

ONE VALLEY PROSPERITY PROJECT

GUNNISON COUNTY, COLORADO



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?**

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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



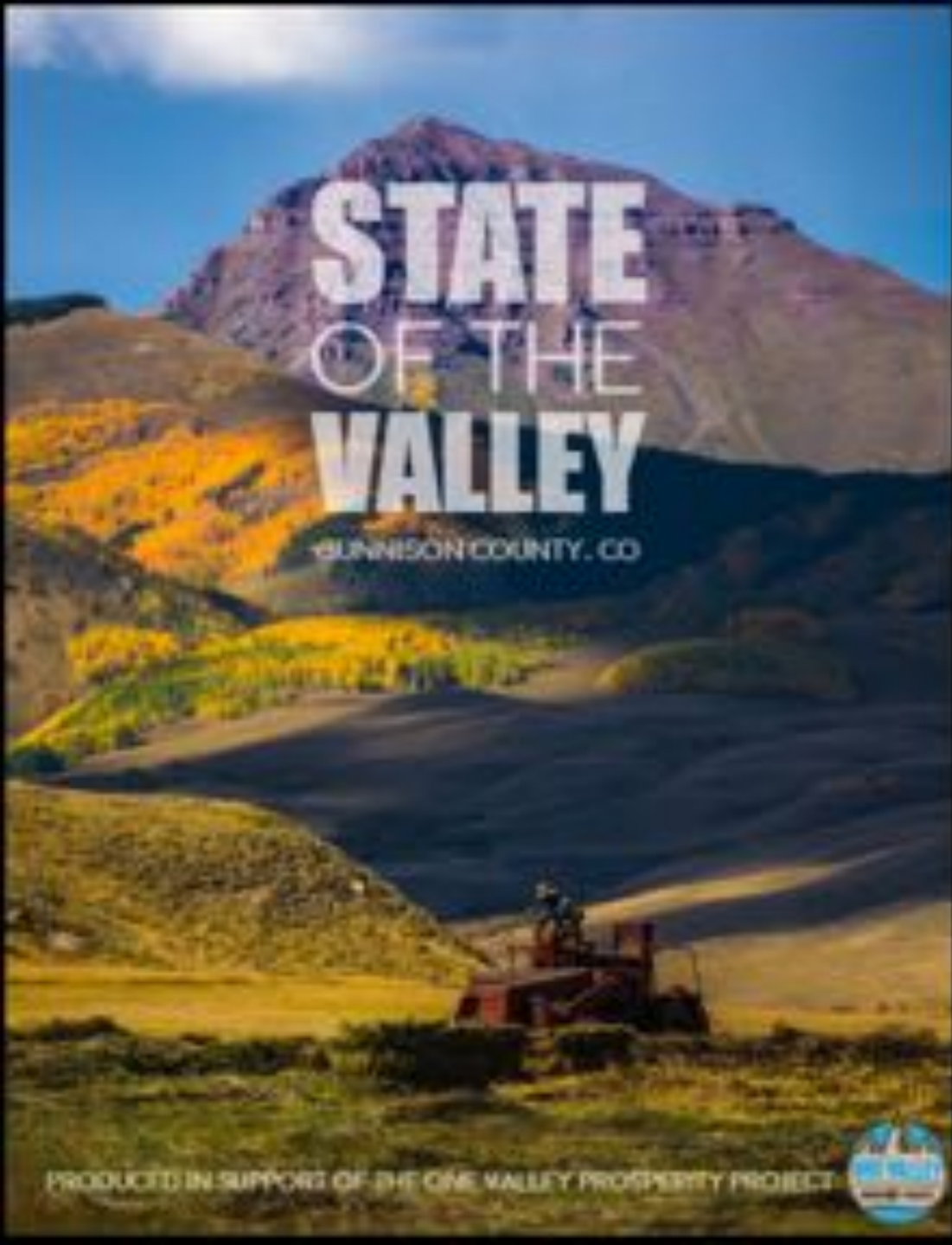
A Healthy and Active Lifestyle



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.**

DEFINING PROSPERITY

Prosperity is... The opportunity to provide for ourselves in a meaningful and fulfilling way.

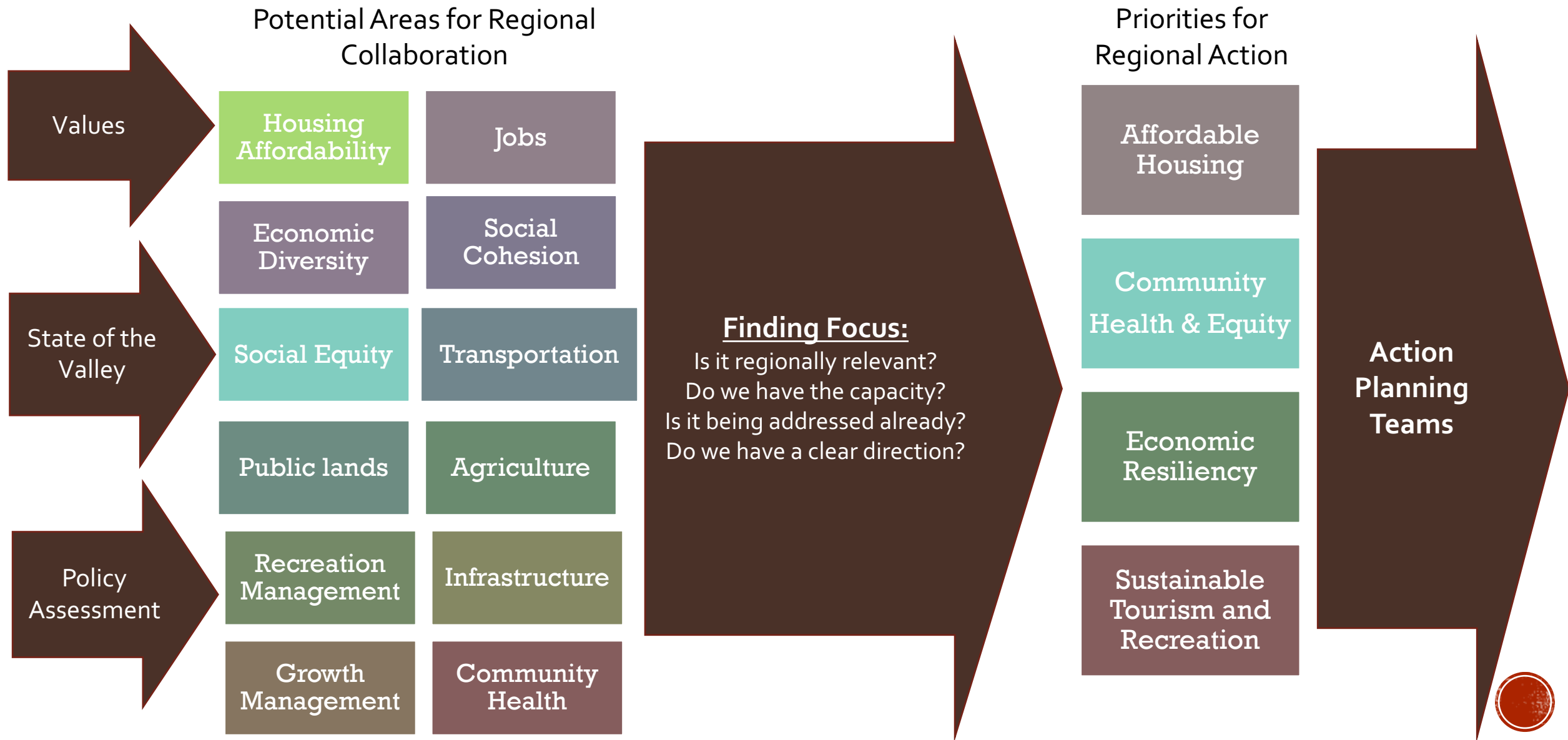
However, we can only be prosperous if we balance the need for economic opportunity with protecting other community values - the very reasons we love living here.



HOW DO WE GET THERE? *ACTION PLANNING*



HOW DO WE GET THERE? *ACTION PLANNING*



PRIORITIES FOR ONE VALLEY PROSPERITY PROJECT REGIONAL ACTION



**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

