



CAP: Community Action Plan Custer County Final Report
May 23, 2007

Business & Community Development:

Vision: A focused Economic Development Committee with sub-committees that bring together organizations to effectively promote business development for Custer County.

Assessment TEAM Facilitator: Stephanie Steffens

Local Leaders/ED Board Member: Allen Butler

Recommendation # 1: Develop a coordinated effort for cooperative marketing of local businesses.

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Create a Business Marketing Network (BMN) by recruiting businesses to participate in collaborative efforts.	Len Lankford (build team recruiting other business people to participate)	June 25, 2007 (EDC Meeting)	Chamber / EDC / Businesses
2	Inventory retail products & services.	Len & BMN	Aug. 27, 2007 (EDC Meeting)	
3	Develop collaborative marketing efforts.	Len & BMN	Oct. 1 st .	Example: stores handing out flyers and coupons for each other. Store listing painted on side of theater, etc. Horn Creek offered to pass out coupons, but not be responsible for collecting them.
4	Coordinate with the Chambers Community Calendar	Chamber to work with Len & BMN	July 07	

Recommendation # 2: Make business resources available in one location on the web, all websites linked to it.

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Develop List of Integrated Business Resources.	Jeff Ollinger	July 30, 07	www.coloradoprosects.com www.colorado.com www.advancecolorado.com etc.
2	Determine web host and maintenance plan.	Jim McMann & Bob Weisenbach	Aug 30, 07	Identify local web developers – Resource to help pay for this Upper Arkansas Area Council of Government – Jeff O.
3	Post IBR list on Website & Link all county and community sites to it.	Bob Weisenbach & Web Designer	Aug 30, 07	Jeff Ollinger
4	Post hard copies of these resources at the county CSU Office, the Liabrary and other locations as determined feasible.	Karen Crumbaker	Aug 30, 07	

Recommendation # 3: Compile information on community needs and assets.

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Conduct a Community Satisfaction Survey.	Paul Wenke		
a.	Obtain sample survey (ie. Chaffee County)	Jeff Ollinger (Ellen Olsen)		
b.	Form Committee to edit & distribute survey.	Paul, EDC, and Jim McMann	June 26, 07	Hold meeting prior to Sustainable Ways monthly June meeting.
c.	Edit Survey	Committee lead by Paul	July 26, 07	
d.	Determine cost of publishing and mailing.		July. 26, 07	Potential Resource – Diana Laughlin CSU/DOLA
e.	Raise funds		Aug. 25, 07	Potential UAACOG – EZ Funding
f.	Publish & Distribute survey	Committee lead by Paul	Sept 1, 07	
g.	Compile results	Committee lead by Paul	Dec 15, 07	More aggressive timeline of October was discussed, but need to be aware of volunteers time.
h.	Publish results and Report to community	Committee, Business Advocacy Group, EDC, Chamber	January 15, 2007	More aggressive timeline of November for the 6 month RECAP was desired but need to consider available time of volunteers. Carol Custer will advise as to mailing and electronic tabulation.

Recommendation #3 Continued.

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
2	Inventory Community Assets for each town and county.	Bob Weisenbach, Sara Senderhauf & EDC cooperate with each town council and BOCC		
a.	Listing of all available commercial property			
b.	Listing of needed businesses			From survey
c.	Listing of piped & wired utilities			From survey
d.	Financial Institutions			From survey

Recommendation # 4: Promote the availability of business resources

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Develop a Business Advocacy Group	Sub-committee of EDC, lead by Chamber	June 30, 07	
2	Meet with PCC SBDC Director Caroline Parra to discuss promoting SBDC programs in Custer County	Business Advocacy Group	July 30, 07	Potential Leading Edge Program
3	Work with Paul's Group to promote results of the community satisfaction survey	Business Advocacy Group	Nov. 07	
4	Work with BMN to promote availability of Marketing Network	Business Advocacy Group	Oct. 07	

Recommendation # 5: Pursue Veterans Cemetery in Custer County

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Contact US Army regarding possibility of making a proposal.	Charles Bogle	June 30, 07	
2	Obtain site selection criteria	Charles Bogle	June 30, 07	
3	Assess availability of local resources to support project.	Charles Bogle w/ EDC	TBD	
4	Determine potential and present to EDC.	Charles Bogle w/ EDC	TBD	

Natural Resources – Water Retention, Agriculture, Land Use and Preservation:

Assessment TEAM Facilitator: Clarke Becker

Local Leaders/ED Board Member: Robin Young

Recommendation # 1: *Develop a County – Wide Water Plan...*

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Collect and organize Data on Custer County water resources	Data resource organizations are to be contacted and convened by the Custer County Board of Commissioners (Subject to BOCC approval) <ul style="list-style-type: none"> • Upper Arkansas Water Conservancy District; • Round Mountain Water & Sanitation; • State Water Engineers Office (Pueblo); • Wet Mountain Valley Water Users Assn,; • United States Geological Service. 	30 days to convening; Documentation and data will be accumulated, organized and available by October 1, 2007	The "Parties Responsible"/entities will provide the information needed to lead future efforts relating to potential recommendations. The BOCC will be the entity to provide leadership to meet the requirements of the Data. Data should reflect and respond to the following issues: <ul style="list-style-type: none"> • Support efforts to explore opportunities to develop additional reservoirs in Custer County; • Develop a water augmentation plan to cover the entire county; • Identify cost sharing possibilities for water and wastewater infrastructure expansion; • Utilize community leadership seminars to educate the community on water and land transactions and; • Educate the community on tools available for preservation of agricultural land and water and encourage the use of those tools.
2	Evaluate Existing Water Data, Water Assessment Plans and identified needed additional assessments and data.	Groups identified above will be expanded to include the addition of Representatives from: <ul style="list-style-type: none"> • the Agricultural Community; • Concerned Citizens for Custer County (C-4); • Municipalities; • NRCS; • San Isabel Land Preservation Trust; • Others as identified as a result of the 1st action plan step. 	This should be convened prior to October 1, 2007. Should be operational upon completion of Step 1. This step should be completed for Step 3 by March 1, 2008	A "neutral" third party facilitator will be engaged to move this process forward. Discussion should focus on: <ul style="list-style-type: none"> • Support efforts to explore opportunities to develop additional reservoirs in Custer County; • Develop a water augmentation plan to cover the entire county; • Identify cost sharing possibilities for water and wastewater infrastructure expansion; • Utilize community leadership seminars to educate the community on water and land transactions and; • Educate the community on tools available for preservation of agricultural land and water and encourage their use.
3	Share results of steps one and two with the Custer County Community encouraging feed back through	Groups above will participate in the forums facilitated by a neutral third party.	Forums to be conducted on or about March	Materials will include results and recommendations from the groups meeting in steps one and two. Stakeholders to be invited, include but are not limited to:

	facilitation in an open forum.		17, 2008	Municipalities, POAs, Ranchers, Businesses, Legislators, Citizens, Local Government and Others to be identified to provide a strong cross-section of community/county education and input.
4	As a result of the above listed steps, the next steps will be developed to continue the process toward development of a County Water Plan.			
5	This plan will Guide the future of the Community and allow the people of Custer County to shape your "own" vision for the County.			

Recommendation # 2: Support the efforts of updating the Custer County Master Plan

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Develop the process and stakeholders for updating the County Master Plan	BOCC / Planning Commission		
2	Use the update of the master plan to consider the possibility of agricultural reclassification for 35-acre properties	BOCC / Planning Commission		
3	Use the update of the master plan to strengthen septic system regulations	BOCC / Planning Commission		

Human Resources – Attract, Equip and Retain:

Assessment TEAM Facilitator: Deb Downs, DOLA

Local Leaders/ED Board Member: Jim Johnson

Recommendation # 1: Education

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Investigate the potential for a Trade School or Trade School Classes	Jess Price	7/07	PCC, Bruce May, Tom Flower
2	Introduce Summer Education program for 0-18 years	Kimberly Stein	8/07	School District
3	Develop Bachelor and Master's Degree Programs	James Malm, CSU Jim and Helen Johnson Andrew Zeller	8/07	To include sophomore to senior programs at the high school.
4	Investigate Viable Elderhostel Programs	Jim Johnson	9/07	Bringing in groups for educational programs can become an economic boost for the county Connect with Saturday Sampler Program
5	Investigate Bringing SBDC and Leading Edge to the County	EDC – Business Marketing Network and Business Advocacy Group		SBDC services are provided by Pueblo Community College, the Business Group is implementing action steps to better utilize those resources.

Recommendation # 2: Affordable Housing

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Become involved in the County Master Plan Update	Mike Liebman	County planning timeline	Make sure there is inclusion of affordable options for development; including but not limited to, higher density residential development, such as townhouses, multi-plex and patio homes
2	Develop a List of Affordable Housing Resources for the County and Schedule Training on Assistance for Affordable Housing	Mike Liebman Sharon McKinsey, UAACOG	7/07	Include Habitat for Humanity, Housing and Rental Rehab, Community Land Trust Options, DOH CDBG and HOME funds, etc. Develop a county training session for developers, bankers, residents, government, businesses, etc.
3	Monitor the Custer County Housing Needs Assessment	Sharon McKinsey, UAACOG Mike Liebman Peggy Q.	07/07-10/07	UAACOG will need county input on the assessment. Potential to schedule the public hearing on the assessment with a training session on affordable housing.

Recommendation # 3: Resources

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Assist in Organizing the Heart of the Rockies Philanthropy Days Committee	Jim Johnson Kimberly Stein Rob Blessing Jim Little, Wet Mt. Comm. Fund Judy Lohnes	9/07	Philanthropy Days will be in Custer County Area in 2008. Contact information is through Community Resource Center at www.crcamerica.org Planning typically begins one year prior to the event which occurs once every four years in each region.
2	Organizational Collaboration by developing a Custer County "Summit" that meets monthly/quarterly to discuss issues	Angie Arterburn Peggy Quint	9/07	Schedule regular meetings between local governments, schools, college, ED, Chamber, Rotary, Ministry, VFW, American Legion, UAACOG, DOLA, H4H, etc. to discuss each entities issues or upcoming events. Replicate Chaffee County Summit Meeting

Recommendation # 4: Workforce

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Help enhance presence of Colorado Workforce and provide training on Colorado Workforce Center programs.	Karen Crumbaker Christy Gonzales, CWFC	9/07	Job Training funds Work study at High School Canon City – Workforce Center

Recommendation # 5: Volunteerism

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Develop/expand the RSVP (Retired Senior Volunteer Program)	Jerry Lacy, Veteran's Services Charles Bogle UAACOG		RSVP connects volunteers with projects
2	Develop a plan to motivate volunteers			Local Governments can provide tax or utility payment amnesty for hours of volunteer services. Volunteer Award programs, gifts, etc.

Tourism & Marketing:

Assessment TEAM Facilitator: Ellen Olson

Local Leaders/ED Board Member: Angie Arterburn

Recommendation # 1: Promote and encourage passage of the county lodging tax

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Support efforts of the Lodging Tax committee to educate community about importance and purpose of lodging tax	All tourism-related entities	October 2007	

Recommendation # 2: Develop a Custer County Tourism Marketing Plan that takes into consideration community assets and values and respects "who we are and what we want"

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Reconcile existing marketing plans and combine into county-wide plan for tourism expansion.	Carol Custer Angela Arterburn Steve Willman Dana Meek Chamber	Aug 1	CSU/DOLA technical assistance program, EPYCS, Custer Chamber, Custer County EDC
2	Inventory and identify ways to market to special users groups (both summer and winter) already coming through the County	Chamber, EDC		Colorado Tourism Office
3	Inventory and identify ways to market to Front Range communities, but don't forget the rest of CO	Chamber, EDC		Colorado Tourism Office, CSU/DOLA Tech assist. program
4	Educate businesses and community groups on marketing plan. Publicize the plan!	Chamber, EDC	Sept 1	"Be a tourist in your own community" program

Recommendation # 3: Coordinate & Communicate Advertising efforts

#	Action Plan Steps	Parties Responsible	Timeline	Resources/Comments: Technical, Funding, etc.
1	Identify prominent websites (portals of entry) for travelers and ensure they are accurate and linked.	Dana Meek	July 1	
2	Ensure Custer County visibility in regional tourism promotional websites (i.e. Colorado.com, Frontierscolorado.com, Frontierpathways.com)	Dana Meek	July 1	Colorado Tourism Office (Scott Campbell), Action 22 (coop advertising), CDOT. Heritage tourism grant program.
3	Research possibility of reaching all Military Base audiences via military cable with Custer County video and itinerary promotion.	Angela Arterburn Greg Tabuteau	June 30	Cross D Bar Ranch VHS (Lynn Arterbury), Explore Colorado spot. Military family recreation/information office for promotion of itineraries and maps
4	Collaborate and develop a coordinated effort to promote Custer County through PSA's on area events	Steve Willman (theatre group) Chamber	June 30	Don't forget your neighboring counties!