

## Economic Development Planning Session – Mesa County

Feb 22, 2011 at Mesa State College Center – College Center

# Top Ideas from Each Table

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### Big Hairy Audacious Initiatives

- Become most desired location for innovative energy business research and development “Silicon Valley” for all energy including resolving issues between resources development and environmental protection <sup>i</sup> (125 pts)
- Power dam upstream <sup>ii</sup> (19 pts)
- Integrating different aspects of the community: tax incentives, local government, workforce development, infrastructure program in the business environment (26 pts)
- Re-invest to grow existing business, support businesses to obtain local, national, and international work. (53 pts)

### Recreation/Tourism

- Create a community brand then promote it. (63 pts)

### Regional HUB

- Identify supply chains and identify opportunities to fill missing gap <sup>iii</sup> (9 pts)
- Explore international endeavors. Create new customers base internationally geared towards youth but not limited to youth. (24 pts)

### Energy Sector

- Developing into major industry to make CNG vehicles viable (25 pts)

### Quality of life

- Jobs - without jobs and payroll we have lower quality of life (3 pts)
- Identify the definition of the quality of life component through a community process. (16 pts)

### Manufacturing

- Streamline regulatory and tax burden (32 pts)

**KEY:**

# 1 Priority

#2 Priority

#3 Priority

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# All ideas by table

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### What specific initiatives could be developed related to the energy sector in order to grow businesses and bring more money into the economy?

- Education providing a variety of skills 13 pt
- Explore natural gas new industries 5 pt
- Talk to local businesses to determine road blocks than work them at them 5 pt
- Goal : developing CNG into major industry to move vehicles 9 pt
- Channel material purchases to local entities
  - keep money here.
- Need more geothermal firms for maintenance and repair
- Goal: local, state and required to make US #1 CNG consuming region
- ID & Offer Incentives develop alt energy and new techniques 8 pt
  - Hub for new tech
- Provide High tech links for NG internships
- NG sector - base industry to bring money in instead of elsewhere
- Support use if all natural resources in the valley 1pt
- Energy sector use local talent instead of importing
  - Incentives
  - Education
- Contribute to required approach for demands on public lands for energy related products
- Education Mesa State & WCCC on leading edge of new tech. 2 pt
- Explore all energy sector resources in economy after CNG, Wind, Coal, Solar, - Integrated
- Shift from drilling – Maint/ cont. drilling move talent base
- Regulations - Can it be changed? 5 pt
  - Gas vehicles
  - Stop changing regulations so much
  - Regulatory certainty
  - Other states have good models, NY; ND
  - Appt tech people to gas comm.
- Building nuclear power plants
- Oil shale in or at? Still an opportunity especially in education – explore new technology using less water.
  - Private sector oriented?
  - Water /energy nexus
- Water/Water quality how it is affected by energy extras.
- Land use process integrated process
  - Energy Master Plan - ID Process, resources, mitigate
  - State issues mining permits
  - County looks at mitigation, compressors

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- Alliances with Garfield, Rio Blanco
  - We are hub between them for transportation, education
  - Regional Plan
- Tours of coal mines & oil fields tourism
  - Other Resources
  - New energy techniques, models, installations
- Look at broader spectrum
  - Educate people about energy in the west
  - people from other countries interested in tours
  - Conservation of energy
    - business taking advantage now.
- Recycling Metals 1 pt
  - Not optional elsewhere
  - Holistic approach
    - Glass recycling what products to make at f it?
    - Virgin products expensive
- Local energy office 2 pt
  - Technical energy resource center

Short term - CNG Vehicles/Infrastructure

Long term - future price for gas so people know what it will cost in the future  
Gov advocate for manufacturing etc.,  
Italy 35% vehicles CNG  
Balance of dev & env for locals.

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### What specific initiatives could be developed related to quality of life to grow business and bring more money into the community?

- Enhance & promote green technology (solar building code, LEED certify) 5 pt.
- Younger blood in the establishments
  - rebranding the community
- Use the baby boomers to train the next generation (ages 60-80) 1 pt
- Regional recreation and tourism council 5 pt
  - federal, local, non-profit
- Special Events: Friendlier prices country Jam 2 pt
- Identify the definition of the quality of life component 14 pt
  - through a community process
- Promoting the diversity of Grand Junction's assets. 1 pt
  - Clean air, low crime; clean water
- Developing a more bicycling friendly city 1pt
- Bicycle trails along canal banks while protecting land owners 3pt
- Better quality of life: People working 1pt
  - Outsource / contract government work to private sector.
- Invest in the infrastructure 2 pts
  - schools, roads, parks, (Clifton?)
- External Marketing & Promotion Grand Junction is a regional hub

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### Give us your big hairy audacious incentives for growing businesses and bringing more money into the community:

- Use airport to increase business 10 pt
- Re-Invest to grow existing business
  - manufacturing
- Divest City real estate (County, City, gov.)
- Non-profit incubator 3pt
- Invest in airport to make a regional hub
- Continue “think tank” to all sectors
- Support local business to acquire new jobs
  - companies that are able to sustain themselves financially.
- More incentives to energy, safety operations, clean operations
- Ensure community communication between all segments of the economy 1pt
- Invest in new growth opportunities – like incentives for tech companies
- Regional sustainable and re-circulation of local money 1pt
- More coordinated effort to selling the community among community partners 5pt
- Education of importance of diversity within economy (land use) 2 pt
- Address living wage of the area 3 pt
- More tech programs
- Re-Invest to grow existing business, support business to obtain local work - national and international 18 pt
- Recruit new business by using coordinated efforts by all community partners. 4 pt

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### Give us your big hairy audacious incentives for growing businesses and bringing more money into the community:

- Art & Culture train
- Develop area as a center for renewable energy
- Outlet Mall
- Energy innovation center
- Large convention center 1 pt
- Develop area as a place where energy companies want to locate for research, development
- Become most desired place innovation for energy business development and research “silicon valley” for all energy
  - Research for resolving issues between resource development and environment protection 21 pt
- Combining economic and legislative organizations to seek out different aspects of development and where they conflict.
- Develop patent & marketing center. 3 pt
- Study attractions that foreign visitors look for what’s going to bring them to area develop infrastructure to attract them. 8 pt
- Attracting new sources of financing. 1 pt
- Developing riverfront “San Antonio”
- Expand focus on arts 2 pt
- Signature event 4 pt
- Entrepreneurship Centers in college/high schools 4 pt
- More awareness on protection of environment. 4 pt
  - Recycling company, other business & education, alt energy.
- Research for resolving issues between resource development and environment protection 3 pt
- Art & design merchandise mart. <sup>iv</sup> 3 pt

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### What specific initiatives could be developed related to the recreation and tourism in order to grow businesses and bring more money into the economy?

1. Arts District 8pt
2. Govt. Asst. 7th st (historic expansion)
3. Destination for recreation events
4. Expanded conference facilities
5. Events Center
6. Support existing events
7. Renovate train depot (art community)
8. Rename and make Monument National Park 13pt
9. Complete expand Riverfront trail
10. Change name of monument
11. 11. Recreation / Events center 5pt
12. Recreation destination for visitors
13. Lodge on Monument
14. Expand the Monument west
15. Recreation infrastructure Improve/Expand
16. Equestrian/wine tour/trail
17. Progressive events (move from areas of town)
18. Offer advanced technology
  - a. ex, wifi
19. Joint marketing effort 5pt
20. Preserve view shed
21. Preserve Air Quality
22. Promote GJ (Create our own celebrity)
23. Community Brand then promote 17pt
24. Mountain Bike trails 5pt.

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### Give us your big hairy audacious incentives for growing businesses and bringing more money into the community:

- Grand Valley next silicon valley 9pt.
- Clean multi-faceted economy
- 3. Semi-Annual faceted economy
- Dell-Webb retirement community 5pt.
- Mono rail speed rail GJ-Den 10pt.
- Support entrepreneurial risk taking 5pt.
- Epicenter for tech research 4pt
- Power Dam Upstream 12pt.
- Event Center
- Major energy research center 3pt.
- Water world
- Develop Infrastructure

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### What specific initiatives could be developed related to the manufacturing industry in order to grow businesses and bring more money into the economy?

- Reduce regulations
- Work with the state to develop resources
- Create a roundtable of manufacturing representatives 5pt
- Identify the most appropriate types of manufacturing that would best fit and be supported in GJ
- Tax Incentives
- Affordable Transportation 5pt.
- Involvement and communication with local business owners 6pt
- Leverage development of current business owners 5pt
- Evaluate/Understand BRE at the local level
- Training Programs
- What level of enticements are you willing to offer at the local level?
- Real Estate Incentives
- Access to all levels of WF Education 2pt.
- Streamline regulatory ad tax burden 16pt.
- Business appreciation culture 3pt.
- Work to strengthen relations with the RR and enhance rail services
- Proactive Outreach to MFR Big + sell the area
- Affordable HR Programs
- Automation Development
- Regulated Banking fees
- Access/Availability capital 7pt.

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### What specific initiatives could be developed to enhance our function as a regional hub for business in order to grow businesses and bring more money into the community?

- Identify as supply chains & identify opportunities to fill missing gap 23pt.
- Airport development more airlines
- Improving infrastructure (telecommunication) 5pt.
- Farm to school, farm to hospital using regional distribution
- Partnership & Packages between organization & companies of creating mutual benefits 5pt.
- Improve transportation infrastructure, interstate, rail, airport goods in, goods out 8pt.
- Greater energy efficiency, more regional concentration and opportunity for using energy resources 1pt
- More diverse Manufacturing & Production companies! Invite to Grand Junction! 1pt.
- Regional concentration better coordination
- Enhance what is great about GJ, Parks, Environment 7pt.
- Non-motorized Transportation using parks & Trails utilize GJ recreation. 4pt
- Build on Mesa State College culture, medical, Regional programs
- Identify target market what are strengths & weaknesses
- Design for resilience sustainability!
- What are economics of scale, create efficiency through utilizing Mesa State 2pt
- Market grand Junction to Mesa Students, keep students after graduation, create jobs and utilize graduate students 3pt

#### Grouping of above ideas by topic:

##### Mesa State

- Build on Mesa State College culture, medical, Regional programs
- Market grand Junction to Mesa Students, keep students after graduation, create jobs and utilize graduate students 3pt
- What are economics of scale, create efficiency through utilizing Mesa State 2pt

##### GJ Environment & Tourism

- Enhance what is great about GJ, Parks, Environment 7pt.
- Non-motorized Transportation using parks & Trails utilize GJ recreation. 4pt

##### Manufacturing & Production

- Identify as supply chains & identify opportunities to fill missing gap 23pt.
- Improving infrastructure (telecommunication) 5pt.
- Improve transportation infrastructure, interstate, rail, airport goods in, goods out 8pt.
- More diverse Manufacturing & Production companies! Invite to Grand Junction! 1pt.

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### Give us your big hairy audacious incentives for growing businesses and bringing more money into the community:

- Sound Business practices
- Transportation centerpoint or HUB
- Change Mesa State to the University of Western Colorado and change the charter to allow research 7pt.
- Encourage adequate small business funding
- Combine concepts of aesthetics with business 7pt
  - Arts district
- Impose more art in schools so students can think creatively & more competitively 3pt
- View cultural organizations businesses and individuals as jobs all non-profit individual artists and creative industries.
- Play better together, work together well and support each other. Don't focus on just your own agenda.
- Make sure businesses are strong and stable help new businesses & technology gets established in the area. 2pt.
- Make Grand Junction the destination for health care MSC focus on HC research 5pt.
- Focus on attracting primary employers and support secondary employees 10pt
- Creating the technical competence in our youth to be able to man those jobs.
- Nurture the concept of successful knowledge sharing the business.
- In an effort to promote tourism GJ can become known as an art community like way SantaFe is known
- Work on our image get the idea cut that GJ is a thriving, interesting, complex offering of opportunity. Become a WOW community.
- Be responsive not reactive. Proactive
- Integrated approach of tax incentives, local government, infrastructure program, workforce development. Community integration for a whole community business environment. 14pt
- Job retention
- We V. they constant competition

#### Summary

- Creativity & innovation
- Work with each other to integrate our community and work on our image
- Attract employers and educate youth to man these jobs

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### What specific initiatives could be developed to enhance our function as a regional hub for business in order to grow businesses and bring more money into the community?

- (Education) Gap in education ramp up work readiness & education through CTE & WCCC
- (Education) Create Business centers close to transportation corridors
- Recruitment of specialized employment employees 6pt.
- Expand recreational manufacturing become a center thru outdoor convention and shows. 2pt
- (Art) Develop a regional film making center.
- (Shop) Shopping get Dillards etc. to draw people 7pt
- (Shop) Develop infrastructure at transportation corridors to attract retail dev.
- Create opportunities to integrate young adults into development of area.
- Create a robust regional internet presence 11pt
- Tax structure. More livable, for advantages for businesses to relocate here.
- Expand aviation community ie. West star more regional for repairs & Services 3pt
- (Art) Expansion of creative arts internet, sculpture foundry
- (Art) more of a hub for events that attract outside of community puling all events together as required events.
- (Tourism) Support Ag Tourism (Palisade) develop educate programs for ag community to expand
- (Tourism) explore international endeavors create new customer base under nationally. Geared towards youth but, not limited to youth. 13pt
- (Manufacturing) Small manufacturing associated with energy and extraction industry
- (Tourism) Events concerts bring in for young people. 7pt.
- (Tourism) Work with college to promote major sporting events 1pt
- Look for and create synergistic relationships between public and private.
- (Tourism) Regional outdoor activities
- (Education) Education, Improvement to attract outside individuals to relocate to area

1. TOURISM
2. ROBUST INTERNET PRESENCE
3. SHOPPING INFASTRUCTURE

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### What specific initiatives could be developed related to quality of life to grow business and bring more money into the community?

- Jobs: without jobs & payroll we lead a lower quality of life 21pt.
- Education- both K12 & secondary identify the aspects of quality of life then go to different communities & go to other communities that don't have that, such as Cleveland 14 pt
  - Increase focus on education for 21<sup>st</sup> century
- Infrastructure - include affordable housing streets sidewalks parks.
- Describe summarize what exists in quality of life in one place - healthcare etc. a catalog of quality of life 13pt.
  - Create an inventory of resources for businesses (to attract) healthcare, recreation
- Let's do the thrilling entertainment scene - need place
- Well rounded community activities for all ages, youth to senior 1pt
- Combine effort a lot of different plans (GJEP, Chamber etc) combine & work together
- Stewardship efficiency – collaboration of community resources, preservation of environment, community harmony, people are looking for harmonious community, not infrastructure
- Inventory of existing resources (Fruita Industrial Park)
- With all info together put together to help businesses decide to move here.
- Enhance our amenities
  - River Corridor thru parks and mixed-use development
- Focus information resource for jobs, recreation quality of life
- Create Industrial Park to attract new businesses and relocate existing businesses from River corridor. 15pt
- Take inventory of what we have & getting it out there
- Research taxes high enough to get things done, low enough that I'm not broke.
- Provide a vision of where we are headed for businesses and look at.
- The sense of community – GJ, Palisade, Fruita, non-profits. 1pt.
- Multi model transportation options – walk, how get around community
- Preserve promote our natural resources 4pt.

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Additional comments:

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<sup>i</sup> *Comment:*

*Large entrepreneurial building full support for entrepreneurial  
Focus on High Tech / Medical Tech  
“Not The Incubator”  
- Bob Ballantyne*

<sup>ii</sup> *Comment:*

*This plan exists in the canyon Escalante  
- Bob Ballantyne*

<sup>iii</sup> *Comment:*

*Next tier shopping businesses Dillard’s/Crate & Barrel, etc.  
Our consumer shopping region is at risk  
- Bob Ballantyne  
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<sup>iv</sup> *Comment:*

*Develop art supply manufacturing hub.  
Non-profit share incubator space.*