



SETTING GOALS

City of Hailey 2016

Executive Summary

On February 18, 2016, Mayor Haemmerle met with a group of 40 people in an informal workshop to establish goals and envision future amenities for our town. The meeting included the Hailey City Council, department heads and division managers, Hailey Boards and Commissioners, and representatives from Blaine County Recreation District, Mountain Rides and the Hailey business community.

Goal 1.

Connect Hailey with Pathways for People

Hailey's original townsite was platted with 100-foot wide streets. Historical sidewalks run in front of the properties along many of those streets, with a landscape strip between the paved street and the sidewalk.



This landscape strip is the home to much of Hailey's urban forest, with historical trees, some of which are well over 100 years old.

As Hailey began its development outside the original townsite in the 1970's, many subdivisions were built without good connectors to the old Hailey townsite and downtown core. The busy state highway which functions as Hailey's Main Street is the sole connecting element to Hailey's downtown. Workshop participants clearly prioritized that Hailey pursue funding to more safely move bicycles and pedestrians on key streets through Hailey.

Goal 2.

Identify and Develop a Hailey Town Square

Integral to the success of Hailey's community spirit and its downtown is the identification, master planning and development of a central town square. Last year, a study was done identifying 12 locations for a town square. Several of those sites were tested by holding a Holiday Square event in four of the potential locations. Narrowing

the 12 sites to a single top priority and then master planning that site for a town square rose to the top of the workshop participants list of goals. After a master plan is completed, funding from grants could be pursued.



Goal 3:

Expand Upon Existing Recreational Infrastructure

Hailey's natural resources and infrastructure are well-used. They include the Big Wood River, nine city parks, six neighborhood parks, a multi-purpose arena, the Campion Ice House, a robust trail system, and a nature preserve.

A goal was identified to expand the uses of parks and infrastructure to broaden their general appeal and develop more signature events or festivals. Some specific goals emerged from this discussion:

- Create a dog park within Hailey, a water park in the Big Wood River, and an outdoor climbing wall.
- Develop RV camping sites near Hailey and utilize area geothermal resources for a destination spa resort.
- Develop a Hailey signature winter event or festival.
- Encourage existing sledding in Hailey, especially at Keefer Park and on the Woodside hills.
- Erect shade for the arena's summer events and acquire roll-out turf for the arena floor.

Goal 4.

Identify Events Appropriate for Werthheimer Park

In 2010 Hailey passed a general obligation bond for \$3.5 million to expand its Werthheimer Park. The first component of the project was a multi-purpose arena built in 2011. Following that, Hailey's



Welcome Center was built with LEED Silver certification, and occupied by a beautiful historical exhibit and the Hailey Chamber of Commerce. The skatepark was expanded to include both vertical skating and street terrain. Hailey Ice moved their outdoor rink to the arena, and opened the indoor rink at Champion Ice House in November 2015. Hailey's economy showed an immediate increase in hotel bookings and restaurant food as amateur and professional skating activities and events were scheduled.



The robust Champion Ice House will be closed for six months each year, from April to October, and some events proposed for the Hailey Arena receive community resistance. A list of events appropriate for the arena or which utilize the vacant ice house in summer was discussed. This list includes:

- Professional bull riding events and rodeos.
- Cow reining events, such as cutting and barrel racing.
- Archery 3-D courses, events and tournaments.
- A screen for outdoor movies.
- Start and finish for events such as Turkey Trot, to draw a crowd to the finish line.
- Super-hero showdowns and comic-con events.
- Awards ceremonies.
- Big-name acts.

Goal 5. Encourage the Chamber of Commerce and business community to develop new amenities and businesses. Although outside the scope of the City of Hailey's direct mission, conversation was robust about what types of businesses, additional recreational amenities and activities could be added to our town. These ideas ranged from the development of smart phone apps and historical tours utilizing the local bus system to what types of restaurants and businesses the workshop participants would like to see developed in Hailey. Some of the detail:

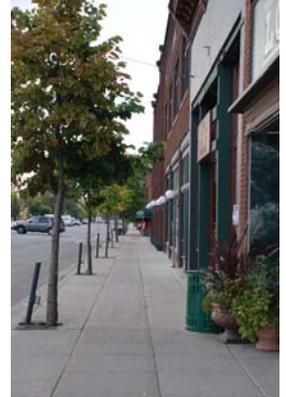
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|------------------------|-------------------------|
| • Walking Tour App | • Adventure Quest App |
| • Bike-Share Map | • Geo caching in Hailey |
| • Brochures at Sturtos | • BCRD trailing Maps |
- Organized rides from cemetery to Bow Bridge
 - Bus story tour to historical and cultural sites
 - Story plaques placed historical buildings.
 - Compost Recycling business ventures within area.

Redevelopment of the Blaine Manor building to include civic uses, a hotel with underground parking, an arcade and a haunted house were also discussed.

Goal 6. River Street Reconstruction

Reconstructing River Street was identified in a previous goal-setting meeting as a high priority for Hailey. Benefits include:

- job growth and expansion
- increased property values
- safety for all modes of transportation
- increased commercial areas within Hailey
- improved public infrastructure
 - drainage
 - streets
 - Sidewalks



Connecting bike and pedestrian infrastructure to the Big Wood River and west Hailey park system is part of this project.

Funding challenges are being met one piece at a time, beginning with Hailey's successful LHTAC grant of up to \$1.9 million in federal funds. Hailey will submit an ICDBG grant for this project as well, and other grants or funding that become available before the implementation of the project in 2018-2020.

Goal 7. Big Wood River corridor master planning.

A key component of this discussion was the acknowledgement that Hailey's Big Wood River corridor has the potential of becoming a highly dynamic and well-planned river corridor, with a thoughtful focus on the mile-long stretch of river from the Bullion Street Bridge to the Colorado Gulch Bridge.



Priority projects include:

- Connecting the Wood River Trails Bike Path to the Big Wood River Corridor through striped bike lanes.
- Master planning the Big Wood River corridor.

Components could include

- walking and hiking trails,
- white-water rafting park
- outdoor amphitheaters



- outdoor classrooms
- interpretive areas
- expanded wetlands
- natural areas
- tourist amenities
- waterfront restaurants
- R.V. campground
- ball fields