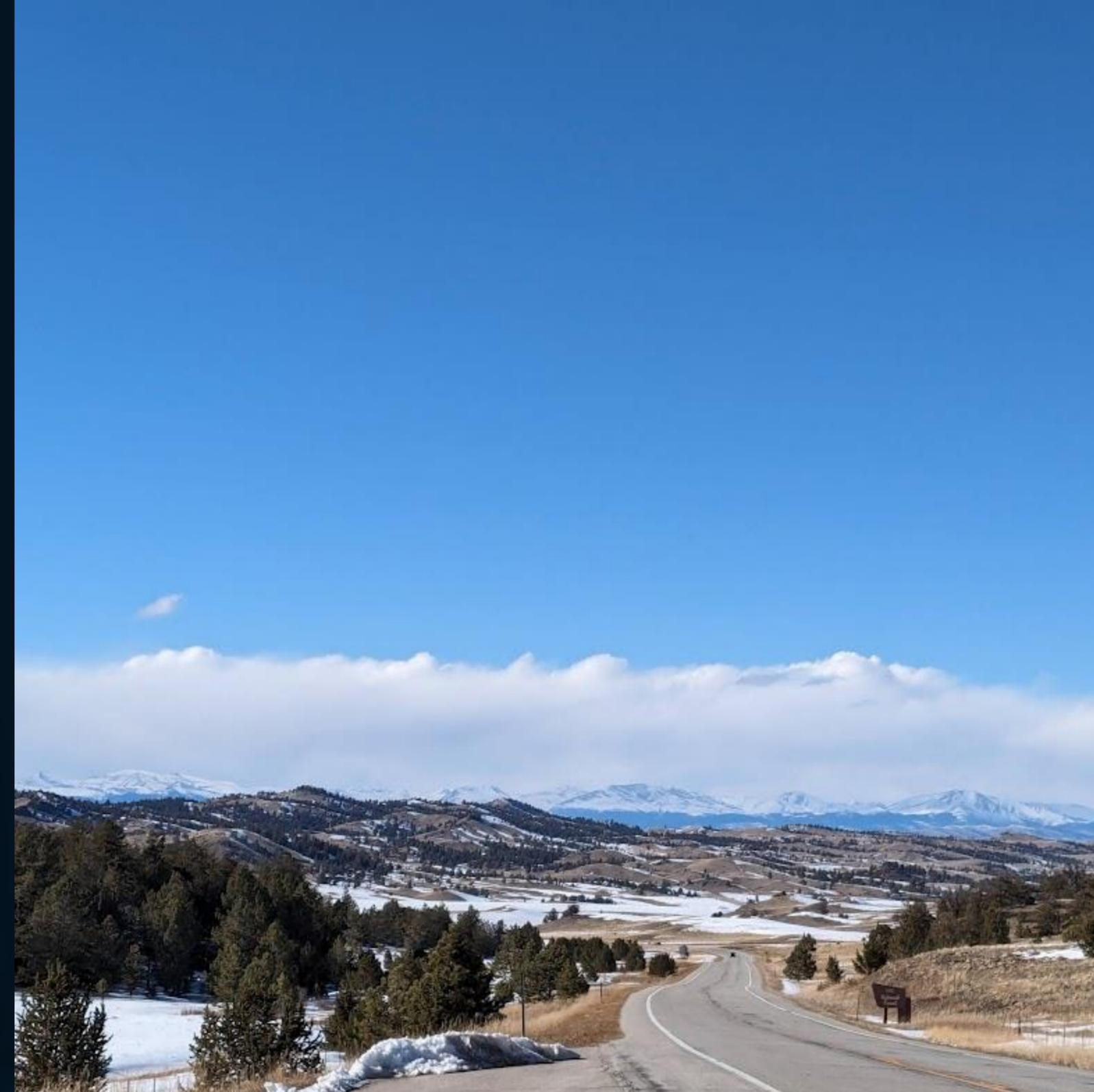# PARK COUNTY

OPPORTUNITY ASSESSMENT

Spring, 2024

CState Consulting
Park County Extension Office

Colorado State University

MEET THE TEAM

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OUR WHY

Community. Collaboration. Value Creation.

As a land-grant institution, CSU exists to serve the whole state of Colorado. We are here as partners with Park County because we prize the history and unique offerings of every community in our state. Through this project, we aim to leverage the talents and opportunities in Park County to ensure the sustainability of county members' desired lifestyle for years to come.
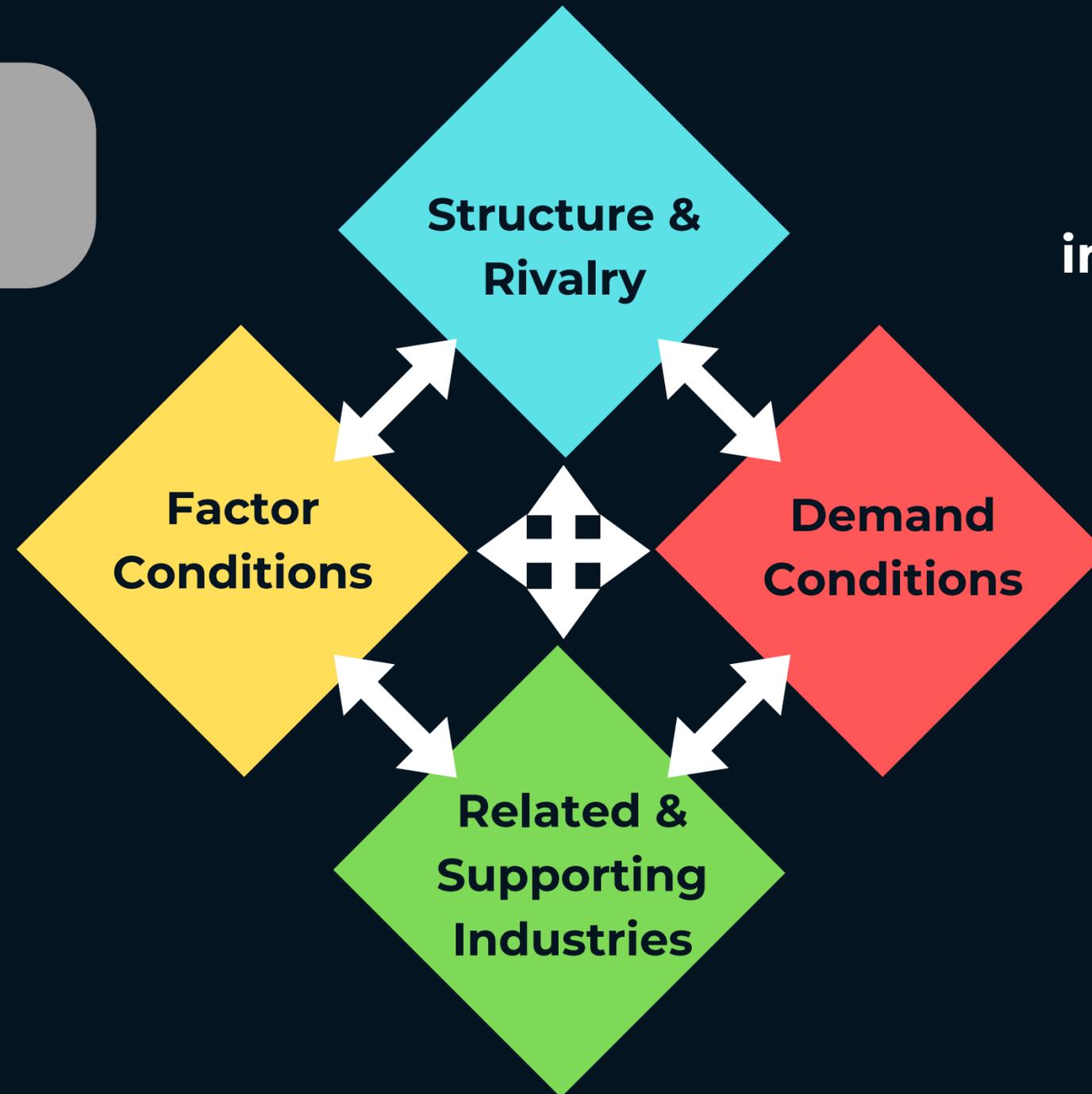
WHAT WE HEARD

First Visit - March 2nd & 3rd

Meetings in Bailey, Fairplay, Lake George, and Guffey

Second Visit - April 20th

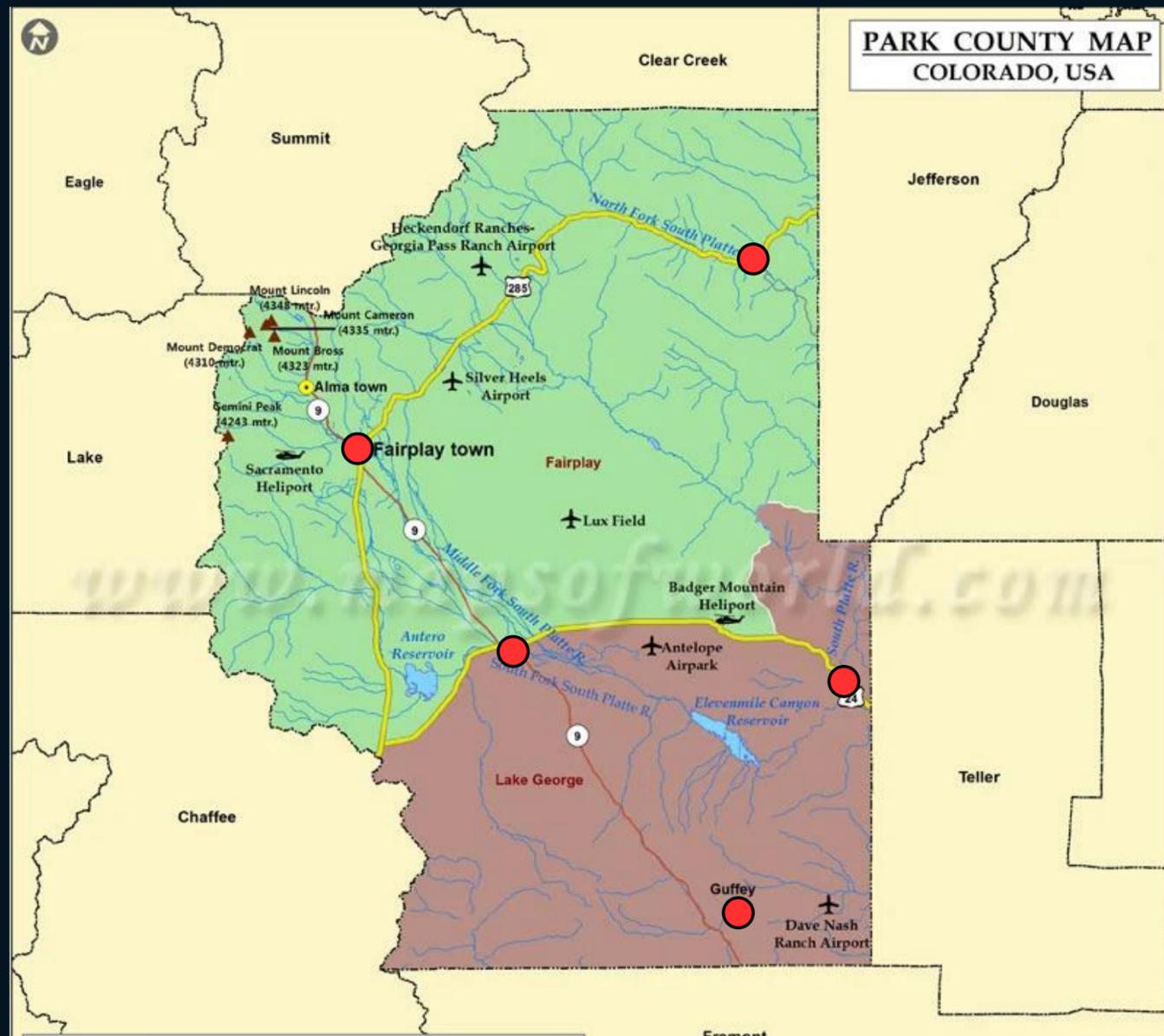S.O.A.R. workshops in Lake George and Fairplay

Plus virtual conversations with other community members

Community

Collaboration

Value Creation

5

Bailey - Fairplay - Lake George - Guffey

+

Welcoming Community
Self-reliance & Creativity
Trades & Talent
Rich History
Fire Department
Natural Beauty
Great Outdoor Recreation
Community Events (Burro Days, Spaghetti Dinner, Cowboy Christmas, etc.)

−

Closed/Failed Businesses
Lack of Employees
Poor Healthcare
Isolation
Expensive Housing
Poor Roads
Difficult Winters

*FOCUS AREAS

Communication & Community

Tapping into Talent

Business Resiliency
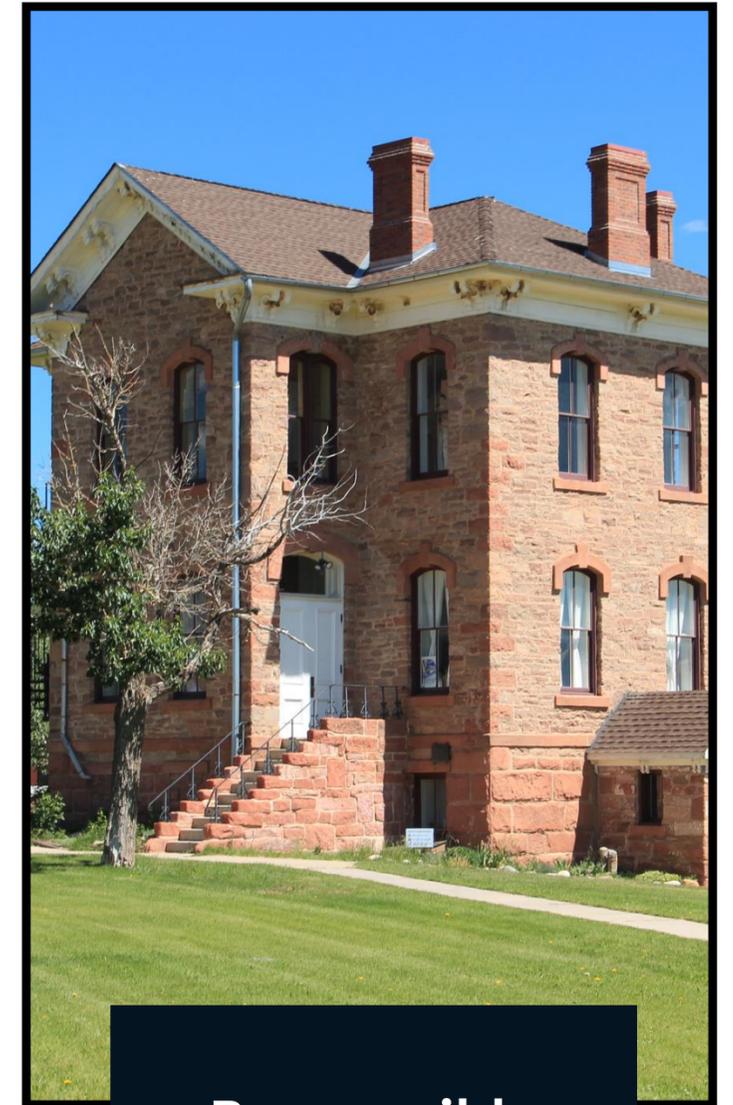
Responsible Tourism

SECOND VISIT

Lake George - Fairplay

Results

Aspirations

Opportunities

Strengths

How can Park County use its unique strengths and opportunities to achieve its aspirations and bring tangible results?

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WORKSHOP FINDINGS

Strengths

DYOL (Do your own life)
Strong Community
Natural Beauty, Recreation, & History
Retired Talent

Opportunities

Performing Arts & Community Spaces
Communication & Internet Access
History Education Awareness & Marketing
Clean Energy

Aspirations

Community & Family Engagement Centers
Signage & Communication Platforms
Promoting Local Business
Education and Awareness

Results

Sense of Community
Economic Sustainability & Quality of Life
Sustaining Permanent Residents

WEB OF SUCCESS

Integrating Park County's core competencies (Diamond Analysis & SOAR), into short-term steps (smaller circles), and long-term steps (larger circles)

SHORT TERM SIGNAGE

ACTION STEPS

- Creation of sandwich boards or murals for advertising on the sides of the buildings
- Split costs of signage between local businesses/Chamber of Commerce that is nearby.
- Place signage at key locations, like before towns on popular highways (285, 24, and 9)
- At attractions like Front Street, or where it is the last chance for information before no cell service

RESULTS

- Support business resiliency by offering an additional revenue stream
- Encourage more stops by folks driving through as now they recognize what is present in the county
- Opportunity to bring in new customers while strengthening customer retention

☑ *Business Resiliency*

☑ *Responsible Tourism*

CREATE COMMUNITY CALENDER

ACTION STEPS

- Physical signage boards located in town centers and by the towns' Fire Department

- Online community pages with a page for locals, and a separate one for tourists which includes "How to Park County"

- **South Park Bulletin**

RESULTS

- Increased sense of unity and Park County identity

- Increased awareness of what is going on in the community

- Increased opportunity for connection

- Provides opportunities for businesses to get involved more in the community

☑ *Community & Communication* ☑ *Tapping Into Talent*

ADVERTISE THROUGH STICKERS

PARK COUNTY, CO
EST 1861

ACTION STEPS

- Host a community event (e.g., at the fair) in which local artists and participants submit sticker designs, involving local perspectives for what image or identity they would like associated with the county
- Print stickers for placement in local businesses
- Businesses can offer discounted stickers or purchase discounts for leaving an online business review

RESULTS

- Increased sense of connection and Park County identity

- Leverage artistic talent in community

- Support business resiliency by offering additional revenue stream

- **Increase Park County visibility**

☑ *Business Resiliency*   ☑ *Responsible Tourism*   ☑ *Tapping into Talent*

CREATE MENTORING PROGRAM

ACTION STEPS

- Develop summer mentoring program between individuals with specialized skills and students in RE-1 and RE-2
- Build partnerships with community members and support student professional development

→

RESULTS

- Increase opportunities for community engagement
- Increase feelings of connection to the county in students and community members alike
- **Engage retired, seasonal, or part-time residents as well as community members with specialized skills**
- Enhance community talent and pass on community knowledge

☑ *Community and Communication*   ☑ *Tapping into Talent*

INCREASE SIGNAGE

Date breakdown

ACTION STEPS

- Invest with CDOT into installing more signage throughout the county
- Place signage at key locations:
- Before entering towns
- At attractions such as the Lake George disc golf park, Spinney Mountain, Eleven Mile, for Front Street in Fairplay

→

RESULTS

- Improve awareness by advertising county offerings to cars passing through
- Showcase county talent (e.g., delicious food at Fat Shack or historical heritage site at Hartsel)
- Strengthen business resiliency --> Will result in a hyper-conservative estimate of $1.05M a year going back into the community
- Promote sites for tourism

☑ *Business Resiliency*   ☑ *Community and Communication*

WELCOME CENTER

ACTION STEPS

- Create a welcome center to target drive-in guests to the county
- Location-based at the Fairgrounds, or small information holders located in businesses throughout the community

→

RESULTS

- Stronger sense of community
- This enables small businesses to catch non-county residents
- Enables non-residents to know about the unique offerings of the county
- Provides education for how to properly and safely enjoy Park County

☑ *Community and Communication*   ☑ *Responsible Tourism*

BUILD MEAT PROCESSING FACILITY

ACTION STEPS

- Locate landowner(s) willing to either sell enough land for the facility or do a long-term lease
- Involve CSU Expansion office for their plans around processing plants
- Secure water rights and wastewater management plan
- Secure Resident Approval
- Secure County Government Approval
- Secure USDA Approval

→

RESULTS

- Increase of jobs in the County
- Reduced financial costs for livestock owners and hunters
- Reduced time cost for livestock owners and hunters
- Source of further independence for the county
- Increase in revenue for ranchers per lbs. through the reduction in total shrink

ACTION STEPS

- Utilize Fishing Guide services which make sure their clients treat the land with respect
- Begin Ranch Education boarding
- Appeal to out-of-county tourists - "True Rocky Mountain" Experience
- Encourage Farm History museums
- Honor system farm stand
- Landowner education

→

RESULTS

- Increased revenue from existing agricultural land
- Allows for the education of tourists, encourages them to return and take care of the land
- Preservation of what makes Park County, Park County!

Recommendations Summary

Stage 1

1 - Short-Term Signage

2 - Create community calendar

3 - Advertise through stickers

4 - Mentoring Programs

Stage 2

5 - Long-Term signage

6 - Welcome Center

7 - Processing Facility

8 - Agritourism

Harnessing Park County talents and opportunities to build connection and enhance community outcomes

CState Consulting
Park County Extension Office

Colorado State University

DEMOGRAPHICS

Education

Education Attainment	% of Residents
Less then 9th Grade	0.8%
9th - 12th Grade	1.6%
High School Diploma	24.1%
Some College	28.1%
Associate's Degree	11.5%
Bachlor's Degree	23.4%
Graduate Degree or Higher	10.6%

Commuting Patterns

Place of Residence	Net Commuters
Bailey	(3,305)
Fairplay	(52)
Lake George	(91)
Guffey	(192)
Jefferson	(161)
Hartsel	(367)
Alma	(230)
Shawnee	(92)
Grant	(82)
Como	(242)

SURVEY RESULTS

Park County Strengths Survey Reponses

Legend:
- Community:
- Self Sufficiency / Resiliance / Life Skills:
- Resource Handling/Creativity:
- Ranching:
- Previous Professional Skills:
- Teaching Skills:
- Auto Repair:

Pie chart values: 32%, 30%, 20%, 11%, 5%, 1%, 1%
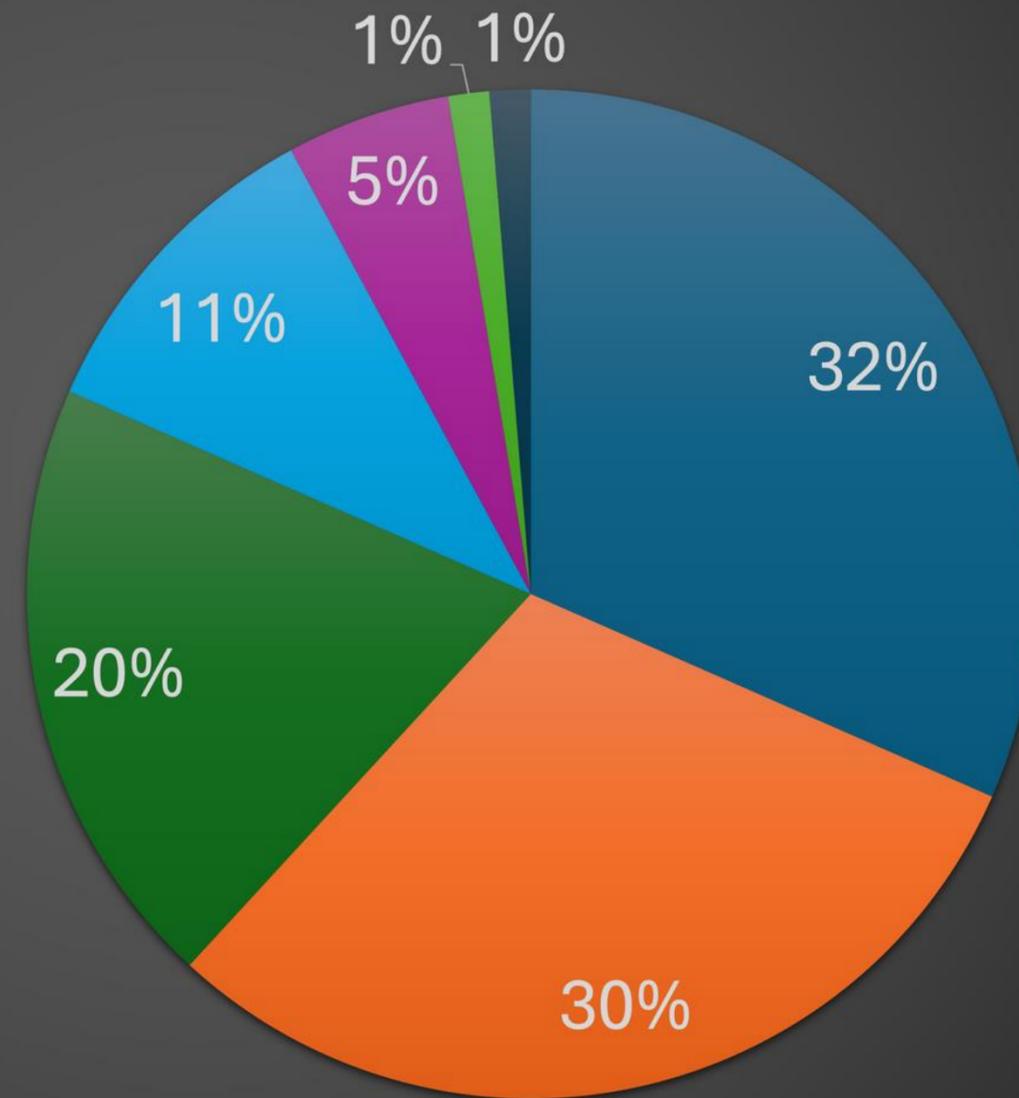
INCREASE SIGNAGE

DATA

- CDOT predicts that there will be an average of 4,520 vehicles a day that travel through Park County

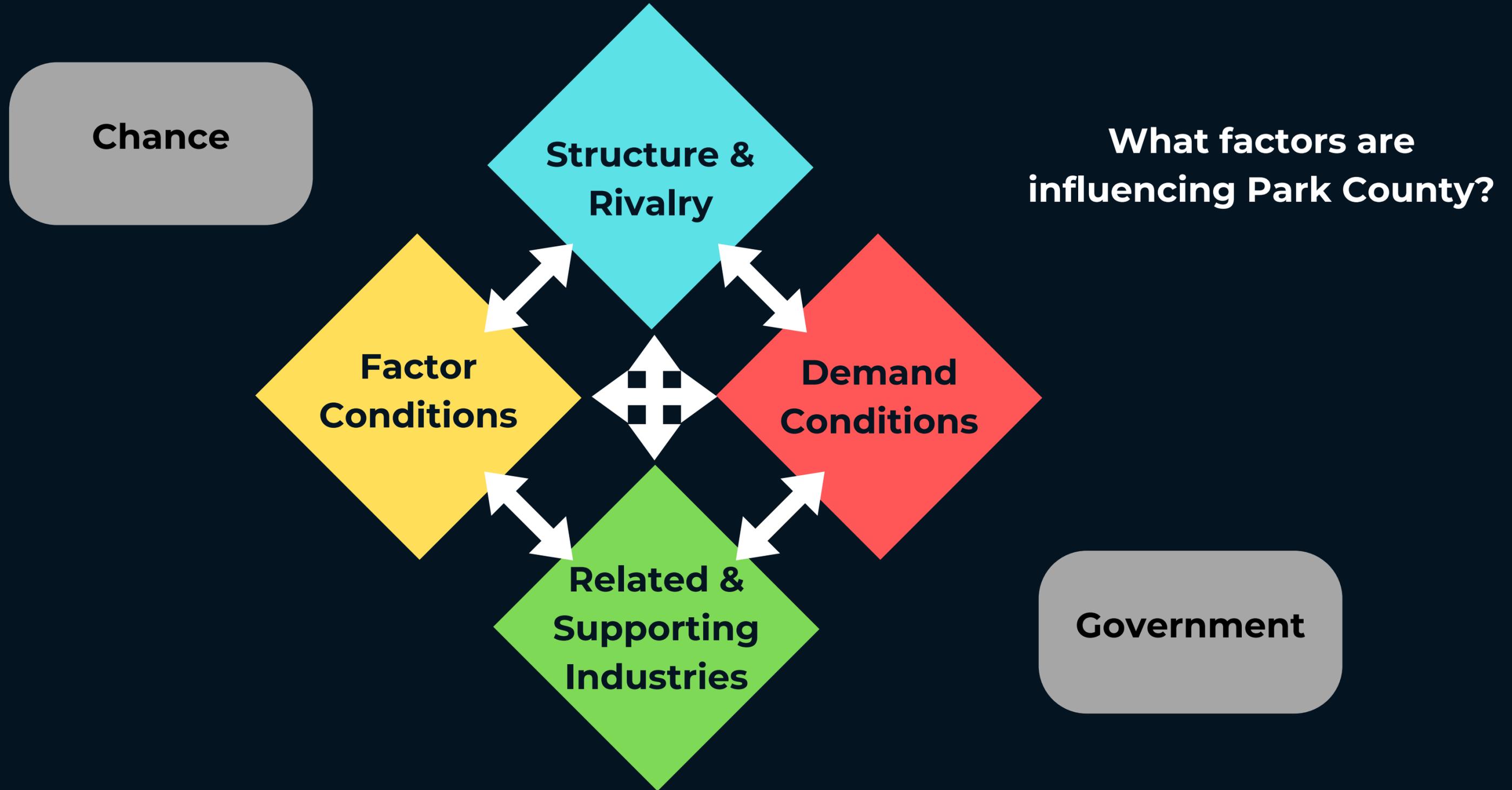- 53% of drivers see road signs as they drive by

ASSUMPTIONS

- 10% of the drivers who see the signs will stop (240 cars a day)

- Each car is likely to spend at least $12 when they stop

RESULTS

- Hyper-conservative estimate of $2,880 a day

- $1.05M a year going back into the community

OVERVIEW

Chance

Structure & Rivalry

Factor Conditions

Demand Conditions

Related & Supporting Industries

Government

What factors are influencing Park County?

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DIAMOND ANALYSIS

Factor Conditions

What can Park County create for itself?

Skilled labor present in the trades, construction, arts and crafts, and culinary arts (CTE programs)

22% of population are over 65 and 35.5% of residents are college degree holders

Rich history and "Western frontier" quality with incredible natural beauty and recreation opportunities
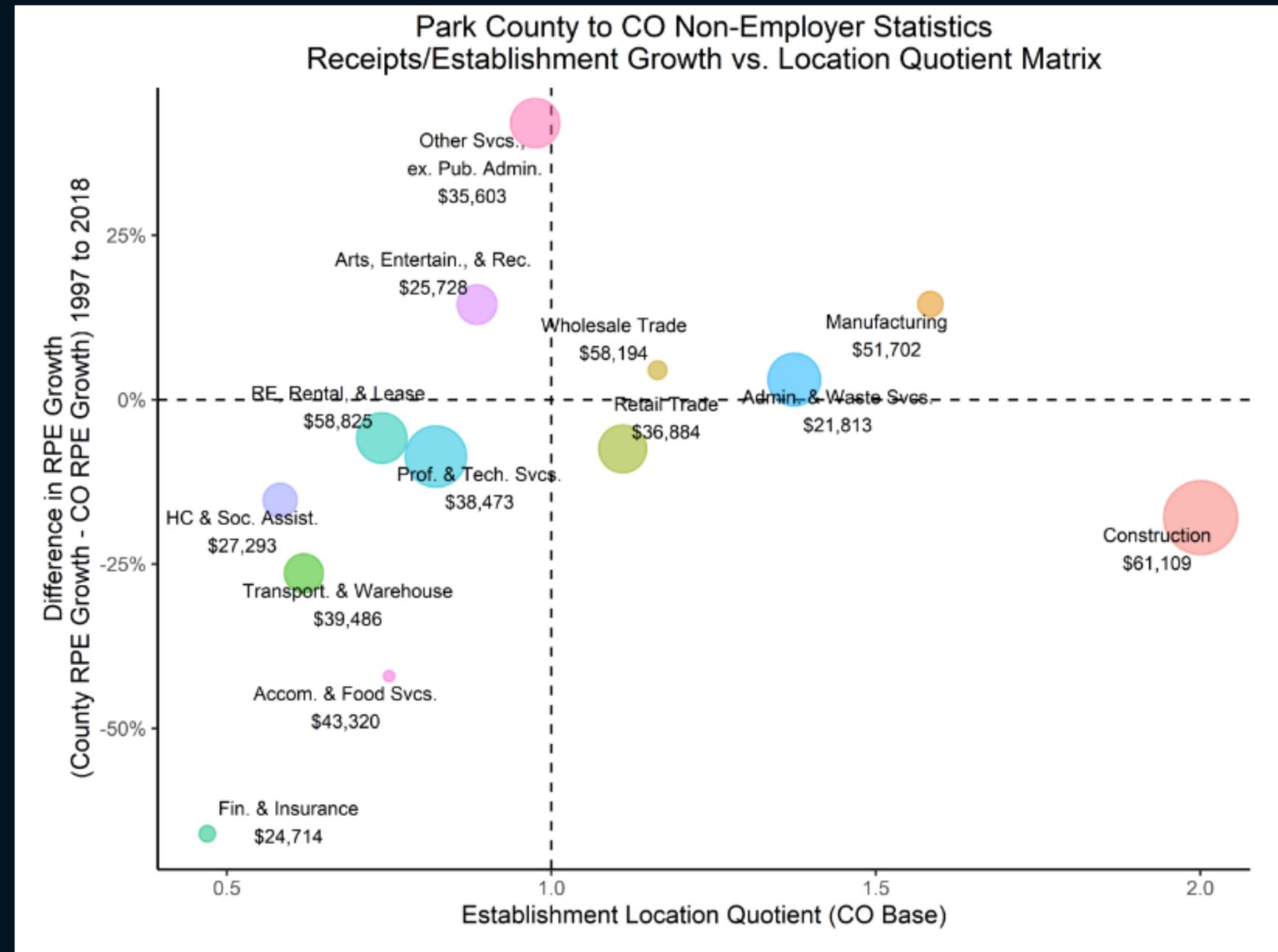
DIAMOND ANALYSIS

Related & Supporting Industries

Government

Construction

Retail Trade

Park County to CO Non-Employer Statistics
Receipts/Establishment Growth vs. Location Quotient Matrix

From CSU REDI Reports

DIAMOND ANALYSIS

Demand Conditions

What markets could drive opportunities?

High summer traffic, especially on Highway 285 and 24

Increasing interest in outdoor recreation in Colorado

Increasing ability to work remotely

DIAMOND ANALYSIS

Structure & Rivalry

What is the surrounding context and competition?

- Platte Canyon and South Park Chambers of Commerce with Platte Canyon chamber acting as unofficial regulatory agency
- Close to Breckenridge, Summit County, and other popular travel destinations… "pass through community"

- Teller County and Freemont County

Platte Canyon Chamber

DIAMOND ANALYSIS

Government

3 county districts
8 public schools

Chance

Poor weather during the winter &
heavy summer traffic, impacting driving
conditions for locals and visitors