

Upper Crystal River Master Plan Recreation and Tourism Implementation Matrix

Goal: Tourism and Recreation in the Upper Crystal River Valley shall be encouraged in the form of low-impact and environmentally sensible business and services, and should not compromise the quality of life in the area.	Objective	Implementation Measures	Mechanism	Resources
	1. Encourage businesses to market themselves in the spirit of low-impact, environmentally sensitive tourism and recreation.	A. Marketing efforts by the Marble Tourism Association shall focus on attracting environmentally sensitive tourism and recreation.	Policy Directive	Individual Business Owners, Marble Tourism Association
	2. Ensure that tourists and area residents are alert to the dangers inherent in backcountry travel and information is available to ensure responsible use of the area.	A. The County should develop and post signs at key areas that clearly indicate the dangers and risks that are present in the backcountry (Daniel's Hill, Schofield, Lead king trailheads), and give guidance for responsible use.	Policy Directive	Gunnison County Long Range Planning, Road and Bridge Department, Marble Tourism Association
B. The County, with the cooperation of the USFS, should develop a brochure with similar information that would be available at USFS offices, Chamber of Commerce, Marble General Store, etc.		Policy Directive	Gunnison County Long Range Planning, USFS, Town of Marble, Marble Caucus, Marble Tourism Association	
C. Interpretive signs containing similar information, dog clean-up stations and trash cans shall be placed at key gathering areas to assist in garbage control in and around Marble (trailheads, etc).		Policy Directive	Gunnison County Long Range Planning, Road and Bridge Department, Marble Tourism Association	