

**Dolores County Marketing Plan 2003 – 2006**

**Dolores County Commissioners  
Dolores County Development Corporation  
Town of Rico  
Town of Dove Creek**

**Prepared with the Support of Region Economic Development  
HUD Grant January 1, 2004 to December 31, 2006**

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## **EXECUTIVE OVER VIEW**

### **Background**

Dolores County Commissioners have assigned Dolores County Development Corporation (DCDC) the Responsibility to facilitate the implementation of the Comprehensive Economic Development Strategy (CEDS), attached. The CEDS were developed during countywide collaboration effort. The breadth of this community wide input was expanded through a series of public meetings facilitated by Region 9 Economic Development and a talk – call in television program held on DCTV in Dove Creek.

The CEDS represents the broadest and most comprehensive view of the county and what the county residents community leaders and officials want to accomplish in the coming three years.

Dolores County Development Corporation has adopted the CEDS during their December 2006 Board meeting with the addition of the marketing and implementation sections. They plan to facilitate, coordinate and implement the CEDS to move the county forward.

Additional information about the county has been collected from Region 9 Economic Development, US Census Bureau and the State of Colorado Demographers Office.

### **Planning Team**

#### **DCDC Board**

Dennis Mc Mahon – Small Business Owner  
Dan Fernandez – Dolores County Extension Director  
Bonnie Gregg - Realtor  
Irwin Frasier – Dove Creek City Manager  
Bruce Morton – Bank President  
Clyde Church – Dolores County Economic Development Specialist  
Arlin Spector –Retired Engineer and Dove Creek Town Board Member

#### **County Commissioners**

Leroy Gore – Chair, County Commissioners  
Ernie Williams – County Commissioner

#### **Advisors**

Mike England – Rico Town Manager  
Todd Starr – Dolores County Attorney

## **Features and Assets Inventory**

In addition to the rich natural resources described in the Attached CEDS Dolores County have beautiful mountains, plains, agriculture, Historical attractions and adventure opportunities. The county is beginning to develop its business base through market awareness and education. The people of Dolores County are Entrepreneurial small business people that can and have started many new businesses. This business spirit and tough attitude comes from the rural farming independence and western heritage of our predecessors.

## **Summary Opportunities and Plans**

Retail Sales  
Small Business Training and Education  
Regional Communications - Selling Dolores County  
Business Park and Business Incubation  
Agriculture  
Oil and Gas  
Tourism – San Juan  
Transportation  
Mining, Uranium

## **Benefits**

Dolores County has a very low money multiplier effect at the present time due to the agricultural base. The goal is to diversify the economy into Value Added Agriculture, Building block industries (concrete, asphalt, construction, basic industries), tourism and retail business along the counties two main highways through the County.

DCDC owns the Weber Business Park in Dove Creek and is in the process of leasing land and buildings at below market rates to create jobs in the county. At the present time DCDC has one signed lease for a concrete batch plant and is working With Sam Juan Biodiesel to locate a Sunflower seed crushing and bio diesel processing plant at the business park. DCDC is also working on moving a heavy equipment Parts remanufacture facility to the business park. This model appears to be working.

Region 9 Economic Development has made several loans to the Town of Rico to assist them remodel several old buildings and lease them out to growing local businesses. The town is comfortable with this model and as DCDC moves into a stronger cash position they intend to assist in countywide development efforts in Rico.

The Small Business Development Center (SBDC) at Fort Lewis College in Durango is assisting the community by offering the leading Edge Class to help train and develop Small business owners. This class has graduated 9 entrepreneurs that have started 5 businesses in the region. DCDEC has assisted the SBDC by offering \$150 scholarships to those students that complete the class and their business plan. Citizens Bank in Dove Creek assisted by offering \$300, \$200 and \$100 prize money for the best business plans.

**Historical Economic Discussion,** See attached CEDS

## **STRATEGIC PLANNING**

### **Vision and Mission Statements** (2006 CEDS revision)

#### **Vision Statement**

***“Dolores County is endowed with regional beauty, agriculture, and strong ties to our heritage. Dolores County continues to grow based on the knowledge and skills of our residents, natural resources, tourism and diversified high tech agri-products”***

#### **Mission Statement**

***“Dolores County will build on its natural beauty, regional attractions, and natural resources while diversifying its agricultural base and the county economy.”***

### **SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis**

The starting point for a credible economic development strategic plan is an assessment of the strengths and weaknesses of Dolores County. This is the baseline by which a community begins to understand where they are in relation to their vision. Once the SWOT analysis is completed, strategies for solutions can be identified. By working with the Dolores County community, the following was identified:

#### **Strengths**

- Vast natural and cultural resources.
- Agricultural land and open space.

#### **Weaknesses**

- Declining agriculture sector in terms of income and jobs.
- Isolation from major interstates and trade centers.
- Lack of higher education opportunities.

- Inadequate Telecommunication infrastructure.
- Lack of sewer and water infrastructure in the Town of Rico.
- Lack of housing to support worker base.
- Shortage of job opportunities and affordable workforce housing.

### **Opportunities**

- Development of niche tourism markets that build on local assets and culture.
- Utilization of natural surroundings to develop tourism for rafting, mountain biking, hiking, and hunting.
- Highway #491 traffic and potential business development along Dove Creek thoroughfare
- Capitalizing on historic preservation opportunities.
- Recruitment of people who want small communities, few regulations, and scenic beauty
- Capitalize on Weber Business Park in Dove Creek as incubator site and location of San Juan Biodiesel.
- Capitalize on extraction industries, gas, oil, CO2 and mining in the region.
- Business diversification and growth.
- Cultivate retirees to area.

### **Threats**

- Declining agricultural sector.
- Infrastructure capacity.
- Aging population resulting in increased services.
- Drought and other natural disasters.
- Funding cuts in transportation, public health and human service programs.

### **Key Economic Development Directions**

- 1) Build the capacities of DCDC to work on implementing locally - identified and supported projects both in Dove Creek and Rico.
- 2) Develop innovative strategies for marketing agriculture products, developing value-added marketing operations and diversifying the crop base in the West end of the County.
- 3) Build a broader tourism base in Dove Creek and Rico utilizing community assets and archeological resources (e.g. trails, access to public lands, homestead farms, locally made and grown products).
- 4) Further develop and promote the hiking, rafting, and mountain biking tourism sectors eventually developing several key destination sites.
- 5) Bring in modest-sized businesses (5 - 25) to Dolores County.
- 6) Continually upgrade community services, education, arts, culture, and health care services increasing the chances of businesses relocating to Dolores County.
- 7) Help develop products and services needed by local residents that are currently purchased elsewhere and thus, decrease leakage out of the local economy.

- 8) Increase supply of available/affordable housing in the county.
- 9) Create policies and the environment to promote development areas for baby boomers and second homes.
- 10) Develop Weber Business Park and business incubator site, and recruit businesses.
- 11) Investigate opportunities for using San Juan Biodiesel byproducts as inputs for new manufacturing products (e.g. sunflower hull, protein mash).
- 12) Investigate the economic feasibility of using the Farmer's co-op fiber and making Dove Creek a tap on the fiber.
- 13) Review transportation, safety and logistic needs of SJ biodiesel plan and the Weber Business Park.

### **Goals, Actions & Implementation**

Ideally, the goals of a community should reflect its vision statement. Goals should be focused on the priority issues impacting the development of the community. The actions should then reflect the steps needed to accomplish the goal. By taking the economic development directions identified earlier, and applying goals and actions, we can begin taking the steps towards the vision. Through utilizing the work done by the Dolores County Development Corporation, the following goals and actions have been established for Dolores County:

#### **Goal 1: Achieve a diversified, sustainable and growing economy in Dolores County that is compatible with the local environment and small town atmosphere.**

##### **Actions:**

1. Work with partners in the community to create economic indicators, and meet annually to review and develop strategy plans for the county's economic development direction.
2. Determine what industries will diversify the economy, provide higher direct based, livable wages, and are compatible with Dolores County. Develop strategies and a marketing campaign to attract them to the county, or create using local talent.
3. Complete the Weber Business Park.
4. Work with the Colorado Office of Economic Development and International Trade, town, and county to provide incentives to businesses that are direct based in nature, support the local environment, provide higher, livable wages, and fill needed niche markets in Dolores County.
5. Support and recruit home-based businesses or home occupations that allow people to live and work from home.

6. Develop and maintain inventory of available commercial land and facilities. Ensure, as much as possible, that land and facilities are “ready for use”.

7. Support county initiatives that target and promote agriculture.

**Goal 2: Build the tourism sector.**

**Actions:**

1. Grow and sustain the tourism industry by ensuring tourism-related land uses, and attracting, creating, or expanding tourism-related businesses, events and marketing.

2. Complete county website to comprehensively cover government, tourism and businesses in the County.

**Goal 3: Business mentoring and support will be available to expand and sustain local businesses.**

***Rationale – Fostering a business climate that helps retain & grow local businesses is crucial. Having the necessary training and mentoring programs to aid business owners increases the chances of ensuring local business owner success.***

**Actions:**

1. Continue to work with the Small Business Development Center at Fort Lewis College to mentor local business owners, and offer opportunities for business trainings.

2. Develop a list of local business experts in the different business fields to use as mentors for local business owners, and inform local business owners about business mentoring services being available, and the services Dolores Development Corporation offers.

3. Assess the needs of local business owners, and work to provide solutions.

**Goal 4: Increase intergovernmental collaboration between Rico and Dove Creek around socio-cultural needs.**

***Rationale – Socio-cultural needs are an important part of any community. Facilities such as affordable housing, recreational centers, health care centers, aged care facilities, childcare facilities, etc., are necessary to ensure a high quality of life in any community.***

**Actions:**

1. Complete countywide housing assessment.

2. Provide support to government, organizations, businesses or investors as needed to help them create socio-cultural facilities, ordinances and/or resolutions.
3. Study the impacts of the aging population to ensure the proper services are available.
4. Support the creation of new activities & programs for youth where needed.

**Goal 5: Adequate infrastructure, such as roads, water, electric, gas, internet, telecom, etc; is ready and available for commercial use.**

***Rationale – Without adequate and available infrastructure, businesses cannot function. It is the responsibility of every community to make sure that adequate infrastructure is available and ready for use in order to provide the foundation for a growing economy.***

**Actions:**

1. Support infrastructure improvements that increase the desirability of downtown as a tourist and shopping destination.
2. Identify potential grants for the purpose of promoting available infrastructure.
3. Support local businesses in their infrastructure needs by being a conduit with the utility companies, CDOT and other agencies to improve process time.
4. Support local utility companies and government where needed to ensure completion of the actions on the Community Development Action Plan (CDAP).
5. Provide support in the expansion of telecommunications, including fiber optic Internet connections in Dolores County, so that the capacity exists for future business developments.

**Goal 6: Support the completion of all projects listed in the Dolores County Community Development Action Plan.**

***Rationale – The Community Development Action Plan (CDAP) is a list of short-term projects that may need assistance from Region 9 EDD or other community and economic development agencies. Maintaining a current Community Development Action Plan (CDAP) for each community is a process to assist communities with strategic planning.***

**Actions:** Work with Region 9 EDD, town and county to find the resources, technical assistance, and political will to complete CDAP projects.

## Implementation Plan

Strategic planning is an on-going process. As the local economic development organization begins to work with other organizations and the towns and county, it is clear that modifications and adjustments are necessary.

The ultimate success of any strategic plan depends on how well the organizations manage the implementation of the various strategic actions. The plan by itself is worthless. It is critical, therefore that a solid implementation plan is created to ensure the proper priorities are given to each task, and the suitable owners for each task are assigned. Only then will the vision begin to come to life.

The economic development organization, along with Region 9 Economic Development District overseeing the process, will own the plan. For Dolores County, the Dolores County Development Corporation has adopted this plan and will ensure the completion of the plan. This will be done by coordinating, facilitating, mentoring, participating and/or overseeing the various committees and organizations working in each of the key areas.

## DOLORES COUNTY – COMMUNITY DEVELOPMENT ACTION PLAN 2006

### Project Rank Primary Partners/Agencies Resources Expected Outcomes & Action

Project	Rank	Primary Partners/Agencies	Resources	Expected Outcomes & Action
<p><b>1. PUBLIC INFRASTRUCTURE:</b> Identify Alternative Energy Methods to Meet Area Infrastructure Needs</p>	Med	<ul style="list-style-type: none"> <li>• Empire Electric</li> <li>• Century Tel</li> <li>• Atmos Energy</li> <li>• Montezuma Water</li> <li>• Dove Creek</li> <li>• DCDC</li> </ul>	<ul style="list-style-type: none"> <li>• Private contractors</li> <li>• State &amp; Federal grants</li> <li>• Utilities</li> <li>• Solar Research</li> </ul>	<ul style="list-style-type: none"> <li>• Develop less expensive methods for extending electrical lines.</li> <li>• Explore other energy options such as solar and wind.</li> <li>• Find methods to assist in cost sharing.</li> </ul>
<p><b>1. Public Infrastructure status:</b> A partnership between Dolores County Development Corporation, Region 9 Economic Development and Empire Electric has identified a need to upgrade the power grid in Dove Creek to 1.5</p>		We anticipate the progress will move in a local; and project based pattern		

Mega Watts to help serve San Juan Biodiesel plant proposed construction start is Spring – Summer 2007.				
<b>2. Public Infrastructure:</b> Develop Water / Irrigation Project for Dolores Water	High	<ul style="list-style-type: none"> <li>•Dolores Water Conservation District</li> <li>• NRCS</li> <li>• CSU Extension</li> <li>• Region 9 EDD</li> </ul>	<ul style="list-style-type: none"> <li>• Water rights are available</li> </ul>	<ul style="list-style-type: none"> <li>• Identify use for 600 acre feet of available irrigation water.</li> </ul>
<b>2. Public Infrastructure Water status:</b> 80% complete the raw water distribution system is nearing completion. The pumping station on the Dolores river is nearing completion and the installation of the pump is planned for Spring 2007				
<b>3. Public Infrastructure:</b> Revamp Sewer & Sanitation Systems in Dove Creek	Low	<ul style="list-style-type: none"> <li>• Town</li> <li>• County</li> <li>• CSU Extension</li> <li>• DOLA</li> </ul>	<ul style="list-style-type: none"> <li>• Grants</li> <li>• Local funds</li> <li>• County</li> <li>• Contractor</li> <li>• CSU Extension</li> <li>NWCCOG</li> </ul>	<ul style="list-style-type: none"> <li>• Continue plans to expand solid waste transfer station.</li> <li>• Expanded services outside the Town of Dove Creek.</li> </ul>
<b>3 Public Infrastructure status:</b> Revamp Sewer & Sanitation Systems in Dove Creek				
<b>4. Public Infrastructure:</b> Complete Secondary Water System Usage Water Project in Dove Creek	Med	<ul style="list-style-type: none"> <li>• DWCD</li> <li>• Town</li> <li>• County</li> <li>• CSU Extension</li> </ul>	<ul style="list-style-type: none"> <li>• Water rights are available</li> <li>• Initial pipelines</li> <li>• Federal appropriations</li> </ul>	<ul style="list-style-type: none"> <li>• New water storage system (including line construction and tap sales) in 2006.</li> </ul>

<p><b>5. Public Infrastructure:</b> Improve Sewer System in Rico</p>	High	<ul style="list-style-type: none"> <li>• Dept. of Local Affairs</li> <li>• Un-subdivided vacant land owners</li> <li>• Health Department</li> <li>• USDA</li> <li>• EPA</li> <li>• EDA</li> </ul>	<ul style="list-style-type: none"> <li>• Dept. of Local Affairs</li> <li>• Health Dept. grants</li> <li>• Loans</li> <li>• Plant investment fees</li> <li>• Availability fees</li> <li>• USDA</li> <li>• EPA</li> <li>• EDA</li> </ul>	<ul style="list-style-type: none"> <li>• Quality sewage disposal that ensures compliance with State Health Regulations by 2007.</li> </ul>

<p><b>6. Public Infrastructure:</b> Update Address System in County</p>	Low	<ul style="list-style-type: none"> <li>• County</li> </ul>	<ul style="list-style-type: none"> <li>• County</li> </ul>	<ul style="list-style-type: none"> <li>• New address system in Dove Creek and surrounding area compatible with GPS mapping for easier emergency response and deliveries.</li> </ul>
<p><b>7. Transportation:</b> Expand the Region's Public Transit Services</p>	Low	<ul style="list-style-type: none"> <li>• Towns</li> <li>• County</li> <li>• SW Transportation Planning Commission</li> <li>• CDOT</li> <li>• San Miguel County</li> <li>• Montezuma County</li> </ul>	<ul style="list-style-type: none"> <li>• Region 9 EDD</li> <li>• CDOT</li> <li>• County</li> <li>• Towns</li> </ul>	<ul style="list-style-type: none"> <li>• Public transportation for residents and visitors, in addition to senior bus.</li> <li>• Create a public transit service that adequately serves the needs of the region.</li> </ul>
<p><b>8. Transportation:</b> Maintain and Improve all Roads</p>	High	<ul style="list-style-type: none"> <li>• Southwest Transportation Planning Commission</li> <li>• CDOT</li> <li>• County, Towns</li> <li>• Region 9 EDD</li> <li>• DCDC</li> <li>• San Juan Biodiesel</li> </ul>	<ul style="list-style-type: none"> <li>• CDOT</li> <li>• DOLA- Energy Impact</li> <li>• County</li> <li>• Towns</li> </ul>	<ul style="list-style-type: none"> <li>• A highway system that can safely and efficiently support the Region's growing population and highway traffic.</li> <li>• Adequately maintained roadways.</li> <li>• Pave currently unpaved roads.</li> </ul>

				<ul style="list-style-type: none"> <li>• Sidewalks on HWY 491 and Main Street in Dove Creek.</li> <li>• Pave additional high use streets to minimize air pollution &amp; lead contamination in Rico.</li> </ul>
<p>9. <b>Telecommunications:</b> Expand Broadband Fiber Optic Services</p>	Med	<ul style="list-style-type: none"> <li>• Towns</li> <li>• Region 9 EDD</li> <li>• Private telecommunications companies</li> <li>• County</li> <li>• DCDC</li> <li>• CSU Extension</li> <li>• State Multi-use network</li> </ul>	<ul style="list-style-type: none"> <li>• Internet providers</li> <li>• USDA</li> <li>• Private funding</li> <li>• Region 9 EDD</li> </ul>	<ul style="list-style-type: none"> <li>• Development of redundant broadband telecommunications connections including rural areas.</li> <li>• Increased service &amp; capacity.</li> <li>• Attract telecommuters.</li> </ul>

**Project Rank Primary Partners/Agencies Resources Expected Outcomes & Action**

<p>10. <b>Telecommunications:</b> Explores Feasibility &amp; Interest in Cellular Phone Service in Rico</p>	Med	<ul style="list-style-type: none"> <li>• Town</li> <li>• Service providers</li> <li>• DCDC</li> </ul>	<ul style="list-style-type: none"> <li>• Town</li> <li>• County</li> <li>• Service providers</li> </ul>	<ul style="list-style-type: none"> <li>• Look at expanding cell phone service to Rico area.</li> </ul>
<p>11. <b>SERVICES:</b> <b>Arts and Culture:</b> Finalize Historical Society Museum in Rico</p>	Low	<ul style="list-style-type: none"> <li>• Rico Historical Society</li> <li>• Dolores County Historical Society</li> <li>• Town and County</li> </ul>	<ul style="list-style-type: none"> <li>• Grants</li> <li>• Local fundraising</li> </ul>	<ul style="list-style-type: none"> <li>• Finish museum storage.</li> </ul>
<p>12. <b>Arts &amp; Culture:</b> Develop a Fine Arts Center in Dove Creek</p>	Low	<ul style="list-style-type: none"> <li>• DCSD</li> <li>• Recreation Dept.</li> <li>• Chamber of Commerce</li> <li>• Town</li> </ul>	<ul style="list-style-type: none"> <li>• Grants</li> <li>• Local funds</li> <li>• DCDC</li> <li>• DCTV</li> <li>• Region EDD</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate feasibility and measure level of public support for arts facility.</li> </ul>

<b>13. Arts and Culture:</b> Support & Promote Local Theatre and Orchestra	Low	<ul style="list-style-type: none"> <li>• School District &amp; Towns</li> <li>• DCSD</li> <li>• Chamber</li> <li>• DCDC</li> </ul>	<ul style="list-style-type: none"> <li>• Community Center</li> <li>• High School</li> <li>• DCTV</li> </ul>	<ul style="list-style-type: none"> <li>• Promote public performances.</li> <li>• Support &amp; publicize high school music program.</li> </ul>
<b>14. Arts and Culture:</b> Create Archeology Survey Program	Low	<ul style="list-style-type: none"> <li>• Historical Society</li> <li>• Fort Lewis</li> <li>• BLM</li> <li>• Chamber</li> <li>• State Archeology</li> <li>• Forest Service</li> </ul>	<ul style="list-style-type: none"> <li>• Local archeologist</li> <li>• Anasazi Heritage Center</li> <li>• Fort Lewis College</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a program by 2007.</li> </ul>
<b>15. SERVICES:</b> Childcare: Expand Daycare Options in Rico	High	<ul style="list-style-type: none"> <li>• County</li> <li>• Private care providers</li> </ul>	<ul style="list-style-type: none"> <li>• County</li> <li>• Grant funding</li> <li>• Mill levy – quality of life initiative</li> <li>• USDA</li> </ul>	<ul style="list-style-type: none"> <li>• Affordable and accessible childcare for residents.</li> </ul>
<b>16. Education:</b> Establish & Maintain Head Start Program or Equivalent	Med	<ul style="list-style-type: none"> <li>• Dove’s Nest</li> <li>• County/Dove Creek</li> <li>• School District</li> <li>• Region 9 EDD</li> <li>• CSU Extension Office</li> </ul>	<ul style="list-style-type: none"> <li>• Dove’s Nest Building</li> <li>• Mill levy – quality of life initiative</li> <li>• USDA</li> </ul>	<ul style="list-style-type: none"> <li>• Provide high quality affordable childcare focused on early childhood education.</li> <li>• Build on existing program.</li> </ul>
<b>17. Education:</b> Provide Continuing Education Classes & Adult Education Opportunities	NR	<ul style="list-style-type: none"> <li>• Small Business Development Center</li> <li>• Community</li> <li>• Fort Lewis College</li> <li>• CSU Extension Office</li> <li>• DCDC</li> <li>• Area education centers and colleges</li> <li>• Area nonprofits</li> </ul>	<ul style="list-style-type: none"> <li>• Abundance of local expertise</li> <li>• CSU Extension</li> <li>• Existing DCTV station</li> </ul>	<ul style="list-style-type: none"> <li>• Improved Leading Edge Leadership and EMT classes.</li> <li>• Utilization of local expertise.</li> <li>• Establishment of Dove Creek Adult Education Program.</li> </ul>

<p><b>18. Fire Protection:</b> Upgrade Volunteer Fire Department Equipment &amp; Facilities</p>	<p>High</p>	<ul style="list-style-type: none"> <li>• Dove Creek Volunteer Fire Dept.</li> <li>• Rico Volunteer Fire Dept.</li> <li>• Town</li> <li>• County</li> </ul>	<ul style="list-style-type: none"> <li>• USDA</li> <li>• EMS grant</li> <li>• Towns</li> <li>• County</li> <li>• DOLA</li> </ul>	<ul style="list-style-type: none"> <li>• Purchase extrication and training equipment.</li> <li>• Preserve natural resources and forest.</li> <li>• Adequate facilities &amp; equipment for increasing demand.</li> <li>• Reduced Fire Protection ISO in Rico.</li> </ul>
<p><b>19. Health &amp; Human Services:</b> Maintain and Support the Dove Creek Community Clinic</p>	<p>High</p>	<ul style="list-style-type: none"> <li>• Health Clinic Board</li> <li>• County/Town</li> <li>• DCDC</li> <li>• Region 9/ EZ Program</li> <li>• DOLA</li> <li>• Public Health Services</li> <li>• CSU Extension Office</li> </ul>	<ul style="list-style-type: none"> <li>• Clinic building expanded</li> <li>• EZ Project designation available</li> <li>• Grants from foundations</li> <li>• Local interest</li> </ul>	<ul style="list-style-type: none"> <li>• Clinic will have adequate funding to provide comprehensive service.</li> <li>• Clinic will provide resources or referrals to dental services and specialists.</li> </ul>
<p><b>20. Health &amp; Human Services:</b> Provide Physician or Physician Assistant Services Locally</p>	<p>High</p>	<ul style="list-style-type: none"> <li>• Health Clinic Board</li> <li>• County/Town</li> <li>• Region 9 EDD</li> <li>• Federal Health Service</li> </ul>	<ul style="list-style-type: none"> <li>• EZ Project designation</li> <li>• Federal funds</li> <li>• Local support</li> <li>• Clinic expansion will allow for office space</li> </ul>	<ul style="list-style-type: none"> <li>• Secure adequate providers to offer services.</li> <li>• Increase access to pharmacy services.</li> <li>• Increase access to specialists.</li> </ul>
<p><b>21. Health &amp; Human Services:</b> Upgrade Ambulance Equipment in Dove Creek</p>	<p>Med</p>	<ul style="list-style-type: none"> <li>• Town/County</li> <li>• VFW</li> <li>• Sheriff's Dept.</li> <li>• Fire Dept.</li> </ul>	<ul style="list-style-type: none"> <li>• Grants</li> <li>• Volunteers</li> <li>• USDA</li> </ul>	<ul style="list-style-type: none"> <li>• Improved local support and new equipment.</li> </ul>
<p><b>22. Health &amp; Human Services:</b> Construct New Senior Center/Community Center Facility in Dove Creek</p>	<p>NR</p>	<ul style="list-style-type: none"> <li>• Town</li> <li>• County</li> <li>• Citizens</li> <li>• AAA – Area Agency on Aging</li> </ul>	<ul style="list-style-type: none"> <li>• County</li> <li>• USDA</li> </ul>	<ul style="list-style-type: none"> <li>• Provide seniors and community with a quality facility.</li> <li>• Continue to provide senior lunches.</li> <li>• Provide meeting space for community workshops and events.</li> </ul>

23. <b>Land Use:</b> Utilize Conservation Easements	Med	<ul style="list-style-type: none"> <li>• CSU Extension Office</li> <li>• NRCS</li> <li>• FSA</li> <li>• Planning Commission</li> </ul>	<ul style="list-style-type: none"> <li>• DOW</li> <li>• Forest Service</li> <li>• BLM</li> <li>• NRCS</li> <li>• CSU Extension</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate availability of this tool in the county and promote its use.</li> </ul>
24. <b>Land Use:</b> Natural Heritage Program Biodiversity/ Ecosystem Mapping	NR	<ul style="list-style-type: none"> <li>• Colorado Natural Heritage Program</li> <li>• Southwest Land Alliance</li> <li>• County</li> <li>• San Juan RC &amp; D</li> <li>• Nature Conservancy</li> </ul>	<ul style="list-style-type: none"> <li>• Forest Service/BLM</li> </ul>	<ul style="list-style-type: none"> <li>• Identify, inventory and map plants, animal habitats &amp; unique natural features in the county.</li> </ul>
25. <b>Land Use:</b> Revise Land Use Plan and Regional Master Plan in Rico	Med	<ul style="list-style-type: none"> <li>• Planning Commission</li> <li>• Town Board &amp; staff</li> <li>• Planning Consultants</li> <li>• County Planning District</li> <li>• Un-subdivided vacant land owners &amp; public</li> </ul>	<ul style="list-style-type: none"> <li>• DOLA</li> <li>• Fort Lewis College Office of Community Services</li> </ul>	<ul style="list-style-type: none"> <li>• Create and implement a plan that reflects needs and desires of residents.</li> </ul>

**Project Rank Primary Partners/Agencies Resources Expected Outcomes & Action**

26. <b>Public Lands:</b> Revitalize Sage Grouse and Other Endangered Species	NR	<ul style="list-style-type: none"> <li>• DOW</li> <li>• Local land owners</li> </ul>	<ul style="list-style-type: none"> <li>• DOW</li> <li>• NRCS</li> <li>• CSU Extension</li> </ul>	<ul style="list-style-type: none"> <li>• Increased population of endangered species.</li> </ul>
27. <b>Public Lands:</b> San Juan National Forest Plan Revision	Med.	<ul style="list-style-type: none"> <li>• United States Forest Service</li> <li>• FLC Office of Community Services</li> <li>• BLM</li> </ul>	<ul style="list-style-type: none"> <li>• Congressional funding</li> </ul>	<ul style="list-style-type: none"> <li>• Produce revised Management Plan for the Forest, including guidelines for recreation, timber, mining, wildlife, grazing, etc.</li> <li>• Draft plan and EIS report due Sept. 2006.</li> </ul>
	High			

<p><b>28. Public/Private Lands:</b> Maintain Sustainability of Ponderosa Pine and Pinon Forest</p>		<ul style="list-style-type: none"> <li>• Colorado State Univ.</li> <li>• Colorado State Forest Service</li> <li>• US Forest Service/BLM</li> <li>• Office of Community Services – FLC</li> <li>• Montezuma County Federal Lands Program</li> <li>• State Forestry</li> <li>• Fire Protection Districts</li> <li>• Timber Industry</li> <li>• Ute Mountain Ute Tribe</li> </ul>	<ul style="list-style-type: none"> <li>• County Comprehensive Plan</li> <li>• National Fire Plan funds</li> <li>• Fire hazard mitigation contractors</li> <li>• USDA if private land</li> </ul>	<ul style="list-style-type: none"> <li>• Fire risk mapping completed.</li> <li>• Fire risk is reduced and timber products industry is strengthened</li> <li>• Improve Forest health.</li> <li>• Control Pine Beetle infestation.</li> <li>• Reduce risk to life and property and protect watershed/ community water supplies.</li> <li>• Defensible space education resulting in defensible space created around residences.</li> </ul>
<p><b>29. Park &amp; Recreation:</b> Develop a Roller Skating Rink &amp; BMX Park in Dove Creek</p>	Low	<ul style="list-style-type: none"> <li>• County</li> <li>• Dove Creek</li> <li>• Rec. Dept.</li> <li>• DCSD</li> </ul>	<ul style="list-style-type: none"> <li>• Rec. Dept.</li> <li>• Town</li> <li>• County</li> <li>• DOLA</li> <li>• GOCO</li> </ul>	<ul style="list-style-type: none"> <li>• Improved/developed parks geared toward youth activities.</li> </ul>

<p><b>30. Parks &amp; Recreation:</b> Develop Campground &amp; Trails in Rico</p>	High	<ul style="list-style-type: none"> <li>• GOCO</li> <li>• Property Owners</li> <li>• Town</li> <li>• Rico Alpine Society</li> <li>• US Forest Service/BLM</li> </ul>	<ul style="list-style-type: none"> <li>• GOCO Grants</li> <li>• Fishing is Fun</li> <li>• EPA sustainable community and wetland protection programs</li> <li>• Rico Alpine Society</li> <li>• Town</li> <li>• DOLA</li> <li>• US Forest Service/BLM</li> <li>• Donations – including land</li> <li>• Land Use Code land dedication requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Acquire property for trails.</li> <li>• Improvements to current parks and trails including expansion of Jones Park.</li> <li>• Develop campground with facilities.</li> <li>• Promote winter economy.</li> <li>• Minimize satellite camping and pollution of the river.</li> <li>• Explore motorized access on public lands.</li> </ul>
	Med			

<p>31. <b>Parks &amp; Recreation:</b> Develop and Promote Trail System in Dove Creek</p>		<ul style="list-style-type: none"> <li>• BLM</li> <li>• Forest Service</li> <li>• County</li> <li>• Dove Creek</li> <li>• Chamber</li> <li>• Trail committees</li> </ul>	<ul style="list-style-type: none"> <li>• Dove Creek</li> <li>• County</li> <li>• Forest Service</li> <li>• DOLA</li> <li>• GOCO</li> <li>• BLM</li> </ul>	<ul style="list-style-type: none"> <li>• Complete walking trail around baseball park.</li> <li>• Develop additional jogging, bike and leisure paths that do not interfere with traffic and utilize the natural resources the area has to offer.</li> </ul>
<p>32. <b>Public Safety:</b> Hire a Full-time Marshall in Rico</p>	High	<ul style="list-style-type: none"> <li>• Town</li> <li>• Area law enforcement</li> </ul>	<ul style="list-style-type: none"> <li>• Town</li> </ul>	<ul style="list-style-type: none"> <li>• Provide local law enforcement professional in community.</li> <li>• Better enforcement of laws &amp; reduce crime.</li> </ul>

<p>33. <b>Public Safety:</b> Complete Pre Disaster Mitigation Plan for Towns</p>	Med	<ul style="list-style-type: none"> <li>• County</li> <li>• Towns</li> <li>• Community of Dunton</li> <li>• Colorado State Forest Service</li> <li>• US Forest Service</li> </ul>	<ul style="list-style-type: none"> <li>• FEMA</li> <li>• Homeland Security</li> <li>• Colorado Disaster Preparedness</li> <li>• US Forest Service</li> <li>• Colorado State Forest Service</li> <li>• Land owners</li> </ul>	<ul style="list-style-type: none"> <li>• Implement the Dolores County plan approved by FEMA &amp; the State of Colorado.</li> <li>• Reduce the risk to life and property loss from listed hazards in the county such as fire, avalanche, and flood.</li> </ul>
<p>34. <b>Historic Preservation:</b> Preserve and Utilize Rico's Historic Assets</p>	High	<ul style="list-style-type: none"> <li>• Rico Historical Society</li> <li>• State Historical Society</li> <li>• Property owners</li> </ul>	<ul style="list-style-type: none"> <li>• State Historical Preservation Grants</li> <li>• Federal Historical restoration grants</li> <li>• Rico Historic Society funds</li> <li>• Donations</li> <li>• CDPHE/ARCO</li> </ul>	<ul style="list-style-type: none"> <li>• Repaired and remodeled interior of Town Hall Courthouse. Building (Phase III of remodel).</li> <li>• Establish a museum with Rico History.</li> <li>• Increased capacity of Historic Society to facilitate preservation projects.</li> <li>• Implement preservation/restoration project for historic mining structures including the VanWinkle mine.</li> </ul>
<p>35. <b>ECONOMIC</b></p>	High	<ul style="list-style-type: none"> <li>• Dove Creek</li> </ul>	<ul style="list-style-type: none"> <li>• Available</li> </ul>	<ul style="list-style-type: none"> <li>• Obtain small</li> </ul>

<p><b>DEVELOPMENT: Business Recruitment</b> Promote &amp; Market Community as Location for New Business Expansion</p>		<ul style="list-style-type: none"> <li>• Rico</li> <li>• DCDC</li> <li>• Region 9 EDD</li> <li>• EDA</li> <li>• DOLA</li> </ul>	<p>promotional material</p> <ul style="list-style-type: none"> <li>• Affordable land</li> <li>• Available utilities</li> </ul>	<p>manufacturing/ relocation in Dove Creek.</p>
<p>36. <b>Business Recruitment:</b> Support San Juan Biodiesel as anchor to Weber Business Park</p>	<p>High</p>	<ul style="list-style-type: none"> <li>• Dove Creek</li> <li>• County</li> <li>• DCDC</li> <li>• Region 9 EDD</li> </ul>	<ul style="list-style-type: none"> <li>• DCDC</li> <li>• Private investors</li> <li>• Ag. Community</li> <li>• RHED grant</li> </ul>	<ul style="list-style-type: none"> <li>• Support San Juan Biodiesel facility in Dove Creek.</li> <li>• Create income for area seed farmers.</li> </ul>

<p>37. <b>Business Recruitment:</b> Maintain and Administer the Southwest Colorado Enterprise Zone Boundaries and Marketing Plan</p>	<p>NR</p>	<ul style="list-style-type: none"> <li>• Region 9 EDD</li> <li>• Area Accountants</li> <li>• Local Businesses</li> <li>• DCDC</li> </ul>	<ul style="list-style-type: none"> <li>• Colorado Economic Development Commission</li> <li>• OED -- State Enterprise Zone Coordinator</li> <li>• Economic Development Administration (EDA) Planning and Technical Assistance program</li> </ul>	<ul style="list-style-type: none"> <li>• Provide incentives for business expansion and relocation through EZ tax credits.</li> <li>• Utilize newly created Downtown Development Authority as a resource for local businesses.</li> </ul>
<p>38. <b>Business Expansion &amp; Retention:</b> Expand and Retain Local Businesses</p>	<p>Med</p>	<ul style="list-style-type: none"> <li>• Towns</li> <li>• Small Business Development Center</li> <li>• Region 9 EDD</li> <li>• EDA</li> <li>• DCDC</li> </ul>	<ul style="list-style-type: none"> <li>• Current local businesses</li> <li>• EDA &amp; CDBG funding</li> <li>• Equity the businesses might already have in them</li> <li>• Area Banks</li> <li>• Leading Edge classes</li> </ul>	<ul style="list-style-type: none"> <li>• Provide support to local businesses based on need.</li> <li>• Improve Main Street in Rico &amp; Dove Creek.</li> <li>• Minimize dollars leaving the County.</li> <li>• Increased number and quality of jobs.</li> <li>• Development of a Board of Trustees work plan based on needs of local businesses.</li> </ul>

39. <b>Business Retention &amp; Expansion:</b> Create a Business Mentor Program in County	Low	<ul style="list-style-type: none"> <li>• DCSD</li> <li>• Local Residents</li> <li>• DCDC</li> <li>• Towns</li> <li>• Small Business Development Center</li> </ul>	<ul style="list-style-type: none"> <li>• Grants</li> <li>• Local funding</li> <li>• Local expertise</li> <li>• SBDC</li> </ul>	<ul style="list-style-type: none"> <li>• Build on Leading Edge Leadership training to include mentorship opportunities as well as business skills training.</li> </ul>
40. <b>Business Retention &amp; Expansion:</b> Provide Business Revolving Loan Fund for the County	NR	<ul style="list-style-type: none"> <li>• Dove Creek State Bank</li> <li>• Region 9 BLF</li> <li>• SBDC</li> <li>• DCDC</li> </ul>	<ul style="list-style-type: none"> <li>• Region 9's BLF</li> <li>• DCDC</li> <li>• SBDC</li> </ul>	<ul style="list-style-type: none"> <li>• Provide financial assistance from the BLF to at least one business per year.</li> </ul>

41. <b>Economic Development:</b> Sustain County-wide Economic Development Position	High	<ul style="list-style-type: none"> <li>• County</li> <li>• Town of Rico</li> <li>• Town of Dove Creek</li> <li>• DCDC</li> <li>• Private businesses</li> <li>• Region 9 EDD</li> </ul>	<ul style="list-style-type: none"> <li>• County</li> <li>• Region 9 EDD</li> <li>• Private businesses</li> <li>• EDA</li> <li>• OEDIT</li> </ul>	<ul style="list-style-type: none"> <li>• Full time position focusing on county-wide growth and planning, workforce training and retention, recruiting new and sustaining current local businesses.</li> </ul>
42. <b>Infrastructure:</b> Develop Industrial Sites in County	Med	<ul style="list-style-type: none"> <li>• DCDC</li> <li>• Region 9/SW EZ</li> <li>• Planning Commission</li> <li>• Extension Office</li> <li>• Towns</li> <li>• ARCO</li> <li>• Rico Renaissance</li> <li>• Forest Service</li> <li>• EDA</li> <li>• EPA</li> <li>• State Health</li> </ul>	<ul style="list-style-type: none"> <li>• Land is still relatively inexpensive</li> <li>• USDA</li> <li>• EPA</li> </ul>	<ul style="list-style-type: none"> <li>• Identify suitable sites and create feasibility plans.</li> <li>• New jobs and increased business retention.</li> <li>• Brownfield site north of Rico cleaned up to potentially ac as industrial park to attract viable light industry businesses.</li> <li>• Increased opportunity for business.</li> </ul>
43. <b>Infrastructure:</b> Expand "DC TV" Television Station Facilities	Med	<ul style="list-style-type: none"> <li>• Town</li> <li>• County</li> <li>• CSU Extension Office</li> <li>• SW TV Translator Association</li> <li>• DCDC</li> </ul>	<ul style="list-style-type: none"> <li>• Region 9 EDD</li> <li>• County</li> <li>• CSU Campus</li> <li>• DOLA</li> <li>• Fund for Rural</li> </ul>	<ul style="list-style-type: none"> <li>• Expanded facilities.</li> <li>• Add a Radio Station.</li> <li>• Provide additional remote transmission sites, and personnel to support additional programming and camera work.</li> </ul>

			America • Public Broadcasting Grants • SW TV Translator Assoc.	
44. <b>Infrastructure:</b> Continue to Maintain and Develop Adequate Infrastructure to Accommodate Regions Increasing Population & Business Needs	High	<ul style="list-style-type: none"> <li>• County and Town officials</li> <li>• Region 9 EDD</li> <li>• Southwest Regional Transportation Planning Commission <ul style="list-style-type: none"> <li>• CDOT</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• CDOT</li> <li>• DOLA</li> <li>• EDA</li> <li>• USDA Rural Development</li> <li>• DCDC</li> <li>• Region 9 EDD</li> </ul>	<ul style="list-style-type: none"> <li>• Each community would have adequate infrastructure for business development and expansion.</li> </ul>

45. <b>Infrastructure:</b> Expand Fairgrounds Exhibit Hall	Med	<ul style="list-style-type: none"> <li>• County</li> <li>• Dove Creek</li> <li>• Fair Board</li> <li>• CSU Extension</li> <li>• Chamber</li> <li>• Rec. Dept.</li> </ul>	<ul style="list-style-type: none"> <li>• Dove Creek</li> <li>• County</li> <li>• DOLA</li> <li>• GOCO</li> <li>• Chamber</li> <li>• Fair Board</li> <li>• Sports Teams</li> <li>• USDA</li> </ul>	<ul style="list-style-type: none"> <li>• Construction to install power, lights, and shaded grandstand.</li> </ul>
46. <b>Infrastructure:</b> Create a Business Incubator in Rico	Med	<ul style="list-style-type: none"> <li>• Region 9 EDD</li> <li>• Town</li> </ul>	<ul style="list-style-type: none"> <li>• Building</li> </ul>	<ul style="list-style-type: none"> <li>• New jobs and increased business retention.</li> </ul>
47. <b>Infrastructure:</b> Establish Adequate Parking in Rico	Low	<ul style="list-style-type: none"> <li>• Town</li> </ul>	<ul style="list-style-type: none"> <li>• Town</li> </ul>	<ul style="list-style-type: none"> <li>• More parking to meet future growth needs.</li> </ul>
48. <b>Infrastructure:</b> Remodel Rico Fire House into Museum	Med	<ul style="list-style-type: none"> <li>• Town</li> </ul>	<ul style="list-style-type: none"> <li>• Town</li> </ul>	<ul style="list-style-type: none"> <li>• Remodel old firehouse into a museum.</li> <li>• Provide historical assessment on building.</li> </ul>

<p>49. <b>Infrastructure:</b> Build New Road &amp; Bridge Maintenance Shop in Rico</p>	<p>Med</p>	<ul style="list-style-type: none"> <li>• Town</li> </ul>	<ul style="list-style-type: none"> <li>• DOLA</li> <li>• Town</li> </ul>	<ul style="list-style-type: none"> <li>• Establishment of location to store Town equipment.</li> </ul>
<p>50. <b>Leadership:</b> Create a Downtown Development Authority in Rico</p>	<p>High</p>	<ul style="list-style-type: none"> <li>• Town</li> <li>• Region 9 EDD</li> </ul>	<ul style="list-style-type: none"> <li>• Town</li> <li>• RHED grant</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate Main Street redevelopment &amp; coordinate business leaders.</li> </ul>
<p>51. <b>Infrastructure:</b> Upgrade Community Center Facility in Dove Creek</p>	<p>Low</p>	<ul style="list-style-type: none"> <li>• Town</li> <li>• Rec. Dept.</li> <li>• Chamber</li> <li>• County</li> </ul>	<ul style="list-style-type: none"> <li>• GOCO</li> <li>• DOLA</li> </ul>	<ul style="list-style-type: none"> <li>• Expanded and renovated facility including a paved parking lot.</li> </ul>

<p>52. <b>Tourism:</b> Promote the Region as a Tourism Destination</p>	<p>NR</p>	<ul style="list-style-type: none"> <li>• Chamber</li> <li>• Lodgers Tax/Tourism Board</li> <li>• Southwest Colorado Travel Region</li> <li>• Colorado Tourism Office</li> <li>• National Tour Operators</li> <li>• Local Businesses</li> <li>• Environmental groups</li> <li>• US Forest Service/BLM</li> <li>• Local Businesses</li> <li>• Local newspaper</li> </ul>	<ul style="list-style-type: none"> <li>• Lodgers Tax Revenues</li> <li>• State Tourism Funding</li> <li>• EZ Marketing Funds</li> <li>• Natural resources</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain and improve regional tourism.</li> <li>• Focus on rafting, fishing and hunting.</li> <li>• Involve tourism coordinator.</li> <li>• Promote Dolores Overlook and existing trails.</li> <li>• Protect natural resources through eco-tourism efforts.</li> <li>• Support low impact recreation.</li> <li>• Support hunting &amp; fishing economies.</li> <li>• Support mining reclamation.</li> </ul>
<p>53. <b>Tourism:</b> Maintain and Enhance the Visitors Center in Dove Creek 53. <b>Continued</b></p>	<p>Med</p>	<ul style="list-style-type: none"> <li>• Chamber</li> <li>• DCDC</li> <li>• Region 9 EDD</li> <li>• CSU Extension Office</li> <li>• Town/County</li> </ul>	<ul style="list-style-type: none"> <li>• Natural attractions</li> <li>• County/Town funding</li> <li>• Building is remodeled and opened</li> <li>• Regional &amp;</li> </ul>	<ul style="list-style-type: none"> <li>• Provide information about area attractions to people passing through to the Dove Creek area.</li> <li>• Support Tourism Coordinator position.</li> <li>• Central location to give tourist information.</li> <li>• Strengthen tourism sector.</li> </ul>

			local funding • Volunteers	
<b>54. Workforce:</b> Develop and Retain Local Workforce	Med	<ul style="list-style-type: none"> <li>• Regional School Districts and Colleges</li> <li>• Local Businesses</li> <li>• Southwest Forum for Teaching Technology</li> <li>• Southwest Workforce Board</li> </ul>	<ul style="list-style-type: none"> <li>• Federal and State funding</li> <li>• DCDC</li> <li>• Area Workforce Centers</li> </ul>	<ul style="list-style-type: none"> <li>• Expanded local work force.</li> <li>• Better retention of local workers in the community.</li> <li>• Local workforce better qualified to meet needs of local businesses.</li> <li>• Keep SW Workforce Satellite Office in Dove Creek.</li> </ul>

<b>55. Agriculture:</b> Expand Crops, Diversify Technology and Crop Uses	High	<ul style="list-style-type: none"> <li>• CSU Extension Office</li> <li>• Local growers</li> <li>• CSU Experiment Station</li> <li>• Regional universities</li> <li>• San Juan Biodiesel</li> </ul>	<ul style="list-style-type: none"> <li>• CSU Extension</li> <li>• NRCS</li> <li>• Local growers</li> </ul>	<ul style="list-style-type: none"> <li>• New crop introduction.</li> <li>• Provide seed crops for Biodiesel facility.</li> <li>• Evaluate interest in developing crops for pharmaceutical use.</li> </ul>
<b>56. Agriculture:</b> Strengthen and Support the Region's Agricultural Economy	Med	<ul style="list-style-type: none"> <li>• Local farmers, growers and producers</li> <li>• San Juan R C &amp; D</li> <li>• Fours Corners agriculture</li> <li>• County Extension Agents</li> <li>• NRCS</li> <li>• Experiment Station</li> </ul>	<ul style="list-style-type: none"> <li>• Colorado Dept. of Agriculture</li> <li>• USDA</li> <li>• National Resource Conservation Service</li> <li>• Farm Service Agency</li> <li>• Colorado State University Ag. Extension</li> </ul>	<ul style="list-style-type: none"> <li>• Development of strategies to diversify the county's agricultural economy.</li> <li>• Development of measurements of the economic and social impacts of agriculture in Southwest Colorado.</li> <li>• Maintain/enhance farms, ranches, rural character and economic viability of this sector.</li> </ul>
<b>57. Agriculture:</b> Create an Agri-Business Incubator at <b>Weber Business Park</b>	High	<ul style="list-style-type: none"> <li>• Region 9 EDD</li> <li>• County/Town</li> <li>• CSU Extension</li> <li>• Colorado Dept. of Ag.</li> <li>• DCDC</li> </ul>	<ul style="list-style-type: none"> <li>• DOLA</li> <li>• CSU Extension</li> <li>• Region 9 EDD</li> <li>• Dept. of Ag. Grants</li> </ul>	<ul style="list-style-type: none"> <li>• Establish and promote incubator site at Weber Business Park and/or with San Juan Biodiesel.</li> </ul>

			<ul style="list-style-type: none"> <li>• DCDC</li> <li>• EDA &amp; USDA</li> </ul>	
<b>58. Agriculture:</b> Develop Local Farmer's Market	Med	<ul style="list-style-type: none"> <li>• Colo. Dept. of Ag.</li> <li>• CSU Extension</li> <li>• County/Town</li> </ul>	<ul style="list-style-type: none"> <li>• Region 9 EDD</li> <li>• Local growers</li> <li>• Dept. of Ag.</li> </ul>	<ul style="list-style-type: none"> <li>• A Farmer's Market featuring specialty crops.</li> </ul>
<b>59. HOUSING:</b> Provide Safe & Fair Housing for Residents	Med	<ul style="list-style-type: none"> <li>• County</li> <li>• Housing Solutions</li> </ul>	<ul style="list-style-type: none"> <li>• State and Federal funding</li> <li>• Montezuma Housing Authority</li> </ul>	<ul style="list-style-type: none"> <li>• Improve publicity of resources available to low and moderate income residents.</li> <li>• Provide additional housing rehabilitation and replacement.</li> </ul>

<b>60. Housing:</b> Advocate for Affordable Housing	High	<ul style="list-style-type: none"> <li>• Colorado Housing Inc.</li> <li>• Housing Solutions for the Southwest</li> <li>• Habitat for Humanity</li> <li>• HUD</li> <li>• DCDC</li> <li>• Towns</li> <li>• County</li> <li>• USDA</li> </ul>	<ul style="list-style-type: none"> <li>• CDBG/RLF</li> <li>• Colorado Housing Finance Authority (CHFA)</li> <li>• Community Reinvestment Act</li> <li>• USDA</li> </ul>	<ul style="list-style-type: none"> <li>• Increased affordable housing opportunities.</li> <li>• A greater number of first time buyers can purchase homes.</li> </ul>
<b>61. Housing:</b> Conduct Housing Assessment	High	<ul style="list-style-type: none"> <li>• Colorado Division of Housing</li> <li>• Montezuma/Dolores Housing Authority</li> <li>• Region 9 EDD</li> </ul>	<ul style="list-style-type: none"> <li>• RHED grant</li> <li>• Colorado Division of Housing</li> <li>• Region 9 EDD</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct a county-wide housing assessment.</li> </ul>
<b>62. Housing:</b> Increase Availability of Housing	Med	<ul style="list-style-type: none"> <li>• County</li> <li>• Housing Solutions</li> <li>• Housing Authority</li> </ul>	<ul style="list-style-type: none"> <li>• Housing Authority</li> <li>• County</li> <li>• USDA</li> </ul>	<ul style="list-style-type: none"> <li>• Increase the supply of housing that is available and affordable (both owner occupied and rental housing).</li> </ul>

## **Tourism**

### **Parks and Monuments**

**Dove Creek** lies on a major highway US491 between Mesa Verde National park, Canyon of the Ancients NM, and Arches NM in Utah  
Transportation, Camping is available at Mesa Verde and Canyon of the Ancients

**Rico** Lies on Highway 145 close to the Ski Resort of Telluride in neighboring San Miguel County.

### **Hospitality industry**

Hotels, B&B's, and Camping are very limited in Dolores County

### **Activities**

**Mountain Biking and Cycling** are a major sport in the county. Dolores County lies on a major cross-country mountain bike trail and San Juan Hut System from Moab Utah to Durango Colorado

**Hiking:** The entire Four Corners and Mountain Southwest is covered with beautiful hiking trails and rock climbing areas in the forests and BLM land. There are several wilderness areas in the region that provide unmatched scenic beauty. The western end of the county is steep canyons falling from the high desert plateaus. Along the trails it is common to come across Ancient Anasazi cliff dwellings or remains of KIVAS in the earth.

**River sports:** Fishing and Kayaking on the Dolores River in the spring is one of the most exciting activities but also a well kept secret. DCDC is working with San Juan Mountain Association to develop and protect the river's natural beauty of the river and canyon areas.

## **Plan Time Line, See attached CEDS**

## **Ideas and Value Propositions See attached CEDS**

### **Test Marketing:**

Dolores County has revised and updated their web site and added graphics and business links to companies in the County. We do not have funds for a test marketing activity.

### **Sales Channels**

WE will continue to promote the county primarily through the Web, individual companies plus enticing visitors and tourists to come back and live in Dolores County.

### **Communications Matrix**

Communications will be the task of each group listed in the CEDS to implement each of their sections. This communications is too complex and diverse to cover here. It is anticipated that almost all residents and certainly all political offices

and businesses will be involved in the planned changes. This will be handled by each operating group and coordinated by DCDC.

DCDC will insure the county web site will carry a great deal of the information. Local newspapers and boards of directors will be involved and additional information will be carried in organizational newsletters.

### **Lead Tracking**

Leads are already coordinated by DCDC and Region 9 Economic Development and followed up by a board member and passed on to the appropriate organizations for action.

### **Sales and channels**

This is an area that needs work. Due to fiscal constraints at the state level the funding for Tourism has been up and down over the past ten years. DCDC through Region 9 Economic Development has funded revision of the County Web site. We have added links to businesses in the County and photography to entice web travelers to come to Dolores County.

### **Summary:**

Dolores county is experiencing slow but positive growth we believe that continued expansion is possible with the in migration of retiring baby boomers and the construction of homes in the high country of the county.

Growth of the energy sector and the movement of business into the Weber Memorial Business park. The presence of the proposed San Juan Biodiesel in the business park will have a major impact on the agricultural income of the county by diversifying the crop rotation and providing improved stability of farm income.

Implementing the CEDS tasks a major part of our economic and regional economic health and will help move the county forward on a broad agenda.

### **Appendices:**

**See attached REGION 9 Comprehensive Economic Development Strategy and the geographic - economic profile of the county**