Sustainable Tourism and Outdoor Recreation Committee Strategic Plan

Goals

At the January 11, 2018 STOR Committee meeting members recommended the following changes to the STOR Committee goals:

Goal 1: Ensure the Valley's ~~tourism sector of the~~ economy is resilient, ~~year-round~~ vibrant, and supports our community values

Goal 2: Foster a resident and visitor culture that demonstrates respect for our community, culture and environmental stewardship.

Goal 3: Support Collaboration between federal land agencies, local government, nonprofit and user groups to improve management of recreation and natural resources.

Goal 4: Be proactive in management of private and public natural and recreation assets to minimize degradation and enhance quality.

Strategic Planning and Prioritization

At our last meeting we also discussed the existing (from OVPP) and proposed strategies for each goal area. I have formed those draft strategies into strategic results. The Board of County Commissioners utilizes this template for strategic planning and it has been very effective. Once the group has decided on the top four (or so) strategies for each goal area we will discuss them in depth and develop an implementation strategy for each, along with identification of a lead person/agency and team members that will be responsible for implementation of the strategies.

I have included my own comments for your reference. Please respond to me with your top three strategic results for each goal area or if there are any additional results that need to be included, please let me know. Keep in mind that specific actions such as "plan for and install CB to CB South trail" would be included as action items under broader strategies.

Goal 1: Ensure the Valley's tourism sector of the economy is resilient, vibrant, and supports our community values

Strategic Results:

1. By (date), develop a sustainable and diverse array of tourism and recreation product offerings and opportunities
    - By (date), develop a list of current offerings and opportunities
    - By (date), diversify winter product offerings (arts, fat bikes, ice fishing)

    As measured by…

Lead: Tourism Association

Team: CBMR, Chambers of Commerce

2. Maintain shoulder seasons (consistent w/ community value of slow time where locals can enjoy quality of life and ease of impacts on natural resources)

   Lead:

   Team:

3. By (date), evaluate impacts of changing weather/climate and visitor patterns and develop tourism strategy.

   Lead:

   Team:

4. By (date), identify deficiencies in tourism and recreation product offering
   Lead:

   Team:

5. By (date), connect Western students to community as year-round customer.

   Lead: WSCU

   Team: City of Gunnison, TA, Chambers of Commerce

6. By (date), sustain efforts on data collection related to ???
   Lead:

   Team:

7. By (date), develop and publish centralized community calendar

   Lead:

   Team:

Goal 2: Foster a resident and visitor culture that demonstrates respect for our community, culture and environmental stewardship.

1. By (date), the STOR Committee will promote a broader marketing and communication focus addressing national/international visitors. As measured by…

Commented [CP1]: This may be more of a value than a result—it should inform decision making and strategies

Lead:

Team:

2. By (date), the STOR Committee will have a thorough understanding of current efforts of all stakeholders.
   Lead:

   Team:

3. By (date), the STOR Committee will communicate a consistent sustainability and stewardship message with a consistently branded tourism/recreation product, as measured by…
   Lead:

   Team:

4. By (date), the STOR Committee will create a Destination Stewardship program.

   Lead: Matt McCombs, USFS

   Team:

5. By (date), ___% of residents and visitors will be educated about our community stewardship ethic (Mountain Manners) and will extend that message when they are visiting our public lands. As measured by…

   Lead:

   Team:

6. By (date), STOR Committee will partner with local outdoor educators (RMBL, Cold Harbour) to implement hubs stewardship education.

   Lead:

   Team:

Goal 3: Support collaboration between federal land agencies, local government, nonprofit and user groups to improve management of recreation and natural resources.

1. By (date), STOR Committee members will continue to engage at state and federal level to advocate for our community on related funding and policy decisions.

   Lead: Gunnison County BOCC

   Team:

2. By (date), the STOR Committee will establish coordination for special events (Feds, TA, +others—County can convene)

   Lead: Gunnison County, Cathie Pagano

   Team: Tourism Association, BLM, USFS, NPS, Chambers of Commerce, City of Gunnison, Town of Crested Butte, Town of Mt. Crested Butte

3. By (date), the STOR Committee will support improved collaboration between user groups.

   Lead:

   Team:

4. By (date), create a page on County's STOR Committee website that includes a clearinghouse of plans, proposals, related to outdoor recreation (federal, state, local, nonprofit, etc.).

   Lead: Gunnison County, Cathie Pagano

   Team: BLM, USFS, NPS

5. By (date), create a budgeting plan for funding STOR Committee projects.

   Lead:

   Team:

   a. By (date), create a system of user permits (similar to hunting and fishing licenses) and utilize revenue for project funding.

Commented [CP2]: This will likely be hard to measure

Commented [CP3]: This is probably an action under strategic result 5, rather than a separate strategic result.

Goal 4: Be proactive in management of private and public natural and recreation assets to minimize degradation and enhance quality.

1. By (date), develop a management, maintenance, and implementation plan for existing trails to ensure a sustainable and high-quality experience.

   - Develop a stewardship, funding and communication plan to support above plan. Federal agencies will not be able to fund costs entirely.

Lead:

Team: BLM, USFS, NPS, Gunnison Trails, CBMBA, Gunnison County

2. By (date), develop a trails master plan (see attached 2016 Trails Commission Trails Master Plan)
   - Prioritize trail alignments that align w/ resource issues
   - Develop prioritized implementation plan

   Lead:

   Team: BLM, USFS, NPS, Gunnison Trails, CBMBA, Gunnison County

3. By (date), develop and install engineered, year-round trails to reduce impacts to natural resources, being mindful of trail connectivity

   Lead:

   Team: BLM, USFS, NPS, Gunnison County, Town of Crested Butte, Town of Mt. Crested Butte, City of Gunnison, Gunnison Trails, CBMBA

4. By (date), develop a recreation assessment identifying recreation infrastructure and assets in Gunnison County with gaps/needs identified. Develop strategic implementation plan to address gaps/needs.

   Lead:

   Team:

5. By (date), align all planning efforts of STOR Committee members and other appropriate stakeholders
   Lead:

   Team:

6. By (date), perform analytical assessment of natural resources and recreation.
   Lead: Kevin Alexander and Scott Borden, WSCU

   Team: CPW, BLM, USFS, NPS

7. By (date), the STOR Committee will have mitigated _____% of existing (as of_____date) negative conditions from recreation, as measured by:
   - ___% of bathrooms installed at identified sites
   - ___lbs of trash removed from ____

   Lead:

Commented [CP4]: These two strategic results could include a significant number of action related to each (i.e. planning grant for CB to CB South trail, trail development) and take up a significant amount of time for Committee members

Commented [CP5]: This may be a result associated with a trails plan which could identify best locations for such trails

Commented [CP6]: What is the question we're asking? Impact of recreation on natural resources? Where is study? In collaboration with WSCU.

Commented [CP7]: These are just examples of metrics to consider

Team: CPW, BLM, USFS, NPS

8. By (date), apply for planning grants to analyze and research carrying capacity

   Lead:

   Team: CPW, BLM, USFS, NPS, Gunnison County

9. By (date), the STOR Committee will identify and evaluate the carrying capacity based on community values (new normal).

   Lead:

   Team:

10. By (date), identify management tools available to address carrying capacity issues

    Lead:

    Team: CPW, BLM, USFS, NPS, Gunnison County

11. By (date), increase presence of stewards, agency officials on public lands to address education, enforcement issues.

    Lead:

    Team:

12. By (date), develop a management and maintenance plan for existing trails to ensure a high-quality experience that is also sustainable.

    - Develop a stewardship, funding and communication plan to support above plan. Federal agencies will not be able to fund costs entirely.

    Lead:

    Team: CPW, BLM, USFS, NPS, Gunnison County