Why the One Valley Prosperity Project?

• High Cost of Living, Low Income, Lots of low paying jobs
• Without a Destination any direction will get you there – we don’t have a common vision
• We are interconnected and interdependent and we need to plan and act in accordance- We can’t afford working in silos
• Status quo does not mean things stay the same!
• We can do better!
Finding prosperity in paradise

- Its Beautiful, Fun, Youthful, Living the Dream!
- Vulnerable Economies / Few Major Employers
- High cost of living
- Four stages of survival
  1) Job
  2) Housing
  3) Significant Other
  4) Children
- Love hate relationship with tourism

Snapshot on Housing & Income

<table>
<thead>
<tr>
<th></th>
<th>Gunnison Valley</th>
<th>South Valley</th>
<th>North Valley</th>
<th>Colorado</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Housing price</td>
<td>$635k</td>
<td>$400k</td>
<td>$912k</td>
<td>$372k</td>
</tr>
<tr>
<td>Income Needed</td>
<td>$155k</td>
<td>$98k</td>
<td>$233k</td>
<td>$91k</td>
</tr>
<tr>
<td>Median Family Income</td>
<td>$48k</td>
<td>$35k</td>
<td>$62k</td>
<td>$60k</td>
</tr>
<tr>
<td>Bachelors Degree or higher</td>
<td>54%</td>
<td>40%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Families Below Poverty</td>
<td>8.80%</td>
<td>18.80%</td>
<td>8.50%</td>
<td></td>
</tr>
</tbody>
</table>
Gunnison County
Where are we and what are our Assets?

What:
• 3,260 square miles
• 82% Federal Owned
Where:
• 4 hours from Denver, 2 from Grand Junction
Who:
• 15,000 strong
Assets:
• Four municipalities
• Historic Downtowns
• Western State Colorado University
• Ski Areas
• Authentic Ranching Heritage
• Outstanding natural setting
• Access to world class recreation
• Growing Hospital
• Growing Entrepreneurial Community
• Largest Water Body in Colorado

The Story of One Valley Prosperity-video
Great Ingredients-Just need to mix!

Community Builders Task Force
- Gunnison County
- The 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
- Crested Butte South Property Owner’s Association
- Gunnison Valley Hospital
- Gunnison-Crested Butte Tourism Association
- Gunnison Valley Regional Housing Authority
- Gunnison County Health and Human Services
- Small Business Development Center

Provide OVPP Leadership
Maintain Communication
Sustain Engagement
OVPP Financial Participation & Project Approach

- Local Partnership Participation - $35,000
  - Gunnison County
  - Mt. Crested Butte
  - Crested Butte
  - Crested Butte South HOA/Subdivision
  - Crested Butte Mountain Resort
  - Western State Colorado University
- In-Kind Participation from partners
- DOLA Planning Grant - $20,000
- Community Builders - $35,000 + $100,000 in staff value

Total Value of the Project: $200,000 +

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?

- Mar - July
- July - Oct
- Nov - Dec
- Jan - April
- Final Plan

 IMPLEMENTATION
Where do we want to be? public engagement

Yes we had meetings... But we also used...
- 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
✓ 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

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

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

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

Action Planning Teams

How do we get there? ACTION PLANNING
Priorities for OVPP Regional Action

AFFORDABLE HOUSING

Ensure affordable housing choices are available for all residents and that workforce housing is available to support the region’s economy.

- Build Capacity (financial and institutional)
- Create Dedicated Funding
- Build New Housing Units in Strategic Areas
- Bank Land
- Sustain Existing Affordable Housing Supply

COMMUNITY HEALTH & EQUITY

ECONOMIC RESILIENCY

SUSTAINABLE TOURISM & RECREATION
COMMUNITY HEALTH & EQUITY

Fostering a supportive community that can address basic needs and meet the physical, emotional, and spiritual health needs of residents.

SUSTAINABLE TOURISM & RECREATION

Successfully managing our tourism sector so that it enhances our quality of life and does not negatively impact the natural resources upon which it depends.

COMMUNITY HEALTH & EQUITY

- Grow Community Awareness
- Advocate for Safe, Healthy, Affordable Housing for All
- Advocate for Opportunity
- Enhance Collaboration to Meet Basic Needs
- Fill in Public Health Gaps

SUSTAINABLE TOURISM & RECREATION

- Manage Summer Tourism
- Grow Tourism in the Winter and Shoulder Seasons
- Communicate Diversity of Assets to Better Distribute Visitors
- Grow Capacity for Long Term Sustainable Management
- Enhance Recreation Infrastructure
Creating a diverse and resilient year round economy that offers community members opportunities for financial security and professional advancement.

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 Valley maintains a high quality of life.
What have we accomplished?

- Housing Needs Assessment and Strategic Plan Completed
- Health and Wellness Guide completed to inform residents on health and wellness programs.
- New and improved broadband plan completed
- New recreation management in overused areas
- City of Gunnison received two CDOT grants for improving ped. and cycling access
- Implementing a new Airport Master Plan
- ICE Lab opening and launch of Accelerator Program
- Main Street Project- Gunnison Vibrancy Project
- We have a framework to proactively address regional issues-we have a new paradigm for getting things done to serve our residents.

Top 10 things we learned

- Tough regional issues (housing, diversifying economy) are best solved in partnership with regional partners.
  - Larger geographic areas creates more opportunities for viable solutions.
- Regional Partnership are tough (Different paradigms of strategic planning and implementation). It required regular relationship maintenance.
- Common Values were the glue that interconnected a diverse valley- Pleasantly surprised when we found values were the same from Crested Butte to Gunnison and from Youth to Immigrants to Resort Communities.
- Public Engagement-Take it to the people – Make it fun!
- Story Telling was important/Having community members telling the story vs. staff
- Too much or just right in terms of the breadth of project (housing, economy, poverty, outdoor recreation/public lands management)?
- Communications professional would have been invaluable.
- Dynamic approach-adjusted approach and public engagement at each step in the process
- Power and resource sharing in project management was successful but also took more time.
The End (but really just the beginning)

- Planning must be followed by action, implementation and communication of successes and failures
- A plan without action collects dust and creates public mistrust
- Relationship communication and maintenance with public, stakeholders, and partners is critical for success