

One Valley Prosperity Strategy

Economic Resiliency Action Plan

Goal 3: Increase and Diversify Businesses and Employment Opportunities	Priority Level Short = 1 – 2 year			Priority Ranking for Short Term Actions			Capacity		Complete or Ongoing
	Short	Medium	Long	High	Medium	Low	Lead	Resources	
Objectives, Strategies and Actions									
Objectives 3.1 Provide support to entrepreneurs to grow and develop local businesses.	X			X			SBDC and Western		
Strategy 1: Develop and implement an economic gardening program to support existing businesses.	X			X			SBDC and Western		X
Develop specific programming for economic gardening including mentoring, support, business planning, strategy, niche markets, development, and market research.									X
Implement as part of ICE House programming									X
Determine whether to focus resources on certain sectors or business types (e.g. export industries)									X
Strategy 2: Develop resources to help entrepreneurs establish new local businesses.		X		X			SBDC and Western		X
Develop resources, coaching and programming to help transform start-ups into established businesses. Implement through the ICE House									X
Strategy 3: Increase access to capital to facilitate start-up businesses and to allow existing businesses to grow.		X			X		SBDC and Western		X
Gunnison County will convene meeting with representatives of emerging Angel Investment group and ICE House representatives.	X			X					X
Conduct an assessment on barriers with access to capital for business development.									X
Develop and/or partner with angel and venture capital networks									
Objective 3.2: Support workforce development programming for young people and adults to grow the local pool of talent and connect people to regional job opportunities.									
Strategy 1: Provide targeted job skills training to match employer needs.		X		X			School District and Western		
Strategy 2: Develop vocational training program with School District		X		X			School District		
Strategy 3: Create apprentice and internship program in partnership with School District and Western that is well connected to the business community.		X		X			School District and Western		
Implement a program to promote internship and apprentice programs and connect students to employers.									
Strategy 4: Implement the Gunnison Promise: A scholarship program for local Gunnison County Watershed School District graduates to attend WSCU and Delta-Montrose Technical College (also referred to as Delta Votech).			X	X			Western		
Objective 3.4 Attract businesses, students, and residents to the Gunnison Valley by communicating the assets and values of the Valley through multiple communication channels.									
Strategy 1: Identify and/or develop a resource to both market the valley as an attractive location to work and live and provide relevant and timely information to perspective businesses.		X		X			Gunnison County and Chambers of Commerce		X

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Develop marketing materials that tell prospective businesses what the area has to offer									X
Brand Gunnison as a college town and ski town and as a regional hub.									X
Develop a video for communicating the assets of the County									X
Develop a communications campaign to enhance community pride									
Pursue bold projects (Gunnison Promise for WSCU and Delta Votech scholarships for all Gunnison Watershed School District)									
Provide information for businesses on development / site opportunities for locating businesses, amenities of the area, opportunities to grow your businesses.									X
Objective 3.5. Maintain and enhance our anchor institutions									
Strategy 1. Ensure collaboration between local jurisdictions and anchor institutions to address shared needs / challenges or to address issues that require unified front.									
Write a letter of support to Senator Bennet's office to create a RMBL research area around Gothic	X					X		Keystone group	
Strategy 2: Work with the Foundations (Community Foundation, Western Foundation, and Education Foundation) and the Crested Butte Chamber to increase the support for Western State Colorado University among both the full and part time residents of the upper valley									
Implement the Gunnison Promise with the support of local foundations for Gunnison Watershed High School Graduates to attend Western and Delta Votech tuition free)						X		Western Community Foundation and Western	
Strategy 3. Develop a High Altitude Training Center									
Convene Hospital, local Orthopedic Surgeons, Western HAP lab, Team Prep USA, and TA to determine if a marketable product could be developed for the Valley.			X					Gunnison County will convene meeting and determine if a lead exists	X