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Forging

Community celebrates as Mayfly Outdoors breaks ground on historic project

- **Community leaders praise collaboration among entities**
- **Colorado Outdoors Project will come to full fruition in 10-15 years**
- **Mayfly Outdoors begins construction on new facility**

BY MATT LINDBERG
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It was a sight to see. A who's who of state leaders, local business owners, city councilors, county commissioners, school and recreation district officials, as well as other community investors, on Thursday afternoon piled onto the land across from the Montrose County Justice Center, eager for the future.

From a distance, a bystander might have thought this group of over 100 was just standing on some dried dirt taking in the scenic views surrounding them. But this was about so much more. In the distance stood plenty

of construction equipment and a promise of a bright future for Montrose.

"This is an incredible day for our community," Mayfly Outdoors President David Dragoo told the crowd.

A little over a year after announcing plans to drastically revamp the Uncompahgre River Corridor in north Montrose, Mayfly Outdoors broke ground on what will become its new, state-of-the-art headquarters. It will be the first step in the Colorado Outdoors Project, which Dragoo previously said will be a "world-renowned business park" aiming to attract outdoor-focused industries to relocate to Montrose and include river restoration and high-end commercial, residential and industrial development. The project is expected to meet its full potential in 10-15 years, according to Montrose Economic Development Corporation Executive Director Sandy Head.

Tony Lugard, Chief Operating Officer for Ross Reels, left, Doug Dragoo, chairman of Mayfly Group, David Dragoo, president of Mayfly and Craig Baker, vice president of business development for Mayfly, toss some dirt Thursday at the groundbreaking for the company's new facility along the Uncompahgre River. (Paul Hurschmann/Montrose Daily Press)

She announced details of an Anderson Analytics report that indicates how the over 160 acres will be put to use. According to Head, 300,000 square feet will be industrial shovel-ready ground for manufacturers interested in relocating to town. The space will also feature 200,000 square feet of retail space (expected to bring an estimated 450 jobs), 60,000 square feet of office space (expected to have an economic impact of 178 jobs) and an estimated 443 housing units to address much-needed living spaces in the area. A 100-room Marriott Town Place will also be featured, as previously reported.

Construction will result in 3,000 construction jobs with over \$200 million invested in Montrose in the construction itself over a 10-15-year period, Head said. She added the Anderson Analytics reported in

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New commcorr provider reviews fiscal year

- **ATC success rate above state average**
- **Hope for intensive residential treatment**
- **Clients paying taxes, restitution**

BY KATHARHYN HEIDELBERG
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She came to West Central Community Corrections with a drug conviction and a history of addiction. But the client, in her 30s, worked hard and succeeded at commcorr — so much so that she is studying to become a substance abuse counselor.

"This woman decided she wanted to help others going through what she went through," said Kristina Daniel, vice president of program development at Advantage Treatment Centers Inc.'s, said Wednesday, in presenting the organization's fiscal year information to the Forum audience at Heidi's Brooklyn Deli.

Daniel's employer took over operation of West Central in Montrose about a year ago. Community corrections (the general term is "commcorr") is a sentencing option that allows offenders to be held, supervised and treated within the local communities to which they will transition. It is broadly seen as more cost-effective than prison.

"People need a chance to make better decisions."

*Kristina Daniel
Vice president of program development at
Advantage Treatment Centers Inc.*

Community corrections can also function as a transition program for prison inmates being released on parole, or for probationers.

Program requirements include employment so offenders can pay program costs, as well as fines, restitution or child support, as ordered by the courts.

Daniels said commcorr provides structure, support and accountability for offenders.

"People need a chance to make better decisions," she said, noting that, with or without commcorr, offenders will be transitioning into the community sooner or later — but without commcorr, they do so with little structure or formal support.

West Central's program success rate, at more than 56 percent, is higher than the state average commcorr success rate of 46 percent.

The local facility this past fiscal year (Aug. 1, 2016 - Aug. 31, 2017) terminated 43.61 percent of clients as unsuccessful.

"It means we're holding people accountable," Daniel said.

The local commcorr board accepted 268 potential clients in Fiscal Year 2017 of 464 who were referred.

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total buildout, officials should expect 1,300 jobs in the park alone.

"This is a great start in a huge project," Head said. "And for Montrose to be on the map to this degree and for Montrose to be able to have shovel-ready sites for companies who want to come here, is a huge, huge tool. It's a major hammer in the toolbox."

As much as the afternoon was about Mayfly, Dragoo and others stressed the collaboration among community entities as the driving factor for where they were.

The City of Montrose previously declared about 164 acres along the Uncompahgre River and across from the Justice Center (from North Ninth Street to Launa Drive) as blighted, in accordance with the statutory requirements of the Urban Renewal Act for the Colorado Outdoors Project. With nine other entities, including Montrose County and special taxing districts whose boundaries cover the 164 acres, the city earlier this year formed an urban renewal authority (URA), to finance public infrastructure and improvements via a tax increment finance district (TIF).

"This project is where it is today because of our incredible partners and supportive community," Dragoo told the Montrose Daily Press days before the groundbreaking. "As an example, we all worked together to help secure the largest Great Outdoors Colorado grant awarded in the history of Montrose. This success would not be possible without all of the partners working together."

Known as the "Connecting the People to their Parks and Recreation" project, funding will support the construction of a total of 2.25 miles of new trails, with underpasses, on both ends of town to safely connect more of the public with parks and recreational opportunities. Dragoo previously announced plans for Mayfly to donate 41 acres of river corridor land back to the city to further strengthen that project and recreation for the community. On Thursday, he said it was probably one of the largest private-land donations made for river conservation and improvement — a source of pride for the company.

"So that's a huge deal for us," Dragoo said to roaring applause. "It's pretty awesome."

State Rep. Marc Catlin attended the ceremony and said that

collaboration among different area agencies really stood out to him.

"It's impressive that a private-public partnership can happen. There are a lot of people in the world talking about the private-public partnership, but this is one that came together, and that's impressive," he told the Montrose Press. "The other thing is the willingness of the community to look forward and envision something — it shows confidence. You can't wait for things to happen; you don't get ahead if you sit around and wait for the boom to come back. Sometimes, you have to make things happen. So I'm proud of Montrose, I'm proud of Mayfly. They all had a vision, and I hope it works. It's encouraging."

Partnership was on full display, as community leaders like Montrose Mayor Judy Ann Files, Montrose Board of County Commissioners Chairman Keith Caddy and Colorado Parks and Wildlife's Renzo Del Piccolo addressed it at a podium during the ceremony. Besides the Colorado Outdoors Project and acquisition of \$2M GOCO grant, Montrose has seen the opening of the Community Recreation Center in January, the county is constructing its event center on the fairgrounds, construction on a new Columbine Middle School is underway and plans are in the works for an amphitheater in Cerise Park. This all comes just a couple of years after the genesis of the Montrose Water Sports Park.

"There are so many things going on simultaneously right now," said Assistant City Manager Rob Joseph, who also serves as the director of the Montrose Office of Business and Tourism. "And now this Colorado Outdoors Project. I think this is just a culmination of all these wonderful partnerships going on throughout the community right now, and it could be viewed as an economic inflection point. So this could be the final piece of the puzzle that creates that catalyst-type effect to really increase business and people coming to visit us and potentially relocating in a more significant, visible way."

The day's significance was driven home when leaders reflected back on just a few years ago, when Mayfly considered moving its operations to other communities in the state and region.

But MEDC, City of Montrose, Montrose County, Region 10 and the State of Colorado worked with the owners to keep Ross Reels in town and move its Abel Reels headquarters from Southern California to Montrose. Dragoo told the Montrose Press it was a good move to make.

"Montrose is a gem, and for us, it's the right place for three reasons," he said. "One is that we live here and want to genuinely improve the quality of life in Montrose by making it a more compelling place to live and raise our families. The second reason is this project's impact, which will produce significant results in a smaller community. Finally, Montrose is business-friendly. The city wants to grow and they are willing to invest in its future."

City Councilor Barbara Bynum, who also serves as president of the Montrose Recreation District Board of Directors and as a commissioner on the Colorado State Land Board, praised the community collaboration as well. She told the Montrose Press the groundbreaking was a significant day for Montrose.

"It is exciting to finally see the dirt moving ..." Bynum said. "There are actually going to be buildings taking shape out there."

It's exciting to see the commitment made on the behalf of Mayfly to invest in our community and really have a vision."

But it was Dragoo who best expressed what those shovels digging up dirt was truly about.

"Today, we really celebrate the start of something pretty special," Dragoo told the crowd. "It's not just the building of a building or building roads, but it's really a huge partnership to revitalize this end of town, restore our river and create some wonderful open spaces."

Matt Lindberg is the managing editor for the Montrose Daily Press and an award-winning journalist. He's a University of Kansas graduate with years of experience in the news business, as well as a father of two and a husband. Follow him on Twitter @MattLindberg.



Mayfly Outdoors President David Dragoo smiles as he discusses the Colorado Outdoors plan during the groundbreaking for Mayfly's new facility Thursday. (Paul Hirschmann/Montrose Daily Press)

Catching up with Mayfly's David Dragoo

By MATT LINDBERG
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I first met Mayfly Outdoors President David Dragoo in October 2016 when the company announced its plans for the Colorado Outdoors Project.

At that time, he took myself, others from the Montrose Press and members of the Montrose City Council, on an extensive tour of Mayfly's current Montrose location, 11 Ponderosa Court. Later, he and other Mayfly Outdoors officials discussed their plans for the Colorado Outdoor Project.

In the year since then, I've been fortunate to talk with Dragoo and others involved with the project about the plans at length. Prior to Thursday's groundbreaking, I spoke with Dragoo about the ceremony and project, much of which was featured in today's front page story. The following is a Q&A generated from that interview which didn't make the story, but still provided readers with important information.

ML: What are the dimensions of the new Mayfly building, and what will be some of the features?

DD: The dimensions are approximately 33,600 square feet for the base floor and 7,400 square feet on the second floor, for a total of 41,000 square feet. The building is designed for our manufacturing process first and looks second. The foundation is a 8-inch thick slab of engineered, polished concrete set on

dozens of driven piles. The slab is designed to minimize vibrations for our extremely precise CNC machines. There is a significant amount of storefront glass and exposed steel on the sides facing south and east, allowing in abundant sunlight and to enhance the architecture design. There is also a stone walkway down to the pond, and about a half-acre front yard for open space.

ML: Can you discuss what this groundbreaking represents and what it means to you as the president of the company?

DD: One of my most important jobs is to set the vision for the company. This represents the start of an exciting new chapter for our businesses and the community.

ML: You first announced the Colorado Outdoors Project to the public last October. Can you talk about the work Mayfly has put in the last year in terms of the project?

DD: Our team has put in a ton of work, along with our key local partners, especially Scott Murphy with the city's Public Works Department and the experienced team of engineers at Del-Mont Consultants. In that time, our team finished the master plan design, completed the phase one civil engineering for roads and utilities, submitted plans to the Federal Emergency Management Agency (FEMA) to formally realign the river, set up and helped to actively manage the Montrose

Urban Renewal Authority (MURA), and started construction on our building. In addition, we are well on our way to completing the river restoration design along with the help of Trout Unlimited and Colorado Parks and Wildlife (CPW). Many people told us it would take two years just to setup the MURA. I feel incredibly lucky to work with such a motivated team.

ML: Have plans changed at all?

DD: We're always working to ensure alignment with our original focus of job creation, river restoration, abundant open space and protection of wetlands. This project is especially complex due to its proximity to the river; we are always refining based on user needs.

ML: When do you expect Mayfly to be operating in the new building?

DD: January 2019.

ML: Big picture, what are your hopes for what happens once the Colorado Outdoors Project is complete in its entirety in 10-15 years?

DD: We would like to see the economic projections come to fruition, especially the job creation numbers. We always joke that hope is not a strategy, it's a campaign slogan. We are not hoping anything gets done, we are actively working to get it done. To that end, we'd like to see this area as a dynamic part of our community where businesses, residents and outdoor enthusiasts alike are using it.



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Kathy E., Montrose resident

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