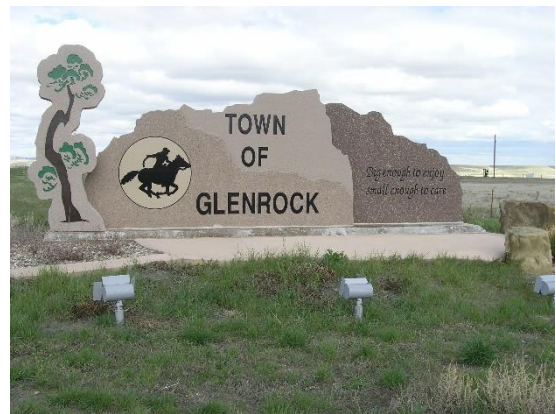


# Glenrock 2016 Follow-Up Assessment



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# Executive Summary

On behalf of the Glenrock Community Assessment Team, I would like to thank the town of Glenrock for their hospitality during the assessment. I would also like to thank the Assessment Team volunteers, who did a great job on the report, providing a lot of information that can be used to help with Glenrock's Master Plan.

This report is a first step in Glenrock's master planning process for 82637. This report has grassroots information from the citizens about what they think about their community and what they would like to see in the future. The report and its resources address common concerns that citizens brought forward. Use this report to work on topics brought up by the citizens of Glenrock during the assessment. Take a look at the "20 Clues to Rural Community Success" on page 15 to help the community build capacity to tackle the topics Glenrock desires to address.

Best,  
Kim Porter

## Build on your strengths and assets!



Thank you to Glenrock for the warm welcome the resource team received during our stay. It's been great to see what themes have evolved and what continues to be of interest to the town and its residents over the course of fourteen years and two assessments. Two of the themes that came up this year were both also present in the 2002 and 2012 assessments, namely Pathways and South Rec. Many of the resource organizations mentioned in the previous reports are still available, so I will not belabor what those reports have provided, but rather I hope to provide a broader base to work with.

Of course, the challenge now is with the current economic downturn; many of the Wyoming funding sources are becoming much smaller, or criteria have become much more stringent. However, every project is pieced together and is a coalition of interested parties, and this holds true now more than ever.

Anja Bendel

# Major Themes

South Rec

Rec Center

Lincoln Building

Clean up Community

Pathways

Activities – nothing to do

The team determined “activities” was too broad to address, so a deeper dive was agreed upon. A postcard survey was sent to the schools asking:

1. What activities would you like to see in Glenrock?
2. Age
3. Are you willing to be part of the solution?
4. Contact information

A similar survey was done online for adults, asking the same questions with the addition of:

1. Are you a parent, student or other adult?

The top 10 activities people indicated on the survey they would like to see:

<b>Activity</b>	<b># of responses</b>
Pool, swimming center, water park, outdoor	165
Movies, movie rentals, movie store, movie theater	113
Arcade/Arcade shop	47
Laser Tag	40
Zoo	28
Skate park, bigger and improved	25
Art/craft center	24
Jump craze (trampoline)	21
Soccer, street	20
Paintball course	19

On the next page is a further breakdown of activities desired by age group.

### **Ages 5-10**

<b>Activity</b>	<b># of responses</b>
Pool, swimming center, water park, outdoor	100
Movies-7, movie rentals-13, movie store-13, movie theater-19	53
Laser tag	35
Zoo	28
Arcade	25
Art/craft center	24
Jump craze (trampoline)	21
Soccer, street	20
Dog park	16
Ikea	15
Mall	15
Skate park, bigger and improved	15
Candy store	13
Go-kart track	13
Hockey	13
RC track	13
Science	13
Activity place	12
Running	12
Contests	11
Hockey, street	11
Ice Skating rink	11
Playground equipment - more at Rec playground and city park	11
Putt Putt Golf	11
Indoor play park area	10
Paint ball park	10

### **Ages 11 - 18**

<b>Activity</b>	<b># of responses</b>
Pool, water park, outdoor, better	56
Movie Theaters - 43, rentals, options	55
Arcade shop	22
Rec center, new and improved	12
Restaurants/cafe, more	10
Skate park, better or new	10
Activities, teen and young adult	9
Paintball course	9
Roller skating	9

### **Adults**

<b>Activity</b>	<b># of responses</b>
Activities	9
Pool	9
Movies	5
Rodeo	4
Soccer	4

## South Rec

**Team Member:** Kim Porter

South Rec is a great property and has potential uses in economic development and recreation. A master plan of the area would be ideal, but with the economy this may not be feasible. Consider putting together a plan in house with concept drawings. Get public input early and often to gain buy in, future volunteers and funding. This document will be a way to get everyone working toward the same goal and will help find funding. It may be worth contacting Rocky Mountain Power, as one of their Economic Development services are *“Work with community leaders and organizations to build economic vitality strategies and action plans.”*

Think out of the box when searching for grants. Below are some examples of grants to help pay for equipment that may not have been thought of.

<u>Grant Title</u>	<u>Sponsor</u>	<u>Deadlines</u>	<u>Amount</u>
<u><a href="#">American Academy of Dermatology Shade Structure Grants</a></u> The program awards grants to support the purchase of shade structures designed to provide shade and ultraviolet radiation protection for outdoor areas. Locations can include any area where children and ...	American Academy of Dermatology	Apr 12	Up to 8,000 USD
<u><a href="#">Able To Play Challenge Grants</a></u> The project provides challenge grants and technical assistance for the development of play environments throughout the state of Michigan. The program will work with communities to create play environments that ...	National Center for Boundless Playgrounds	(not specified)	25,000 - 225,000 USD
<u><a href="#">KaBOOM-CA Playground Challenge Grants</a></u> The program awards grants to create and refurbish playgrounds. Grants will support community projects that enlist volunteers and individual donations to build and renovate recreational spaces to encourage ellipsis			

The Wyoming Nonprofit Network has grant resources, including a list of foundations – see <http://www.wynonprofit.org/page-1525009>.

AmeriCorps NCCC (National Civilian Community Corps) strengthens communities and develops leaders through direct, team-based national and community service. In partnership with non-profits—secular and faith based—local municipalities, state governments, federal government, national and state parks, Indian tribes, and schools, members complete service projects throughout the region they are assigned.

AmeriCorps NCCC is a full-time, team-based residential program for men and women age 18-24. Members are assigned to one of five campuses — Denver, CO; Sacramento, CA; Baltimore, MD; Vicksburg, MS; and Vinton, IA.

Drawn from the successful models of the Civilian Conservation Corps of the 1930s and the U.S. military, AmeriCorps NCCC is built on the belief that civic responsibility is an inherent duty of all citizens and that national service programs work effectively with local communities to address pressing needs.

This program works in the service areas of environment conservation and stewardship, infrastructure improvements, urban and rural development, energy conservation and natural and other disasters. See the appendix for the full "Request for Application" brochure for the upcoming year, however you can find this each year on their website:

<http://www.nationalservice.gov/programs/ameriCorps/ameriCorps-nccc>. This program may work in this area and community clean up.

**Team Member:** Kim Rightmer

#### **Upgrade and Improvement of Rodeo Grounds:**

Rodeo is one of America's fastest growing sports. Contemporary rodeo is big business. In fact, according to the paper *An Overview of Contemporary American Rodeo* by Gene L. Theodori, as early as 1936, the terms "Big-Time Business" and "Big-Time Sport" were applied to rodeo. Professional contestants, contract personnel, arena workers, and concessionaires depended wholly or partially on rodeo for their earnings. Moreover, rodeo stimulates economic growth in other economic sectors (e.g., the Western apparel, lodging, and other amenities).

The estimated economic impact of each recent College National Finals Rodeo event held in Casper was approximately \$1 million. Obviously, not all communities that produce rodeos experience that level of economic impact, but there is an impact none the less.

An investment in the South Rec Rodeo Grounds would help the community attract rodeo events as well as other activities such as concerts, pageants, and training.

Three Wyoming communities have made improvements to their rodeo grounds with grants from the Wyoming Business Council and Glenrock should refer to these projects when considering their improvements and how they might go about funding them.

- The Town of Wright received a \$190,000 Community Enhancement Grant to add infrastructure to RV camping spots and to construct 20 permanent horse stalls at their Agriculture Complex. The improvements will make the facility attractive for multiple day events. Much like Glenrock, Wright's economy is dependent on energy development. The project is expected to help the town diversify its economy.
- Sweetwater County received a \$2,480,769 Community Readiness Grant to add infrastructure to the Sweetwater Events Complex. The project is expected to position the Complex to compete for large-scale equestrian events like the National High Schools Finals Rodeo. In addition, it will allow local officials to bid on and attract events catering to as many as 4,000 people.
- The Town of Meeteetse received a \$43,886 Community Enhancement Grant to complete the second phase of their rodeo grounds improvements. The project included improvements to the pens and arena, installing a water line and underground electricity, and making electrical upgrades.

## Upgrade and Improvement of South Rec Public Park Area:

According to a national economic impact report the National Recreation and Park Association commissioned, local and regional public park agencies generated nearly \$140 billion in economic activity and supported nearly 1 million jobs in 2013. Investments made to local and regional parks not only raise the standard of living in our neighborhoods, towns and cities, but they also spark activity that can ripple throughout the economy. Both an executive summary and full report can be downloaded here: [www.nrpa.org/parkeconreport](http://www.nrpa.org/parkeconreport). These documents could be very helpful as supporting documentation when pursuing financial resources to improve or expand South Rec.

### Resources:

**National Recreation and Park Association:** The NRPA website lists grant and fundraising resources as they become available: [www.nrpa.org/Grant-Fundraising-Resources](http://www.nrpa.org/Grant-Fundraising-Resources)

**PlayCore:** PlayCore has developed a comprehensive funding guide that identifies grant opportunities and fundraising ideas for park structures (primarily playground equipment). [www.playandpark.com](http://www.playandpark.com)

**Land and Water Conservation Fund (LWCF):** This fund is intended to create and maintain a nationwide legacy of high quality recreation areas and facilities and to stimulate non-federal investments in the protection and maintenance of recreation resources across the United States. Seventy-five percent of the total funds obligated have gone to locally sponsored projects to provide close-to-home recreation opportunities that are readily accessible to America's youth, adults, senior citizens and the physically or mentally challenged.

Administrator  
State Parks and Cultural Resources  
Dept. of State Parks and Cultural Resources  
2301 Central Avenue  
Barrett Building, 4th Floor  
Cheyenne, WY 82002  
307-777-6324  
<http://wyoparks.state.wy.us/grants/>

**Wyoming Business Council:** The WBC has the Business Ready Communities grant program that offers two grant options that might work for upgrades to the South Rec area. The Business Readiness Grant provides funding to prepare a specific area in the community to attract and accommodate businesses. The Enhancement Grant provides funding for projects that enhance the quality of life for community members, businesses, and employees. These two grants could be funding options depending on the specific aspects and intent of the project. Due to the recent reduction in grant funding for the biennium, projects will be more competitive and fewer grants will be awarded.

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<http://www.wyomingbusiness.org>



**Recreational Trails Program:** The U.S. Department of Transportation Federal Highway Administration (FHWA) offers resources for transportation systems to move people in a safe and environmentally responsible manner. These funds could be used to create a trail from the town of Glenrock to South Rec, thereby increasing usage of the park and offering people a safe route to access it. This project could possibly be eligible for the Surface Transportation Block Grant Program (STBG) funds. Eligible projects include pedestrian and bicycle infrastructure.

David Bartz  
Office of Program Administration  
U.S. Department of Transportation  
Federal Highway Administration  
512-536-5906  
<http://fhwa.dot.gov/specialfunding/stp/160307.cfm#d>

## Rec Center

**Team Member:** Anja Bendel

This is a great resource that Glenrock has that certainly has the potential for more activity. Again, while seeking funding for adding to the amenities to the park, focusing on health for residents and safe activities for youth will be key to building a strong project.

Some resources for funding activities can be Land and Water Conservation (L&WCF) from State Parks and Community Enhancement grants from the Wyoming Business Council.

The L&WCF is a matching grant program based upon a fifty percent (50%) reimbursement of the total cost of the project. Only costs for the development and/or acquisition of public outdoor recreation lands and facilities are eligible for assistance. The provision that a successful grant applicant must agree to dedicate the park for use by the public for perpetuity, should not be a problem as the town is already using South Rec as such.

An interesting resource Bruce Heimbeck used in Guernsey for a skate park in his town was the Episcopal Diocese which provided some funding. Similar organizations that have locations in Glenrock and wish to promote family friendly and children friendly activities could certainly help fund different aspects of enhancements in South Rec.

Community Enhancement grants through the Wyoming Business Council can help pay for publicly-owned infrastructure. A Community Enhancement Project can be used to improve the community's aesthetic character or quality of life in order to make itself more attractive for business development under a specific strategy or plan of action. This includes recreational facilities. Recreational facilities must have a draw greater than the jurisdictional boundaries of the applicant.

Resources:  
L&WCF  
Tracy Williams  
Division of State Parks, Historic Sites & Trails  
2301 Central Avenue, Barrett Building  
Cheyenne, WY 82002  
[307-777-8681](tel:307-777-8681)  
<http://wyoparks.state.wy.us/grants/>

Wyoming Business Council  
Kim Rightmer, Regional Director  
2435 King Boulevard, Box 1  
Casper, WY 82604  
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[kim.rightmer@wyo.gov](mailto:kim.rightmer@wyo.gov)

**Team Member:** Kim Porter

The Rec Center was a hot topic during our time in Glenrock. There appeared to be a lot of support for updating the center and adding to it. The Rec Center should use the individual comments from the assessment to show support for the project and get information on what the community wants from the Rec Center, in order to meet the needs of the community. The following suggestions may already be in place, but they are worth mentioning: 1. Gain financial support by having a solid plan for the money and the upgrades planned. 2. The plan should lay out what construction type of events will need to happen and how much they will cost utilizing cost estimates from contractors. 3. The plan should identify equipment needed, new and re-purposed uses for the center and any other information available.

The Alberta Agriculture and Forestry website has great information on building community support for a project: [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agdex1336](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agdex1336). It is sometimes a battle for a smaller community in a county to get support for desired projects. Gaining public support is critical to move forward.

There are many smaller communities that have been successful in gaining their communities support, as well as funding despite their size in relationship to other towns in their counties.

In Carbon County, Encampment updated their Opera House and both Baggs and Saratoga built new community centers. South Central Regional Director for the Wyoming Business Council, Pat Robbins can talk to all three projects and how they gained support for the projects. She can also talk about Granger's community center in Sweetwater County, one of the smallest towns in that county.

Pat Robbins, South Central Regional Director  
Wyoming Business Council  
307-382-3163  
[Pat.robbins@wyo.gov](mailto:Pat.robbins@wyo.gov)

Kim Rightmer, East Central Regional Director for the Wyoming Business Council will have success stories. She will also be the contact to seek out other funding options to compliment the project.

Kim Rightmer, East Central Regional Director  
Wyoming Business Council  
307-577-6012  
[Kim.rightmer@wyo.gov](mailto:Kim.rightmer@wyo.gov)

Hyattville built a community center and they are an unincorporated community with a cemetery district as their only local government. The project was not smooth; it took about 10 years and multiple grants, but you may learn a lot if you visit them. Leah Bruscino can visit about his project, as well as a community art center in Powell.

Leah Bruscano, Director of Field Operations  
Wyoming Business Council  
307-754-5785  
[Leah.bruscano@wyo.gov](mailto:Leah.bruscano@wyo.gov)

There have been projects in Etna, Alpine, Boulder and Daniel, all smaller towns in their counties. Call Elaina Zempel to get more details and contact information.

Elaina Zempel, Southwest Regional Director  
Wyoming Business Council  
307-877-2203  
[Elaina.zempel@wyo.gov](mailto:Elaina.zempel@wyo.gov)

A recreation Mill Levy might be a way to help fund the project. People indicated that they are supportive of the rec center and their plans, so this may be a viable option. A rec Mill Levy could also help fund South Rec and the pathway system. It will require building community support, as mentioned above. Fees are another way to fund upgrades – if people support the upgrades and find value, this may be an option to gain funding and show the County Commissioners there is support.

## Lincoln Building

**Team Member:** Linda Klinck

Theme: Lincoln Building and Museums

Restoration and stabilization of the Lincoln Building; utilize current museum resources to build revenue for the museums and community.

The Lincoln Building will soon be the recipient of a historical architect's assessment through Wyoming Main Street's Historical Assistance Architecture Fund. The assessment will address necessary repairs for short and long-term stabilization. The recommendations should be accepted and followed in order to sustain the historical integrity of the building. It could easily reflect the work done with the Commerce Building and be another cornerstone destination for Glenrock.

The Museums in Glenrock, Paleo and Deer Creek, are interesting and could be developed to draw even more tourist dollars to the area. The Wyoming Office of Tourism is promoting paleontology history and has a toolkit available which includes: (Appendix B)

- WOT/Sinclair Partnership Overview
- Paleo Map and Road Trip Sticker: help drive visitors to sites near your destination
- Feature Content Video
  - Wyoming Dinosaur Center, Paleontologist Andrew Rossi discusses how dinosaurs like Arlo, from Disney/Pixar's "The Good Dinosaur" once roamed the Wyoming landscapes
  - WOT secured the placement of this short film in the Bonus Features menu on the DVD
  - Over 4 million DVD's were produced that include this Bonus Feature
- Social Media: tips on how to join the social conversation and promote your local sites
- Photography: images to include on your website, email communications or social media
- Website: links to include on your own site that are dedicated paleontology landing pages

The options offered by the Paleo Museum provide interactive programming, which is necessary for museums to be sustainable. Expansion of the museum in the current building seems unlikely. Removal

of walls would be cost prohibitive. A long-term plan could include erecting a building adjacent to the Lincoln Building that could be developed to suit larger, more diverse displays and additional activities. The Lincoln Building could be used for museum administrative needs, other offices and/or residences. If that isn't possible then consider something closer to the Deer Creek Museum, creating a museum complex that makes it easier for visitors. Cross promotions between local museum and other important sites should be developed. Glenrock Main Street or Wyoming Main Street can provide examples.

Both museums should become a part of a larger organization (if they don't already) in order to network and learn more. A few to review are: Small Museum Association, [www.smallmuseum.org](http://www.smallmuseum.org); Wester Museums Association, [www.westmuse.org](http://www.westmuse.org); Mountain-Plains Museums Association, [www.mpma.net](http://www.mpma.net); North America Research Group, [www.narg-online.com](http://www.narg-online.com). The Cass County Carousel Association was involved in a \$2 million project to restore an 1890's carousel and construct a building to house it. They joined the National Carousel Association and started attending workshops and networking. The benefits included a grant to help with the feasibility of the project and eventually our community became host for the annual National Carousel Convention that brought people from all over the world to visit and provided international exposure. Work closely with Kim Rightmer, WBC Regional Director, and she will be able to advise whether any of the projects could be eligible for funding through the Wyoming Business Council.

## Clean up Community

**Team Member:** Linda Klinck

Address the plight of abandoned, dilapidated buildings and provide a clean, attractive community for residents, visitors, and potential investors.

An attractive, desirable town is important for quality of life, which also, contributes to the viability of economic development. Dariel Curren said in an article in Consult Connect, July 21, 2015, that two of the top three trends site consultants are interested in are quality of life and relationships ([aboutdci.com](http://aboutdci.com)). Community awareness, opportunities, and education are elements necessary for a beautiful community. Another key element is engaging the citizens.

Keep American Beautiful, [www.kab.org](http://www.kab.org), offers many program ideas and is a great starting point. A few of the programs offered are the Great American Cleanup, I Want to Be Recycled, and National Planting Day. Appendix C

The City of Columbia, [www.como.gov-community-development](http://www.como.gov-community-development), has a Neighborhood Cleanup Program. The city provides free dumpsters and other cleaning supplies to neighborhoods and non-profit organizations that organize neighborhood cleanup efforts (Appendix D). Churches want to have a positive impact in the community and conduct service days to help with cleanup. Element Church in Cheyenne and CrossWind UMC in Logansport, Indiana offer neighborhood cleanup opportunities. Engage youth groups such as 4-H and school service organizations to provide cleanup services. These programs or something similar will bring awareness and opportunities to the community.

Glenrock has a comprehensive code that regulates many issues in regards to Dangerous Unightly Buildings (Section 14-2-1); Power to Declare Nuisances and Enforcement (Section 14-3-2, Section 14-3-3); Order for Removal of Accumulated Refuse, Garbage or Waste Matter (Section 19-1-12); and Keeping Property Clean (Section 19-2-6) are just a few. Section 14-3-17 specifically addresses dilapidated structures. Sharing these codes in a positive manner with social media, newspapers, etc. will educate the citizenry. Continue to explore and implement legal options for taking care of the properties in Glenrock that give the appearance of an uncaring community.

An “Adopt-A-Block” program could be used for making Glenrock’s entryways attractive. The town could identify areas and get the needed permission to assign certain groups to beautify and care for the areas off Interstate 25. An example that could be converted for use is the Wyoming Adopt-A-Highway. It is used for highway cleanup, but could also be used for beautifying. Other Adopt-A-Block programs can be researched over the internet, too.

**Team Member:** Kim Rightmer

A pleasant community appearance adds to home and property values, helps attract business investment, enhances quality of life, and improves the community’s reputation. Research shows that beauty is one of the top three factors in creating community attachment, or loyalty, to a particular town or city.

Streetscapes, beautification, attractive buildings, and cleanliness are important elements in the success and health of any business or residential district. Overall, community beautification is important because it makes the statement that “the community cares”.

There are a number of ways the town can address community cleanliness and beautification:

**Community Cleanup Program:** Provide free dumpsters in several convenient locations on one weekend and encourage people to clean their properties.

**Vacant Lot program:** Unfortunately, not all property owners take the necessary steps to protect and care for their property. High weeds, trash and otherwise unsightly conditions of a lot will lower property values. Create a tool and supply bank. Supplies loaned or supplied by the ‘bank’ could include rakes, brooms, shovels, refuse bags, etc. and could be available to community groups, businesses, homeowners, etc.

Make sure the most traveled streets and roads look neat and tidy. Look at town entry ways and high traffic roadways with fresh eyes – like a tourist or visitor would. These areas are very influential in what people think of a community or neighborhood – and their decision to stop and spend time and money.

Many U.S. towns have implemented Community Life Improvement Programs (CLIP) consisting of several programs and agencies dedicated to improving the appearance of neighborhoods through the eradication of blight. These programs are designed to maximize effectiveness and efficiency by creating partnerships with residents and businesses to foster sustainable communities.

Many Lions Clubs organize or participate in community clean-up efforts. It is a great way to improve the environment and work alongside Lions, Leos and members of the community on a "hands-on" high-visibility service project. Participants can wear Lions logo apparel to publicize that Lions are at work. A Lions logo sign at the clean-up site can reinforce the message.

**University of Wyoming Extension Master Gardeners:** Master Gardener trainees receive educational training in horticulture from UW Extension Educators and learn about botany, soils, flowers, trees, shrubs, lawns, vegetables, fruits, entomology, pesticide safety, and diagnosing plant problems. Master Gardener interns give back to their communities through volunteer service. Volunteer activities are coordinated at the local level to address local needs and opportunities. Master Gardeners are asked to provide 40 hours of volunteer time in their own communities. Some examples of volunteerism include diagnosing plant problems, public speaking, hands-on workshops, farmer markets, community gardens,

plant clinics and information booths. A Master Gardener could make suggestions as to beautification projects and appropriate plants to use.

Chris Hilgert  
Wyoming Master Gardener Coordinator/Extension Horticulture Specialist  
307-766-6870  
[chilgert@uwyo.edu](mailto:chilgert@uwyo.edu)  
[www.uwyo.edu/uwe](http://www.uwyo.edu/uwe)

**Residential Recognition Program:** The town could establish a program that recognizes beautification efforts for residential neighborhoods and individual home owners. Awards could be based on neatness and maintenance of house, landscaping, significant improvements, etc. The awards themselves could consist of a yard sign recognizing the winner and a gift card from a nursery, hardware, or home improvement store.

**Historical Architecture Assistance Fund:** The HAAF grant connects historic preservation architects and engineers with historic building owners, helping owners address rehabilitation issues with a plan that honors both the building's past and owner's future needs. The program is offered by the Alliance for Historic Wyoming in partnership with Wyoming Main Street and the Wyoming State Historic Preservation Office. This is the initial step to rehabilitating an old structure that is otherwise an eye-sore, and most likely located on a major thoroughfare through town.

This fund is available to all owners of historic buildings – including private property owners, non-profit and government agencies.

Alliance for Historic Wyoming -  
207 Grand Ave  
Laramie, WY 82070  
307-333-3508  
[www.historicwyoming.org](http://www.historicwyoming.org)

**Wyoming Business Council:** The WBC has the Business Ready Communities grant program that offers two grant options that might work for beautification efforts in the downtown core. The Downtown Development Grant provides funding to prepare the downtown area (or portion of it) to attract and accommodate businesses. An excellent example of this type of project would be the improvement of streets in the Old Yellowstone District of Casper. Eligible elements could include curbs, gutters, crosswalks, decorative street lights, sidewalks, permanently attached bike racks, benches, or trash bins.

The Enhancement Grant could provide funding for amenities such as interpretive signs, public plazas, playgrounds, etc.

Due to the recent reduction in grant funding for the biennium, these types of projects will be more competitive and fewer grant dollars are available for them.

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## Pathways

**Team Member:** Kim Porter

There are not a lot of financial resources available for building pathways. However, the International Mountain Bicycling Association ([imba.com/resources/grants](http://imba.com/resources/grants)) has many resources and ideas for funding trails. One idea is to have a “fun-raising” component to your funding strategy. Please visit their website to look at available grants and ideas for funding trails.

Seek local donations from entrepreneurs, businesses, major industries and citizens. Explore options like adopt a trail or a bench, etc. See the comments in “Clean Up Community” as ways to invite people to want to improve and donate to their community.

**Team Member:** Anja Bendel

A small Wyoming community that has been able to install a modest network of pathways is Guernsey, which was done over the years in phases. These were installed largely using TEAL grants through WYDOT, now known as TA (Technical Assistance) grants. This is a federally funded program and there is an annual allocation of \$2 million and grant applications are due annually in June. These can be very competitive (last year there were \$5 million in grant requests) and are an 80/20 local match. The top priority when applications are reviewed is for safety, particularly for non-motorized transportation. This funding can be used for planning pathways as well.

Guernsey was also able to tap into SHPO (State Historic Preservation Office) funding to help fund pathways associated with the historic Oregon Trail. This similar approach could be used by Glenrock if there is an historic landmark that can be tied into the system.

In Cheyenne, the greenways system was initiated by citizens who wanted to see the creek cleaned up and have a bike path and walkway installed. They were able to leverage the 20<sup>th</sup> anniversary of Earth Day in 1990 to get the word out and get city council interested. The initial effort, namely to clean up Crow Creek, was paid with a small portion of 5<sup>th</sup> penny taxes and donations. The following year, the initiative was also packaged with other city projects on the 6<sup>th</sup> penny tax ballot, and the voters passed it. While revenue for towns in 2016 is dwindling, it is difficult to find tax money to pay for non-essential items. However, there may be the opportunity to partner tax funding with citizen health and safety measures thus making it a wise investment for a community.

As mentioned in earlier reports, the Recreational Trail Fund Grant through the Wyoming State and Cultural Resources division is a resource as well.

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5300 Bishop Blvd.  
Cheyenne, WY 82009  
[\(307\) 777-3938](tel:(307)777-3938)

Mariah L. Johnson  
Local Programs Specialist, WYDOT  
5300 Bishop Blvd.  
Cheyenne, WY 82009  
[\(307\) 777-4862](tel:(307)777-4862)

Bruce Heimbuck  
Guernsey Community Development  
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## Activities – nothing to do

As mentioned in the “Major Themes” section on page 2, lack of activities or nothing to do was a major theme coming out of the assessment, however there was not enough information to address this theme. The team is taking a deeper dive into this theme. The information from the deep dive is on page 2. This fall the team, along with the Town of Glenrock will hold a series of facilitations to work on this theme. Stay tuned!

Play Everywhere Challenge is a competitive grant to encourage cities to look beyond playgrounds and think about how to create opportunities for kids and families to “play along the way.” Go to <https://playeverywhere.kaboom.org/> to find out more information. This caught my eye because many of the suggestions for activities were updating and adding even small things. This may also work into pathways.



# 20 Clues to Rural Community Survival

## An Annotated List

### 1. Evidence of Community Pride

Successful communities are often showplaces of community care and attention, with neatly trimmed yards, public gardens, and well-kept public parks. But pride also shows up in other ways, especially in community festivals and events that give residents the chance to celebrate their community, its history and heritage.

### 2. Emphasis on Quality in business and Community Life

People in successful communities believe that something worth doing is worth doing right. Facilities are built to last, and so are homes and other improvements. Newer brick additions to schools are common, for example, and businesses are built or expanded with attention to design and construction detail.

### 3. Willingness to Invest in the Future

Some of the brick and mortar investments are most apparent, but these communities also invest in their future in other ways. Residents invest time and energy in community improvement projects, and they concern themselves with how what they are doing today will impact the lives of their children and grandchildren in the future.

### 4. Participatory Approach to Community Decision Making

Authoritarian models don't seem to exist in these communities, and power is deliberately shared. People still know who you need on your side to get something done, but even the most powerful of opinion leaders seem to work through the systems-formal as well as informal-to build consensus for what they want to do.

### 5. Cooperative Community Spirit

Successful rural communities devote more attention to cooperative activities than to fighting over what should be done and by whom. The focus is on working together toward a common goal with positive results. They may spend a long time making a decision, and there may be disagreements along the way, but eventually, as one small town leader put it, "stuff does get done."

### 6. Realistic Appraisal of Future Opportunities

Many of the communities have already learned an important strategic lesson, namely building on your assets and minimizing your weaknesses. Few small communities believe that they are likely to land a giant industry. Many of them say they wouldn't want one if it came along, fearing too much dependence on one employer would be dangerous. The successful communities know that a more realistic approach considers the community and the region as the context for future opportunities.

### 7. Awareness of Competitive Positioning

The thriving communities know who the competition is and so do the businesses. Everyone tries to stress local loyalty as a way to help, but many small businesses also keep tabs on their competitors in other towns--they don't want any of the hometown folks to have an excuse to go elsewhere. This is an area in which the recognition of community assets—people, associations and institutions—is vitally important. The comparison of one town to another is a significant means to spur improvements.

### 8. Knowledge of the Physical Environment

Importance of location is underscored continuously in local decision-making, as business and civic leaders picture their community in relation to others. Beyond location, however, communities must also be familiar with what they have locally. For example, the issue of preservation and protection of natural resources must be balanced with development options. Communities that manage this balance have a long-term approach to both environmental preservation and economic development.

## **9. Active Economic Development Program**

An organized and active approach to economic development is common in successful communities. This type of approach depends on public and private sector resources working hand in hand. Private economic development corporations are common, either as a subcommittee or an outgrowth of a Chamber of Commerce or commercial club. However, it's clear that the most successful towns emphasize retaining and expanding existing businesses as well as trying to develop new businesses. This is a "gardening not hunting" model of economic development.

## **10. Deliberate Transition of Power to a Younger Generation of Leaders**

Young leadership is more the rule than the exception in thriving rural communities. In many cases, these young people grew up in town and decided to stay or returned later to raise a family. In just as many situations, they are people who have decided to make a life in the community even though they grew up elsewhere. However, it's typical in a successful community to have a formal or informal means for established leaders to bring new recruits into public service.

## **11. Celebration of Diversity in Leadership**

Women, minorities, youth and newcomers are encouraged and welcomed into leadership circles where their ideas are treated as opportunities for exploration of new ways to improve community-building, not as threats to the "way it's always been done." The community welcomes new people, new ideas and new ways of doing things as it moves along a strategic path to greater success and enhanced sustainability.

## **12. Strong Belief in and Support of Education**

Good schools are a point of pride as well as a stable employment force, and rural community leaders are very much aware of their school's importance. However, this characteristic goes beyond the K-12 system to include an approach to life-long learning that puts education at the center of many community activities. Whether adult education is targeted at skills and job performance or hobbies and recreation, the successful community makes the most of education at all levels.

## **13. Problem-Solving Approach to Providing Health Care**

Local health care is a common concern in rural communities, but strategies for delivery vary, depending on community needs. While one community may decide that keeping a doctor in residence should be the priority, another may choose to train as many people as possible as EMTs or to use telecommunications to augment a clinic. The point here is the variety of solutions to a common problem.

## **14. Strong Multi-Generational Family Orientation**

These are family-oriented communities, with activities often built around family needs and ties. But the definition of family is broad, and it includes younger as well as older generations and people new to the community. A typical example of this attitude is the provision of child care for community town hall meetings, thus allowing young families to attend.

## **15. Strong Presence of Traditional Institutions that are Integral to Community Life**

Churches are often the strongest force in this characteristic, but other types of community institutions such as newspapers and radio stations, hospitals and schools fill this role also. Service clubs retain a strong influence in social activities as well as in community improvement efforts.

## **16. Attention to Sound and Well-Maintained Infrastructure**

Thriving rural communities understand the importance of physical infrastructures-such as streets, sidewalks, water systems, sewage treatment plants-and efforts that are made to maintain and improve them. In these communities, a clean-up day includes public parks and playgrounds, business owners keep sidewalks repaired, and volunteer labor and donated materials go a long way to maintain public buildings.

## **17. Careful Use of Fiscal Resources**

Frugality is a way of life in successful small communities, and expenditures are made carefully. People aren't afraid to spend money when they believe they should, and things are built to last. But, neither are they spendthrifts. Expenditures are often seen as investments in the future of the community.

## **18. Sophisticated Use of Technology Resources**

Rural community leaders are knowledgeable about their communities beyond the information base available in the community. In an increasing number of places, high-speed internet access is revolutionizing all types of information access. Today, the applications of technology are so widespread in business, health care, education and recreation that the capacity of small towns to make use of these resources seems to be a strong indicator of success.

## **19. Willingness to Seek Help from the Outside**

There's little reluctance to seek help from outside resources. These communities understand the system of accessing resources, ranging from grants for infrastructure improvement to expertise about human service programs. Competing for such resources successfully is a source of pride for local leaders.

## **20. Conviction that, in the Long Run, You Have to Do It Yourself**

Although outside help is sought when appropriate, it is nevertheless true that thriving small towns believe that their destiny is in their own hands. They are not waiting for some outsider to save them, nor do they believe that they can sit and wait for things to get better. Making a hometown a good place to live for a long time to come is a proactive assignment, and these local leaders know that no one will take care of a town as well as the people who live there.

(Luther, Vicki & Wall, Milan. (2008). *Clues to Rural Community Survival Workbook*. Heartland Center for Leadership Development.

## Resource Team Members

Glenrock Follow-Up Assessment  
April 25-27, 2016



### Team Leader

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### Community Contact

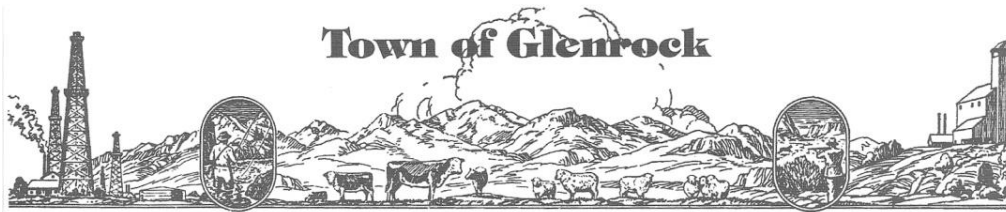
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# Agenda



Phone (307) 436-9294 • Fax (307) 436-5729 • Glenrock, Converse County, Wyoming 82637 • P.O. Box 417

## **BUILDING GLENROCK: YOUR VISION DESIGNS THE PLAN April 25-27, 2016**

Glenrock is preparing its Master Plan. Your feedback for our future is needed!  
You are welcome to attend any session, these are only suggested sectors

<u>Monday, April 25</u>	<u>Listening Session</u>	<u>Place</u>
2:00 pm – 4:00 pm	Tour of the Town	Transportation Provided
5:00 pm – 6:30 pm	Dinner with Elected Officials	Hotel Higgins
7:30 pm – 8:20 pm	Public Session	Town Hall
 <u>Tuesday, April 26</u>		
8:45 am – 9:35 am	Rec Center	Rec Center
10:00 am – 10:50 am	Library	Library
11:25 am – 12:45 pm	Youth	Glenrock High School
2:15 pm – 6:00 pm	Open House	Copper Leaf Coffee & Creams
	Stop in for a free coffee and give your feedback	
7:30 pm – 8:30 pm	Public Session- Rolling Hills	Rolling Hills Town Hall
 <u>Wednesday, April 27</u>		
9:00 am – 9:50 am	Government	Town Hall
10:00 am – 10:50 am	Business, Non-Profits, Chamber	Town Hall
11:25 am – 12:50 pm	Youth	Glenrock Middle School
1:00 pm – 2:30 pm	Senior	Senior Center
7:00 pm – 8:00 pm	Town Hall Meeting	Town Hall

## Process for the Development of this Report

The Wyoming Business Council (WBC) provided a Resource Team at the request of the town of Glenrock in preparation of their master planning process. The purpose was to evaluate the community's assets and liabilities, and develop suggestions for improving the future for social, economic and environmental growth.

The Resource Team interviewed about 450 people in 10 listening sessions over a three-day period from April 25 – 27, 2016. Of the 450, 305 were students at the middle and high school and 56 people attended an open house. The team received 15 written responses and 25 comments online. The online questionnaire was made available until April 15, 2015. Two new elements were added into this assessment: The Copper Leaf Coffee and Cream hosted a four-hour open house, where people could drop by and answer the questions. Each person received a free coffee or ice cream. The team spent time at both the middle and high schools during lunch. The kids received a free ice cream for participating in the questions. Both new elements added to the success of the Assessment.

During the final work session, the team questioned what was meant by activities/nothing to do. The town of Glenrock agreed to a deeper dive on this subject and handed out post cards to the kids with specific questions around activities and an on-line survey was available. The response was great and many people signed up to be a part of the solution. We will continue work on activities in the fall.

## Individual Responses

May be received upon request:

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## Many thanks to the sponsors

- **Higgins Hotel & Paisley Shawl**
- **Rock Bottom Steak House**
- **Glenrock Super Foods**
- **Copper Leaf Coffee and Cream**
- **Classic Café**
- **Town of Rolling Hills**



# Request For Applications (Nov 2016 – July 2017)

Pacific Region Campus

[http://www.nationalservice.gov/sites/default/files/documents/Class%202023%20Pacific%20Region%20RFA%20final\\_0.pdf](http://www.nationalservice.gov/sites/default/files/documents/Class%202023%20Pacific%20Region%20RFA%20final_0.pdf)

## Appendix A AmeriCorps NCCC Request for Application

# AMERICORPS NCCC

AMERICORPS NATIONAL CIVILIAN COMMUNITY CORPS (NCCC) invites potential Project Sponsors in California, Oregon, Washington, Utah, Idaho, Nevada, Montana, Wyoming, Hawaii (and the Pacific Territories), and Alaska to apply to host a **team** of 18-24 year olds to address critical needs in communities throughout our region.

We are currently accepting applications for projects taking place between **November 2016 – July 2017**. The NCCC Pacific Region Campus, based in Sacramento, CA, deploys teams to serve on projects lasting an average of 2-8 weeks.

### WHO CAN APPLY?

- \* Nonprofits
- \* Faith-based organizations
- \* Government entities (federal, state, region, and local)
- \* Public and private schools and universities
- \* Native American Tribal Councils

### SERVICE AREAS

- \* Environmental conservation & stewardship
- \* Infrastructure improvements
- \* Urban & rural development
- \* Energy conservation
- \* Natural & other disasters (preparedness, mitigation, recovery, response)

### PROJECT CONCEPT FORM DEADLINES

TEAMS AVAILABLE	PROJECT CONCEPT FORM DEADLINE
ROUND 1 (NOV 7 – DEC 21)	JULY 18, 2016
ROUND 2 (JAN 11 – MAR 17)	SEPTEMBER 6, 2016
ROUND 3 (MAR 27 – MAY 16)	DECEMBER 5, 2016
ROUND 4 (MAY 24 – JULY 12)	FEBRUARY 1, 2017



### APPLICATION PROCESS

#### ALL PROJECT SPONSORS:

- \* All organizations must submit a Project Concept Form, due no later than the above deadlines; there is a new Project Concept Form for 2016-2017, *previous versions will not be accepted*
- \* Upon approval of the Project Concept Form, the full Service Project Application will be sent to you with an invitation to apply; the application due date will be included in the invitation to apply
- \* Project Concept Forms & Service Project Applications will not be accepted past the deadlines
- \* Applications are reviewed each round; who we serve is based on a number of factors, including: locations/organizations served previously, variety of experience for our members, and project priorities
- \* Preference will be given to projects where members support activities related to: STEM; veterans; drought; homelessness; disaster; energy conservation

CONTACT YOUR  
ASSISTANT PROGRAM DIRECTOR (APD)  
FOR ASSISTANCE IN THE APPLICATION PROCESS  
& FOR A PROJECT CONCEPT FORM

(SEE PAGE 2 FOR CONTACT INFORMATION FOR THE APD RESPONSIBLE FOR PROJECTS IN YOUR STATE)





# AMERICORPS NCCC

## ABOUT OUR MEMBERS

- ❑ Women and men, ages 18-24, who serve full-time for ten months
- ↪ Recruited nationally and are from different social, cultural, and educational backgrounds
- ↪ Members have a mix of educational experiences, including: college degrees or some college background, or high school diplomas. A small percentage are working towards their high school diploma through the program.



### APD Contact Info:

Southern CA,  
Alaska, Utah

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Washington,  
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## WHAT NCCC PROVIDES

- ↪ A team of 8-12 members who are supervised by a Team Leader
- ↪ A Team Leader that coordinates and resides with each team (Team Leaders are not technical project supervisors, but are responsible for managing their teams and report to NCCC staff)
- ↪ One 15-passenger van per team; fuel covered by NCCC (except in Hawai'i and Alaska where a means of transportation and fuel must be provided)
- ↪ Limited funds specifically designated for the team to purchase groceries
- ↪ Limited hand tools, basic personal protective equipment, and housing supplies
- ↪ All Members are fully covered by the provisions of the Federal Tort Claims Act (liability claims) and the Federal Employees Compensation Act (workers' compensation claims)
- ↪ All Members are screened with a fingerprinted, national agency criminal history check (FBI) and checked against the national sex offender database

## PROJECT SPONSORS MUST PROVIDE

- ↪ All project materials, tools, equipment and related protective gear, including chaps for chainsaw use
- ↪ All technical supervision to guarantee the necessary training for the tasks at hand (min. 15-20 hours per week, depending on project work)
- ↪ Any specific training, including First Aid/CPR, chainsaw use, or others as necessary
- ↪ Orientation to your organization and community, as well as service learning opportunities to teach about the community need your project addresses
- ↪ Lodging for the team to include access to a full kitchen for meal preparation (if meals are not provided), bathroom & shower facilities, at least two sleeping areas for men and women, and parking for one van



## Appendix B

### That's WY – Paleo Toolkit Instructions



### PALEO TOOLKIT INSTRUCTIONS

#### SINCLAIR PARTNERSHIP

The Wyoming Office of Tourism has partnered with Sinclair Oil Corporation to reach Wyoming's millions of annual visitors with planning tools and collectible stickers this summer. The partnership celebrates the centennials of both Wyoming's iconic National Park Service sites and Sinclair while also paying homage to the Sinclair Dinosaur and the state's numerous paleontology sites.

Visitors will be able to pick up a custom themed map, and paleontology sticker at participating visitors centers and Sinclair stations, and select paleo sites throughout the state. Visitors can use this map to plan road trips throughout the state to eighteen paleo-related museums, dig sites and trails.



#### PALEO MAP AND ROAD TRIP STICKER

Additional information can be found at <http://travelwyoming.com/map>.

Include this link on your website, or social media platforms to help drive visitors to sites near your destination.

#### FEATURE CONTENT VIDEO

Paleontologist Andrew Rossi from the Wyoming Dinosaur Center discusses how dinosaurs like Arlo, from Disney/Pixar's *The Good Dinosaur* ©2015, once roamed the Wyoming landscapes.

Share this video on your own websites and social media channels by linking to: <http://travelwyoming.com/thegooddinosaur>.

#### SOCIAL MEDIA

Join the social conversation, and promote your local sites by using #That'sWY in all paleo related posts. Need some inspiration? Here are a few suggested taglines:

- Dig into Wyoming's prehistoric past in (enter destination). #That'sWY
- Become awestruck by gargantuan dinosaur bones, fossils & fossil footprints. #That'sWY
- Imagine a prehistoric past, or experience it in (enter destination). #That'sWY
- Discover the land that inspired the film. #That'sWY

#### PHOTOGRAPHY

Found in the "Photography" Folder  
Include on your website, email communications or social media and link to: <http://travelwyoming.com/thegooddinosaur>.

#### WEBSITE

Include links on your own site to WOT's dedicated paleontology landing pages: <http://travelwyoming.com/thegooddinosaur> and <http://www.travelwyoming.com/things-to-do/paleontology>

## Appendix C

### National Planting Day

Keep America Beautiful's National Planting Day, a fall initiative of the Great American Cleanup, is a national call to action designed to mobilize Americans to support local ecosystems by planting native species.

National Planting Day celebrates the critical nature of native plants and trees in enhancing biodiversity and rebuilding ecosystems. Beautiful public places transcend aesthetic appeal to positively impact the lives of area residents, visitors, businesses and institutions. Green spaces restore our communities, helping to make them more environmentally healthy, socially connected, and economically sound.

With a national focus on the first Saturday after Labor Day each September and community-based activities happening throughout the month, Keep America Beautiful is asking National Planting Day participants to celebrate the theme of "Keep America Bee-utiful" by focusing their efforts on planting pollinators, in addition to native species. In collaboration with dozens of conservation and gardening organizations nationwide, Keep America Beautiful is an original member of the [National Pollinator Garden Network](#), an unprecedented collaboration of national, regional, conservation and gardening groups to support the President's Executive Strategy to "Promote the Health of Honey Bees and Other Pollinators." The [Million Pollinator Garden Challenge](#) is a campaign to register a million public and private gardens and landscapes to support pollinators.

National Planting Day mobilizes citizens and organizations across the country to implement projects to increase native plantings in their communities. The initiative focuses on four areas of need:

- Increasing the number of native trees in public spaces
- Bringing natural beauty and sustainable urban infrastructure to "built environments"
- Creating community-supported sustainable vegetable and fruit gardens
- Greening and restoring vacant lots with low-maintenance indigenous plants and trees in underserved urban and rural neighborhoods

### Impact

In 2015, the work of more than 5.4 million volunteers and participants of the Great American Cleanup returned more than \$175 million in measurable benefits across more than 20,000 participating communities.

Keep America Beautiful believes that people and places are profoundly interconnected. Whether you live in a big city, a suburb or a small rural town, the Great American Cleanup is a shining example of how lasting, positive change happens when people work together.

Through programs like the Great American Cleanup, Keep America Beautiful transforms public places into beautiful spaces helping to make communities that are environmentally healthy, socially connected and economically sound. They're better places to raise a family, start a business, or go to school. They're better places for living our lives.

The infographic to the right provides some small examples of the significant impact of the Great American Cleanup with additional results, highlighted here, offering proof of the power of our individual and collective actions.

## Appendix D

### Neighborhood Cleanup Program

[www.como.gov-community-development](http://www.como.gov-community-development)

The City of Columbia Community Development Department's Office of Neighborhood Services (ONS) is committed to maintaining neighborhoods as clean and safe places to live, work and raise a family. To that end, ONS has implemented the Neighborhood Cleanup Program. Neighborhood cleanups are also a great way for neighbors to get out and meet each other while providing a valuable public service. Free dumpsters and other cleaning supplies are made available to neighborhood associations and community non-profit organizations that organize neighborhood cleanup efforts. The City can also connect neighborhoods with other volunteers to assist with the cleanup and provide vehicles to help transport items from the curb to the dumpster.

#### Program Requirements

- The neighborhood association should secure the project date and provide the City at least 2 weeks advance notification.
- Dumpsters and other cleanup materials provided by the City are to be used for residential cleanup projects only. Here are the tools and supplies the City has available:
  - 10 snow shovels
  - 5 spade shovels
  - 7 leaf rakes
  - 4 steel rakes
  - 4 mulch forks
  - 2 post hole spades
  - 3 hand saws
  - 4 loppers
  - 3 hand pruners
  - 4 hand forks
  - 4 hand trowels
  - 3 wheelbarrows
  - Trash bags
  - Gloves
  - Graffiti removal kits
- City staff will determine best locations for dumpster placement. Dumpsters will be placed in the street whenever possible—if placement on private property is the best option, neighborhood leaders will be responsible for obtaining permission from the property owner.
- Cleanups must be organized by a neighborhood leader or community non-profit organization. A project coordinator must be designated.
- Residents must bring their items for disposal to the dumpster or be left at the curb for pickup. Volunteers should not enter private property to pick up items for disposal.
- The project coordinator must assume responsibility for the following:

- Completion of the Neighborhood Cleanup Program application.
- Submission of a written authorization from property owner for the placement of dumpster on private property (if applicable).
- Communication to residents about the date and other details of the cleanup. This could be done via e-mail if the association has a complete contact list or through leaving flyers at each residence.
- Ensure that the dumpster does not become overloaded or contaminated with prohibited materials (see disposal requirements).
- Dumpsters will be delivered prior to the morning of the event (Monday through Saturday only) and the project coordinator will be responsible for notifying Public Works when the dumpster is ready for removal.

### **Disposal Requirements**

#### **Acceptable Materials to be Placed in Dumpster:**

- Bagged or boxed trash.
- Unusable furniture.
- Mattresses/box springs.
- Toys, swing sets, misc. junk.
- Un-repairable items (bicycles, BBQ grills, etc.).
- Grass, leaves, plant and shrub trimmings, tree branches

#### **Items requiring special pick-up (arrangements to be made prior to event):**

- Electronics.
- Appliances (refrigerators, dishwashers, clothes washers and dryers).
- Tires.

***ONS will assist in making these arrangements if necessary.***

**Hazardous waste removal IS NOT allowed under the Neighborhood Cleanup Program, but can be taken to the Public Works HHW collection site the first and third Saturdays of each month, April through November from 9 a.m. to 1 p.m. Collections are held at the Grissum building, 1313 Lakeview Dr. near the City Power Plant.**