

## **Ouray County Economic Development Discussion Points**

### What are the housing needs that would attract workers and families to move here for jobs?

- Diversify economy to diversify housing needs.
- Housing options less than \$200K
- Incentives for 2<sup>nd</sup> home owners to rent their properties.
- County / municipalities needs to relax laws regarding dividing land for affordable housing development.

### What are the biggest barriers to the real estate market? Suggest a mitigation technique for each. Who should take the lead in implementing the mitigation technique?

#### Barriers

- Desirability of Ouray County to secondary home owners
- Telluride influence= higher land, labor, and material costs
- Strict land use codes and regulations

#### Mitigation

- Subsidy programs
- Making development pay its way
- Land use planning—allow larger parcel owners subdivide land to allow for affordable housing

#### Who Should Lead

- City and County annex land for low income housing
- Allow “add ons” and mother-in-law apartments
- Encourage local banks to loan money for mortgages.

#### Housing needs for wide variety of population

- Senior citizens/ retirees
- Workers—teachers, city employees,
- Professionals

### What Amenities Can Be Developed to Enhance Outdoor Recreation for Visitors and Residents

- Develop BMX and Mountain Bike Trails on BLM land
- Re think ATV regulations
- More triathlons, races, bike rides in the County,
- Overnight camping facilities for visitors with animal—horses.
- Sled dog races at Iron ton
- Bob Sled run
- Upgrade and improve Ice Rink
- Grant money to develop Top of the Pines as a convention center and outdoor center

### How Can We Use Our Location, Community, Amenities, and Quality of Life to Boost Our Economy

- CDOT keep spending money on our highways and allow better signage for businesses
- Let people know about—great history- arts- Wright Opera House-outdoor sports-relaxing environment- music-yoga-alternative medicine- night skies-jeep tours- historical tours-organic food industry.
- Cooperation between Ouray County and Telluride concerning transportation.
- Get away area for military families
- Encourage reduction in out of state hunting and fishing licenses.
- Have state meetings in Ouray County
- Urge Federal government to continue funding PILT
- Encourage State to continue spending \$\$\$ in Ouray County on Weed control
- Be much more proactive in applying for GOCO and other grants
- Make licensing for special events and liquor licensing more user friendly. There is an amazing amount of bureaucratic red tape involved.

#### How Can We Appeal to Locals and Second Home Owners to Shop Local

- Second home owners typically shop local
- Locals continue to spend most \$ out of county—attempts over the years have not been successful

#### What event facilities exist in Ouray County (Ouray, Ridgway and Colona) ?

- 4H Center and Fairground
- 2 Community Centers
- Parks  
State Park  
Top of the Pine  
Ouray City Park, Ridgway Town Park, Mini Park
- Box Canyon Park
- Ice Park
- Ouray Hot Springs Pool
- Ridgway State Park
- Wright Opera House
- Schools
- 2 libraries

#### What kind of events are we attracting?

- Grillin and Chillin
- Rodeo
- 4<sup>th</sup> of July
- Arts and Crafts Festival
- Ice Fest
- Colo 500
- Ride the Rockies
- Jeep Jamboree

- Mt Sneffels Marathon
- “ “ Auction
- Wine and Whiskers
- Ridgway Music Fest
- Love Your Valley River Fest
- Oktober Fest
- Balloons and Varooms
- San Juan Chamber Music

What events should we be attracting?

- Winter Fest 10days long?
- Culinary Competition
- Mud Ball
- Square Dance Festival
- Real Concerts
- Business Conferences
- True Grit Days—cowboy poetry, cowboy movies
- Rallies
- Equestrian and H.S. rodeos

What marketing strategies could be employed to attract more visitors to Ouray County?

- RV park
- Destination Event Packages
- Limo Services—co op shuttle
- Use Colo. Tourism to attract grants for smaller businesses
- Co-op advertising across county
- USFS and BLM cooperation
- Better Branding for Ouray county

What are some incentives that would encourage and support the metal mining industry to appropriately explore and develop mines in Ouray County? How can Ouray County retain and expand our agricultural economy

- Above all –acknowledge and encourage the historic roles of mining and agriculture and their roles in our future
- Pursue economic development while maintaining the natural beauty of the county.

How can Ouray County benefit from health-care related tourism and the clean energy economy?

- Explore potential development of alternative energy resources large and small.
- Promote the growth of alternative health care
- Encourage the diversity of economic opportunities that rely on and contribute to the natural beauty of the county

## What are Ouray County's strengths and weaknesses?

### **Strengths**

- Quality of life
- Natural resources
- Opportunities for outdoor recreation
- Potential for alternative energy development
- Tourism
- Schools
- Diversity of talent
- Citizen participation at every level
- Health and wellness
- Location
- Seasonality

### **Weaknesses**

- Rural – small population
- Diversity of stakeholders
- Lack of County plan for economic development committee
- Affordable housing
- Poor infrastructure
- Location
- No money
- Lack of marketing plan
- Seasonality
- No idea of what businesses exist in the county

## What are the top struggles of local businesses?

- Inadequate broad band
- Lack of bank financing
- Job training especially technical
- Diversified jobs
- Transportation—shipping
- Lack of knowledge of what businesses exist in the county

## What kinds of businesses or industry would create good year-round jobs?

- Green industry
- Research and development groups

## What are the top struggles of local non-profit organizations? Suggest a mitigation technique for each

### **Challenges**

- Volunteers
- Limited Depth of funds

### **Opportunities**

- Specific purpose “one thing campaign
- Coordinator
- Specific donation target
- Education of organizations

How can economic development provide new local revenues to sustain great schools?

- Use excellent standard of schools as a tool to attract economic development
- Educate citizens to promote school
- Student outreach//civil service
- Focus on arts programs.

What resources /actions from the State of Colorado would be most helpful to Ouray County for economic development?

- Develop relocation packages
- Web development for small businesses    Broad band
- Training
- More user friendly special event licensing practices

What are the top weaknesses of infrastructure in Ouray County?

- Lack of adequate broad band
- Poor transportation services for locals and tourists
- High air fares
- Road maintenance issues
- Lack of bike trails
- Water tri county supply issues
- High cost energy supply

Mitigation strategies

- Regional cooperation to pressure server for better broad band service
- Work San Miguel, Montrose, Counties for public transport
- Form a regional transport authority
- Encourage CDOT to continue funding of road repair
- Request bike shoulder along road ways from CDOT
- Long range planning with Tri County needed    Need to develop storage in Ridgway and Ouray.  
Keep water rights in County
- Develop solar, wind, geothermal, hydro energy supplies.

Added comments regarding Economic Development—

- Why was the film “True Grit” shot in New Mexico. Need more films made in our area.
- Why are wealthy landowners paying agricultural property taxes, when they are not ranchers or farmers?
- Encourage safe back country skiing
- Allow huts and or coffee houses in the back country “Hike or Jeep up to a restaurant”
- Create Red Mountain National Historic Park trails, restaurant, hotel, Winter and summer Idarado would be the perfect location....
- What is happening with Camp Bird Mine?