WHY THE ONE VALLEY PROSPERITY PROJECT?

- Gunnison County is a large, rural community on the western slope of Colorado
- We are isolated—4 hours from Denver, 6 hours from Salt Lake City (we have one of the smallest Wal-Marts in the country)
- Long history of ranching and mining but those industries are waning, now resort economy
- High cost of living, low wages, lack of economic diversity but HIGH quality of life
Your kumbaya moment awaits.

NEW & DIVERSE PARTNERS

- Gunnison County
- City of Gunnison
- Western State Colorado University
- Town of Crested Butte
- Town of Mt. Crested Butte
- Crested Butte Mountain Resort
- Community Foundation of the Gunnison Valley
- Gunnison Valley Hospital
- Gunnison-Crested Butte Tourism Association
- Gunnison Valley Regional Housing Authority
- Gunnison County Health and Human Services
- Small Business Development Center
- Community Builders
**PROJECT PHASES**

**Phase I**
- *Values Identification*
- *Who are we?*

**Phase II**
- *Analyze Trends State of Valley*
- *Where are we going?*

**Phase III**
- *Visioning & Prioritization*
- *Where do we want to be? What do we focus on?*

**Phase IV**
- *Action Planning*
- *How do we get there?*

**Timeline:**
- **Mar - July**
- **July - Oct**
- **Nov – Dec**
- **Jan - April**
- **Final Plan**
PUBLIC ENGAGEMENT: WHO ARE WE?

Yes we had meetings...But we also...

- Individual interviews
- Social media campaigns
- Self submissions
- Mobile chalkboards
- Community conversations
- Pub Chats
OUR COMMUNITY VALUES

- A Caring Community
- An Engaged Community
- Connected to Nature
- A Learning Community
- A Good Life
- A Healthy and Active Lifestyle
- Family Friendly
- A Secure Community
State of the Valley: Where Are We Going?

- **We are growing, but slowly.**
- **Good paying, career track jobs are hard to find.**
- **Sales tax may be increasing, but other economic indicators are not improving.**
- **Housing costs are a major challenge for our community and a barrier to economic development.**
- **Poverty in Gunnison County is real.**

**Policy Assessment**

- **People aren’t anti-growth, but fear unplanned growth. They want a vision.**
- **Housing needs to be addressed regionally.**
- **Local policies don’t support development goals.**
- **Economic development should be focused locally.**
Prosperity is... The opportunity to provide for ourselves in a meaningful and fulfilling way.

However, we can only be prosperous if we balance the need for economic opportunity with protecting other community values - the very reasons we love living here.
HOW DO WE GET THERE? ACTION PLANNING
How do we get there? Action Planning

Potential Areas for Regional Collaboration
- Housing Affordability
- Jobs
- Economic Diversity
- Social Cohesion
- Social Equity
- Transportation
- Public lands
- Agriculture
- Recreation Management
- Infrastructure
- Growth Management
- Community Health

Finding Focus:
Is it regionally relevant? Do we have the capacity? Is it being addressed already? Do we have a clear direction?

Priorities for Regional Action
- Affordable Housing
- Community Health & Equity
- Economic Resiliency
- Sustainable Tourism and Recreation

Action Planning Teams

Values
State of the Valley
Policy Assessment
AFFORDABLE HOUSING

COMMUNITY HEALTH & EQUITY

ECONOMIC RESILIENCY

SUSTAINABLE TOURISM & OUTDOOR RECREATION
WE ULTIMATELY WANT TO SEE THESE CHANGES

1. Overall health status for all residents improves.
2. Regional economic opportunity & resiliency is increased.
3. Regional socio-economic disparity is reduced.
4. Our environmental quality is sustained or improved.
5. Our community maintains high quality of life.
WHAT HAVE WE ACCOMPLISHED?

- ICELab and entrepreneurship development, along with capacity building
- Downtown Gunnison revitalization project initiated
- Established Sustainable Tourism & Outdoor Recreation Committee
- Community Health collaborative
- Assigned individuals or entities to implement actions in One Valley Prosperity Strategy
- Broadband and airport plans and improvements
- 240 unit workforce housing project in planning approval process
LESSONS LEARNED

- Tough regional issues (housing, diversifying economy) are best solved in partnership with diverse (and new!) partners.
- Regional partnerships are tough (different paradigms of strategic planning and implementation) -- maintenance required.
- Common Values were the glue that connected community
- Public Engagement - take it to the people – make it fun!
- Having community members telling the story vs. government
THE END (BUT REALLY JUST THE BEGINNING)

- Planning must be followed by action & implementation
- Communicate successes & failures
- A plan without action creates public distrust
- Communication and maintaining relationships is critical for successful partnerships and action