



NEWS RELEASE

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GUNNISON COUNTY SUSTAINABLE TOURISM AND OUTDOOR RECREATION COMMITTEE SELECTED TO RECEIVE MERIT AWARD FROM THE AMERICAN PLANNING ASSOCIATION

Gunnison County, Colo – The Gunnison County Sustainable Tourism and Outdoor Recreation (STOR) Committee has been selected by the Colorado Chapter of the American Planning Association to receive a 2019 APA Colorado Merit Award in the category of Innovative/Creative Partnerships and Collaborations. The awards ceremony will take place on 9/19/19, during the 2019 APA Colorado State Conference in Snowmass, CO. Gunnison County Community and Economic Development Director Cathie Pagano said, “The STOR Committee is a great example of multiple entities in the Gunnison Valley working collaboratively to accomplish goals. This is a unique group because of the diversity of partners and representation from various user groups. We are excited to continue improving the natural landscape and recreation experience in alignment with our community values in the Gunnison Valley.”



Shown Above: New signage kiosks were installed with support from multiple STOR Committee partners to inform users of the “Leave No Trace” etiquette.

The STOR Committee, created in December 2017 as a direct outcome of the One Valley Prosperity Project (OVPP), is a community coalition with a mission is to address the challenges and impacts from Gunnison County’s growing recreational tourism economy through three main efforts: Outreach and Education, Restoration and Maintenance, and Recreation Infrastructure. The STOR Committee has created a strategic plan, established a funding mechanism, and developed a project prioritization list, all of which have enabled our community to leverage greater resources through collaborative funding, partnerships and cooperation.

The STOR Committee is comprised of representatives from Gunnison County, Gunnison OHV Alliance of Trailriders, National Park Service, Colorado Parks and Wildlife, Crested Butte Nordic Center, Crested Butte Mountain Bike Association, Crested Butte Conservation Corps, Bureau of Land Management, City of Gunnison, US Forest Service, Crested Butte Mountain Resort, Crested Butte Land Trust, Town of Crested Butte, Town of Mt. Crested Butte, Western Colorado University, Gunnison Stockgrowers Association, Mountain Manners, and Gunnison Trails.



Shown Above: An Example of a dispersed campsite cleanup. This site was cleaned by Crested Butte Conservation Corps.

For more information, please contact Community and Economic Development Director Cathie Pagano at (970) 641-0360 or visit <https://www.gunnisoncounty.org/stor>.

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