

Hello Julie –

Please see below for my recommendations on preparing the Comprehensive Plan for Vergas in a way that addresses the questions/topics you provided.

The questions/topics that have been identified as things for the Comprehensive Plan to accomplish include:

How to make Vergas attractive to young families?
What senior needs are not being met? Do we need senior housing?
Is there room/possibilities for expansion? Is housing desired? Is industry desired?
Is rental/multi-family housing needed? If so, what type of housing?
What businesses are needed that would be utilized?
Is a motel/motel needed?
What does Vergas look like from an outside point of view?
What does Vergas need to be a viable "tourist community?"
Can Vergas increase winter tourism?
What can be done to make Vergas a stronger tourist destination?
How to increase community involvement?
Support help to make repairs and beautify present homes in Vergas
What does Vergas have to offer people that does not live here?
Does Vergas want more traffic?
What would a developer see in a comp plan that would make them want to spend their dollars here?
What is the water/sewer capacity of Vergas?
Is there a need to annex property into Vergas?
What City services will be needed if the City grows? What capacity will be needed for these services?
Is there any environmental concerns with growth?

These questions/topics can be grouped into three major elements:

- **Infill and Physical Growth/Development Potential**
- **Economic Development/Market Potential**
- **Community Values and Choices**

In order to address these questions and topics, I recommend the following approach:

- A. **Pursue Supplemental Funding.** Basic answers to address these questions and topics can be obtained through some local and regional funding support. But some questions, especially related to the market potential for Vergas, could be answered more completely with additional funding. We recommend identifying potential supplemental funding details such as:

1. Type of activity that can be funded
2. Timeframe for application, award, and use of funds

3. What aspects of the potential funding might serve additional purposes outside the completion of the Comprehensive Plan

Some of the answers from this task could be beneficial in the analysis of options pertaining to the old grocery store. Others may help define particular details to be addressed as part of the Comprehensive Plan in order to set the community up for future funding. We have identified over a dozen potential funding sources and believe there are many more. Once we know what additional funding sources to pursue, we will determine the timing for the other activities so as to use any potential grants where they can be used in the process. During this activity, we will also look to leverage existing studies and efforts that could help to address the topics. Minimum Cost: \$3,600

- B. **Define Infill and Physical Growth Potential.** The fundamental analysis of capacity for infill and growth is a straightforward process that can be completed in a relatively short timeframe. We will build on the work already completed in the housing study and meet with key stakeholders from the community to define opportunities for infill and growth by location, availability of services, and planning level cost estimates for providing needed infrastructure. Minimum Cost: \$4,800
- C. **Community Engagement.** Several of the questions/topics noted above are about community values. We need to give opportunity to explore and define those values with community members. In order to supplement the results of the survey taken during the housing study, we will work with the city to develop cost effective ways to get community members thinking about what they want for the community now and in the future. The majority of this effort will be done during the spring and early summer after the summer residents have returned. Ideally, this will include face to face interaction, but during the pandemic we have developed multiple options that can be used if needed. Minimum Cost: \$2,400
- D. **Strategy Development.** We will work with a group of city officials and key stakeholders to evaluate potential future scenarios for the City of Vergas and then collectively identify the best path forward. As part of this process we will use a new analysis tool that helps show where community taxable value is strongest, and choices for the future will have positive returns on investment. It is during this stage where we will complete the economic development/market analysis activities that will help to answer several of the questions noted above. The level of funding available will determine the level of detail for this analysis. Minimum Cost: \$8,000

Total Cost Estimate: \$18,800

As noted previously, if additional funding can be found, we can provide additional detail and develop a comprehensive plan that includes more analysis and more detailed direction for the future. The following additional funding amounts could well be used for the following specific objectives:

- \$4,000 for future land use and development detail with maps and illustrations
- \$4,000 for additional community outreach activities
- \$10,000 for additional market analysis
- \$6,000 for additional scenario analysis that summarizes potential return on community investment

I will be happy to visit with you and the City about details for the suggested approach.

Best Regards,
Joel

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