

# TRINIDAD, COLORADO

## Economic Development Director



### THE COMMUNITY

Recently named as one of Colorado's 10 Most Beautiful Places by Culture Trip Magazine, Trinidad's natural and architectural splendor, its moderate seasons, affordable cost of living, and growth of the arts combine to create an attractive quality of life. Trinidad was also named one of the "Ten Best Colorado Towns in Which to Buy a House," by Niche in October 2015.

Trinidad, Colorado, the county seat and most populous city in Las Animas County, is located at the foot of Raton Pass along Interstate 25, the most highly traveled route between Colorado and New Mexico. Only 13 miles north of the New Mexico border, the 8,500 residents of this historically rich community have easy access to major cities and ski resorts in both states. Las Animas County covers 4,749 square miles and is home to 14,446 residents who rely primarily on a farming and ranching economy. The County is home to Perry Stokes Airport, a general aviation airport located northeast of Trinidad.

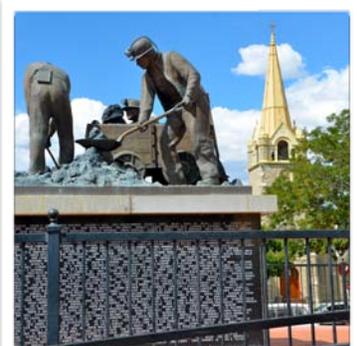
Almost half of the 35 properties and districts on the National Register of Historic Places in Las Animas County are in the historic district of Trinidad. The Colorado Historical Society's Trinidad Museum features a block of homes and gardens, as well as historic artifacts and exhibits about the Santa Fe Trail and Trinidad's heritage. One of the largest collections of old Victorian-style homes west of the Mississippi is found in Trinidad, known for its beautiful architecture and lively history. Today multi-colored trolley cars traverse the red brick streets, offering free tours of the historic city.

Trinidad began as a trading center on the Santa Fe Trail and later grew as a hub for large ranching operations and as a railroad town. The rich coal mines drew immigrants from around the world. Trinidad was officially incorporated in 1876, shortly before Colorado became a state. The town became home to a number of well-known people in the 1880s, including Bat Masterson, Wyatt Earp, and Kit Carson. By the turn of the century, the population had grown to 7,500 and the community was home to two English-language newspapers and one that was published in Spanish. In the early 1900s, Trinidad became nationally-known for the first woman sports editor of a newspaper, when in 1908 Ina Eloise Young was the only woman sportswriter to cover the World Series.

With its motto of "Welcoming Adventurers since 1821," Trinidad has much to offer outdoor explorers from its skate park, aquatic center, and disc golf course, to the downtown Cimino Park, along the river walk. Other parks include Kit Carson Park, Central Park, and Los Nino's Soccer Complex. The Purgatoire River, teeming with brown trout, runs through the town. Outdoor enthusiasts enjoy fishing, as well as boating, hiking, and waterskiing, at Trinidad Lake State Park.

The immaculately manicured Trinidad Municipal Golf Course, framed by the Sangre de Cristo Mountains, is routinely recognized as one of Colorado's best nine-hole courses. Sports fans enjoy the Trinidad Triggers, part of the independent professional baseball Pecos League.

Boasting galleries, antiques, boutiques, and eateries, downtown Trinidad is the center of arts and culture, and home of The Famous Performing Arts Center's professional theatre.



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### THE COMMUNITY, continued

Seasonal festivals and events include the Labor Day Rodeo, Santa Fe Trail Days, the TrindieFest independent film festival, and Art Treks with its open shops and street entertainment. ArtoCade, an annual art car festival and parade, was awarded the 2015 Governor's Award for Downtown Excellence.

The Louden-Henritze Archaeology Museum, A.R. Mitchell Museum Gallery, and Trinidad History Museum are valued venues for preserving and sharing Trinidad's history. Several local galleries showcase a wide range of media and feature local and traveling exhibitions. The Carnegie Library offers a wealth of information, including A Walk through the History of Trinidad, a self-guided tour of downtown architecture.

Ensuring ongoing support for the community's arts are the Trinidad Art League, Trinidad Arts and Cultural Advisory Commission, and Trinidad Area Arts Council. The City has been designated by the State of Colorado, Council on the Arts, as an "Emerging Creative District." Trinidad was chosen as the first site for Space to Create, Colorado, a \$6 million state-driven initiative that brings together public and private partnerships to develop affordable artist housing and work spaces.

Trinidad's early economy was based on coal mining, railroading, and agriculture. Due to natural gas in the area, mineral extraction became an important industry and economic driver until natural gas prices declined. More recent economic resurgence has been spurred by historic restoration efforts, new housing communities, and regional tourism. In the past year, Trinidad has experienced an exciting increase in economic activity, and job and population growth.

La Puerta, a multi-phase, multi-year development, is expected to bring restaurants, retail, a boutique hotel, and riverfront access to an abandoned rail station. A private developer has acquired the land, with plans to partner with the City on development and design. The City recently finalized an \$11 million development agreement rehabilitating three abandoned buildings and relocating an auto dealership to downtown that will create or retain more than 60 jobs in the area.

The community is served by Mt. San Rafael Hospital, a 25-bed critical access facility, and Mt. Carmel Health, Wellness & Community Center offering primary health care to Trinidad and the Las Animas County community.

Trinidad School District Number One, the oldest public school district in the state, serves more than 1,000 students in grades K-12 on four campuses including two elementary schools, one middle school, and one high school. Hoehne School District, a K-12 public school district, offers small class sizes for more than 350 students and enjoys graduation rates that exceed the state average. Additionally, Grace Christian School and Trinidad Catholic School provide private education options for families.

For those seeking higher education, the 17-acre Trinidad State Junior College, the first community college in the state, has the highest completion rates of any community college in Colorado. Nearby universities include Colorado State University – Pueblo with an enrollment of 5,000, and Adams State University in Alamosa, Colorado, with 3,700 students.

The median household income in Trinidad is \$50,590, and the median home value is \$138,700.

### GOVERNANCE & ORGANIZATION

The City of Trinidad is a Home Rule City with a Council-Manager form of government. The City Council is comprised of a Mayor, elected at large, and serving up to four consecutive two-year terms. Six City Council Members, also elected at large, serve up to two consecutive four-year terms. The City Council appoints a professional City Manager to direct the day-to-day operations of the organization.

Trinidad's new City Manager Gabriel Engeland, previously served as Assistant to the Town Manager and in the areas of development services and economic development for the Town Manager of Gilbert, Arizona, one of the ten fastest growing municipalities in the nation. Mr. Engeland is responsible for a staff of 155 employees and oversees an annual budget of \$38 million.

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### GOVERNANCE & ORGANIZATION, continued

The Trinidad and Las Animas County Economic Development (TLAC) Advisory Board members are chosen by majority vote for three year terms. The mission of TLAC is to “increase community prosperity through economic enhancement in the City of Trinidad, the County of Las Animas, and all communities therein.”

### THE POSITION

The Economic Development Director is a new position, reporting directly to the City Manager. The Director will have overall responsibility for strengthening the region’s economy and enhancing its competitiveness through promotion of business expansion, retention, and attraction to Trinidad and Las Animas County. The Director will also be responsible for managing the Main Street program and planning the future Industrial Park.

Major areas of emphasis will be on developing and administering the City’s Business Accelerator program, Business Expansion, Attraction, and Retention (BEAR) program, and Business Incubator program. Developing an Economic Gardening program and launching a Main Street program, as well as other programs, to bring jobs and capital to the community will be key focus areas for the new Economic Development Director.

Other responsibilities include:

- Designing, implementing, and administering a marketing program to attract new businesses. Contacting and following up with potential and maturing prospects. Preparing and distributing promotional material, press releases, and ED information and recruitment packets. Proactively marketing, and coordinating development and site activities to enhance development for the City and County.
- Identifying grant and loan opportunities as well as other funding sources for projects, and preparing and submitting applications on behalf of the City and County. Counseling and assisting businesses regarding the availability of local, state, and national grant or loan program opportunities.
- Coordinating and maximizing resources in cooperation with the Trinidad Chamber of Commerce, Trinidad Hispanic Chamber of Commerce, and other local and regional ED agencies.
- Leading the development, implementation, and continual review of the comprehensive ED strategic plan.
- Gathering, analyzing, and presenting ED trend information clearly and effectively to allow business and government officials to easily access the information.

### IDEAL CANDIDATE

The City of Trinidad seeks an aggressively entrepreneurial, creative Director willing to take risks and experiment with different economic development techniques.

The successful candidate will have the proven ability to think critically and strategically, with independent judgment and initiative. The new Director will be skilled in problem analysis, organization, budget development, and cash flow management.

Excellent oral and written communication, public speaking, and presentation skills along with public relations acumen will facilitate the ideal Director’s successful collaboration and interaction with elected officials, individuals, and groups. The ability to cultivate and enhance relationships with local, regional, and statewide community leaders who represent corporate, development, public, non-profit, and institutional entities is a highly desired characteristic.

Knowledge of how businesses work as well as current and future trends, practices, and technologies that drive business development will be essential for the chosen candidate, as well as the ability to respond to businesses and agencies related to site selection and real estate development. The ability to read and understand contracts and real estate documents is crucial.

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### IDEAL CANDIDATE, continued

The chosen candidate will be able to develop and execute innovative and strategic ED programs that include business attraction and retention, commercial development, industrial development, small businesses and entrepreneurial support, and redevelopment opportunities.

### EDUCATION & EXPERIENCE

A Bachelor's Degree from an accredited college or university in business administration, economics, marketing, or public administration is required. A Master's Degree is preferred.

A minimum of three years of experience in local government and/or private sector development is highly desired. Applicants without a traditional economic development background will be considered. Demonstrated professional experience in economic development activities, or related experience or training is required. An equivalent combination of training and experience may be considered.

### COMPENSATION & BENEFITS

The annual salary for this position is \$68,000. The City of Trinidad provides a full range of leave and insurance benefits as well as a cell phone, training, and travel pay. The City offers a retirement plan that includes an employer matching rate to employee contribution.

### APPLICATION PROCESS

For an application, visit: <http://trinidad.co.gov/pages/careers/default.html>

For more information on this position, contact:

**Anna Mitchell, Assistant to the City Manager**

City of Trinidad

[Anna.Mitchell@trinidad.co.gov](mailto:Anna.Mitchell@trinidad.co.gov)

(719) 846-9843, Ext. 133

The City of Trinidad is an Equal Opportunity Employer and values diversity in its workplace. Finalists for this position will be subject to a comprehensive background check.

### RESOURCES

**The City of Trinidad**

<http://trinidad.co.gov>

**Las Animas County**

<http://www.lasanimascounty.net>

**Trinidad and Las Animas County Economic Development**

<http://tlaceconomicdevelopment.com>

**History in Trinidad/Tourism**

<http://www.historictrinidad.com/tourism.html>

**Trinidad and Las Animas County Chamber of Commerce**

<http://tlacchamber.com>

**Trinidad Hispanic Chamber of Commerce**

<http://pueblolatinochamber.com/m/listing/view/jaymartinez>

