

Q1 2020 Monitoring Report

TO: District Plan Commission
FROM: Anneli Berube, Ag Innovation Specialist, for District Plan Staff
DATE: April 30, 2020
SUBJECT: Q1 2020 District Plan Monitoring Report

The following report documents activities and deliverables completed after the Feb 2020 update (see [February meeting agenda packet](#)), and previews activities and deliverables that will be completed in the second quarter of 2020 (Q2).

Deliverables:

Deliverables completed in Q1: Below are the deliverables that were completed in Q1:

- Local Foods Workshop
- TDR Study Request for Proposal (RFP)

Documents related to completed deliverables can typically be found at brightonco.gov/1356/Plan-Implementation.

Deliverables for review in Q2: Below are the deliverables or key tasks that will be completed in Q2.

- Historic Splendid Valley Wayfinding Signage program criteria, general design, and locations
- Local Foods Workshop summary and related resources

Tactic Updates:

Tactics Underway: Below are updates on the tactics since February 2020, with plans for Q2.

- **Tactic #2: Local Foods Workshop** – staff is working to compile the flipchart notes and takeaways to share with workshop participants. In Q2, staff will finish compiling these notes to provide a summary and related resources.
- **Tactic #9: Zoning overlay or design guidelines** – In Q2, City of Brighton staff is continuing to explore the keeping of goats in residential zones and adjusting the public engagement process due to social distancing requirements.
- **Tactic #10: TDR and/or Cluster Standards** – candidates were interviewed, a consultant was chosen, the project scope was finalized, an Inter-governmental Agreement was executed between the City and County in regards to cost-sharing, and a contract was recently signed with Economic & Planning Systems, Inc. to complete the Splendid Valley TDR Study project. In Q2, the Splendid Valley TDR study will be launched.
- **Tactic #15: Marketing campaign** – the Brighton Chamber of Commerce completed a mentorship program through the Colorado Tourism Office (CTO) to guide efforts to promote agritourism, working closely with the Discover Brighton Agritourism Subcommittee. A report was created by the mentor outlining activities to implement the Historic Splendid Valley (HSV) brand to promote agritourism over the next three years. A [joint press release](#) was issued on 4/27/20 highlighting HSV farms and what they are doing the same and differently as a result of COVID-19. Staff also submitted a nomination to the Colorado Chapter of the American Planning Association for the 2019 HSV brand development project. In Q2, staff will work with the Chamber to create a platform for farms and other entities to access to use the HSV brand.

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- **Tactic #17: Community events** – staff began planning the 2020 Brighton Summerfest Ag Pavilion and reached out to last year’s participants. So far, at least six entities have agreed to participate, but the event has been postponed to later in the summer, potentially early August.
- **Tactic #18: Wayfinding signage** – criteria for inclusion in this program has been updated following the December 2019 input meeting, and will be brought to the District Plan Commission at the May meeting. In Q2, staff will work towards finalizing the sign design and locations. Staff is also working with the Brighton Chamber to include apply for funding as part of a CTO implementation grant to cover some of the costs for entities to participate and encourage broad participation.

Tactics Ongoing: No updates at this time for Ongoing tactics.

Meeting and Event Updates

- **Discover Brighton Agritourism subcommittee meetings (3/10/20 and 4/14/20):** The March meeting included a presentation of the marketing strategy developed by the CTO mentor. The recommended priorities include creating a platform to access HSV brand guidelines, creating local advocates, activating the brand at major events and “locals-only” days, and driving HSV visitor demand. There was also a presentation provided by 27J Schools Career & Technical Education Specialist about opportunities for farms to engage with the program and “hire” students. A discussion also took place regarding the creation of an HSV Instagram account, which will be launched by Meg from Red Daisy Farm. At the April meeting the group talked about priorities for the implementation funds that are provided by the CTO upon completion of the mentorship program. HSV wayfinding signage support for farmers was among the priorities.
- **CO Farm & Food Systems Response Team calls:** Staff has participated in these weekly calls since they started on 4/2/20. These calls discuss the current and future impacts of the COVID-19 crisis on Colorado farms and the markets they serve.