

One Valley Prosperity Strategy

Sustainable Tourism and Outdoor Recreation Action Plan

Goal 1: Ensure the Valley's tourism sector of the economy is year round, vibrant and supports our community's value.	Priority Level			Priority Ranking for Short Term Actions			Capacity		Complete or Ongoing
	Short	Medium	Long	High	Medium	Low	Lead	Resources	
Objectives, Strategies and Actions									
Objective 1.1: Grow tourism in the winter season (December-March).									
Strategy 1: Support Crested Butte Mountain Resort to increase skier visitation.	X			X			CBMR		
Foster local government and community support for improvements to CBMR including the Teocalli expansion area.	X			X			Keystone Group/Letter of Support on Concept has been mailed to USFS by County	No Cost	X
The Tourism Association maintains current strategy of investing in in winter marketing and in winter air service to support CBMR and winter recreation.	X			X			Tourism Association	Local Marketing District Funding	X
Strategy 2: Improve winter tourism season by building on existing assets and offering a full suite of recreational and tourism activities that promote the Gunnison Valley as a winter recreation destination.							Tourism Association		X
Build on existing assets to promote the region as a multi-sport winter recreation destination which includes Nordic skiing, snowmobiling, ice fishing, trail skating, fat biking, dog sledding, backcountry skiing, ice climbing, snowshoeing and other outdoor winter recreational pursuits.							TA is lead with support from CBMR, CB Nordic, Winter Fat Biking Organization		X
Develop and grow public private partnership to support the activities mentioned above.	X						TA	Have purchased bike groomer	X
Create 1-2 additional huts and become a hub of backcountry skiing.			X		x		Nordic Center & Private Partners		
Strategy 3: Create marketing strategies that promote the Gunnison Valley Winter "Adventure Experience."	X			X			TA and CBMR		
Develop crossover marketing for summer and winter.									
Target drive markets in Denver Metro, GJ, Northern NM, and Colorado Springs.									
Target return visitors.									
Objective 1.2: Diversify the type of visitors to the region by promoting and enhancing the region's diversity of tourism products including natural, educational, agricultural, heritage and cultural tourism assets.									
Strategy 1: Support the development of agritourism operations by connecting willing property owners to technical and financial resources.		X			X		WSCU/MEM		
Run a pilot program during Cattlemen's Days.	X						Western/MEM		

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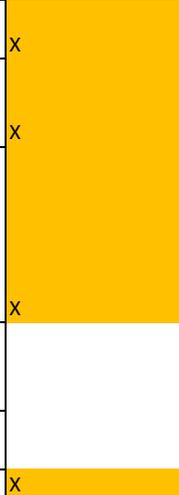
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Strategy 2: Create a sustainable enterprise by obtaining funding and staffing to create and market agricultural, heritage, and nature/ecological tourism.		X					OEDIT has funding and training capacity		
Strategy 3: Support and promote the continued improvements both in programs and facilities of cultural arts in the Valley including but not limited to the Center for the Arts in Crested Butte, Biery-Witt Center, WSCU Arts Programs and the Gunnison Arts Center.	X			X			TA to include cultural events in web site and promote as appropriate		
Objective 1.3: Make summer and winter recreation trail opportunities in our Valley the best for both residents and visitors.									
Strategy 1: Create a winter and summer Master Trails Plan for the Gunnison Basin.	X			X			Federal Partners in cooperation with Gunnison County & CBMBA and Gunnison Trails		
Comprehensively identify all trails in the Valley.									X
Develop strategies to disperse and/or concentrate trail usage depending on location.									X
Identify trail usage priorities in winter and summer.									
Identify management and resource strategies for trails, trailheads, and supporting infrastructure.									
Proactively address new trail proposals that are compatible with other seasonal uses and needs such as grazing, wildlife, hunting, and or other recreational uses.									X
Apply to NPS for technical assistance through the Recreation Trails, and Conservation Assistance Program (RTCA) by August 1, 2016	X			X				http://www.nps.gov/orgs/rtca/index.htm	X
Objective 1.4: Develop a collaborative relationship with Chaffee County to identify how to promote our regional natural, recreational, educational and cultural assets for greater regional impact and to promote Gunnison as a destination.									
Objective 1.5: Enhance valley-wide guest and customer services.									X
Strategy 1: Update TA website with a complete Valley-wide calendar of events and activities.	X			X			TA and ChambersWith event promoters cooperation	Gunnison County with TA support will convene meeting in April on Special Events.	X (KBUT)

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Strategy 2: Train Chamber, CBMR, and Concierges to utilize TA web site to provide consistent and accurate information to guests.	X			X			TA and Chambers	Host meeting with TA and Chambers, Lodging partners, CBMR to facilitate training
Strategy 3: Create valley-wide training program for service workers		X		X			CBMR, Chambers, and TA	CBMR and request funding support for preseason training.
Strategy 4: Train chambers and lodging employees to help guests use Gunnison Crested Butte Central Reservation desk for booking activities	X			X			TA - lead	
Goal 2: Foster a resident and visitor culture that demonstrates respect for our community, culture, and environment.	Priority Level			Priority Ranking for Short Term Actions			Capacity	
Objectives, Strategies and Actions	Short	Medium	Long	High	Medium	Low	Lead Person/Agency for Action	Resources
Objective 2.1: Develop a regional educational campaign for residents and guests to promote responsible use and good stewardship.	X			X				
Strategy 1: Develop a unified Gunnison Valley message for stewardship ethic and recreation etiquette to be distributed through local channels which utilizes a nationally recognized model such as the "leave no trace" program	X						ST&R Task Force	
The Task Force will create and implement an appropriate educational program to achieve this objective.							ST&R Task Force, Land Trust, CBMR, USFS, BLM, and NPS to review	
Use existing communication channels to distribute information and maps to visitors and residents (user groups, visitor guide, local businesses, pamphlets, kiosks, Chambers, hotels, USFS information staff)							TA, Chambers, and CBMR	
Create new and innovative ways to distribute message such as Chambers of Commerce, social media, buses, event swag, beer coasters, etc.								
Identify a funding source to support education campaign.							RMBL	
Goal 3: Support collaboration between federal land agencies, local government, non-profit and user groups to improve management of recreation and natural resources.	Priority Level			Priority Ranking for Short Term Actions			Capacity	



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Objectives, Strategies and Actions	Short	Medium	Long	High	Medium	Low	Lead Person/Agency for Action	Resources	
Objective 3.1: Develop an organizational structure dedicated to implementing priority projects and to maintaining focus on aligning tourism and recreation development with natural resource management.									X
Strategy 1 : Form a Sustainable Tourism & Recreation Task Force (ST&R Task Force) under Gunnison County Board of County Commissioners	X						Gunnison County		X
Identify financial resources to support this committee's work.									X
Recruit members									X
Work with BoCC to create Task Force.									X
Clarify purpose, scope, and annual work plan.									X
Objective 3. 2: The Valley's local governments will actively engage in federal land agency planning processes.									X
Strategy 1: Coordinate a regional vision and strategy for public lands and actively engage in the USFS Forest Plan Revision process.	X						Gunnison County		
Local governments will request cooperating agency status.									X
Strategy 2: Support and engage with the USFS in winter travel planning (See Objective 1.3)							USFS		
Objective 3. 3: Proactively manage the region's recreational and natural assets by coordinating activities and investments for increased impact.									
Strategy 1: Organize an annual planning meeting between local governments, nonprofits, user groups and federal agencies to set common goals and priorities for natural resource and recreation asset enhancements.		x		x			ST&R Task Force		X
Recruit a WSCU student to support annual work planning.							ST&R with WSCU/MEM program		
WSCU (Abel Chavez) interested in developing a metric/model for monitoring tourism relative to the natural and built carrying capacity of Valley									
Strategy 2: Develop a fundraising strategy for identified priority projects.		x		x			ST& R Task Force		X
Explore permanent revenue stream.									X
Objective 3.4: Enhance communication and information sharing between user groups and interested local not-for-profits to maximize volunteer recruitment and stewardship experiences.	x			x			ST&R Task Force		X
Strategy 1: Distribute assessment list of local environmental organizations and user groups to increase capacity for coordination and networking by building an understanding of each other's missions, priorities, and existing partners.		X			x		ST&R Task Force		
Strategy 2: Promote sharing of information between groups regarding activities and volunteer recruitment notices to increase public awareness of volunteer and stewardship opportunities.		X			x		ST&R Task Force		
Goal 4: Be proactive in management of private and public natural and recreation assets to minimize resource degradation and enhance quality.	Priority Level			Priority Ranking for Short Term Actions			Capacity		

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Objectives, Strategies and Actions	Short	Medium	Long	High	Medium	Low	Lead Person/Agency for Action	Resources	
Objective 4.1: Mitigate negative conditions resulting from increasing summer recreation pressure.				X					
Strategy 1: Nonprofit, user groups, businesses, and local government will support the USFS and BLM 2016 plans for minimizing negative impacts from recreation overuse on public lands.	X			X			ST&R		X
Support the USFS decisions on dispersed camping in the Gothic drainage in 2016.	X			X			USFS		X
Support USFS wildlife regulations for bear canisters that will minimize negative human-wildlife interactions in 2016.	X			X			USFS		X
Participate in the USFS design, engineering, and scoping to identify appropriate locations for major infrastructure projects for transportation and campground modifications.	X			X			USFS and Gunnison County Public Works		
Coordinate with the summer field rangers to share information with visitors, identify violations and communicate with appropriate law enforcement.	X			X			USFS		
Support BLM plans for implementing a fee system and redesign of the Oh Be Joyful campground beginning in 2016	X			X			USFS		X
Support USFS (in both Forests) efforts to manage wilderness character and resource protection in Maroon Bells Wilderness.		X		X			USFS	Ongoing	
Support regulations to control group size and density in Maroon Bells Wilderness through a permit system.				X					
Strategy 2: Review new tourism and outdoor recreation initiatives with STR to ensure an initiative will not cause unnecessary natural resource harm.							ST&R		X
Objective 4.2: Work collaboratively to assess, develop, and manage recreation infrastructure to sustain recreation and natural resources quality.									X
Strategy 1: Manage campground capacity to minimize illegal camping.	x			x			USFS/BLM		
Create a long term strategy to enable directing campers to available capacity. (E.g. Curecanti National Recreation Area, Cement Creek, and Lake Irwin campgrounds.)	X			X			ST&R Task Force with Chambers and NPS		
Explore with the BLM opportunities for expanding private campgrounds through concessions.		X			x		ST&R Task Force		
Strategy 2: Improve trail signage regionally to enhance user experience and reduce negative impacts such as trespassing.				X			TA	Local Marketing District Funding	X
Conduct a survey of signage needs and projects in order to prioritize signage investments and installation projects.			X				TA with Federal Agency Support	Implement as part of Trails Master Plan	X
Collaborate with the USFS for signage improvements beginning in the Gothic corridor.	X			X			USFS and Gunnison County		

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Strategy 3: Improve the permitting process for events valley-wide on both private and public land in order to reduce overcrowding, minimize negative impacts, and maximize participant positive experiences.	X			X			Gunnison County & Municipal Partners		X
Create an inventory of all events occurring in the Valley (date, time, location, organizers) and share on a calendar.	X						TA		X
Create a unified events checklist for event planners to use that will ensure events are well-planned and sustainable. Create a requirement for County and municipalities to submit special events to TA for inclusion in the Web Site. (need one common web site)		X			x		Gunnison County		
Gunnison County will initiate a special events team to include municipalities, chambers, TA, Federal Agencies, and major event promoters to coordinate special events. May potentially involve changes in special event requirements such as requiring special events to post events on TA web site.		x			x				X
Objective 4.3: Develop a communication strategy that effectively shares policy changes, stewardship activities, resource management announcements, and tourist information to residents and visitors.									
Strategy 1: Prior to 2016 summer season, target businesses who interact with visitors (recreation businesses, visitor center, concierges, etc.) to understand recent public land rule changes (i.e. USFS and BLM dispersed camping regulations) and how to direct visitors to additional information.	X			x			ST&R Task Force		
Strategy 2: Develop a map and an associated phone application for educating and identifying access points for fishing and boating considerations for leaving no trace when fishing.		X			x		TA in conjunction with Colorado Parks and Wildlife		
Strategy 3: Create a long term communication strategy and infrastructure for managing recreation management messages.		X			X		ST&R Task Force		