

Sustainable Tourism and Outdoor Recreation Committee

May 10, 2018

2:00-4:00 pm

Blackstock's Government Center, 221 N. Wisconsin (2nd floor)

- 2:00 pm Call to Order; Approval of Minutes, *John Messner, Chair*
- 2:10 pm Review strategic results for each breakout group and work completed at April meeting, *Cathie Pagano*
- 3:00 pm Discuss budgeting/funding including grant collaboration/competition and how STOR may express support and prioritization for local efforts, *Cathie Pagano*
- 3:30 pm Presentation from Ian Billick, RMBL on proposed new visitor's center at Snodgrass Trailhead area
- 3:55 pm Next steps; adjourn

DRAFT STOR Committee Strategic Plan

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

Strategic Results

- 1. By (date), support and enhance a sustainable, diverse and adaptable array of tourism and recreation offerings and opportunities.**

Team: Mallory Logan, John Norton, Erica Mueller, Paul Merck, Christie Hicks, Tim Kugler

Timeline:

	Task	Estimated Completion	Date Completed	Lead
1	Identify current offerings for all seasons. Benchmarking Destimetrics & public perception. Rank offerings by marketing priorities.	May 2018		J. Norton
2	Determine how to rank offerings: <ul style="list-style-type: none"> • Is it a big market? • Is it something we could do well? Be better than others? • Will it enhance our community and valley? • Will it help Western attract and retain students? • Is it environmentally sustainable? • Brings a positive economic impact? 	May 2018		Group
3	Develop a Master spreadsheet: who/what/where /when/why Rank Offerings. Identify areas for additional opportunities. Identify weakness/strengths of current offerings. Rubric- measurement of success. Geographic opportunities for occupancy.	May/June 2018		Chris Haver
4	Review and identify if support is appropriate. New recreation proposals (i.e. ski area expansion, new trail networks, campgrounds, etc.)	Ongoing		

Required Resources:

- No resources required at this time.

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

Strategic Results

1. By (date), the STOR Committee will communicate a consistent sustainability and stewardship message, including elements of Mountain Manners, SHIFT principles, Stay the Trail, and Leave No Trace, as measured by:

- ____% of residents and visitors will be educated about our community stewardship ethic using survey data from Chambers, Crested Butte Conservation Corps, and Mountain Manners
- By (date), maps, signage, websites, print and digital media will be cohesively branded.
- By (date), communication materials will be integrated with federal and state land agencies messaging and materials.
- By (date), information will be easily accessible for residents and visitors about where and how to do recreation activities.

Team: Scott Borden, Ben Breslauer, Bruce Allen, Sandy Snell-Dobert, Joellen Fonken, Noel Durant, Chris Parmeter, Erica Mueller

Timeline:

	Task	Estimated Completion	Date Completed	Lead
1	Cross-reference existing stewardship program’s messaging and define common stewardship principles to create a simple, consistent, set of principles for communications.	July, 2018		Chris Parmeter
2	Develop & contract for a comprehensive Brand/logo/tagline for County recreation amenities that includes stewardship principals	Aug 1, 2018		
3	Develop “toolbox”: includes ethic principals, messaging and background, logo/ branding/ tagline, and physical resources like brochures, stickers, links to existing organization’s resources for curriculum, and maps showing where and how to recreate responsibly.	Oct 1, 2018		Team
4	Work with schools, existing education programs, and organizations to incorporate STOR stewardship message and principals into programs (utilize toolbox)	Nov. 2018		Extension office?
5	Advance long-term volunteer stewardship through coordinate programming of opportunities and coordination of efforts (see SSI Concept Paper)	Dec 2018		Cathie Pagano

6	Develop centralized community calendar	May be in progress already with KBUT		
7	Work with tourism related businesses to train employees in STOR ethic and distribute STOR message to visitors. (utilize toolbox)	Nov, 2018		MEM student?
8	Gunnison Sustainable Tourism and Outdoor Recreation Day: celebrate success stories, recruitment op., ethic messaging	March 2019		

Required Resources:

- Funding for brand/ logo/ ethic tagline development
- Funding to add brand/ tagline to signage
- Shared server or website for virtual toolbox
- Funding for physical toolbox resources: brochures, swag, educational resources
- ? MEM to spread ethic message and train business employees- develop methodology to measure success of messaging on perceptions
- Location and funding for Outdoor Recreation Day activities
- Contact list of tourism and recreation based businesses
- Contact list of educational program managers from agencies and school contact for coordination of STOR messaging in existing programs

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

Strategic Results

1. By (date), create a funding plan and budget for STOR Committee projects.

Team: Frank Kugel, Paul Merck, John Messner

Timeline:

	Task	Estimated Completion	Date Completed	Lead
1	Develop partnership with National Forest Foundation	Dec, 2018		County Commissioners, NFF
2	Establish bi-annual meeting for grant collaboration and coordination amongst STOR members and others—could tie into special event meeting	Sept. 2018		Community Development Staff
3	Identify if STORC will offer letters of support for vetted grant applications or if that needs to come from individual agencies	May 2018		STORC

Required Resources:

2. 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.

Team: Kevin Alexander, John Messner, Navid Navidi

Timeline:

	Task	Estimated Completion	Date Completed	Lead
1	Gunnison County and STOR Committee members shall continue to participate in relevant local, State and Federal processes and rulemaking.	Ongoing	Ongoing	County Commissioners
2	Continue to foster relationships with elected officials at the State and Federal level.	Ongoing	Ongoing	County Commissioners

3	Work with other communities to learn from their experiences and challenges in addressing sustainable tourism and outdoor recreation	Ongoing	Ongoing	Community Development staff
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Required Resources: None at this time.

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

Strategic Results

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

Team: Christie Hicks, Tim Kugler, Noel Durant, BLM, Navid Navidi, Ben Breslauer, Kevin Alexander, Chris Parmeter, Dave Octs, Bruce Allen, Aaron Drendel, John Messner

Timeline:

	Task	Estimated Completion	Date Completed	Lead
1	Develop Pilot Management Program in the Slate River Drainage (including Peanut Lake area)	Dec. 18		Subcommittee
1a	Develop plan for installation of sanitary facilities at key locations	Dec. 18		CBLT
1b	Develop parking management plan (winter and summer) at Peanut Lake Road and Slate River Rd	July 18		GC Public Works
1c	Collaborate with communication group on signage for winter and summer access and reduced vehicle traffic on Peanut Lake Rd. Wayfinding strategy from 4-way stop or other key location to trails (easier to walk/ride than drive).			Discuss w/ Comm. group
1d	Collaborate with communication group on plan for communicating changes to existing access/policies (i.e. access at Gunsight Bridge, river use)	July 18		CBLT w/ Communication group
1e	Collaborate with Gunnison Trails and CB Conservation Corps to develop plan for outreach and education in these areas. Identify needed support. Advance long-term volunteer stewardship through coordinate programming of opportunities and coordination of efforts (see SSI Concept Paper)	June 18		Gunnison Trails
2	Develop a multi-jurisdictional map that identifies recreation and natural resource assets. Include locations of sanitary facilities, boat ramps.	May 18		GC GIS

3	Support efforts to develop opportunities (public-private partnerships?) for development of private campgrounds closer to municipalities	Dec. 18		BLM and County
4	Identify locations of future expanded use when recreation/camp sites are at capacity	Dec. 18		
5	Expand and financially support Conservation Corps model in Gunnison, CB and Taylor Park utilizing volunteer stewardship model	March, 2019		

Required Resources:

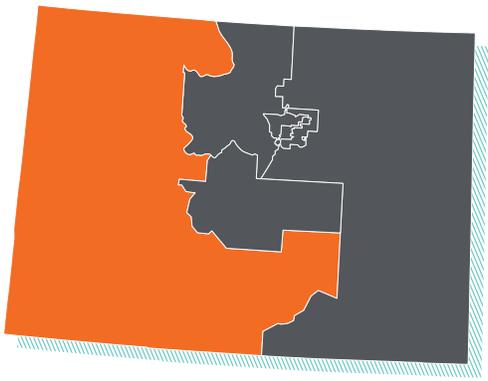
- Funding for sanitary facilities
- Funding for signage and any associated design work
- Outreach and charrette meetings may be needed for parking management
- If we received GOCO grant for CO Stewardship Coalition work this all may be very feasible.
- Continued County GIS support for updating recreation map
- Staff time from each lead entity to develop plans and implement.

COLORADO

3RD CONGRESSIONAL DISTRICT

OUTDOOR
INDUSTRY
ASSOCIATION

Outdoor Recreation Is a Powerful Economic Engine



RESIDENTS
OF COLORADO'S 3RD
CONGRESSIONAL
DISTRICT SPEND



\$2.19
BILLION
ON OUTDOOR RECREATION
EACH YEAR¹

71%

of Colorado
residents
participate in
outdoor recreation
each year

Approximately

22%

of outdoor recreation trips in
Colorado are close to home
(taking place within 30 minutes
of the participant's home)

Spending by
state residents
represents

54%

of outdoor
recreation spending
in Colorado

Out-of-state visitors to Colorado spend

\$12.8 BILLION

on outdoor recreation

COLORADO'S 3RD
CONGRESSIONAL DISTRICT
IS HOME TO AT LEAST

**241 OUTDOOR
COMPANIES**



**CAMPING,
TRAIL SPORTS
AND FISHING**

ARE THE MOST POPULAR OUTDOOR
ACTIVITIES IN COLORADO'S 3RD
CONGRESSIONAL DISTRICT



Colorado's Outdoor Recreation Economy Generates



**\$28
BILLION**

IN ANNUAL CONSUMER SPENDING¹

229,000

JOBS STATEWIDE

America's Outdoor Recreation Economy Generates



**\$887
BILLION**

IN ANNUAL CONSUMER SPENDING

7.6 MILLION

AMERICAN JOBS



GET INVOLVED

- 1 Visit the OIA Advocacy Center at outdoorindustry.org/advocacy to learn more about the issues and actions affecting outdoor recreation.
- 2 Recognize outdoor recreation's role in creating healthy economies and healthy communities, and support policies that promote your outdoor recreation economy.
- 3 Go outside and enjoy the public lands and waters that are our nation's treasures. They belong to you.

**OUTDOOR
INDUSTRY
ASSOCIATION**
TOGETHER WE ARE A FORCE.

2580 55TH STREET
SUITE 101
BOULDER, CO 80301

[OUTDOORINDUSTRY.ORG](https://outdoorindustry.org)

These results report the economic contributions to the respective statewide economies from the outdoor recreation participants who reside within each congressional district. They do not represent the economic contributions that occur within any given district as a result of outdoor recreation.

¹ Estimates are based on where outdoor recreation participants reside, not where the activity or spending occurred. Totals for district data and state data may differ. Estimates do not include spending by international visitors, nor by those who do not participate in outdoor recreation.