



August 29, 2025

Town of Lake City
Board of Trustees
PO Box 544
Lake City, CO 81235

Re: 2026 Request for \$5,000 Contributed Services

The nonprofit organization and Colorado-accredited Main Street program Lake City DIRT is respectfully requesting \$5,000 as an annual contribution in 2026. Lake City DIRT supports business sustainability by cultivating the historic, artistic, and aesthetic beauty to create a vibrant downtown district beloved by the community and visitors alike. Through our work with the National Main Street Center, Lake City DIRT identified specific “transformational strategies” for our community – with an emphasis on outdoor-recreation-related and arts-related strategies to increase commercial endeavors. The overall benefit of Lake City DIRT to the county is found in economic development activities and fund-development related to the Main Street program. In 2025, DIRT hosted the 24th Festival, operated a co-working space at The Hub, expanded Wednesday Markets, and published a coloring book celebrating our 20th year, in addition to other programming.

We have broad-based support from multiple organizations, private businesses, residents, and volunteers. Strategic work plans for Lake City DIRT are developed and board-approved annually. In 2026, we anticipate our focus to continue on economic vitality (implementation on transformational strategies) including the operation of The Hub as a site for digital nomads and resident professionals, the Revolving Loan program, trainings, grant-seeking efforts, and special events to drive consumer traffic; historic preservation and design efforts to include downtown beautification efforts program of Lake City Blooms for our government partners, distribution of the Buying History publication, participation in the Ute Ulay project, and special event management encouraged to drive consumer traffic downtown. Lake City DIRT will continue to assist the Town of Lake City in accomplishing a new Town Park Restroom and Town Park Playground in 2026. Lake City DIRT operates under the 2022-2027 Strategic Action Plan which is a concise and clear map to guide our progress as a Main Street community.

As a nationally-recognized Main Street program, we continually showcase our community and these efforts. These contributions are significantly leveraged. We host the Lake City Uncorked Wine & Music Festival (an estimated \$300,000 annual contribution to the community). Additional information can be found on our website at www.lakecitydirt.org.

The Town of Lake City has a long history of financially supporting the efforts of Lake City DIRT. Please let us know if additional information is requested or required for this \$5,000 community contribution request. Lake City DIRT releases an Annual Report demonstrating income, expenses, and leveraged benefit annually which is released annually in January. We rely on the annual contributions from our local government partners to continue our ongoing emphasis on economic vitality of projects and endeavors of Lake City DIRT.

Please let us know if you have further questions.

Respectfully,

Greg Collins
President
Lake City DIRT
PO Box 973
Lake City, CO 81235