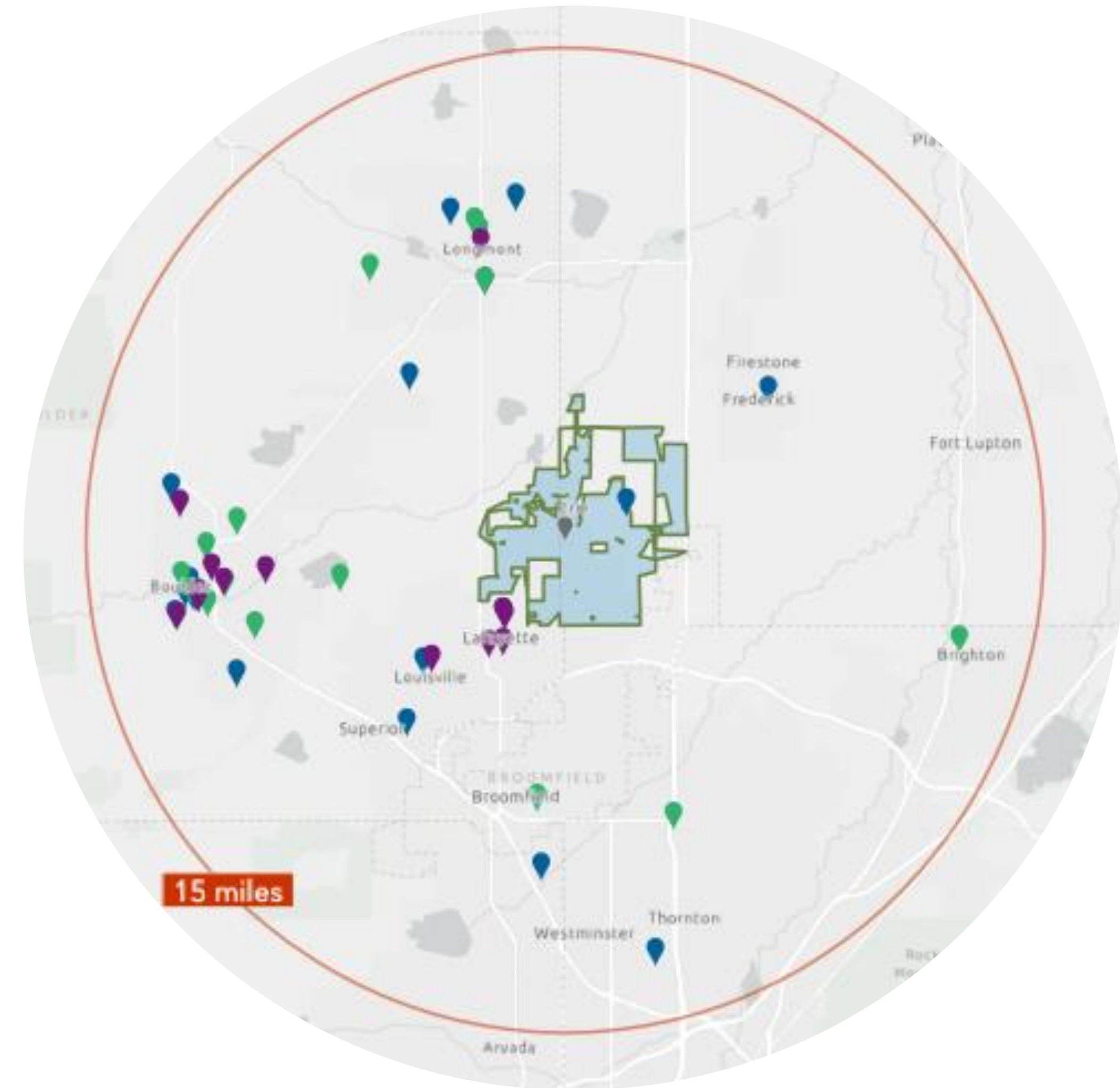
Performing Arts Center Feasibility Study

- **Focus**
 - Comprehensive study to assess viability and need
 - Analyze local performing arts demand, market opportunities, and gaps in current facilities
 - Provide financial feasibility insights, including cost estimates, funding strategies, and economic impacts
 - Initial site assessment to evaluate program and space requirements
- **Outcome**
 - Standalone feasibility Report



Performing Arts Center Feasibility Study

- **Work to Date**
 - Demographic Analysis and Market Assessment
 - Cultural Participation Research and review of Broader Forces and Trends
 - Inventory in the Market Area
 - 29 stakeholder interviews and 2 Focus Groups
 - Site Visits
 - Preliminary analysis of questionnaire responses to date
- **Market and Needs Assessment**
 - Draft provided on March 12 at Working Session
- **Recommendations**
 - Move into the next phase of work
- **PAC Feasibility Study Next Steps**
 - Site review, operating assumptions, functional space program, capital cost estimate, updated questionnaire analysis, and economic impact analysis



PROST Playbook Next Steps

- **Community Open House Event: April 16**
 - Erie Community Center from 4-8 pm
- **Arbor Day Engagement Event: April 26**
 - Erie Community Park
- **Town Fair Engagement Event: May 17**
 - Downtown Erie
- **Needs Assessment Report**
 - Facilities Inventory
 - Demand + Future LOS Analysis
 - Initial Priorities + Needs
 - Community Engagement Summary



NEXT STEPS



Q+A