



Town of Silver Cliff
Strategic Plan 2019 - 2022
July 2019



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Silver Cliff Strategic Plan

It is our pleasure to present the Town of Silver Cliff Strategic Plan for 2019 - 2022. This plan reflects the input of engaged community and business partners, boards and commissions, staff and elected officials.

The community Vision and Mission provide the foundation for the plan's three key priority areas: Revenue Generation, Streets and Roads, and Town Appearance. The team developed the strategic Goals and Objectives in each Priority area that are captured in the Implementation Plan.

The Strategic Plan is a tool that clearly captures the most important priorities and will direct the development of our budget and resource allocation. We are confident that this year's planning process will lead to a comprehensive and responsive budget that balances the diverse needs of our community through its emphasis on accountability, partnership, and efficiency.

We want to convey our appreciation to the residents who provided their time and input to the process, and to the partners and agencies throughout Silver Cliff who will continue to work on this Plan.

History of Silver Cliff

Silver Cliff, once a silver boom town, is located in the Wet Mountain Valley. The first permanent settlers arrived in the valley in 1869. The following year a colony of more than 100 German families from Chicago took up homesteads in the valley. The search for mineral wealth would soon bring prospectors into the region. The mining boom near Rosita created a demand for a new county and Custer County, named from General George Armstrong Custer, was created in 1877 from what had been part of Fremont County. The town of Ula was the first county seat. A few months later Rosita became the county seat.

Silver Cliff came into being when silver was found on a sheer cliff beside the present location of the town. In June 1878, it was discovered the dark greasy-looking rock, when melted, turned out to be 75% silver and was given the name horn silver. Silver Cliff's "boom" then began.

Silver Cliff became an incorporated town in January 1879. The Silver Cliff Town Hall and Fire House constructed in 1879 and early 1880 held the first town meeting in the new town hall on April 10, 1880.

Silver Cliff is indicative of the "boom and bust" cycle that was typical of many Colorado mining communities in the late 19th century. Perhaps the best description was provided by Crofutt, in his 1881 Grip-Sack Guide, who described Silver Cliff as "the infant of September 1878, the mushroom of 1879, and the giant of 1880." By 1881, estimates of the number of people living in Silver Cliff ranged from 6,000 to 16,000. The official census, conducted in June 1880, listed a population of 5,040. This figure placed Silver Cliff as the state's third largest city, behind only Denver and Leadville.

Demographics

Silver Cliff is the most populous town in Custer County, Colorado with a current population of six hundred and forty five residents and and twenty three businesses.

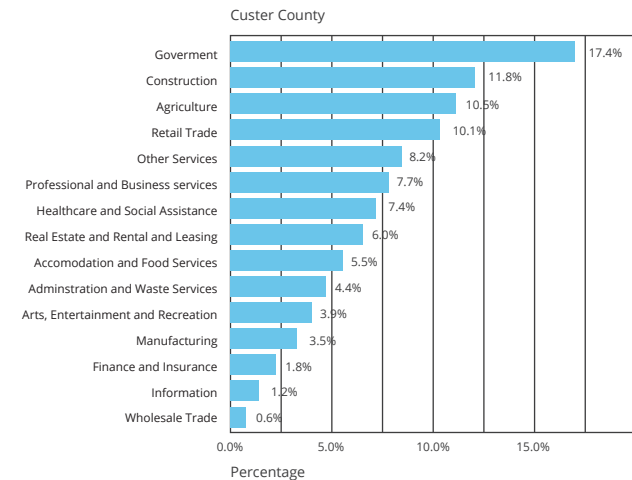
Characteristics of Housing Units

Housing Unit Type	Silver Cliff				
	Owner-Occupied Units		Rental Units		All Units
	Units	Percent	Units	Percent	Units
All Housing Units	155	44.0%	197	56.0%	352
Single Unit Buildings	127	59.6%	86	40.4%	213
Buildings with 2 to 4 Units	0	0.0%	35	100.0%	35
Buildings with 5 or More Units	7	8.6%	74	91.4%	81
Mobile Homes	21	91.3%	2	8.7%	23
RVs, Boats, Vans, Etc.	0		0		0
Median Year of Construction	1948		1987		1985
Average Number of Persons Per Household	1.90		2.30		2.13

Note:

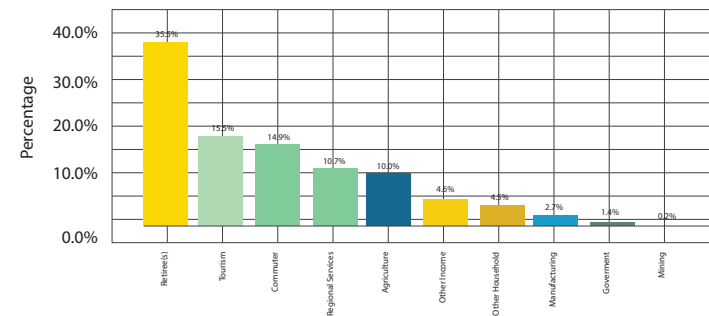
Source: U.S. Census Bureau, 2013-2017 American Community Survey, Print Date: 08/14/2019

2017 Share of Jobs by Industry



Source: State Demography Office, Print Date: 08/14/2019

2017 Base Industries (Without Indirect)



Source: State Demography Office, Print Date: 08/14/2019

Future of Silver Cliff

The Town of Silver Cliff is located in an area of immense natural beauty with outdoor recreation opportunities that are unmatched. Dark night skies, ranch land, national forests, parks, and natural resources abound here. Silver Cliff has enormous potential to offer commercial business location, light industrial land, and housing growth in the coming years. Significant available land has been annexed and zoned for appropriate growth that reflects the needs of the community. With the increase in tourism efforts, the focus on appropriate growth, and the welcoming, business friendly approach to working with new opportunities, Silver Cliff has all the elements to succeed!



Vision

We are a vibrant resident and business friendly community that maintains our small town atmosphere while honoring our heritage and the natural beauty of the Wet Mountain Valley.

Mission

We work collaboratively with our residents, businesses and visitors to provide responsible, fiscally sound services to create responsible growth, manage infrastructure, drive development and preserve our natural beauty and appearance.



Priorities



Revenue Generation



Streets and Roads



Town Appearance



Revenue Generation

The Town of Silver Cliff has a Mission to provide fiscally sound services, and creating a long-term and stable source of financial revenue is key to being able to accomplish that Mission. Revenue can have many forms from grants, donations, taxes such as sales and property tax, and fees for services. Working to ensure that the Town is receiving all of the taxes to which it is entitled is one opportunity, and other opportunities include attracting new businesses (retail and light industry), expanding current businesses, and increasing the number of visitors to Silver Cliff. Advertising, marketing and promoting the Town are approaches that can result in additional revenue. The Town will research options and create clear communication about the allocation of revenue and outcomes.





Streets and Roads

Maintenance and safety of the streets and road systems is at the heart of this Priority. As Silver Cliff grows, the Town must also consider related issues such as new construction, ongoing maintenance and operations, and addressing critical needs. Part of streets and roads are sidewalks, alleys, drainage, and snow removal. Collaboration with other partners including the County, Round Mountain Water and Sanitation District, the town of Westcliffe, CDOT and others will be a critical piece driving success.



Town Appearance

The Town of Silver Cliff is located in a visually stunning natural setting, and that setting is only enhanced by quality architecture, well maintained buildings and roads, and codes that encourage pride. In order to attract and retain businesses and residents, Silver Cliff will be focusing on the overall appearance of the Town and working closely with staff and partner agencies to ensure that Silver Cliff has an opportunity to show visitors, residents, and businesses the most attractive and clean appearance.



Goals



Revenue Generation

Research and evaluate current sales tax



Streets and Roads

Adopt a Maintenance Plan



Town Appearance

Enhance staffing of Code Enforcement Officer



Silver Cliff Museum



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Thanks to Dena Woods and Kaya Dove for the amazing photos

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