

GRAND COUNTY TOURISM REVITALIZATION PLAN

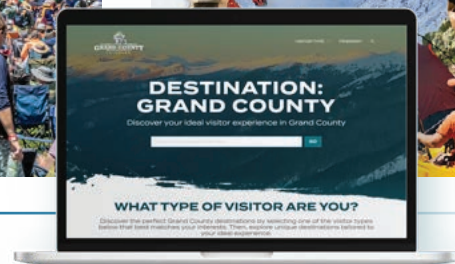
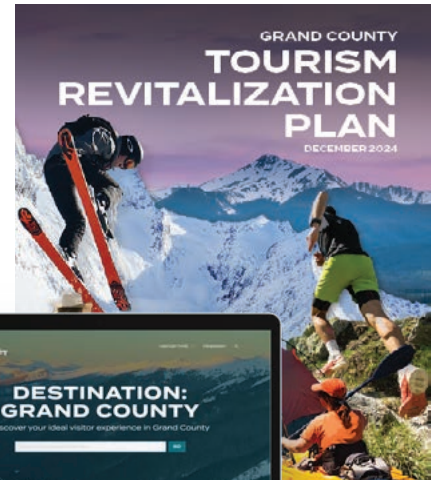
GRAND COUNTY ECONOMIC DEVELOPMENT DEPARTMENT
Grand County, CO

BUSINESS LINE(S): URBAN & RURAL PLANNING | ECONOMIC DEVELOPMENT | GRANT SERVICES



OVERVIEW

In 2023, Antero led the development of the Grand County Tourism Revitalization Plan, an economic development framework aimed at evaluating Grand County, Colorado's tourism-based economy and identifying actionable strategies to enhance it. This pioneering initiative focused on expanding tourism opportunities, addressing existing challenges, and fostering stronger regional partnerships. The planning process involved close collaboration with the U.S. Forest Service, Colorado Tourism Office, Colorado Parks and Wildlife, and local communities across the county. The resulting plan delivered a suite of online tools and resources designed to help Grand County manage tourism data, strengthen the local economy, and cultivate partnerships for long-term sustainable economic growth.



SCOPE OF SERVICES

- ✓ Tourism Strategy Development
- ✓ Community Engagement
- ✓ Comprehensive Planning
- ✓ Economic Development Planning
- ✓ Existing Conditions Analysis
- ✓ Tourism Impact Assessment
- ✓ Cost Estimation

OUTCOMES

- ✓ Identified key challenges associated with a tourism driven economy and established strategies to support sustainable tourism sector growth.
- ✓ Engaged regional stakeholders and collected data to inform implementation-ready tools for use by the County, Chambers of Commerce, local towns, stakeholders, and businesses.
- ✓ Developed a comprehensive toolbox including accommodation summaries, hotel attraction packages, market analysis, economic asset inventory, and stakeholder survey templates.
- ✓ Established clear goals and prioritized action items to guide future decision-making and implementation.

