



CRVEDP STRATEGIC PLAN

2024 - 2026

Parachute | Battlement Mesa | Rifle | Silt | New Castle | Garfield
County

Vision, mission, values of the Colorado River Valley Economic Development Partnership
alongside developing strategic goals, initiatives, metrics and timeline through mid-2026.
This will be a working document.

I. Executive Summary

The Colorado River Valley Economic Development Partnership (CRVEDP) aims to foster a thriving, diverse, and resilient regional economy that nurtures prosperous communities and ensures sustainable growth for generations. This strategic plan outlines our vision, mission, values, and key initiatives to achieve these goals, focusing on collaboration, innovation, and leveraging regional strengths through mid-2026.

II. History

Conceived in 2022 by the municipal managers and established in 2023, the CRVEDP is a conglomerate of the Colorado River Valley region namely New Castle, Silt, Rifle and Parachute/Battlement Mesa also often referred to as Western Garfield County. With the assistance and support of the Rifle Regional Economic Development Corporation, which has been focused on economic development in the region since 2007, the goal of expanding the group is to ensure the entire region is represented, commonalities are identified and suitable strategies and initiatives are developed to allow our region to thrive. The CRVEDP has been purposely built on a public/private partnership with representatives required to be from government, business and non-profit entities to allow for diversity in opinions and experience.

III. Vision and Mission

Vision Statement: CRVEDP endeavors to be a regional collaboration that drives economic vitality and community prosperity for today and future generations.

Mission Statement: "The Colorado River Valley Economic Development Partnership (CRVEDP) serves as an economic hub supporting coordination and partnerships to advance the economic priorities of our region. We will achieve this through being a nexus of regional information and trusted resources, assisting with workforce growth and development in the region, acting as a catalyst for innovation and action and championing projects and decisions that strengthen our regional economy."

IV. Core Values

1. **Collaboration:**

- We believe in the power of working together. By fostering relationships among local governments, businesses, institutions of learning and community organizations, we aim to build a cohesive and united regional economy.
- We value the lessons learned from our history as well as our neighbors, using them to inform and guide our strategies and decisions for a better future.

2. **Innovation:**

- We encourage and support candid and civil conversations about real issues in our region in a space that allows for diversity in perspectives, creative solutions and forward-thinking strategies that drive economic growth and development.

3. **Resilience:**

- We focus on building a resilient economy that can adapt to changes and challenges, ensuring stability and self-sufficiency for our region.

4. **Integrity:**

- We uphold the highest standards of transparency, accountability, and ethical conduct in all our initiatives and interactions.

5. **Community Vitality:**

- We prioritize the needs and aspirations of our communities, ensuring that economic development efforts enhance the quality of life for all residents.

6. **Empowerment:**

- We empower our economic stakeholders by connecting them to the resources, support, and opportunities needed to find ways to succeed and grow.

V. Strategic Goals and Initiatives

Goal 1: Support the growth and development of well-paying stable employment options in the region (aka Facilitate better jobs closer to home)

- **Initiative 1.1:**
 - Develop benchmarks for labor data including job sectors, wages, labor participation rate and in and out migration specific to Western Garfield County
- **Initiative 1.2:**
 - Host focus groups with regional stakeholders to understand challenges, needs and growth opportunities
 - Conduct one on one interviews with key private sector industry partners and regional stakeholders

Metrics for Success

- Increase in private sector participation
- Collection and distribution of key labor market data points for Western Garfield County
- Identify top issues facing the region

Goal 2: Build regional brand and cultivate identity

- **Initiative 2.1:**
 - Solidify organizational structure and funding model including by-laws, 501 c status and staffing
- **Initiative 2.2:**
 - Build out foundations of crvedp.org website
- **Initiative 2.3:**
 - Represent CRVEDP at 3 -5 strategic events per year
- **Initiative 2.4:**
 - Develop a communication calendar for CRVEDP

Metrics for Success:

- Formalizing organizational structure
- Launching website
- Increase name recognition with key regional economic stakeholders
- Increased editorial and social media presence

Goal 3: Champion business friendly environment for both retention and attraction

- **Initiative 3.1:**
 - Complete Asset Map for region and make available on website
- **Initiative 3.2:**
 - Serve as the primary contact and comprehensive resource hub for businesses seeking to learn, grow, and/or invest in the region
- **Initiative 3.3:**
 - Represent the region's economic interests
 - Work with local governments to create consistency and influence economic development policies that benefit the region

Metrics for Success:

- Interactive real time asset map for region on website
- Launch website with meaningful content for current and potential stakeholders
- Track and report number of inquiries and common requests
- Establish and grow relationships with partner organizations (SBDC, Workforce Center, AGNC)

Goal 4: Educate and inform region on economic prosperity

- **Initiative 4.1:**
 - Listen to community needs and promote collaboration
 - Facilitate community events and forums to gather input and foster a sense of belonging
 - Increase and promote community involvement in economic programs and initiatives
- **Initiative 4.2:**
 - Collect and disseminate economic data and trends to inform regional economic stakeholders
 - Publish regular reports and updates on the region's economic health and development opportunities

- **Initiative 4.3:**
- Position CRVEDP as a trustworthy and reliable source of regional economic information

Metrics for Success:

- Quarterly Economic Forum (with one being a public summit specific to the region)
 - Development of key data set specific to the region and distribution methods to share
 - CRVEDP viewed as a trustworthy and reliable source of economic information as determined by NPS score
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VI. Implementation Plan

Timeline:

- **Foundation Building (2023 - 2024)**
 - **Organizational Development:**
 - Establish organizational structure, leadership roles & committees
 - Develop initial strategic plans and secure initial funding
 - Decide on business model and funding management
 - **Partnerships and Collaboration:**
 - Build relationships with key regional stakeholders, including local governments, educational institutions, and industry leaders
 - Launch initial collaboration initiatives
- **Expansion and Growth (2025 - Mid-2026)**
 - Execution of programs and initiatives
 - Build on financial/business model and secure funding
 - Stabilize organizational structure and solidify staffing model
 - Cultivate brand and identity

- **Sustainability and Impact (Mid-2026 onwards)**
 - **Evaluation and Adjustment:**
 - Evaluate the effectiveness of programs and initiatives
 - Adjust strategies based on feedback and changing economic conditions.
 - **Long-Term Sustainability:**
 - Promote resilient practices and support stewardship projects
 - Secure ongoing funding and resources to ensure the long-term sustainability of initiatives.

VII. Conclusion

The Colorado River Valley Economic Development Partnership (CRVEDP) is committed to fostering a resilient and thriving regional economy. Through strategic initiatives, collaboration, and a focus on sustainable development, we aim to create a model for rural economic success that enhances the quality of life for all residents. By leveraging our region's strengths, acting as a conduit between all stakeholders, and serving as the economic connection for our region, we will drive economic growth and prosperity for generations to come.

This strategic plan outlines a clear path forward for CRVEDP, emphasizing the importance of collaboration, innovation, championing stakeholders and resources, and sustainable development in achieving our vision and mission through mid-2026.
