

GC Economic Opportunity Approach Slide Deck Copy

Executive Summary

Building Resilience, Cultivating Prosperity

Grand County stands at a unique intersection of natural beauty, economic opportunity, and community potential. Our economy is deeply rooted in facilitating the visitation and use of the public lands surrounding Grand County—iconic landscapes attracting millions of visitors annually. The direct economic contributions from these visitors, as outlined in the *Trail to Tomorrow* study, reveal the substantial role of public land visitation and use in sustaining the county's businesses, jobs, and tax revenue. Beyond these measurable direct impacts, this visitation's indirect and induced economic impacts ripple through the community, supporting businesses and services that support the local population and the quality of life for residents. Warm data and anecdotal evidence suggest an even greater reliance on public land visitor-enabled resources than currently quantified by the TTT report.

This dependence presents both economic challenges and opportunities. While Grand County's economic assets are unmatched, its economy remains vulnerable to external factors such as shifts in visitation trends and infrastructure constraints. The future of a prosperous economy benefiting Grand County residents requires an intentional and proactive approach to economic development—one that leverages the county's unique position as a gateway to public lands while fostering resilience through diversification and intentional evolution.

This planning approach aims to:

- **Strengthen** the county's existing economy by addressing current constraints and challenges.
- **Develop** deeper economic resilience through innovative uses of existing assets and strategic partnerships.
- **Cultivate** a prosperous and inclusive Grand County economy that lifts the entire region.

By grounding the planning process in clear data, inspiring a shared vision of possibility, and connecting all stakeholders to the goals of regional prosperity, this effort seeks to address Grand County's economic challenges and maximize opportunities, shaping a thriving Grand County economy that serves as a hub of economic vitality and community wellbeing—setting a benchmark for gateway communities nationwide.

Grand County Economy Situation Overview

Direct Economic Impact

Visitor-Driven Revenue and Employment in Grand County

Facilitating public land use & visitation drives Grand County's economy, generating substantial revenue and employment by providing goods and services to millions of visitors, underscoring the county's deep reliance on visitor-enabled resources.

Indirect Economic Impact

Indirect Impacts Strengthening Grand County's Economy

Grand County's visitor-driven infrastructure, from healthcare to recreation, supports residents while generating indirect employment and revenue, highlighting the essential role of public land visitation in sustaining community services and the local economy.