



**CITY COUNCIL EXECUTIVE COMMITTEE MEETING
CITY COUNCIL CHAMBERS, THIRD FLOOR, CITY HALL,
#1 CITY HALL PLACE, PUEBLO, COLORADO 81003.**

**MONDAY, SEPTEMBER 11, 2023
5:30 PM**

Individuals Requiring Special Accommodations Should Notify the City's ADA Coordinator at (719) 553-2295 by Noon on the Friday Preceding the Meeting.

Executive Committee meetings are special meetings of the City Council and are informal Council meetings for the purpose of receiving information and discussion among Council Members; no official action is taken at such meetings. The public is invited to attend, but public comment is generally not received unless otherwise noted.

Agenda

CALL TO ORDER

PRESENTATIONS

- | | |
|--|-----------|
| A. CITY UPDATES | 5:30 p.m. |
| Laura Solano, Chief of Staff | |
| 5 minute presentation | |
| B. PUEBLO PROPERTY VALUES | 5:35 p.m. |
| Frank Beltran - Pueblo County Assessor | |
| 15 minute presentation | |
| C. GRASSROOTS GRAVEL | 6:10 p.m. |
| Adam Davidson - Founder/Promoter | |
| 15 minute presentation | |
| D. 2024 CDBG RECOMMENDATIONS | 6:30 p.m. |
| Floyd Jaramillo - Citizen's Advisory Committee - Chair | |
| 15 minute presentation | |

ADJOURNMENT



ambipar[®]
response presents

Grassroots Gravel

October 14th, 2023
Pueblo, Colorado

Pueblo City Council
Work Session 9/11/2023
Adam Davidson

What is Grassroots Gravel?

We're a new company built on a foundation of decades of outdoor leadership and community organizing, with a decade of advocacy and powerful outcomes *right here in town.*

We believe that everyone should be able to get outside and play.

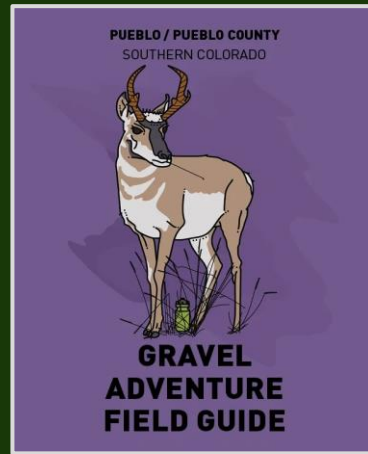
We're creating a world-class experience for everyday riders, new riders, and elite racers. We're putting in work to create an atmosphere where people can feel welcome, ready and safe to push outside their comfort zone.

What is gravel cycling?



Gravel cycling is simply riding bikes on gravel roads. It's one of the fastest growing segments in the industry, and accessible using nearly any reliable bike.

Gravel Cycling in Pueblo



Visit Pueblo secured grant funding in 2021 & 2022 to build the foundation of gravel cycling as an economic driver in the region with the Gravel Adventure Field Guide along with a comprehensive marketing campaign.



The Cause

- **Personal Goals & Growth** - Create an opportunity for *everyone* to build and reach new goals and enjoy the outdoors
- **Annual & Reliable Event** - Build an annual flagship event for the Pueblo region that is sustainable and locally owned
- **Regional Health & Economy** - Partner regionally to develop public health and economic development programs and strategies for meaningful local outcomes
- **Volunteer Firefighting** - Support local volunteer fire & rescue efforts with outreach, partnerships, and funding

Promotion & Media



The event and the region is being actively advertised in key markets throughout the west using digital search, social, and editorial media, as well as earned media including:

- **5280 magazine:** Feature in September 2023 edition
- **Dispatch.bike:** “5 Events you Need to Ride This Fall” article
- **Murphology Podcast:** Featured episode 132: Grassroots Gravel
- **Colorado Outdoor Industry Office (OREC):** Highlighted in September 2023

Stakeholders

Community

Local and visiting participants, spectators, vendors, local recreation and health orgs, local businesses and lodging

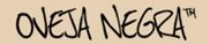
Municipalities

City of Pueblo, Pueblo County, and surrounding communities along our routes and hosting participants

ambipar[®] *response*

International leader in incident response and training, Grassroots Gravel title sponsor, and recent addition to the Pueblo region.

Sponsorship



2023 Event



- 4 route options
- Event expo open to all
- Industry pro photographers
- Aid stations & vehicles
- Professional event timing
- Industry-leading sponsors

- After-party at Fuel & Iron
- Outdoor gear giveaways
- Signature food & drinks
- Photo & Video highlights

Ride Routes



- The Mild (15 miles)
- The Lil Chile (40 miles)
- The Half (75 miles)
- The Whole (110 miles)

Routes start downtown and
all feature aid stations and
support vehicles

Ongoing Presence



- Weekly gravel group rides all year round
- Ongoing partnership development with regional departments, nonprofits, & more
- Tertiary events in development
- 2024 event timing already booked!

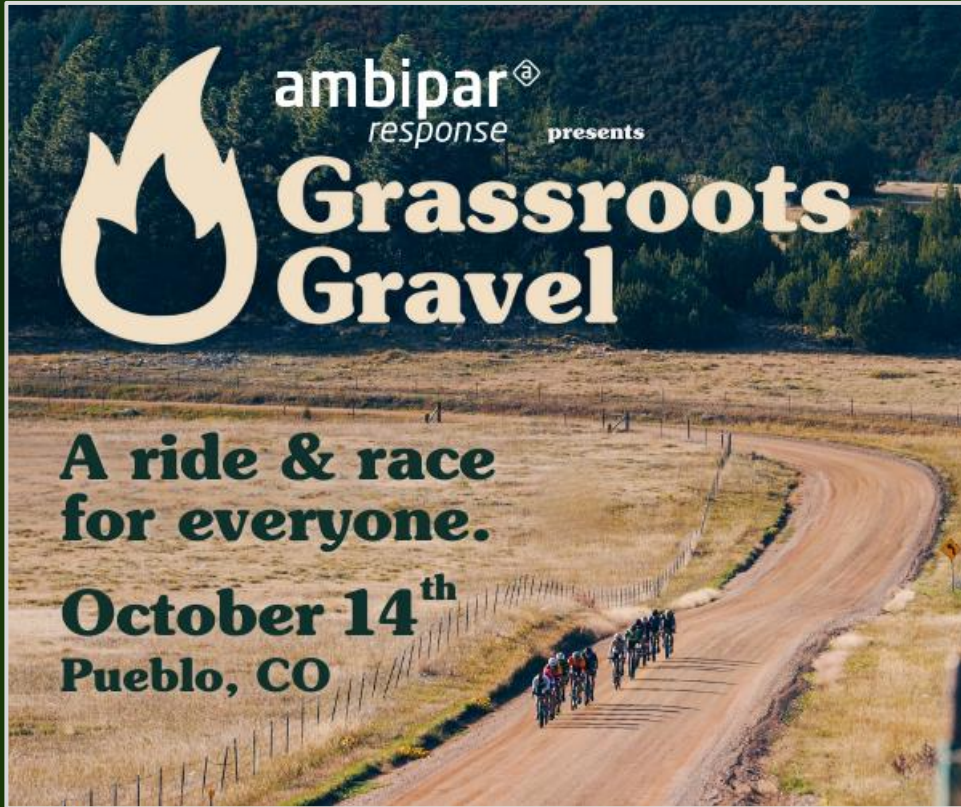
The Future



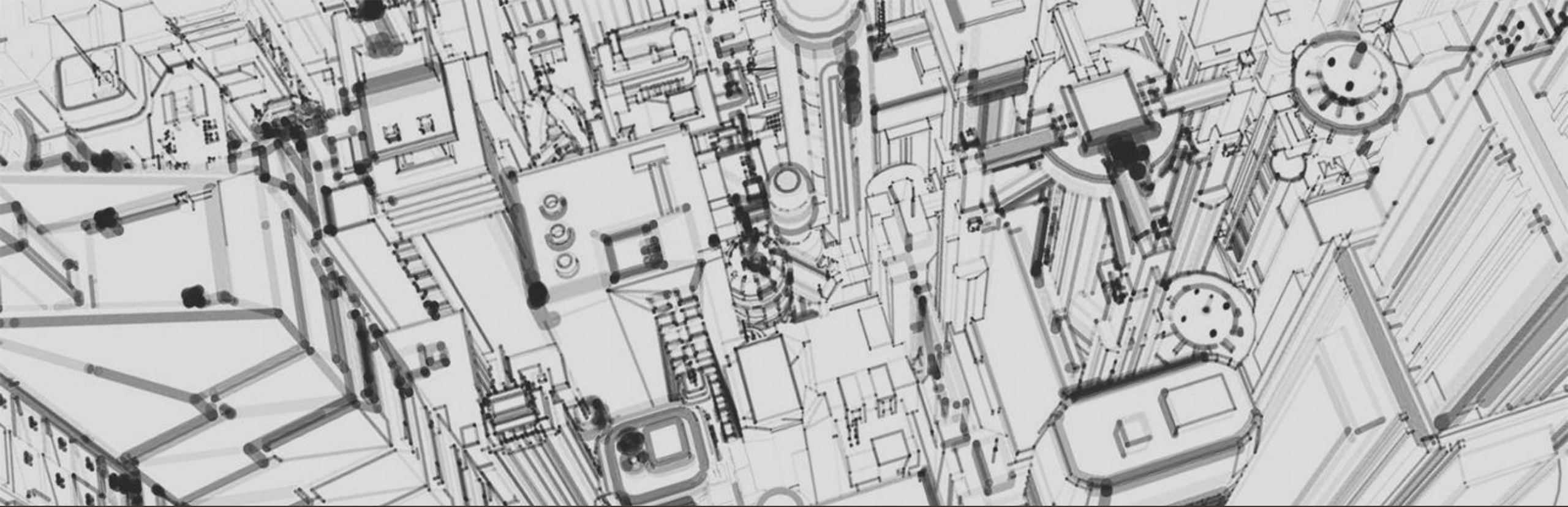
We're committed to this region and creating something incredible with our friends and partners in the community.

We're just getting started.

Learn more



 **Grassroots Gravel**



Citizen's Advisory Committee 2024 CDBG Funding Recommendations

Floyd Jaramillo - Chair

2024 Community Development Block Grant

\$1,425,000 - Estimated

- 20% Administration Cap - \$285,000
- 28% Allocated to ADA Curb Ramps - \$400,000
- 37% Allocated to Housing and Community Development - \$ 526,250
- 15% Allocated to Public Services - \$213,750

Public Service Funding Recommendations

- \$213,750 Total Available
- Capped at 15% of Grant
- Low Income Clientele Benefit

RANK	SCORE	PROJECT	AGENCY	REQUESTED	FUNDED
2	93.7	Senior Transportation	SRDA	\$30,000	\$30,000
3	93.1	It's All About Being a Teen	Catholic Charities	\$50,005	\$50,005
4	92.5	Homeless Youth Services	Posada	\$35,000	\$35,000
5	91.8	Homeless Supportive Services	Posada	\$75,000	\$75,000
6	90.6	Homeless Prevention	Posada	\$50,000	\$23,745

Housing, Infrastructure, and Facility Funding Recommendations

- \$926,250 Available
- \$400,000 allocated to ADA Curb Ramps by Council Resolution 10293
- Low Income Area Benefit; Census Tracts where 51% of the residents earn less than 80% Area Median Income

RANK	SCORE	PROJECT	AGENCY	REQUESTED	FUNDED
Set-Aside	N/A	ADA Curb Ramps	Public Works	400,000	\$400,00
1	89.4	Minor Repair Program	DHCS	\$75,000	\$60,000
2	88	Homeowner Rehabilitation	DHCS	\$75,000	\$60,000
3	87.5	Emergency Services and Repairs for Seniors	Pueblo County	\$45,000	\$40,000
4	78.5	Vehicle Garage & Water Damage Repairs	Eastside Childcare	\$65,000	\$65,000
5	71.2	Crystal Place Improvements	Kimberly Pineda-Lopez	\$107,500	\$107,500
6	70	Grove Neighborhood Improvements	Paul Renfree	\$153,600	\$153,600
7	67.8	Parking Lot Improvements	Posada	\$50,000	40,150

CDBG-CV Funding Recommendations

- \$213,750 Total Available
- Capped at 15% of Grant
- Low Income Clientele Benefit

RANK	SCORE	PROJECT	AGENCY	REQUESTED	FUNDED
1	83.8	Eviction Prevention	Pueblo County	\$100,000	\$100,000
9	60.6	Emergency Warming Shelter Building Acquisition	Pueblo Rescue Mission	\$400,000	\$400,00

Recognition of Service Citizen's Advisor Commission

- Floyd Jaramillo - Chair
- Barbara Alphin
- Beverly Fox Deren
- Tracy Gutierrez
- Margaret Mangrum
- Thomas Monroe
- Darlene Staruh
- Christine Suppes
- Kim Weiler