

Focus Areas, Key Priorities and Goals

Focus Area	Focus Area Goals	Priority Area	Priority Area Goals (short and long-term)
Tourism	Bring more visitors to the area who stop, stay, and spend money	Destination Marketing	<ol style="list-style-type: none"> 1. Further develop and support tourism efforts for increased economic impact 2. Event development, marketing, and metrics
		Paleo Museum	<ol style="list-style-type: none"> 1. Actively promote paleo as a unique and authentic asset 2. Establish a planned approach for an artifact museum and repository
		Outdoor Rec Opportunities	<ol style="list-style-type: none"> 1. Attract more outdoor recreationists to the region
New & Existing Industry	Support existing industry to grow and expand	Colorado Northwestern Community College (CNCC)	<ol style="list-style-type: none"> 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
	Attract new industry by leveraging existing resources and assets	Agriculture	<ol style="list-style-type: none"> 1. Leverage and expand the region's roots in agriculture and ranching
		Solar Farm	<ol style="list-style-type: none"> 1. Leverage the region's power generation identity and transmission infrastructure with renewable energy sources
		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
		Aerospace	<ol style="list-style-type: none"> 1. Explore options to connect with the aerospace industry by promoting Northwest Colorado for a spaceport
Infrastructure and Planning	Improve quality of life for locals while attracting more visitors and residents through 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
		Transportation	<ol style="list-style-type: none"> 1. Expand and plan for the region's transportation systems focusing on infrastructure and public transportation
		Housing	<ol style="list-style-type: none"> 1. Develop workforce housing that meets current and future needs 2. Develop more senior housing options
	Attract new business and development with improved infrastructure and planning	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
		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
Workforce	Attract a location neutral workforce	Small Business Innovation Center	<ol style="list-style-type: none"> 1. Finalize and promote the small business innovation/co-work facility
		Vocational Training Center	<ol style="list-style-type: none"> 1. Provide training that keeps people in Craig
	Retain and retrain affected coal 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
		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