

City of Craig Focus Areas, Key Priorities and Goals

| Focus Area | Focus Area Goals | Priority Area | Priority Area Goals (short and long-term) | DOLA Roadmap Regional Alignment Strategies |
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| Tourism (Aligns with Regional Cluster of OREC & Cultural Heritage Tourism) | Bring more visitors to the area who stop, stay, and spend money | Destination Marketing | 1. Further develop and support tourism efforts for increased economic impact 2. Event development, marketing, and metrics | 1. Focus BR&E and small business development around OREC businesses 2. Support the regional website that showcases all our outdoor assets, properties & business opportunities 3. Support the development of a regional OREC/ Cultural Heritage Tourism project 4. Create a destination management plan |
| | | Paleo Museum | 1. Actively promote paleo as a unique and authentic asset 2. Establish a planned approach for an artifact museum and repository | |
| | | Outdoor Rec Opportunities | 1. Attract more outdoor recreationists to the region | |
| New & Existing Industry (Aligns with NWCDC BR&E and Small Business Development Focus, Light manufacturing, Value-added Ag and Healthcare Sectors) | Support existing industry to grow and expand Attract new industry by leveraging existing resources and assets | Colorado Northwestern Community College (CNCC) | 1. Encourage and promote sustained programs 2. Help plan and leverage resources for development of student housing 3. Maximize partnership opportunities with universities and colleges | 1. Work to expand the availability of industrial space in the region to support the growth of new and expanding manufacturing companies 2. Leverage regional website with its property database to attract new industry 3. Do BR&E visits to identify opportunities for expansion |
| | | Agriculture | 1. Leverage and expand the region’s roots in agriculture and ranching | |
| | | Solar Farm | 1. Leverage the region’s power generation identity and transmission infrastructure with renewable energy sources | |

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| | | Coal to Products | <ol style="list-style-type: none"> 1. Find viable alternative uses for coal that can be produced in the region 2. Focus on products with potential to bolster existing or bring in new business | <ol style="list-style-type: none"> 1. Partner with state and federal innovation centers in the coal-to-products space 2. Support the regional coal-to-building products strategy |
| | | Aerospace | <ol style="list-style-type: none"> 1. Explore options to connect with the aerospace industry by promoting Northwest Colorado for a spaceport | <ol style="list-style-type: none"> 1. Support CNCC Aviation & Aerospace maintenance programs |
| Infrastructure and Planning (Aligns with NWCDC Focus Areas) | Improve quality of life for locals while attracting more visitors and residents through improved infrastructure and planning Attract new business and development with improved infrastructure and planning | Outdoor Rec Infrastructure | <ol style="list-style-type: none"> 1. Continue to build out, develop, and connect bike/pedestrian paths 2. Further partner for Loudy-Simpson Park improvements 3. Improve river access points on the Yampa 4. Support efforts of recreation center & district | <ol style="list-style-type: none"> 1. Create more OREC infrastructure: hiking trails and access to the river 2. Apply for grants that support regional OREC projects 3. Grow OREC firms that improve the OREC experience |
| | | Transportation | <ol style="list-style-type: none"> 1. Expand and plan for the region's transportation systems focusing on infrastructure and public transportation | <ol style="list-style-type: none"> 1. Partner with and provide support for the formation of the Regional Transportation Authority 2. Push for additional transportation funding by supporting the regional legislative agenda |
| | | Housing | <ol style="list-style-type: none"> 1. Develop workforce housing that meets current and future needs 2. Develop more senior housing options | <ol style="list-style-type: none"> 1. Provide support for a Regional RFP solicitation 2. Reach out to nonprofit affordable housing developers 3. Participate in a regional housing summit |
| | | Urban Renewal | <ol style="list-style-type: none"> 1. Beautify main street and the downtown area of Craig | |
| | | Broadband | <ol style="list-style-type: none"> 1. Complete the "last mile" of connectivity | |

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| | | Public Services | <ol style="list-style-type: none"> 1. Ensure critical social and human service programs are maintained and funded (mental health, senior services, child welfare, for example.) 2. Expand services that attract and retain residents (senior services, childcare, for example) 3. Continue building on the partnership between the town and county for shared service and financing opportunities | <ol style="list-style-type: none"> 1. Support healthcare expansion projects by providing TA to hospital systems 2. Support the expansion of childcare facilities and providers by promoting state resources and funding 3. Advocate for the elimination of barriers to childcare providers 4. Partner with Craig/Moffat employers to develop a public-private approach to supporting a childcare facility |
| Workforce (Aligns with NWDCDC focus area) | Attract a location-neutral workforce Retain and retrain affected coal workers | Small Business Innovation Center | <ol style="list-style-type: none"> 1. Finalize and promote the small business innovation/co-work facility | <ol style="list-style-type: none"> 1. Partner with the SBDCs and other local small business development programs to serve Craig and Moffat County Companies |
| | | Vocational Training Center | <ol style="list-style-type: none"> 1. Provide training that keeps people in Craig | <ol style="list-style-type: none"> 1. Build a workforce pipeline that connects K-12, higher education, training providers, resources, and employers with workers |
| | | Marketing | <ol style="list-style-type: none"> 1. Attract remote workers and other new residents with lower cost of living and better quality of life | <ol style="list-style-type: none"> 1. Support the regional website which promotes our community's quality of life to attract more transplants |
| | | Affected Coal Workers | <ol style="list-style-type: none"> 1. Monitor state assistance and programs available to affected coal workers 2. Create connections and facilitate opportunities for affected coal workers remaining in the community | <ol style="list-style-type: none"> 1. Support the work of the Office of Just Transition, CNCC and CMC and workforce partners to support dislocated workers 2. Support dislocated coal mine and power plant workers who wish to start businesses 3. Promote workforce training and entrepreneurial resources on local and regional websites |