AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

AgendaTitle:
One Valley Prosperity Project Update

Action Requested: Discussion

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:
Please see the attached information.

Fiscal Impact: None

Submitted by: Katherine Haase for Russ Forrest **Submitter's Email Address:** khaase@gunnisoncounty.org

Finance Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date:

County Attorney Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date: Certificate of Insurance Required

Yes ○ No ○

County Manager Review:

Comments:

Reviewed by: GUNCOUNTY1\mbirnie Discharge Date: 2/28/2015

○ Consent Agenda ○ Regular Agenda ◉ Worksession Time Allotted:

Agenda Date: 3/10/2015 Follow Up Agenda Date:

Revised April 2013

One Valley Prosperity Project

The One Valley Prosperity Project (OVPP)

The One Valley Prosperity Project is collaborative initiative of the Community Builders Task Force focused on achieving a more prosperous and successful future for all of our valley's communities from Gunnison to Gothic.

Our Challenge

We love the Gunnison Valley for its exceptional natural beauty, abundant access to outdoor activities, vibrant small towns, and our ranching and mining heritage. Despite our incredible economic assets, such as the ski area and university, not everyone in our valley is thriving. Compared to similar communities in Colorado, our poverty rate and cost of living are higher; our wages are lower; and we need to work more than one job to make ends meet. We can, and should, do better.

We have lacked a cohesive regional vision for our Valley that would support us realizing our full economic potential. Until now. Last fall, Gunnison County received a significant grant from the Economic Development Agency (EDA) to conduct an in-depth analysis of regional economic development opportunities following the closure of the County's largest active mine, the Oxbow Mine. The County mobilized partners from the Community Builders Task Force (CBTF), a regional collaborative forum formed in early 2014 that includes leadership from all three local governments, the business community, and the nonprofit sector. Each CBTF partner contributed additional financial support along with funds from the State of Colorado's Department of Local Affairs (DOLA) and the Sonoran Institute to add a public engagement project to complement this larger economic analysis. In January 2015, the Community Builders Task Force launched the One Valley Prosperity Project.

The One Valley Prosperity Strategy

The first initiative of the OVPP is to conduct a community-wide dialogue that provides residents from Gunnison to Gothic an opportunity to come together to think strategically about how we can create a more prosperous future for our region – one that honors our community's values, builds upon local strengths, and synergizes local efforts. The outcome of this community dialogue will be the ***One Valley Prosperity Strategy*** which will include:

- Our Community's Values
- A Prioritized Action Plan
- An Implementation & Stewardship Strategy

Ultimately, the OVPP is about taking action. The One Valley Prosperity Strategy will be a regional plan that will guide economic development policy and investments in Gunnison County, Gunnison, Mt. Crested Butte, and Crested Butte. To that end, the Community Builders Task Force has already begun to think about how to support implementation. The CBTF will continue to work together during and after the planning process ends to:

- Develop a long term **framework** for regional collaboration.
- **Support for local community projects** that have regional economic significance.

- Engage local businesses and institutions in **strategic alliances** to support economic prosperity.
- **Leverage and connect governmental activities** around the county so we align all our economic, transportation, housing, and land use to support prosperity goals.

One Valley Prosperity Strategy Public Process

The project will be conducted in six phases starting in January with a targeted end date the end of October. The project includes four phases that have a public engagement focus. These include:

Phase	Purpose and Description	Activities
Values Identification	Community values identify who a community is and what makes it special. The goal of this phase is to identify community value statements that will guide the One Valley Prosperity Strategy goals and long-term decision making.	Stakeholder Interviews Storygathering Events Self Submissions Community Hangouts Youth Events Community Fiesta
Community Trends	Understanding where we are now and why is critical before identifying strategies to get us to where we want to be. Research will guide informed community conversations prior to starting visioning.	State of the Valley Community Profile & Indicators EDA Analysis Community Dialogues
Vision	If we were to become more prosperous, what will be different twenty years from now? This phase will define what prosperity looks like for our Valley.	Imagine Prosperity Community Forums Community Hangouts
Action Plan	This phase will focus on the details of how we will get to where we want to be by developing an action plan for economic development.	Big Idea Forums

We want this public engagement process to be different. We will use unique and creative ways to collect community input. This project will not just ask the community to come to us to share their story and ideas, but we will go to the community. That might, for example, mean setting up a listening station at a coffee shop or the library or leaving a big blackboard at WSU to collect ideas from students. While we might still use traditional methods like a survey, we might also ask you to text us your ideas from the ski lift. We hope to redefine the ways our community can participate in important community discussions.

Project Leadership

The CBTF is comprised of key leadership from around the Valley including:

- **Jonathan Houck**, Gunnison County Board of County Commissioners, **Matthew Birnie**, County Manager; **Russ Forrest**, Assistant County Manager for Community and Economic Development; **Cathie Pagano**, Senior Planner,
- **Glenn Michel**, Council Person; **Todd Crossett**, Town Manager, Town of Crested Butte
- **Joe Fitzpatrick**, Town Manager, Town of Mt. Crested Butte
- **Bryan Wickenhauser**, Gunnison Country Chamber of Commerce
- **Carolyn Riggs**, Council Person**; Steve Westbay**, Director of Community Development;
- **Ken Coleman**, City Manager, City of Gunnison
- **Julie Feier**, Chief Financial Officer, Western State Colorado University

- **John Sale**, Director of Planning and Sustainability, Crested Butte Mountain Resort
- **Dom Eyemere**, Association Manager, Crested Butte South Property Owner's Association
- **Pam Montgomery**, Executive Director; Lauren Holbrook, Development Associate, Community Foundation of the Gunnison Valley.

The Community Builders Task Force began with receipt of a grant to attend the Community Builders Leadership Institute presented by the Sonoran Institute in February 2014. Gunnison County convened a group of partners to attend the Institute, including: City of Gunnison, Western State Colorado University, Town of Crested Butte, Crested Butte Mountain Resort, and the Town of Mt. Crested Butte. This group was expanded after the workshop and has been working together since last February to foster relationships and develop the OVPP. The CBTF will meet monthly to advise the One Valley Prosperity Strategy process and plan development.

The One Valley Prosperity Strategy is being coordinated by a Working Group who are responsible for overall project management and implementation of the public engagement strategy. The Working Group is led by a core group responsible for overall project leadership including:

- Russ Forrest, Director, Gunnison County Community Development
- Cathie Pagano, Senior Planner, Gunnison County Community Development
- Pam Montgomery, Executive Director, Community Foundation of the Gunnison Valley
- Lauren Holbrook, Assistant to the Executive Director and Development Associate,
- Community Foundation of the Gunnison Valley
- Clark Anderson, Colorado Program Director, The Sonoran Institute
- Marjo Curgus, Public Engagement Consultant, Del Corazón Consulting

Lastly, a Community Advisory Committee will be convened at key points throughout the project to provide the input and feedback on the plan content. This committee will be convened in February 2015.

Participants

The One Valley Prosperity Strategy planning process will make a concerted effort to reach out to the various stakeholders and sectors within the Gunnison Valley community including, but not limited to:

• State and Federal Agencies
• Recreationist
• Local small business owners
• Non-profits
• Ranchers
• Conservation groups
• Real estate & development sector
• Key regional employers
  ○ Hospital
  ○ WSU
  ○ Crested Butte Ski Area
• Arts & culture organizations
	• Youth, teachers and parents
	• Neighborhoods
	• Community members who do not normally participate in public processes including:
	  ○ Seniors
	  ○ Western students
	  ○ 30 something's
	  ○ Seasonal & PT homeowners
	  ○ Immigrants
	  ○ Lower income residents