



Community Collaboration



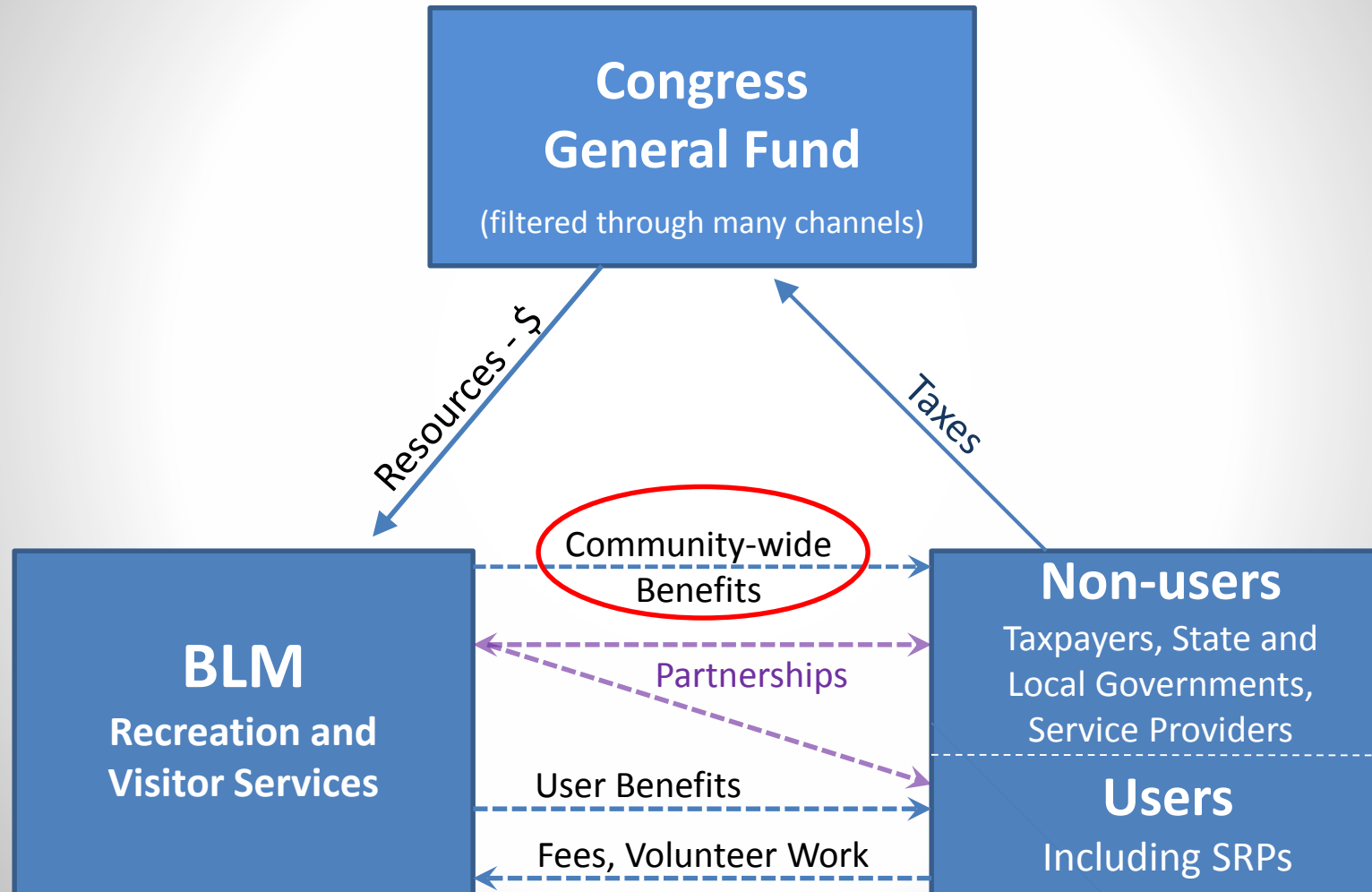
Bureau of Land Management
Recreation Program

Edd Franz, BLM
Manager (acting)
Gunnison Gorge National Conservation Area



The Community Benefits Paradigm

(adapted from John L. Crompton, 2008)



Connecting with Communities



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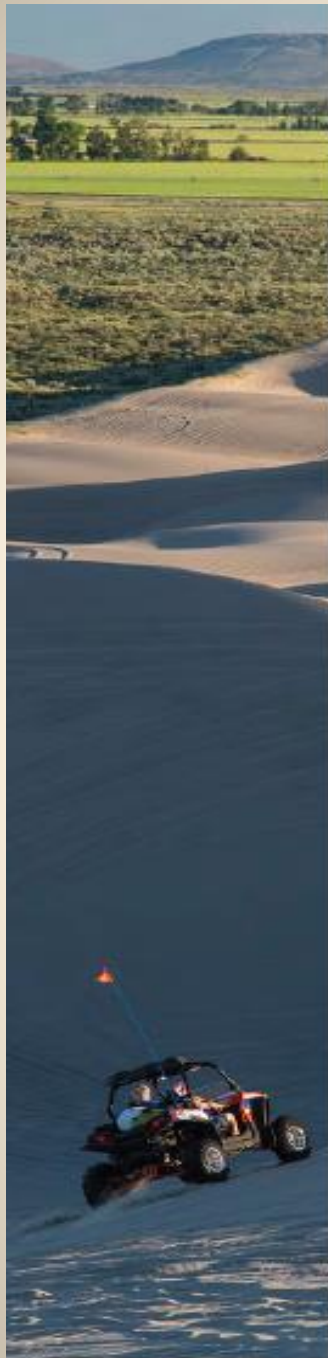


2014–2019



There are four main components of the Recreation Strategy:

1. **Collaborating** with community networks of service providers
2. Producing desirable **outcomes** (socio-economic health & greater well-being)
3. Delivering outstanding recreation **experiences**
4. Sustaining the **distinctive character** of public lands (everything from backyard to backcountry) and recreation **settings**



Strategy: The Bureau of Land Management (BLM) will reposition the resources of the Recreation & Visitor Services Program to achieve social, economic, and environmental goals of local communities and provide more benefits for mutually shared customers.

Vision: By increasing and improving collaboration with community networks of service providers, the BLM will help communities produce greater well-being and socioeconomic health and will deliver outstanding recreation experiences to visitors while sustaining the distinctive character of public lands recreation settings.

Strategic Focus: Externally, the BLM will capitalize on its recreation brand of America's "Backyard to Backcountry" treasure, consistently coordinating with community and regional landscape-level representatives when planning and managing recreation settings, services, and facilities; prioritize recreation areas that provide the most significant public benefits; and leverage financial resources through community partner organizations to ensure that top-priority sites and services are maintained.

Internally, the BLM will train and maintain a recreation workforce capable of engaging productively in community relations and identifying outcomes to benefit communities and visitors alike; revise internal processes to provide greater support for a community-centered approach and better information for decisionmaking; improve communication and outreach efforts; and use traditional and alternative funding sources as efficiently and effectively as possible.



Locally Based Government Agencies include municipal and county governments, the National Association of Counties, tribal governments, state and regional agencies, other federal agencies, schools, etc.

Private Sector Industry and Business includes outfitters and tour operators, lodging and restaurants, nature and youth centers, chambers of commerce, tourism industry associations, sporting goods and retail, other nongovernmental organizations, etc.

Acknowledgments: This strategy was developed under the guidance of the BLM's Recreation and Visitor Services Advisory Team (RVSAT). RVSAT advises BLM management regarding recreation and visitor services priorities, policies, programs, and budget. Chartered in 2004, the advisory group is composed of the 12 BLM state office recreation leads, BLM's deputy chief of the Recreation & Visitor Services Division, and representatives from BLM's Engineering Advisory Team and National Landscape Conservation System. RVSAT also advises staff of the National Training Center and National Operations Center.

The Recreation Strategy Team gratefully acknowledges the contribution of the RVSAT members, as well as the continuing support of the BLM's Executive Leadership Team.

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Marta Alfred Photography



Example of a Community Service Provider Network

State and Local Tourism Offices

Hotels/Campgrounds

Outdoor Gear Shops

County Roads Maintenance

Outfitters and Guides

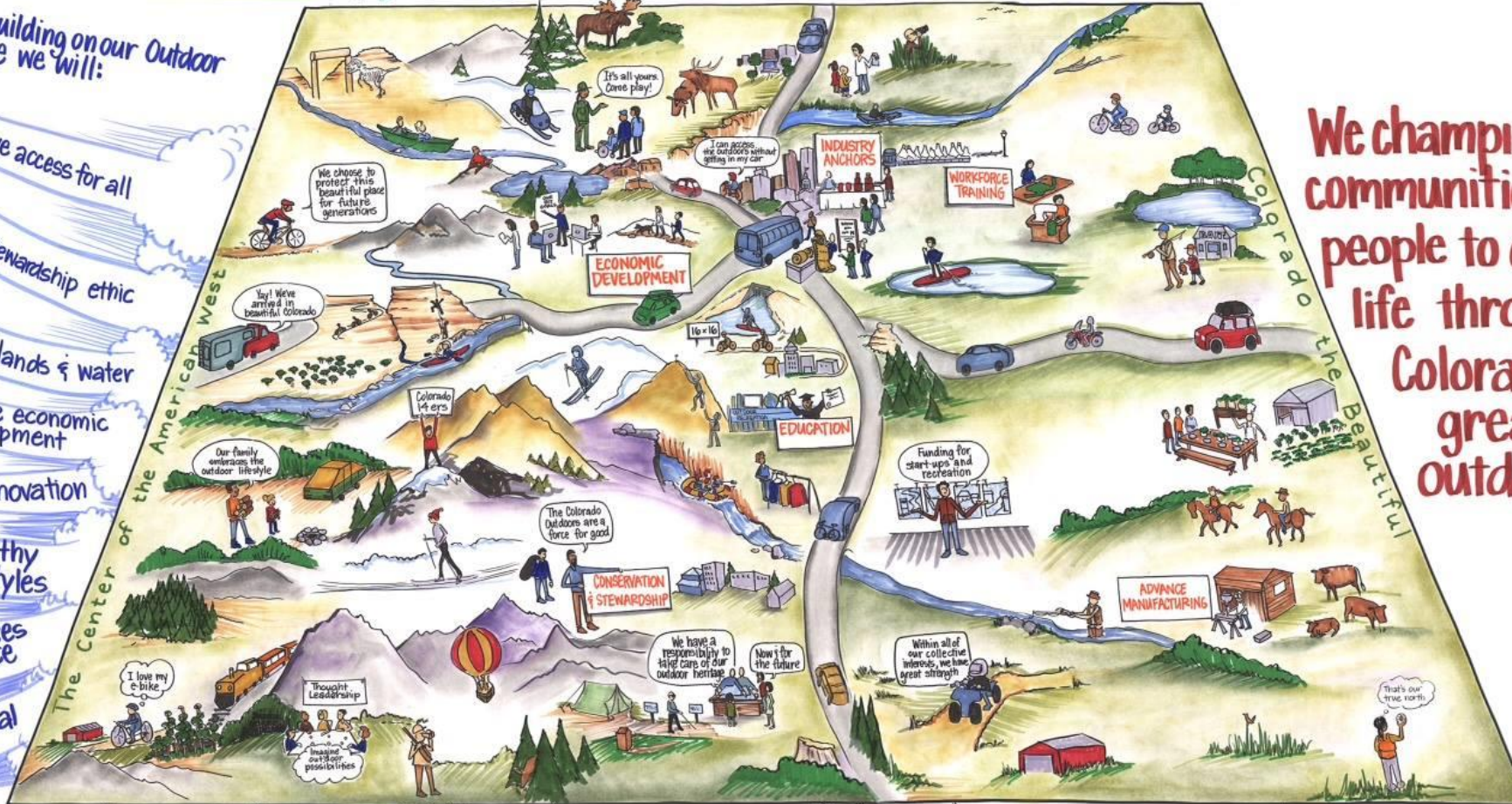


COLORADO

Outdoor Recreation Industry Office

Through building on our Outdoor Heritage we will:

- Promote inclusive access for all
- Strengthen our stewardship ethic
- Conserve public lands & water
- Spark sustainable economic development
- Drive innovation
- Cultivate healthy outdoor lifestyles
- Invest resources towards workforce training
- Deepen educational opportunities





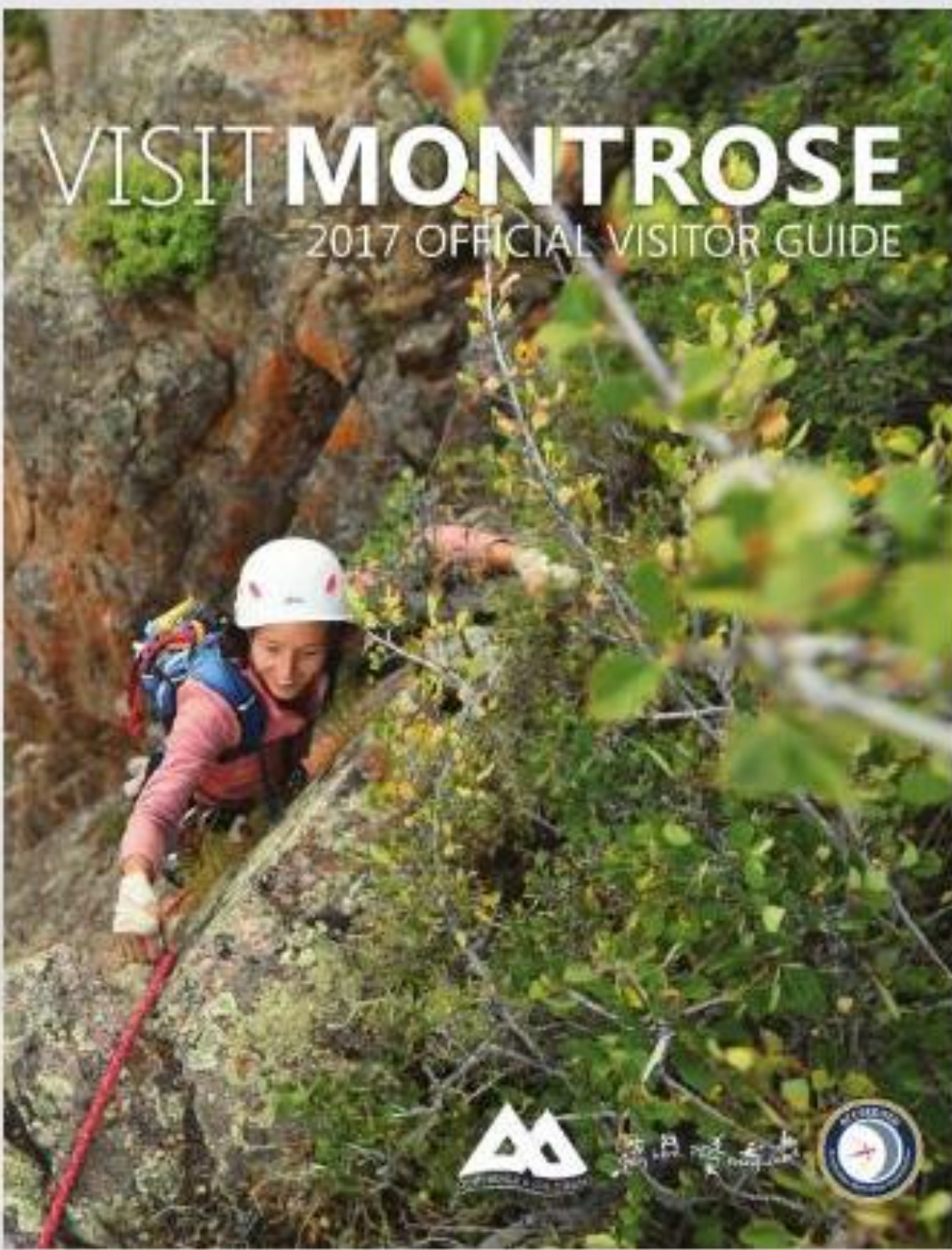


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VISIT MONTROSE

2017 OFFICIAL VISITOR GUIDE



CAMPING OUT

CAMPING OUT



The Gunnison Gorge National Conservation Area and its associated Wilderness Area offer an impressive variety of outdoor activities. One of the best ways to experience this beautiful, yet rugged, area is to wake up in the heart of it.

The flawless royal blue sky stretches northward until it meets the mountains, while the sun sparkles without so much as a single cloud to tully what is known in these parts as a typical day. There are, so they say, around 245 of these days a year and each and every one of them is perfect for getting outside and immersing yourself in Colorado's truly great outdoors. To really take advantage of these beautiful Colorado days, though, you'll need a sleeping bag and a tent.

The Montrose area is brimming with quality camping opportunities, and you don't even have to go far to find them. Ridgway State Park and Black Canyon National Park are both popular, and for good reason, but an often overlooked gem that happily stands shoulder-to-shoulder with those other sites is the Gunnison Gorge National Conservation Area (GGNCA).

A stone's throw from downtown Montrose — around 10 minutes or so, depending on which part of the area you want to enjoy — the 62,844 acres of the Gunnison Gorge showcase a wide range of terrain, from desert shrub and sagebrush lowlands to rugged piñon and juniper covered slopes and the beautiful double canyon that gives the gorge its name. Formerly a Native American hunting ground, archaeological findings from one of the cultural sites along the Gunnison River revealed that it has been continuously occupied by people for nearly 13,000 years, making it the oldest human occupation site in Colorado.

Entering the Gunnison Gorge is to take a step back in time. The 21st century fades away rapidly as you leave the highway and begin climbing until the wilds of this area spread out in front of you like a painting of the Old West. Heading toward Cottonwood Grove campground, one of only a few designated, vehicle-accessible campsites in the GGNCA, you start a rocky



ABOUT THE AUTHORS

Montrose native Britany Foster and her British partner, Rob McGovern, live globetrotting as freelance writers. They always look forward to coming back to Montrose to see their cat, Churchill, as well as to camp, hike, cycle, and ski.

Year-end 2016 Sales and Excise Tax and RSE Performance

Retail sales tax collection:	▲ 5.1%	Total revenue: \$14,290,323 (▲ \$696,098)
Hotel excise tax:	▲ 7.8%	Total revenue: \$98,385 (▲ \$7,140)
Restaurant excise tax:	▲ 7.6%	Total revenue: \$385,911 (▲ \$27,203)
Retail Enhancement Fund:	▲ 5.0%	Total revenue: \$319,101 (▲ \$15,108)

Year-end 2016 Expenditures to Budget Comparison

	Total Expenditures	Budget	Unexpended	% of Budget
Retail Sales Enhancement Fund	\$269,419	\$317,618	\$48,199	84.8%
Tourism Promotion Fund	\$450,357	\$501,958	\$51,601	89.7%





