



RANGELY

COLORADO

Community Open House

Town of Rangely

Grocery Store and Social Venue - Maintenance and Repair Overhaul Facility (MRO)

- Strong stable retail presence combined with a social venue that works to enhance the experience and future stability of the operation as well as attracting more customers and a greater percentage of future sales.
- Grocery store is the most significant retail icon in a community and is necessary to help showcase the vibrancy of our community.
- MRO recruitment in order to strengthen our local institutions and create a valuable reason for small aircraft owners to spend more time in Rangely while having their aircraft repaired, maintained or modified
- A natural next step as we collaborate with CNCC and their successful programs by attracting a successful MRO operation that will provide valuable experience to CNCC Aviation Repair program students.
- An MRO facility providing a niche within the industry and specialty that will attract a sustainable level of business

Brand Positioning

- The Brand diversifies our image: A Town known traditionally for having its roots in oil and gas but offers so much more.
- With small western character, trophy big game hunting, motor sports, mountain biking, rock crawling and river sports, all on the menu in Rangely
- Branding supports the image and messaging for all types of economic development
- Branding begins the process of engaging every citizen, tourist and passerby as they connect the Brand to the Benefits of our community
- Branding develops an opinion of the quality of life someone can expect in Rangely
- Brand Positioning becomes part of the messaging directed and targeted toward industries, tourists, day-hikers, motor sports enthusiasts, etc., within our publications, websites and promotional initiatives

Directional & Gateway Signage

- A new look and feel for Rangely, A look that is “Way Outside of Ordinary”. It’s time to let everyone know
- Rangely’s signage offers that rugged outdoor appeal for our local residents, tourists and adventure seekers while expressing an opportunity to imagine what kind of fun you can have in Rangely
- Displays the last great frontier located in Western Colorado while directing you to parks, campgrounds, museums, back-country recreation, CNCC and more
- Providing a reason to spend time in our community or identifying a variety of activities while relaxing in our accommodations and enjoying our fine restaurants

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