

Historic  
**MANITOU  
SPRINGS**



# Manitou Springs Matters

*A quarterly publication of the Manitou Springs Economic Development Council*

606 Manitou Avenue, Manitou Springs, CO 80829 [www.manitouspringsahead.com](http://www.manitouspringsahead.com)

Summer 2008

## High Altitude Happy Hour Slated for August 22 in Manitou

An evening of high altitude views, entertainment and socializing is in store for the passengers of the last train of the day on the Cog Railway in Manitou Springs. A fundraiser for the Economic Development Council of Manitou, the High Altitude Happy Hour is a perfect opportunity to enjoy the last days of summer on America's Mountain. Add to that dining specials from three premier dining establishments, and it's an evening that can only be experienced in Manitou Springs.

"The event will begin with a social hour at 4:15 in the Cog Railway Depot, and then will proceed to the train at 4:45," says Kitty Clemens, Director of the Economic Development Council. For \$50 per person, guests will be treated to hors d'oeuvres and refreshments from The Cliff House, onboard entertainment and wine that will be provided by D'Vine Wines of Manitou Springs. The train will arrive back at the Depot at 7:50 p.m. Door prizes will also be given away throughout the train ride up Pikes Peak. After the Happy Hour, those wishing to stay in Manitou for dinner can take advantage of dining specials being offered at the Stagecoach Inn, The Craftwood Inn and The Cliff House. The Cliff House is offering a four-course tasting menu. Reservations are recommended call 785-2485. The Craftwood will also offer a four-course dinner for two, starting at \$60. Reservations can be made by calling the Craftwood at 685-9000. Be sure to request the High Altitude dining special. The Stagecoach Inn offers a more casual special for participants: buy one entrée and receive the second half price. Call 685-9400 for reservations.



Advanced reservations for the special Cog train ride are required (call 685-9741) and because this event is a fundraiser, all tickets purchased may be taken as a tax deduction. "The Economic Development Council has as its mission to revitalize Manitou Avenue through streetscape improvements, market those improvements to attract new business, and work to keep Manitou Springs' economy strong and vibrant," says Clemens. "When the community shows its support for the EDC through these fundraisers, they are also taking an active part in moving this city forward."

For more information on the Economic Development Council, go to [www.manitouspringsahead.com](http://www.manitouspringsahead.com). For more information on the Cog Railway, go to [www.cograilway.com](http://www.cograilway.com).

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# Be Worthy of a Standing Ovation!

By Kitty Clemens, Director, EDC

In the 1930s, President Coolidge predicted that business “would be better, or it would be worse.” A variation for today’s economy might be: *Business will be better or it will be gone*. Nearly everyday we read stories about companies restructuring, downsizing, right-sizing or outsourcing. It is no longer business as usual. Instead, we need to look for ways to strengthen public-private partnerships and address the economic changes taking place in America. This economic reality is the reason the Manitou Springs Economic Development Council (EDC) was formed in 2002 and it is the reason our small community continues to chug along as others all across America report epic budget shortfalls not seen since the Great Depression.

What does the Economic Development Council do? Lately, I have heard numerous people ask that question. As is the case with many things in Manitou Springs, our EDC is unique. Most EDC offices have **recruitment** programs as their primary activity. Staff runs around talking to potential primary industry employers with the goal of attracting them to their community. The theory is that these new businesses will construct new buildings, fill empty buildings, create jobs for all the new people moving into the community and therefore “grow” the local economy.

On the other hand, Manitou Springs more than 50 years ago. Physical focus has been on **retention and** has been implementing a business in the central business district and Council. Staying the course has proven been on an upward trend, businesses employees, hours of operation...or they more relevant product offering.

The cornerstone to the plan was the additional revitalization strategies, such as the creation of a Business Improvement District, which capitalizes on streetscape improvement with direct marketing and clean streets contractors. Other key goals in the plan implemented by the EDC office include the creation of the redevelopment zone on the east end of Manitou Springs and development of a comprehensive parking management.

Tactics for the EDC are based on the theory that it is best to be “Worthy of a Standing Ovation.” That is why the EDC board continues to provide staffing to the Central Business District marketing activities and clean streets management programs. Sending a message that the community works together in a cooperative spirit and is activity pro-business has resulted in stable tax revenues that the entire community utilizes. A strong, vibrant Central Business District also enhances quality of life for residents. (There are many more specialty retail outlets that locals embrace that were not here in 2002.) The Farmer’s Market creates a community gathering place in the summer months where locals mingle with visitors, allowing both groups to learn something from each other and enhance their lives. Locals also bring year-round pedestrian activity to the community and create a vibe on the street that helps small mom-and-pop shops diversify from the tourism-dependent, summer-only business cycles of the past.

There are only three things that can happen to a local economy: **expansion, stagnation or contraction**. Our EDC works to continue creating an environment that encourages investment in the community. By doing this, Manitou Springs avoids stagnation or contraction. Thus far, the plan as worked...and with an eye toward keeping public-private partnership strong, the plan will continue to produce positive results.

**Staycations Gaining in Popularity:** With today’s gas prices, vacations expenses can equal the GNP of some small countries. You want to get away from it all and relax, but it doesn’t look like the Lifestyle of the Rich and Famous (and the accompanying wallet) are going to be within your reach anytime soon. Now is the time to consider a *staycation*. There are treasures to be found right in your own backyard—cheap (or free) good, clean family fun or intellectual, artistic and spiritual stimulation that is easily accessed.

In Manitou Springs and the surrounding area, we are blessed with some of the best that Nature has to offer—hiking and biking trails, mountain climbs and the Garden of the Gods...what lover of the outdoors could ask for more? Want to relax and pretend you are being pampered at an exclusive spa? No need to pretend—it’s all within walking distance. Start with yoga in the park at 7 a.m., followed by an organically healthy breakfast at Adam’s Mountain Café, slide in to an under \$20 massage on Cañon Avenue and finish up with a reiki session. And there you have it: mind, body and soul satisfied.

History, art and nature surround you. Got kiddies? No worries, there’s plenty to entertain. Free concerts, ice cream socials, festivals, face painting and free movies abound in Manitou during the summer. And you won’t have to torture your budget to bring the whole family. For the savvy staycation traveler, inexpensive fun, re-energizing relaxation and the chance to get away from it all is just outside your front door.

*“Locals also bring year-round pedestrian activity to the community and create a vibe on the street that helps small mom-and-pop shops diversify from the tourism-dependent, summer-only business cycles of the past.”*

has about the same number of residents it had growth is not a goal for the community. The **expansion activities**. Since 2004, the EDC expansion that was adopted by the merchants approved by the Manitou Springs City to be successful. Sales tax revenues have grown in sales, quality, number of have left...and been replaced with a fresher,

successful adoption of the Avenue Plan and

## *Taste of Manitou Tickets On Sale*

Don't miss the 5th Annual Taste of Manitou Wine Pairing Dinner! This sell-out event is Friday, October 10, 2008, for the best of the best in Colorado Cuisine and Wine. Our Premier Event Sponsor is our local community bank—the Bank at Broadmoor—who just celebrated the one-year anniversary of the opening of their Westside branch. Hats off to them! Visit them at 3216 West Colorado Avenue in Colorado Springs.

The menus has been set and wines have been paired for the most spectacular dinner in Manitou! The event will be held at The Cliff House at Pikes Peak and the following restaurants are in preparation: The Stagecoach Inn, The Craftwood Inn, Adam's Mountain Café, The Cliff House at Pikes Peak, The Briarhurst Manor and The Spice of Life.

New this year is a rendition of C.H. Rockey's print of the Town Clock with the goddess Hygeia holding her own wine glass. Thank you, Rockey, for providing this item to help support our community. The original, signed rendition will be live-auctioned at the event.

The numbered and signed Rockey prints will be available for sale, and just for purchasing your print, you will have an opportunity to win our door prize: a solid gold necklace, embellished with three diamonds, compliments of Russell Design Studio at 949 Manitou Avenue for a peek.

Many thanks to our other sponsors for contributing to our community: Centennial Printing, Beightol Photo Media and our many volunteers who donated their time and talent to put this event on each year.

Contact us at 685-9471 or visit the website at [www.tasteofmanitou.com](http://www.tasteofmanitou.com) for more information.

## **Mission & Work Plan of the Manitou Springs Urban Renewal Authority**

The mission of the Manitou Springs Urban Renewal Authority is to encourage private investment and reinvestment in targeted areas while strengthening the tax base of the whole city. The Authority promotes partnerships and collaboration with other groups in an effort to advance the City's goals of sound urban planning, fiscal prudence, and cultural sensitivity. Through multiple project initiatives our objective is to facilitate development of balanced, sustainable environments where people live, work and come together as a community.

*What values does the Authority intend to advance?*

- Sustainable environments
- Attainable housing
- Diversity
- Multi-modal
- Strong tax base
- Community Support
- Compatibility (Scale)
- Revitalization
- Restored infrastructure
- Fiscal responsibility
- Cultural diversity/sensitivity
- Environmental sustainability
- Flavor of community maintained

*What is the Authority's philosophy?*

- Revitalize East corridor
- Promote projects that are environmentally sensitive and compatible
- Use resources to accelerate and enhance development
- Participate in projects with an obvious economic "gap"
- Partner with the City in advancing the Rainbow Vision Plan

*What are the Authority's goals?*

- Cure blight
- Promote projects which provide public benefit
- Be proactive vs. responsive in soliciting projects
- Create quality sustainable places
- Encourage a higher standard of development
- Support best practices in "green" development
- Diversify uses and encourage housing on corridor



Economic Development Council  
 606 Manitou Avenue  
 Manitou Springs, CO 80829  
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## The Central Manitou Springs Business Improvement District

**Our Mission:** The Central Manitou Springs Business Improvement District is the product of strong business, government and community collaboration. Merchants in the district will work together to insure a long-term goal of a clean, safe vibrant visitor destination area reflective of its historic heritage that is attractive and welcoming to both visitors and residents, and contributes to the economic prosperity of Manitou Springs.

**Objectives:**

1. Grow sales per square foot within the district.
2. Improve the experience of coming to Manitou Springs through effective, clean and safe programs.
3. Diversify the marketing mix.
4. Provide leadership for the advancement of downtown interests.

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*Term expires May 2010*

Jessie Cormany

*Term expires May 2010*

Kitty Clemens, EDC Director  
 BID Administrator

## The Manitou Springs Economic Development Council

**Our Mission:** Created by the City of Manitou Springs and the Metropolitan Parking District, the Economic Development Council was formed to address all business-related issues. Based on the belief that successful economic development blends long-term initiatives and immediate actions, the EDC works to form partnerships that make both types of economic development come to fruition.

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