

Rockies Playground Regional Destination Stewardship Strategic Plan

FISCAL YEAR 2025–2035



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We also extend our gratitude to Solimar International and their team of regional consultants for facilitating the development of the Colorado Destination Stewardship Strategic Plan and eight regional plans. Their dedication and expertise were instrumental in guiding us through a comprehensive and inclusive consultation process, resulting in a plan reflective of the perspectives and voices of stakeholders.

Solimar International Team

- **Julie Klein**, Rockies Playground Regional Facilitator
- **Chris Seek**, Team Leader
- **Natalie Sellier**, Project Manager

Land Acknowledgment

In the spirit of healing and education, the Colorado Tourism Office acknowledges the Southern Ute Indian Tribe, the Ute Mountain Ute Tribe, and the 51 contemporary tribes with historic ties to the land currently known as Colorado. We recognize and honor these Indigenous peoples as the original inhabitants of this land.



Introduction

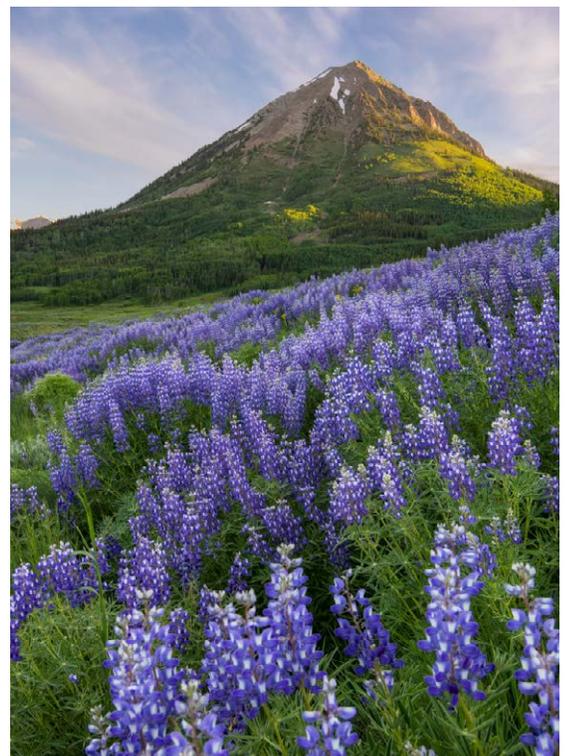
Colorado, renowned for its breathtaking landscapes and vibrant cultural scene, attracted 93.3 million visitors in 2023.* The Colorado Tourism Office (CTO), a division of the Governor's Office of Economic Development and International Trade (OEDIT), aligns with OEDIT's mission to empower all to thrive in Colorado's economy. The CTO's vision is to empower the tourism industry by inspiring the world to explore Colorado responsibly and respectfully. As the nation's first state tourism office with a Destination Stewardship department, the creation of a statewide strategic plan and eight regional plans was essential to identify and align opportunities.

Recognizing the importance of stewardship in the tourism industry, the CTO embarked on a strategic planning initiative to achieve a more sustainable future. This endeavor resulted in the development of both a comprehensive statewide plan and customized plans for Colorado's eight travel regions. The eight regions are Pioneering Plains, Canyons and Plains, Pikes Peak Wonders, Mystic San Luis Valley, Mountains and Mesas, Rockies Playground, The Great West, and Denver and Northern Colorado. By balancing the needs of visitors with the preservation of unique local assets, these plans reflect input from diverse stakeholders and seek to foster responsible tourism practices.

The localized approach taken in crafting the regional plans empowers communities to address their specific challenges and opportunities. Through collaboration and stakeholder engagement, these plans allow for more precise resource allocation and the implementation of strategies aligned with each region's distinct characteristics. Central to this process is the tourism industry's role in advancing destination stewardship principles and informing visitors about the importance of preserving Colorado's natural resources and cultural heritage for future generations.

Why Is This Plan Needed?

Many of Colorado's tourism destinations face critical challenges due to rising visitation and climate change, necessitating strategic action. An increase in tourists, while beneficial for the economy, can exert pressure on the environment, leading to habitat degradation, pollution, and resource depletion. Additionally, the influx of visitors in some areas is intensifying traffic congestion and affecting the overall quality of life for residents. Rising global temperatures are reducing Colorado's snowpack, shortening the ski season, and impacting other forms of winter tourism and recreation. Recognizing these complexities, the CTO and its partners across the state are working to mitigate the negative impacts of tourism while continuing to strengthen the tourism economy. This plan serves as a roadmap for our collective destination stewardship efforts, guiding the tourism industry toward a sustainable future through collaboration with organizations, leaders, and stakeholders.



* [Longwoods International. Travel USA Visitor Profile. 2023.](#)

Who Is This Plan For?

The Rockies Playground Regional Destination Stewardship Strategic Plan is the region's comprehensive roadmap for how industry leadership, the tourism industry, and tourism partners can collectively address shared priorities surrounding destination stewardship over the next 10 years. It provides guidance for stakeholders and residents on fulfilling stewardship roles within their communities. Recognizing that destination stewardship involves many interconnected efforts, this plan emphasizes the importance of public-private partnerships and aims to strengthen and align existing initiatives across multiple agencies, organizations, and communities. It underscores the collaborative efforts of the CTO and its partners, including state agencies, destination management/marketing organizations (DMOs), local communities, and tourism businesses.

Industry Leadership



CTO, DMOs, and other tourism industry associations

The Tourism Industry



Tourism businesses and attractions

Tourism Partners



State and federal agencies, Tribal and local governments, nonprofit organizations, and residents

Structure of the Plan and Implementation

The success of each strategy is based upon the details of their implementation, outlined as follows:

- **Tactics and Resources:** Specific action steps, along with the educational, financial, and communal resources available for executing the strategy.
- **Key Performance Indicators:** Metrics used by the potential lead partner to measure the success of the strategy.
- **Case Studies:** Examples of the strategy implemented in other communities. *Of note, the stewardship case studies included are not an exhaustive list. Additional references to inspiring examples of destination stewardship will be captured as implementation of the plan advances.*
- **Role of the Tourism Industry:** Outlines how tourism businesses and attractions, often coordinated by DMOs can contribute to and support these efforts.
- **Alignment to the Statewide Plan:** The regional strategy aligns closely with these statewide strategies, enabling consistent tracking and progress of stewardship efforts across Colorado.
- **Potential Lead Partners:** Recommended agencies or organizations equipped with the capacity, resources, or programs to lead the implementation and reporting efforts.
- **Potential Supporting Partners:** Entities with relevant expertise that support the action but are not directly responsible for leading it. *This is not an exhaustive list and is meant to serve as a guide.*

This plan seeks to catalyze destination stewardship by establishing partnerships and leveraging a blend of educational, financial, and community resources to bring each strategic vision to life.



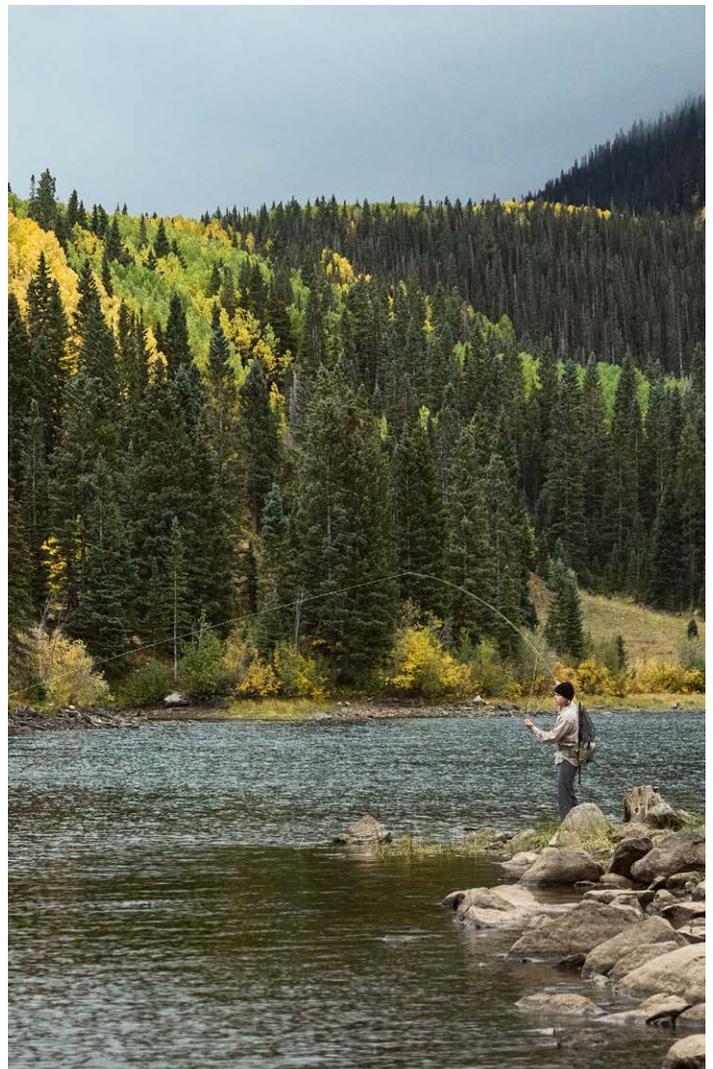
Situation Analysis

Renowned for its globally acclaimed, iconic vistas, diverse flora and fauna, and legendary snowsports resorts, the Rockies Playground region welcomes visitors searching for thrilling high-alpine adventures and family-friendly recreational activities. Rich in cultural heritage, communities across the region creatively blend these elements to offer immersive visitor experiences. With a vibrant tourism economy, residents and stakeholders are working together to develop programs and infrastructure that promote balanced growth and improve quality of life. Key concerns include affordable housing, traffic congestion, impacts on recreational trails and natural resources, wildlife protection, responsible visitation practices, wildfire risk mitigation, and workforce development, including access to childcare.

Recognizing resource limitations, numerous multi-community and county initiatives are already addressing housing solutions, natural resource and recreational management, wildfire mitigation, and workforce development. These models offer valuable frameworks for broader regional solutions, including climate action, housing, transit, and resource stewardship—key opportunities in a region committed to strategic destination management.

The destination stewardship priority strategies identified through stakeholder consultations for this region include:

1. Establish a Destination Stewardship Coalition
2. Champion Destination Stewardship Messaging and Engagement of Visitors and Residents
3. Collaborate on Recreation Management and Trail Connectivity
4. Champion Wildlife Habitat Protection and Natural Resource Stewardship
5. Create Authentic and Inclusive Cultural Heritage Experiences
6. Expand and Connect Creative Districts to Diversify Tourism Offerings
7. Streamline Public Transit to I-70 Destinations
8. Expand Advocacy and Communications to Promote a Car-Free I-70 Mountain Corridor
9. Support Regional Advocacy and Funding for Workforce Housing
10. Promote Workforce Diversity and Skill Development
11. Advance Regional Collaboration and Resourcing for Childcare and Early Childhood Education
12. Develop a Regional Climate Action Plan



Tourism Assets and Infrastructure

- **Amtrak Stations:** Fraser/Winter Park, Glenwood Springs
- **Commercial Airports:** Eagle County Regional Airport, Aspen/Pitkin County Airport
- **Scenic Byways:** Mount Blue Sky, West Elk Loop, Top of the Rockies, Guanella and Independence Passes
- **Snowsports Areas and Resorts:** Loveland Ski Area, ECHO Mountain Resort, Arapahoe Basin, Arrowhead, Ski Cooper, Winter Park Resort, Copper Mountain, Breckenridge, Keystone, Vail, Beaver Creek, Sunlight Mountain Resort, Buttermilk, Aspen Highlands, Aspen Mountain, Snowmass
- **Rockies Playground Colorado 14ers:** Mt. Blue Sky, Mt Bierstadt, Grays, Torreys, Quandary, Mount of the Holy Cross, Maroon Peak, North Maroon Peak, Pyramid Peak, Capitol Peak, Castle Peak, Conundrum Peak, Snowmass Mountain, La Plata Peak, Mt. Elbert, Mt. Massive, Mt. Sherman
- **Other Sites and Attractions:** Georgetown Loop Railroad, Capital Prize Mine, Phoenix Gold Mine, Indian Hot Springs, St. Mary's Glacier, ARGO Mill and Tunnel, Dillon Reservoir, Colorado Snowsports Museum, Camp Hale National Monument, Maroon Bells, Crater Lake, Hanging Lake, Glenwood Hot Springs, Ashcroft Ghost Town
- **National Public Lands (parks/historic sites):** Continental Divide National Scenic Trail
- **Main Streets:** Idaho Springs, Georgetown, Leadville, Minturn, Red Cliff
- **Creative Districts:** Breckenridge, Carbondale
- **State Parks:** Sylvan Lake
- **State Wildlife Areas:** 17 plus several fisheries

Economic Impact of Tourism in 2023**

- Visitor Spending: \$4.2B
- Other Travel Spending: \$55.1M
- Total Travel Spending: \$4.3B
- Travel Industry Earnings: \$1.5B
- Employment: 30,000 jobs
- Local Tax: \$200.3M
- State Tax: \$113.4M
- Total Tax: \$313.8M

Destination Stewardship Partners

The Rockies Playground is a well-established tourism region with a wide range of organizations and initiatives currently working on advancing destination stewardship. Partners range from government agencies and DMOs to nonprofits focused on environmental conservation, outdoor recreation, transportation, and workforce housing. For a detailed list of Destination Stewardship Partners, please refer to Annex 2.

Strategic Planning Process

The destination stewardship strategic planning process for the Rockies Playground travel region involved extensive consultations with stakeholders to understand their perspectives and priorities, garner broad-based support, and align the plan with their needs and expectations. This was accomplished through a series of in-person workshops, interviews, webinars, and surveys conducted from July 2023 through June 2024. Stakeholders actively participated and contributed to the development of the regional plan through these diverse engagement methods:

** The Economic Impact of Travel in Colorado / 2023p / Prepared by Dean Runyan Associates

July–September 2023: Introductory Meetings

During this initial phase, an introductory webinar was conducted in each region to introduce the destination stewardship strategic planning initiative and engage participants in identifying the key priorities throughout the state.

August–November 2023: Stakeholder Interviews

Through one-on-one conversations, the regional facilitator delved deeper into the priority issues to understand the root causes, the current efforts to address them, and future opportunities.

September–October 2023: Regional Workshops

Regional workshops were held in Frisco and Glenwood Springs to gather further input on priority issues and potential solutions.

December 2023: Stakeholder Survey

An online survey was offered to tourism stakeholders and community members to increase awareness of the strategic planning process, encourage broader participation, and gather additional input on priorities and opportunities for the future of tourism.

April 2024: Regional Presentation and Roadshow

A regional presentation was held in Avon, accompanied by a “roadshow” featuring a series of focused discussions and meetings. These meetings provided an overview of the draft statewide strategy and allowed attendees to discuss region-specific strategies and priorities for inclusion in the draft plan

June 2024: Public Feedback Process

The draft plan was made available online to give stakeholders the opportunity to provide comments and suggestions before finalization.

Key Metrics:

- 35 individual stakeholder Interviews
- 112 attendees across three workshops
- 12 individuals from stakeholder communities and organizations consulted during roadshow meetings

The following community-led strategies emerged from the consultation process, providing a framework for the region to address collectively its most pressing destination stewardship priorities over the next 10 years.



Priority Regional Strategies

Strategy 1:

Establish a Destination Stewardship Coalition

Establishing a regional destination stewardship coalition would help advance stewardship priorities and initiatives beyond the support provided by state-level resources. Although regional collaboration is already supported by various organizations, notably the Colorado Association of Ski Towns (CAST), the I-70 Coalition, and the Northwest Colorado Council of Governments (NWCCOG), which address shared challenges and initiatives, a formal coalition will enhance these efforts. Operating within a formal structure and funded by its members, these organizations resemble a destination stewardship council but with more targeted mandates. Insights from local alliances and stewardship councils, along with the established successes of CAST and the I-70 Coalition, will provide valuable guidance for forming a larger regional coalition.



The communities of Breckenridge, Vail, Aspen, and Winter Park/Fraser have developed local destination stewardship plans, with additional community plans underway, focusing specifically on destination management. Supported by local stakeholder groups in Aspen, Breckenridge, and Vail, these alliances demonstrate effective collaboration and a strong commitment to sustainable tourism practices. Additionally, Aspen, Basalt, Carbondale, and Glenwood Springs have united to form the Roaring Fork Valley Destination Alliance (RFVDA), which focuses on regional coordination for visitor management education and engagement.

Tactics:

- Identify all existing networks already involved in destination stewardship and regional coordination. Engage local leaders as coalition ambassadors.
- Hold one-on-one meetings with key stakeholders to introduce the concept of a regional coalition, understand their needs, and gauge their interest.
- Convene a regional stakeholder workshop mirroring CTO statewide and regional stewardship plan development to identify a framework for a regional destination stewardship council.
- Develop terms of reference for the organization of the council and solicit broad participation across the region.
- Pursue a region-wide research effort on resident sentiment for tourism.
- Leverage the regional best practices established by the Mountain IDEAL-certified destinations of Vail, Breckenridge, and Aspen, including their destination management plans and extensive stakeholder engagement efforts.
- Develop a regional stewardship guide to support trip planning and visitor experiences.

Resources:

- The terms of reference, convening agendas, and minutes from the CTO Destination Stewardship Council
- The organizational framework of the [Roaring Fork Valley Destination Alliance](#)
- [Town of Breckenridge Mountain IDEAL Stewardship Council](#)
- [Vail Destination Stewardship Steering Committee](#)
- The marketing committee of the [Aspen Chamber Resort Association \(ACRA\)](#)

Destination Stewardship Case Studies

The following case studies illustrate examples of this strategy implemented in other communities:

- [B Like Breckenridge](#) Partnership was organized by the Breckenridge Tourism Office as a coalition of businesses and organizations supporting community-wide and enterprise-level stewardship efforts.
- [Aspen Pledge](#) is an online pledge developed by ACRA to educate and incentivize responsible visitation.
- [Love Vail](#) is the hub for destination stewardship efforts for the Town of Vail.
- The [Take it Easy](#) campaign developed by Carbondale Tourism encourages locals and visitors to embrace the community vibe and values as they experience the community.
- The [Roaring Fork Valley Destination Alliance](#) is a coalition formed of the destination management organizations of the Roaring Fork Valley (Aspen, Snowmass, Basalt, Carbondale, and Glenwood Spring) to build consistent visitor management education and initiatives.

Key Performance Indicators:

- Number of organizations with a dedicated budget for destination stewardship
- Regional coalition participation
- Number of community engagement sessions held to gather input on tourism planning
- Decrease in community-reported negative impacts of tourism, as indicated by resident sentiment surveys

Role of the Tourism Industry: Identify and resource a lead organization within the region to convene and facilitate participation in implementing the plan and its related priority initiatives.

Statewide Strategy Alignment

This regional strategy aligns closely with the following strategies from the statewide plan:

Foundational

1. Identify Internal Resources for Destination Stewardship
6. Support Local Tourism Destinations and Attractions to Advance Destination Stewardship

Potential Lead Partners: CTO, Colorado Association of Destination Marketing Organizations (CADMO), NWCCOG, DMOs, chambers of commerce

Potential Supporting Partners: CAST, I-70 Coalition, Colorado Housing and Finance Authority (CHFA), Colorado Department of Transportation (CDOT), RFVDA member communities/organizations, Aspen Resort Chamber Association, Snowmass Tourism, Carbondale, Breckenridge, Vail

Strategy 2:

Champion Destination Stewardship Messaging and Engagement of Visitors and Residents

Colorado's year-round appeal has driven significant growth in visitation, particularly in resort communities along the heavily traveled I-70 corridor. This influx, combined with an increase in new residents, has increased strain on regional roadways and community infrastructure. To address this, there is an urgent need to raise awareness of destination stewardship values among residents and visitors. From popular trails on public lands to community parks and attractions, there is an opportunity to increase messaging on responsible visitation. This strategy aims to amplify statewide messaging through established campaigns such as the CTO-sponsored *Do Colorado Right* campaign and other localized initiatives. The goal is to address key visitor issues, including the proper disposal of human and pet waste, pet management, safe recreation, adherence to seasonal closures, and respect for wildlife and fellow recreation users.

Tactics:

- Develop a stewardship pledge (similar to the Aspen Pledge) distributed with driver's license renewals, hunting and fishing licenses, backcountry permits, and ski pass sales.
- Leverage existing *Do Colorado Right* campaigns and Care for Colorado Leave No Trace Principles creative assets to build more awareness with local businesses.
- Focus on pre-arrival and arrival messaging highlighting stewardship priorities across the state and weaving in regional efforts.
- Align to statewide priorities on alternative transportation, responsible visitation, and planning for a visit built around stewardship principles such as Love Vail, B Like Breckenridge, and the Aspen Pledge.
- Optimize arrival messaging by implementing *Do Colorado Right* signage in international and regional airports, as well as on airport shuttles and public transportation, ensuring immediate exposure to Colorado's stewardship values for arriving travelers.
- Throughout the region, reinforce the *Do Colorado Right* and Care for Colorado Leave No Trace Principles, emphasizing safety protocols for each recreational activity. Focus on reducing the risk of accidents, preventing human-caused wildfires, minimizing natural resource damage, and promoting responsible pet travel, including proper waste disposal and adherence to leash restrictions for dogs.
- Tailor *Do Colorado Right* messaging to key regional impact issues including proper disposal of human and pet waste, litter awareness, recycling and waste reduction with reusable bags and refillable bottles, and trail courtesy for various user groups.
- Utilize popular mapping and trail apps, such as COTREX, AllTrails, and [MTB Project](#), to expand the reach of stewardship messaging.



Strategy 2 continued

- Enhance backcountry safety education by incorporating trailhead signage that provides information on avalanche safety and other essential precautions.
- Engage local businesses with *Do Colorado Right* communication tools to streamline message dissemination. Target accommodations, gear and retail outlets, liquor and grocery stores, and gas stations that represent key touchpoints for visitors.

Resources:

- [CTO Destination Development programs](#)
- [CTO competitive grants and co-ops](#)
- COTREX and other applications to guide visitors

Destination Stewardship Case Studies

The following case studies illustrate examples of this strategy implemented in other communities:

- [Take it Easy](#) campaign developed by Carbondale Tourism to encourage locals and visitors to embrace the community vibe and values as they experience the community.
- The remodel of the Glenwood Springs Visitor Center features updated messaging, including the Spanish translation of *Do Glenwood Springs Right*. Messaging is also integrated into displays and interpretive programming at this high-traffic location.
- The Aspen Chamber Resort Association developed the How to Aspen Campaign and bilingual [Aspen Pledge](#).
- USFS Dillon Ranger District is utilizing dual language signage and integrating bi-lingual trailhead interpretative signage.
- Leadville - Twin Lakes messaging now features a new outdoor trail council and Spanish translation signage, replicated throughout the destination. Efforts also include managing visitor and participant flow for the 100 races, with measures such as parking coordination and closures to alleviate traffic congestion.
- Vail Valley Partnership and Vail Valley Mountain Trails Alliance (VVMTA) [Respect the Vail Valley](#) campaign is an inspirational collection of educational videos to build awareness and engagement on responsible visitation.
- Discover Vail's [Love Vail](#) campaign and platform feature QR codes that offer interpretative information translated into multiple languages.
- The [Do Exit 205 Right](#) messaging is integrated throughout websites and the Exit 205 annual magazine.
- Reservation systems and detailed visitation information include messaging about permitting and closures, highlighting access requirements such as fees and permits.
- [“Doo” Colorado Right](#) campaign by Crested Butte.
- [Live Wild](#) Visit Responsibly marketing campaign created by Clear Creek County Tourism Bureau to promote all the destinations in the county leading with Leave No Trace and responsible visitation best practices.
- [Stand Grand](#) is Grand County's stewardship campaign and an example of a county-tailored use of Leave No Trace Principles.

Strategy 2 continued

- High Country Conservation Center's [ResourceWise](#) program is Summit County's sustainable business education, recognition, and certification initiative, incorporating county-level sustainability benchmarking and reporting.
- Walking Mountains Science Center in Eagle County is the lead organization and creator of the [Mountain IDEAL](#) certification program. They have pioneered extensive sustainability efforts, including the local Actively Green sustainable business certification, Zero Waste education and event management, and various messaging campaigns, among other initiatives.

Key Performance Indicators:

- Number of destinations that successfully adapted and implemented the *Do Colorado Right* campaign to reflect local stewardship needs
- Reduction in land manager-reported negative impacts of tourism
- Reach and Impressions of local *Do Colorado Right* campaigns
- Number of communities implementing zero waste and litter prevention campaigns
- Number of new strategic partnerships with local retailers, outdoor gear companies, craft breweries, and other businesses to support destination stewardship efforts
- Noted awareness of sustainable messaging in destinations documented in visitor surveys

Role of the Tourism Industry: Participate in and promote educational campaigns, reinforcing the importance of responsible outdoor behavior among visitors.

Statewide Strategy Alignment

This regional strategy aligns closely with the following strategies from the statewide plan:

Foundational

6. Support Local Tourism Destinations and Attractions to Advance Destination Stewardship

Planning

1. Encourage Travelers to *Do Colorado Right* Before Arrival
3. Amplify *Do Colorado Right* Messaging for Colorado Residents

Experiencing

2. Optimize *Do Colorado Right* Messaging at Points of Market Entry
5. Influence Visitor Behavior At Key Locations
6. Encourage Support for Stewardship Among Travelers

Communities

4. Encourage Responsible Visitation in our Communities
7. Advance Litter Prevention and Zero Waste Practices

Outdoor Recreation

1. Expand *Do Colorado Right* Campaigns on Public Lands
8. Enhance Destination Stewardship through Strategic Partnerships with the Private Sector

Potential Lead Partners: CTO, Colorado Parks and Wildlife (CPW), Leave No Trace

Strategy 2 continued

Potential Supporting Partners: Local governments, DMOs, chambers of commerce, CADMO, United States Forest Service (USFS), Aspen Chamber Resort Association, Vail Valley Partnership, Vail Chamber and Business Association, Exit 205 - Silverthorne and Dillon, Colorado Avalanche Information Center (CAIC), Roaring Fork Outdoor Volunteers (RFOV), Aspen Valley Land Trust, Wilderness Workshop, Roaring Fork Conservancy, Aspen Center for Environmental Studies (ACES), Headwaters Trail Alliance, Vail Valley Mountain Trails Alliance

Strategy 3:

Collaborate on Recreation Management and Trail Connectivity

Recreation trails are vital conduits within the Rockies Playground, serving as leisure hubs and essential pathways for commuting, connecting attractions, and linking communities. The region features extensive networks of paved and dirt trails, such as those in Summit and Eagle County, and the Rio Grande Trail spanning Pitkin, Garfield, and Eagle Counties. These trails provide residents with vital infrastructure for foot and bicycle travel while offering visitors eco-friendly exploration options. The expansion and maintenance of these trails require extensive resources and collaboration. This strategy calls for greater regional efforts to enhance connectivity, increase maintenance and management resources, and expand outreach about the availability of these trails.



Tactics:

- Identify trail connectivity promotion gaps from Idaho Springs to Glenwood Springs. Map trail connectivity from Idaho Springs to Aspen and promote this as more of a “front country” experience similar to the Continental Divide Trail or Colorado Trail.
- Identify gaps in the regional trail system from Summit to Pitkin Counties.
- Inventory existing community trail planning efforts and organizations.
- Assess and prioritize educational and directional signage.
- Evaluate and prioritize trail maintenance funding.
- Map trail uses and access gaps, particularly for e-bikes, through data collection and stakeholder engagement to improve connectivity, accessibility, and sustainability for users.
- Build awareness through regional trail host programs utilizing resources from Strategy 2: Champion Stewardship and Engagement of Visitors and Residents.
- Support friend groups and outdoor recreation NGOs in their collaboration with public land managers to maintain existing trails, ensuring they protect natural resources, and avoid impacting wildlife and travel corridors.

Strategy 3 continued

- Encourage active participation across the region in the Colorado Outdoor Regional Partnerships Initiative and CPW roundtables and working groups.
- Utilize local/regional friend groups and trail and recreation management organizations such as Friends of Dillon Ranger District, Vail Valley Mountain Trails Alliance, Headwaters Trail Alliance, Roaring Fork Outdoor Volunteers, and others.

Resources:

- [Colorado's Outdoors Strategy](#)
- [Colorado's Comprehensive Outdoor Recreation Plan \(SCORP\)](#)
- [CPW's Regional Partnerships Initiative](#)
- [Colorado Parks and Wildlife Strategic Plan](#)
- [CPW's Non-Motorized Trails grant program](#)
- Regional plans such as the [Clear Creek County Recreation in the Outdoors Management Plan](#)

Destination Stewardship Case Studies

The following case studies illustrate examples of this strategy implemented in other communities:

- Breckenridge to Vail Pass Trail is a long-standing illustration of a well-maintained and established paved trail system widely used by visitors and residents to safely bike from Summit County communities to Vail.
- Rio Grande Trail is in Pitkin and Garfield Counties providing a well-maintained and established paved trail used for recreation and commuting across the Roaring Fork Valley.
- The Summit County [Transit to Trails](#) program was developed between Frisco and Summit Stage to provide free bus service to popular trailheads to increase access and help with trailhead congestion.
- Vail's [Bus It to Hike It](#) and [Shift Bike programs](#) are Vail initiatives to provide free bus transport and public e-bikes from central locations to popular trailheads to mitigate traffic and parking impacts.

Key Performance Indicators:

- Number of new or improved trail connectivity projects prioritizing sustainable access
- Investment value into trail connectivity projects
- Number of pedestrian and bike pathway infrastructure projects
- Reduction in the number of pedestrian and vehicle accidents
- Reduction in the number of bicycle and vehicle accidents

Role of the Tourism Industry: Assist counties and municipalities in collaborating with public land managers to develop infrastructure and enhance educational campaigns.

Statewide Strategy Alignment

This regional strategy aligns closely with the following strategies from the statewide plan:

Outdoor Recreation

2. Facilitate and Convene Collaborative Outdoor Management Discussions
5. Develop and Distribute Recreation and Trail Guides

Strategy 3 continued

Transportation

2. Develop Comprehensive Transportation Connections
5. Upgrade Pedestrian and Bike Pathways

Potential Lead Partners: CPW, DMOs, municipalities

Potential Supporting Partners: CTO, USFS White River National Forest, USFS Dillon Ranger District, Friends of Dillon Ranger District, San Isabel National Forest, Roaring Fork Mountain Bike Association, RFOV, VVMTA, Headwaters Trail Alliance, H2O Ventures - Pitkin/Garfield, P2P Peaks to Plains, Greenway Trail, CDOT, Bicycle Colorado

Strategy 4:

Champion Wildlife Habitat Protection and Natural Resource Stewardship

Development and increased visitation in the region are placing visible pressure on wildlife and their habitats, leading to a rise in human-wildlife conflicts on roadways and in neighborhoods. In response, local governments, in collaboration with land managers and law enforcement, have taken a more proactive role in minimizing these interactions and protecting critical habitats. This strategy encourages tourism stakeholders to advocate for and support natural resource programs, including endorsing appropriate regulations and seasonal restrictions to restore habitats impacted by human activities. Notable efforts in the region, such as managing visitor access to Hanging Lake and the Maroon Bells recreation areas, exemplify how these initiatives can protect valuable natural resources while enhancing the visitor experience.

Tactics:

- Develop 'Adopt a Trail' or 'Adopt a Wildlife Species' programs, alongside projects dedicated to trail maintenance and wildlife protection.
- Work to reduce human-wildlife conflicts through more standardized practices such as trash storage and management, wildlife crossing signage, enforcement of leash laws, and comprehensive resident and visitor safety campaigns.
- Consider expansion of seasonal closures and management of visitation to sensitive areas through reservation systems and other administrative management tools.
- Establish regional sector-specific collaboratives to generate funding and support specific conservation and education campaigns.
- Leverage CTO Learning Lab online courses to engage and train tourism professionals on wildlife conservation education.



Resources:

- [CTO's Care for Colorado Coalition](#)
- [Colorado's Comprehensive Outdoor Recreation Plan \(SCORP\)](#)
- [Colorado Outdoor Regional Partnerships Initiative](#)
- [USFS for land management oversight](#)
- [Colorado Wildlife Federation \(CWF\)](#)
- [Department of Natural Resources](#)
- [Eagle County Community Wildlife Roundtable](#)
- [Backcountry Hunters and Anglers](#)
- [CPW Nature Viewing Guidelines](#)

Destination Stewardship Case Studies

The following case studies illustrate examples of this strategy implemented in other communities:

- The [CPW Roundtables/Working Groups](#) utilize a statewide network to address regional and local impacts on recreational activities, natural resources, and wildlife.
- The [Friends of Lake County](#) is an active volunteer network that works on recreation impacts and advocating for resource allocation.
- The [Eagle County Community Wildlife Roundtable](#) gathers diverse stakeholders in the valley for the shared purpose of understanding and addressing issues faced by local wildlife populations.
- The VVMTA [Respect the Wild](#) campaign is an educational initiative within the Respect the Vail Valley program, incentivizing residents and second homeowners to engage in responsible wildlife viewing through prize giveaways.
- The Eagle County Bear in Mind - Safe Containers, Save Wildlife, and the [NeighBEARhood Ambassador](#) program is a countywide effort to promote bear safety including enforcement on improper management of waste.
- The [Clear Creek County Recreation in Outdoor Management Program](#) was created to align the vision for recreation management, set priorities, and build capacity to protect natural resources while providing high-quality recreational amenities. This supports a sustainable economy for Clear Creek County.
- Pitkin County and CPW [Wildlives](#) campaign is a regionalized campaign building on statewide wildlife protection education.

Key Performance Indicators:

- Number of wildlife viewing guides and ethical viewing educational materials distributed
- Number of human-wildlife conflicts
- Number of habitat areas protected or restored
- Number of tourism professionals trained in wildlife conservation education
- Number of timed entry permits and seasonal closures implemented in high-traffic areas
- Number of human violations on seasonal wildlife closure trails

Role of the Tourism Industry: Support counties and municipalities in collaborating with public land managers to develop infrastructure and strengthen educational campaigns.

Strategy 4 continued

Statewide Strategy Alignment

This regional strategy aligns closely with the following strategies from the statewide plan:

Experiencing

6. Encourage Support for Stewardship Among Travelers

Outdoor Recreation

2. Facilitate and Convene Collaborative Outdoor Management Discussions
3. Identify the Need for Timed Entry Permit Systems and Seasonal Closures

Wildlife and Biodiversity

2. Create Wildlife Viewing Brochures and Encourage Ethical Viewing
3. Reduce Human-Wildlife Conflicts
4. Champion Wildlife Habitat Protection and Restoration
7. Collaborate with Hunting and Fishing Communities to Promote Sustainable Practices
8. Implement Wildlife Conservation Education for Tourism Professionals
9. Safeguard Wildlife by Encouraging Mindful Driving

Potential Lead Partners: CPW, municipalities, DMOs

Potential Supporting Partners: CTO, USFS White River National Forest, Friends of Dillon Ranger District, Leadville Ranger District, Roaring Fork Valley Wildfire Collaborative, ski resorts, ACES, Walking Mountains Science Center, Eagle County Community Wildlife Roundtable, Vail Valley Mountain Trails Alliance, Denver Zoo, CDOT, guide services, tour operators

Strategy 5:

Create Authentic and Inclusive Cultural Heritage Experiences

Identifying and developing authentic cultural heritage experiences can celebrate the region's history while broadening visitor experiences beyond outdoor recreation. Capturing the rich history of the region requires building inclusive partnerships with tribal representatives, historians, historic preservation societies, museums, galleries, academic institutions, and public land managers. Tourism organizations and local governments can help preserve and represent cultural heritage sites while honoring and respecting all stakeholders. Consultations indicate that communities often face challenges in ensuring authenticity and accurate representation in interpretive materials. This strategy seeks to create a regional framework for developing displays and experiences that reflect authentic accounts and uphold principles of diversity, equity, and inclusion.



Tactics:

- Utilize the CTO's Destination Development programs and OEDIT grants to create a framework for authentic cultural interpretation displays, exhibits, and immersive experiences in the region. Guidance should consider:
 - Emphasizing the importance of collaborating with Tribal representatives and communities to authentically and respectfully showcase Native American heritage and to incorporate a land acknowledgment in key sites and locations such as trailheads, visitor centers, and interpretive materials.
 - Enhancing awareness of the region's cultural heritage by capturing live histories through a broad spectrum of narratives.
 - Collaborating with Arts and Creative Districts for more dynamic programming.
 - Developing media campaigns utilizing locally produced content, social media, and public art to portray untold stories and lesser-known aspects of Colorado's past. Integrate with Strategy 6: Expand and Connect Creative Districts to Diversify Tourism Offerings.
 - Designing engaging trails and accompanying audio tours connecting visitors with Colorado's diverse communities, based on shared cultural themes or assets.
 - Identifying opportunities with local high schools and colleges to integrate local and regional history into the curriculum, connecting it with contemporary cultural issues and perspectives.

Resources:

- [CTO Destination Development programs](#)
- [CTO competitive grants and co-ops](#)
- [History Colorado](#)
- [State Historical Fund grants](#)
- Local historical societies and historians

Destination Stewardship Case Studies

The following case studies illustrate examples of this strategy implemented in other communities:

- [Colorado Historic Opera Houses Circuit](#) is an itinerary of Colorado's historic opera houses and related cultural events promoting these assets and encouraging visitation
- The [Aspen Historical Society](#) supports a variety of programs mapping the area's history including rotating displays to underscore this valuable cultural heritage component for residents and visitors. They focus extensive resources to introduce area school children to this history.
- [Breckenridge History](#) offers a diverse collection of programs for both residents and visitors including interactive walking, hiking, and main-street trolley ghost and mining tours.
- [Breckenridge History](#) offers youth programs to help educate local children about the rich history through in-school and after-school history and arts programming.
- The [Georgetown Historic Railroad](#) takes passengers along the Georgetown Loop Railroad and Mining Park for underground gold/silver mine tours, gold panning, and historically immersive experiences.
- Leadville has a rich history central within the downtown Historic District to support the architecturally distinctive masonry buildings associated with late 19th-century western mining towns.

Strategy 5 continued

Key Performance Indicators:

- Number of new cultural heritage experiences developed
- Value of investments to support cultural heritage experience development
- Number of cultural heritage partnerships formed, particularly with Native American communities and underrepresented cultural groups
- Number of new cultural heritage experiences and audio tours developed across the state
- Number of visitors to museums

Role of the Tourism Industry: Support cultural heritage experiences and events as top year-round tourism offerings for visitors.

Statewide Strategy Alignment

This regional strategy aligns closely with the following strategies from the statewide plan:

Cultural Heritage

1. Foster Inclusive Cultural Heritage Partnerships
2. Elevate Native American Heritage
4. Enhance Awareness of Diverse Cultural Heritage
5. Develop Immersive Cultural Heritage Experiences
6. Create Themed Cultural Heritage Trails and Audio Tours
9. Strengthen Museum Involvement in Tourism

Potential Lead Partners: CTO, History Colorado, Colorado Commission of Indian Affairs, Colorado Creative Industries (CCI) , DMOs, local governments, historical preservation societies, Colorado Preservation, Inc.

Potential Supporting Partners: Aspen Historical Society, Pitkin County Historic Preservation Office, Redstone Historic Preservation, Town of Vail Cultural Heritage Preservation Committee, Eagle County Historical Society, Carbondale Historical Society, Basalt Regional Heritage Society, Town of Minturn, Town of Red Cliff, Glenwood Springs Historical Society, BreckHistory, Summit Historical Society, Leadville Heritage Museum and Gallery, historic Georgetown and Georgetown Trust, Idaho Springs Historical Society, Northwest Colorado Cultural Heritage, Indigenous Peoples Foundation, Colorado Snowsports Museum, People for Silver Plume



Strategy 6:

Expand and Connect Creative Districts to Diversify Tourism Offerings

Access to the creative arts has long been a distinctive offering of communities in the region, with each Creative District reflecting the unique character of its community. Rooted in the passion of local artists and inventive creative industries, these districts historically have served as gathering hubs for local residents and provided off-season activities, including youth after-school programs, and holiday and summer programs. As communities in the region seek to diversify tourism offerings beyond outdoor recreation and bolster visitation during the slower spring and fall seasons, expanding the offerings of Creative Districts provides an opportunity to engage visitors more deeply with local culture. This strategy proposes the creation of a Creative Districts trail, guiding visitors through rich and diverse arts and cultural experiences that complement the region's renowned recreational assets. The strategy calls for the development of a regional community arts guide, the establishment of an arts and cultural district tour, and the launching of off-peak seasonal events and special programs to increase visitation during these times.

Tactics:

- Develop a regional community arts guide complemented by an arts and cultural district regional tour (similar to the Colorado Creative Corridor) and establish off-peak seasonal events and programs to support visitation.
- Utilize the CTO's and OEDIT's grant and development programs to create a framework and resources to develop a regional Creative Districts trail.
- Update the inventory of existing and emerging regional Creative Districts and create more localized itineraries to connect community experiences. Build itineraries around slower-season events and programs.
- Coordinate with communities and economic development offices to establish Creative Districts in destinations without this designation.
- Inventory and integrate local artisan markets and maker spaces and promote these assets to tourists to encourage the purchase of authentic souvenirs and directly support the local creative community.
- Encourage local artists to expand cultural, historical, and interpretive experiences and raise awareness about environmental issues to broaden community engagement.
- Foster collaboration between the tourism industry and local artists to incorporate authentic art into tourism experiences. This includes integrating visual art into community facilities, public murals, and public spaces, as well as featuring live performances in local venues.
- Apply for funding from the CTO and other grant programs to support interactive initiatives like open studio tours, participatory art events, art workshops, and classes.



Resources:

- [CCI Colorado Creates grant](#)
- [CCI Arts in Society grant program](#)
- [CTO Destination Development programs](#)
- [CTO Competitive grants and co-ops](#)
- [Colorado Creative Districts](#)
- Community foundations

Destination Stewardship Case Studies

The following case studies illustrate examples of this strategy implemented in other communities:

- [BreckCreate](#) is an organization that has created a vibrant hub for arts and history in the Main Street District focusing on exhibits and events for both residents and visitors.
- Aspen has a rich history of arts and culture that is a cornerstone of resident programs and tourism offerings woven throughout the core downtown area.
- [The Vail Farmers' Market and Art Show](#) is entering 20 years in the town of Vail on Meadow Drive. The event started with a few tents and now has grown to over 148 tents during summer Sundays with the majority of vendors selling local artisan items and food.
- [Roaring Fork and Farm Map](#) is a unique printed pocket guide to the Valley's experiences that promotes guest ranches, public gardens, and visitor-ready farms, along with specific restaurants, food outlets, and producers that were identified as local food champions.
- [Colorado Creative Corridor](#) maps unique arts and cultural experiences across a 331-mile trail that links the mountain towns of Carbondale, Paonia, Crested Butte, Gunnison, Ridgway, and Salida.

Key Performance Indicators:

- Visits to Creative Districts including galleries, museums, and special events
- Number of partnerships formed with local artists and creative industries for tourism projects
- Number of arts and music festivals showcasing local talent organized each year
- Number of artist-led stewardship projects
- Number of destinations to develop community art guides

Role of the Tourism Industry: Support the development of Creative Districts and the promotion of regional itineraries.

Statewide Strategy Alignment

This regional strategy aligns closely with the following strategies from the statewide plan:

Arts and Creative Industries

1. Foster Partnerships with Local Artists
2. Boost Art Venues through Grant Programs
3. Promote Diverse Arts through Festivals and Events
4. Cultivate Artistic Approaches to Stewardship Challenges
5. Promote Creative Venues and Galleries to Visitors
6. Amplify Local Artisan Markets

Strategy 6 continued

8. Create Interactive Artistic Experiences
9. Develop and Promote Community Arts Guides
10. Integrate Art into Outdoor Recreation

Potential Lead Partners: CCI, OEDIT, DMOs

Potential Supporting Partners: CTO, Local and Tribal governments, Red Brick Center for the Arts, BreckCreate Arts District, Arts in Public Places - Vail, Carbondale Creative District, Glenwood Springs Arts Council, Exit 205 - Dillon and Silverthorne

Strategy 7:

Streamline Public Transit to I-70 Destinations

Traffic congestion on I-70 through the mountain corridor, especially between Morrison and Vail Pass into Eagle County, poses significant challenges, particularly during road closures through the Eisenhower-Johnson Memorial Tunnel, Vail Pass, or Glenwood Canyon. Reducing single occupancy vehicles (SOVs) traveling from the Denver Metro and Front Range to I-70 mountain destinations is vital for easing congestion and improving resident quality of life and visitor experiences. The Colorado Department of Transportation offers Bustang, Snowstang, and Pegasus transit services from Denver Union Station to communities along I-70, which are increasingly popular. However, added travel time from Denver International Airport (DEN) or other Front Range areas to Denver Union Station remains a significant barrier. To address this, strategies include allowing direct Bustang boarding from DEN to I-70 destinations and identifying additional pickup points like the Morrison Dinosaur Park-n-Ride.



Tactics:

- Increase the availability of accessible and affordable public transit options direct from DEN and additional Front Range transportation hubs.
- Encourage state and regional tourism leaders to work with administrators of DEN and the Colorado Public Utilities Commission to increase access for Bustang and Snowstang buses to depart and drop off at central airport terminals.
- Engage regional ski resorts and communities to support and fund the expansion of Bustang, Snowstang, and Pegasus services, increasing service frequency and enhancing promotional efforts. Integrate Bustang and Snowstang ticket sales with ski pass purchases to streamline access and boost usage.

Strategy 7 continued

- Coordinate with DMOs and Chambers of Commerce to promote and advocate for car-free itineraries, working with accommodations, property management companies, short-term rentals (STRs) operators, and local employers.
- Coordinate with the I-70 Coalition to support and promote carpool incentives to supplement public transit initiatives.
- Integrate public transit options with travel booking platforms to increase awareness and simplify the booking process for ground transportation itineraries.
- Coordinate with air carriers to promote public transit options from arrival to final destination, alongside rental cars and shuttle services, by integrating these options into travel packages.

Resources:

- [CDOT Office of Innovative Mobility grants](#)
- [CDOT transit resources and educational campaigns](#)
- [Federal transportation infrastructure grants](#)
- [Colorado Department of Energy](#)
- [CTO Destination Development programs](#)
- [CTO websites and trip planning information](#)
- [DEN website](#) and coordination with air carriers on booking engines
- [Gol70.com](#)
- [Treadshare Carpooling App](#)

Destination Stewardship Case Studies

The following case studies illustrate examples of this strategy implemented in other communities:

- Coordination between CDOT's Division of Transit and Rail and the Roaring Fork Transportation Authority (RFTA) exemplifies streamlining transit by supporting seamless public transportation options, including first and last-mile connections from the Denver area to the Roaring Fork Valley.
- [Eagle Valley Transportation Authority \(EVTA\)](#) is a recently created integrated regional transit organization and strategy for Eagle County to support more efficient transit access.
- CDOT Transit and Rail Advisory Committee highlights engagement with I-70 corridor stakeholders to build strategic solutions for the central mountain corridor.

Key Performance Indicators:

- Public transit ridership and demographics
- Improvement in air quality (ozone precursor emissions)
- Eastbound and westbound tunnel counts through Eisenhower Johnson Memorial Tunnels
- Reduction in greenhouse gas emissions
- Percentage of travelers who use Bustang, Pegasus, and Snowstang services

Role of the Tourism Industry: Advocate for state and regional public transit solutions with regulatory agencies to alleviate traffic congestion and enhance vehicle safety, thereby improving visitor experience and resident quality of life.

Statewide Strategy Alignment

This regional strategy aligns closely with the following strategies from the statewide plan:

Transportation

1. Increase Availability of Eco-Friendly Transit Methods
2. Develop Comprehensive Transportation Connections
3. Raise Awareness and Ridership of Bustang, Snowstang, and Pegasus Services
4. Encourage Rail Travel for Visitors
6. Promote Carpooling for Tourism
8. Create Parking Solutions
9. Prioritize Inclusive Transportation Accessibility

Potential Lead Partners: CDOT, Colorado Hotel and Lodging Association (CHLA), CAST, DEN, I-70 Coalition, RFTA, EVTA

Potential Supporting Partners: CTO, DMOs, regional central reservation organizations, NWCCOG, Summit Stage, EcoTransit, Ride Glenwood Springs, The Lift - Winter Park/Fraser, Clear Creek County Roundabout, Vail Valley Partnership, Town of Breckenridge, Colorado Car Share program, local climate action plan networks including Aspen, Eagle, and Summit Counties

Strategy 8:

Expand Advocacy and Communications to Promote a Car-Free I-70 Mountain Corridor

Established local and countywide public transit networks throughout the region, combined with increased collaboration between tourism destinations, are making car-free travel more affordable and convenient. The I-70 Coalition, in partnership with CDOT, adjacent communities, and dependent counties and municipalities, has long championed infrastructure improvements and traffic mitigation efforts along the I-70 Mountain Corridor. In response to growing ridership, CDOT is expanding Bustang and Snowstang services and partnering with transit entities like RFTA, EVTA, and Summit Stage to improve first and last-mile solutions. These services, along with private shuttle providers and carpool networks, offer a variety of car-free travel options equipped with bike racks and bulk storage for outdoor gear. To support Strategy 7, ongoing investment in infrastructure and coordinated communication with residents and visitors about these transit resources are essential. This strategy outlines the necessary tactics to improve regional communication and expand the existing efforts of CDOT and the I-70 Coalition.



Tactics:

- Establish a standing sustainable transit task force within a regional coalition or alliance to provide ongoing advocacy, education, and engagement around regional transit options.
- Collaborate on the development of campaigns to promote sustainable transportation options, including electric buses, car-sharing programs, and bike rentals, to enhance environmentally preferable travel.
- Develop region-wide communication protocols to support CDOT's efforts and improve coordination during I-70 road closures, construction, and emergencies.
- Utilize platforms such as [CoTrip](#), [Gol70.com](#) eBlasts, and community social media to minimize impacts on central corridor communities.
- Collaborate on integrated transit systems to enhance 'first and last-mile' connectivity between major transit hubs, key tourist attractions, and accommodations, thereby increasing the use of CDOT public transit options.
- Enhance awareness campaigns with accommodation providers, short-term rental platforms, and major air carriers to inform visitors on the benefits and availability of public transportation, encouraging its use over private vehicles.
- Provide recommendations and itineraries for exploring destinations without a car, highlighting sites and experiences accessible by bike, on foot, or via public transit.

Resources:

- [CDOT Colorado Transit App](#)
- [CDOT Office of Innovative Mobility grants](#)
- [U.S. Department of Transportation grants](#)
- [CTO websites and trip planning information](#)
- [DEN website](#) and coordination with air carriers on booking engines
- [Gol70.com](#)

Destination Stewardship Case Studies

The following case studies illustrate examples of this strategy implemented in other communities:

- The towns of Dillon and Silverthorne developed [Do Exit 205 Right](#) car-free itineraries to promote car-free visitation through various media channels.
- Itineraries on the [CTO website](#) are statewide resources to support trip planning including options to visit destinations around the state without a personal vehicle.
- [Visit Glenwood Springs](#) promotes a variety of car-free itineraries including access to the destination via Amtrak.

Key Performance Indicators:

- Number of educational campaigns created
- Percent of travelers using trains as a form of transportation
- Eastbound and westbound tunnel counts through Eisenhower Johnson Memorial Tunnels
- Reduction in greenhouse gas emissions
- Bike share usage numbers

Strategy 8 continued

- Number of carpool programs established
- Number of visitors utilizing rail travel as part of their Colorado itinerary
- Mountain corridor bus ridership data and demographics

Role of the Tourism Industry: Promote public transportation and local alternative transit options in planning communications. Ski resorts and large attraction operators can support this strategy by promoting carpooling and alternative transportation solutions.

Statewide Strategy Alignment

This regional strategy aligns closely with the following strategies from the statewide plan:

Transportation

1. Increase Availability of Eco-Friendly Transit Methods
2. Develop Comprehensive Transportation Connections
3. Raise Awareness and Ridership of Bustang, Snowstang, and Pegasus Services
4. Encourage Rail Travel for Visitors
5. Upgrade Pedestrian and Bike Pathways
6. Promote Carpooling for Tourism
7. Implement Congestion Reduction Measures and Digital Transit Tools
8. Create Parking Solutions
9. Prioritize Inclusive Transportation Accessibility
10. Expand Electric Vehicle Infrastructure

Potential Lead Partners: CDOT, CADMO, CHLA, I-70 Coalition, DMOs, municipalities

Potential Supporting Partners: CTO, CAST, regional central reservation organizations, NWCCOG, Summit Stage, ECO Transit, RFTA, EVTA, Ride Glenwood Springs, The Lift - Winter Park/Fraser, Clear Creek County Roundabout, Vail Valley Partnership, Town of Breckenridge, Colorado Car Share Program, WE-Cycle - Basalt, Local climate action plan networks including Aspen, Eagle and Summit Counties

Strategy 9:

Support Regional Advocacy and Funding for Workforce Housing

The shortage of workforce housing in the Rockies Playground region impacts renters, prospective homeowners, workforce retention, community connectivity, and visitor services. While towns often address this challenge independently, broader, scalable solutions are needed. The tourism industry, heavily reliant on workforce housing, can collaborate with local municipalities and housing NGOs to support these efforts. This strategy aims to foster private-public partnerships and countywide or multi-county collaborations to secure funding and develop innovative solutions for seasonal and year-round housing needs. Regional efforts, such as the West Mountain Regional Housing Coalition between Eagle and Pitkin Counties, are already underway.

Tactics:

- To support the following, collaborate with existing efforts organized by NWCCOG, CAST, Department of Local Affairs (DOLA), and other entities to:
 - Expand regional housing clearinghouse offerings, such as those provided by the CAST network, to include diverse solutions for both seasonal and year-round housing. Consider engaging an organization like the Colorado Mountain Housing Coalition to develop and manage these resources, including funding structures and other support mechanisms.
 - Conduct a comprehensive county-by-county and regional housing needs assessment.
 - Secure resources to update the Mountain Migration Report from 2021 to identify regional shifts post-COVID.
 - Utilize the 2023 Workforce Housing Report developed by NWCCOG and CAST as a resource to identify housing gaps and opportunities for replicating successful solutions.
 - Develop mechanisms to facilitate wider sharing of CAST and other community clearinghouses and resource sites for housing inventory.
 - Promote employer-sponsored housing solutions by highlighting existing efforts and showcasing incentives for employers.
 - Explore and share examples of repurposing underutilized community infrastructure—such as schools, hotels, warehouses, and theaters—for housing solutions. Investigate grant and funding opportunities to support these conversions.
 - Create a database for housing resources centering around DOLA’s network of housing development specialists and DOLA’s gap funding for acquisition, rehabilitation, and new construction projects.

Resources:

- [Colorado Mountain Housing Coalition partner programs](#)
- [Colorado Housing and Finance Authority](#)
- [2023 Workforce Housing Report developed by NWCCOG and CAST](#)
- [DOLA programs](#)



Destination Stewardship Case Studies

The following case studies illustrate examples of this strategy implemented in other communities:

- [West Mountain Regional Housing Coalition](#) is a unique private-public-academia collaborative effort between Eagle and Pitkin Counties to work on scaling solutions for workforce housing.
- Empire is an example of a town repurposing underutilized community infrastructure for housing.
- [Colorado Mountain Housing Coalition](#) is an organization focusing on collaborative resources with banks for down payment loan assistance and other housing programs for communities in the region.
- Aspen Skiing Company's [Tenants for Turns](#) program provides ski passes to homeowners who offer rooms or rental properties to the company's employees.
- Breck Grand Vacations provides employees with housing rental and down payment assistance programs.
- [Vail InDEED](#) and [MiCasa Avon](#) are examples of innovative approaches to incorporating deed restrictions for housing.
- The [Breckenridge Housing](#) program and Workforce Housing Five-Year Blueprint supports innovative, collaborative multi-sector approaches to developing and funding deed-restricted and affordable housing.
- [Vail Resorts Housing Portal](#) serves as a clearinghouse to assist employees in securing housing at their resort locations.

Key Performance Indicators:

- Completion of a regional needs assessment for seasonal and year-round affordable housing
- Number of affordable housing units created
- Number of new affordable housing solutions aimed at supporting the tourism workforce
- Collaborate with local and county governments and housing authorities to advocate for state and federal resources to support housing needs studies and funding for the acquisition, designation, and development of seasonal and year-round affordable housing solutions.

Role of the Tourism Industry: Collaborate with local and county governments and housing authorities to advocate for state and federal resources to support housing needs studies and funding for the acquisition, designation, and development of seasonal and year-round affordable housing solutions.

Statewide Strategy Alignment

This regional strategy aligns closely with the following strategies from the statewide plan:

Tourism Workforce

3. Share Solutions to Support Workforce Housing Challenges
4. Implement Employer-Assisted Housing Programs

Potential Lead Partners: DOLA Division of Housing, CHFA, NWCCOG, Colorado Mountain Housing Coalition, county and local governments, chambers of commerce

Potential Supporting Partners: DMOs, community housing authorities, West Mountain Regional Housing Coalition

Strategy 10: Promote Workforce Diversity and Skill Development

The Rockies Playground region has a growing need to expand the tourism workforce across all sectors. Building on existing programs supported by local high schools, Colorado Mountain College, and other institutions, this strategy aims to enhance skill development and recruitment. Leveraging a broad network of regional institutions, communities can collaborate to identify opportunities for upskilling, supporting the development of mid-career and leadership-level tourism professionals. This strategy focuses on scaling investment in tourism workforce recruitment, development, and retention, working with area high schools, colleges, trade schools, and tourism employers.



Tactics:

- Leverage the CTO's Learning Lab platform to create Tourism Workforce Learning Labs for DMOs and chambers focused on recruitment and advancement opportunities for non-native English speakers.
- Create recruitment campaigns in multiple languages and tailor them to resonate with diverse audiences.
- Inventory existing high-school and college/trade school curriculum, degree and certificate programs, and courses within the region to support job skill development and diverse perspectives relevant to the hospitality and tourism industry.
- Assess internal and collaborative mentoring programs within the tourism sector and partner with experienced professionals from underrepresented communities
- Collaborate with private sector tourism and hospitality businesses to identify curriculum needs for degree and certification programs that will benefit regional businesses.
- Engage representatives from the industry and regional school districts and the Colorado Community College System (CCCS) to develop tourism-based courses and programming.
- Foster career advancement for frontline staff workers through the CTO Learning Lab platforms.
- Develop joint-venture partnerships between the region's chambers of commerce to assist in sharing job and training opportunities.
- Prioritize collaboration with public and private agencies focused on engagement with visa and Latinx workers.
- Leverage curriculum and community economic development resources to provide training and support for local entrepreneurship.

Resources:

- [CTO Destination Learning Labs](#)
- [CTO Destination Development programs](#)
- [CTO Competitive grants and co-ops](#)
- [Colorado Hotel and Lodging Association](#)
- [Colorado Restaurant Association and Foundation](#)
- [Colorado Small Business Development Center](#)
- [CSU Extension](#)
- [Colorado Workforce Development Council](#)
- [CO Workforce Centers](#)
- [Colorado Community College System](#)
- [Colorado Department of Education](#)
- [Colorado Department of Higher Education](#)
- [Colorado Department of Labor and Employment](#)



Destination Stewardship Case Studies

The following case studies illustrate examples of this strategy implemented in other communities:

- [B Like Breckenridge](#) is a business partnership program and community outreach campaign. OneBreckenridge and GoBreck provide in-depth community and business engagement (such as Breck 101) and visitor outreach.
- [The Aspen Community Foundation](#) Cradle to Career program was developed in 2012 to address the serious achievement gaps between low-income and more affluent youth in the Aspen area.
- [Colorado Mountain College](#) campus certificate and degree programs in tourism and sustainability programming in Breckenridge, Glenwood Springs, Vail, and Aspen.
- [Summit County Mountain Mentors](#) program is a community-based mentoring program that matches caring adult volunteers with youth ages 8 to 16 to influence the youth of Summit County to lead healthy lifestyles.
- [Vail Valley Partnership](#) CareerWise Apprenticeship program coordinates apprenticeships among businesses, students, and educators to create opportunities for long-term impact.
- [Vail Resorts EpicPromise](#) is a sustainability program focused on youth to young adult access to the snowsports industry including creating pathways for training and career development.

Key Performance Indicators:

- Employment in tourism
- Percentage of employees from underrepresented groups across all levels of tourism sectors (entry-level, mid-career, and leadership)
- Number of internships and mentorships awarded to individuals from underrepresented groups
- Workforce turnover rate
- Measurement of advancement or tenure in the tourism industry
- Number of tourism businesses participating in workforce development programs

Role of the Tourism Industry: Advocate for and support regional and statewide tourism job skills development programs that focus on recruitment and workforce retention.

Statewide Strategy Alignment

This regional strategy aligns closely with the following strategies from the statewide plan:

Tourism Workforce

1. Develop Industry-Focused Workforce Strategies
2. Strengthen Industry Collaboration with the Colorado Community College System
3. Share Solutions to Support Workforce Housing Challenges
5. Promote Workforce Diversity and Inclusion
6. Foster Career Advancement in Tourism
7. Enhance Recognition for Tourism Professionals
8. Promote and Integrate Tourism Career Education in Schools
10. Support Professional Development and Networking in the Industry

Potential Lead Partners: DMOs, Colorado Department of Labor and Employment, Colorado Lodging and Hotel Association, Colorado Mountain Local College District, chambers of commerce, local school districts/high schools

Potential Supporting Partners: CTO, OEDIT, community foundations, Colorado workforce centers, work-based learning programs, economic development offices

Strategy 11:

Advance Regional Collaboration and Resourcing for Childcare and Early Childhood Education

This strategy outlines a two-pronged approach to enhance collaboration and resource development for childcare and early childhood education (ECE) in the Rockies Playground region. Many workers do not live in the community where they work, underscoring the need for shared solutions that offer greater flexibility and connectivity to keep families in the local workforce. To support broader collaboration, the establishment of a regional Rockies Playground childcare task force is vital. The task force can focus on identifying existing community practices, developing consistent funding mechanisms for facility development, and supporting the recruitment and retention of childcare professionals. An important consideration for resource allocation, similar to other pressing issues such as housing, will be identifying diverse funding sources that consider the importance of sustaining the tourism economy.



Tactics:

- Develop a regional special tax district to fund programs and facilities to address the significant demand for childcare and ECE.
- Develop a consistent funding mechanism to support the construction of facilities, incentives for the care center workforce, and tuition assistance programs for residents.
- Convene community and county agencies, NGOs focused on childcare and ECE infrastructure, and the Colorado Department of Early Childhood to establish a terms of reference for the task force and encourage widespread regional participation.
- Provide incentives for large employers to allocate specific housing for the childcare workforce, benefitting both the community and their employees.
- Provide training and incentive programs to bring workers into the childcare and ECE workforce.

Resources:

- [Colorado Department of Early Childhood](#)
- [Colorado Shines](#)
- [Colorado Workforce Development Council](#)
- [CO Workforce Centers](#)
- Local NGO advocacy and engagement programs
- Community foundation-sponsored programs

Destination Stewardship Case Studies

The following case studies illustrate examples of this strategy implemented in other communities:

- [Kids First](#) is a Pitkin County program funded by sales tax that supports infants to college students and beyond with a focus on mental health.
- [Aspen Skiing Company](#) prioritizes housing for the childcare workforce and has allocated eight units in a housing development for this purpose.
- The City of Aspen established a one-year early childhood education pipeline internship program to develop skills for becoming a childcare provider.
- Aspen and Pitkin County provide supplemental compensation for childcare and the ECE workforce to encourage educators to stay in this profession.
- In 2023, [Steamboat Ski Resort](#) opened an [employer-based childcare facility](#) for their team members.

Key Performance Indicators:

- Regional communities report a decrease in the need for childcare services
- Reduced attrition of younger professionals and families from regional communities

Role of the Tourism Industry: Raise awareness among tourism industry stakeholders, particularly large attraction operators, to support the development of programs and infrastructure.

Statewide Strategy Alignment

This regional strategy aligns closely with the following strategies from the statewide plan:

Tourism Workforce

3. Share Solutions to Support Workforce Housing Challenges
4. Implement Employer-Assisted Housing Programs

Potential Lead Partners: Colorado Department of Early Childhood, Colorado Department of Labor and Employment, municipalities

Potential Supporting Partners: Public health departments, community foundations, Kids First - Aspen to Parachute, area NGOs, elementary school systems

Strategy 12:

Develop a Regional Climate Action Plan

Climate change, along with associated mitigation and adaptation strategies, extends beyond regional boundaries. Communities centered around the snowsports industry have long observed the effects of snowpack fluctuations on both the environment and their economies. Developing a comprehensive regional plan will enhance existing efforts and establish a framework to advance key community and stewardship initiatives. These include transportation, energy conservation in public and private sectors, alternative energy adoption, and waste management. The strategy focuses on shared approaches, unified education, and messaging, leveraging the climate action plans and efforts of Eagle County, Summit County, and Aspen/Pitkin County to support scalable impacts.



Tactics:

- Complete a regional greenhouse gas inventory and develop progressive emission reduction goals within a regional climate action plan.
- Identify or create a regional coalition or task force to support the Colorado Energy Office (CEO) in statewide climate action efforts and applicable regional initiatives.
- Assist the CEO in leading regional education on the impacts of climate change on the tourism industry, including community effects such as increased wildfire risk and changes in wildlife habitats and behaviors.
- Leverage state resources to create a regional comprehensive climate action incentives guide.

Strategy 12 continued

- Utilize CTO's Destination Development programs to tailor state-level planning tools and educational training sessions specifically for local destinations.
- Encourage participation in the United Nation's Glasgow Declaration on Climate Action in Tourism.

Resources:

- [Colorado Energy Office](#)
- [Clean Energy Economy for the Region](#)
- [CORE Energy Cooperative](#)
- [CTO's Destination Development Programs](#)
- [Walking Mountains Regional Climate Solutions Group \(Pitkin, Eagle and Garfield\)](#)
- [Clean Fleet Transportation Network Companies](#)
- [Colorado Climate Corps](#)
- [Colorado Communities for Climate Action](#)
- [Colorado Interagency Climate Team](#)
- [Colorado Department of Public Health and Environment](#)
- [Colorado Department of Transportation](#)
- [Colorado Division of Aeronautics](#)
- [Colorado Green Business Network \(CGBN\)](#)
- [Colorado Resiliency Office](#)
- [Colorado Water Conservation Board](#)



Destination Stewardship Case Studies

The following case studies illustrate examples of this strategy implemented in other communities:

- Initially developed in 2006, the [Aspen Climate Action Plan](#) has evolved into a more recent sustainability action plan in 2024. This plan was one of the first in the country and integrates aggressive and innovative actions.
- A group of more than 30 stakeholders worked together in 2016 to develop the [Eagle County Climate Action Plan](#) for the Eagle County Community. Since then, a Climate Action Collaborative has been formed to implement the recommendations of the Plan.
- The [Summit Community Climate Action Plan](#), adopted by Breckenridge, Dillon, Frisco, Silverthorne, and Summit County, guides efforts to reduce local greenhouse gas emissions across Renewable Energy, Building Energy, Transportation, and Waste sectors. It is complemented by the recently introduced Climate Equity Plan.

Key Performance Indicators:

- Reduction in greenhouse gas emissions
- Seasonal snowpack and annual mountain precipitation
- Zero-emission vehicle registration
- Building emissions reduction
- Number of destinations and tourism businesses participating in the UN's Glasgow Declaration on Climate Action in Tourism

Role of the Tourism Industry: Elevate awareness of climate action needs and their impacts on the tourism industry.

Statewide Strategy Alignment

This regional strategy aligns closely with the following strategies from the statewide plan:

Climate

1. Encourage Sustainable Tourism Business Practices
4. Transition Tourism Fleets and Public Shuttles to Clean Energy
6. Expand and Promote Electromobility Options for Visitors
7. Encourage Diverse, Climate-Adaptive Tourism Offerings
9. Facilitate Creation of Destination-Specific Climate Action Plans
10. Encourage Climate Impact Mitigation and Reporting

Potential Lead Partners: Colorado Energy Office, DMOs, local governments, Walking Mountains Regional Climate Solutions Group, Eagle County, Pitkin County, Summit County/High Country Conservation Center, ACES

Potential Supporting Partners: CAST, High Country Conservation Center, Holy Cross Electric, Xcel Energy, Mountain Parks Energy, Walking Mountain Science Center, Mountain Collaborative for Climate Action, Mountain Towns 2030, National Fish and Wildlife Foundation, National Renewable Energy Laboratory, Protect Our Winters, regional airports, Regional Air Quality Council

Implementation and Coordination Plan

Implementing the Destination Stewardship Strategic Plan for the Rockies Playground region is a substantial endeavor, involving the coordination of numerous regional, state, and federal agencies along with a vast network of dedicated tourism industry partners. To effectively execute this ambitious plan, securing solid commitments from these organizations and leveraging existing funding strategies will be essential.

Central to this initiative is the indispensable leadership of the CTO's Destination Stewardship Council (DSC). Comprising industry leaders, the DSC has been instrumental in shaping the strategic direction outlined in the plan. Moving forward, the DSC will serve as the implementation steering committee, convening regularly to facilitate ongoing dialogue on destination stewardship. These meetings will provide a platform to review progress, adjust strategies as needed, and foster collaboration essential to achieving our goals.

An annual report and online platform will serve as resources to evaluate progress against key indicators and celebrate achievements, demonstrating the collective impact of our efforts in advancing destination stewardship throughout Colorado.

Looking Ahead

The Colorado tourism industry is committed to protecting and enhancing our state for present and future generations. By embracing this responsibility, we are working toward a shared vision where destination stewardship is central to our tourism industry and community life. Through collaboration, innovation, and dedication, we aim to leave a lasting legacy for all who call Colorado home and those who are drawn to its stunning landscapes and rich heritage.

We commend the pioneers who have already initiated local destination stewardship plans tailored to their communities. These independent efforts reflect the foresight and dedication of local leaders and stakeholders, deserving our collective admiration and support.

Communities that have not yet begun their destination stewardship planning are encouraged to draw inspiration from the statewide framework and regional plans to pursue strategies that meet their specific needs and ambitions. For those already engaged, we hope these plans reinforce your efforts, providing additional resources, insights, and opportunities for collaboration. By sharing experiences and learning from one another, we can foster a culture of destination stewardship that honors our diverse landscapes and cultures, enriches our communities, and secures a sustainable future for Colorado.



Annex 1: Abbreviations and Acronyms

ACES	Aspen Center for Environmental Studies	DEN	Denver International Airport
ACRA	Aspen Chamber Resort Association	DMO	Destination Management/Marketing Organization
AGNC	Associated Governments of Northwest Colorado	DOLA	Department of Local Affairs
BLM	Bureau of Land Management	DSC	Destination Stewardship Council
CADMO	Colorado Association of Destination Marketing Organizations	ECE	Early Childhood Education
CAIC	Colorado Avalanche Information Center	EVTA	Eagle Valley Transportation Authority
CAST	Colorado Association of Ski Towns	GOCO	Great Outdoors Colorado
CCCS	Colorado Community College System	NWCCOG	Northwest Colorado Council of Governments
CCI	Colorado Creative Industries	OEDIT	Colorado Office of Economic Development and International Trade
CDOT	Colorado Department of Transportation	OREC	Colorado Outdoor Recreation Industry Office
CEO	Colorado Energy Office	RFOV	Roaring Fork Outdoor Volunteers
CHFA	Colorado Housing and Financing Authority	RFTA	Roaring Fork Transit Authority
CLHA	Colorado Lodging and Hotel Association	RFVDA	Roaring Fork Valley Destination Alliance
CPW	Colorado Parks and Wildlife	SCORP	Statewide Comprehensive Outdoor Recreation Plan
CTO	Colorado Tourism Office	STR	Short Term Rental
CWF	Colorado Wildlife Federation	USFS	United States Forest Service
DMO	Destination Management/Marketing Organization	VVMTA	Vail Valley Mountain Trails Alliance

Annex 2: Destination Stewardship Partners

Government Agencies

Rockies Playground is home to the White River National Forest which is one of the largest and most visited in the National Forest System covering 2.3 million acres including 11 ski areas. The following state and federal land management agencies are leading efforts to protect natural and cultural resources and encourage responsible recreation on public lands.

- Bureau of Land Management
- Colorado Parks and Wildlife
- U.S. Forest Service

Regional Municipalities and Counties

The Rockies Playground travel region is comprised of the following cities and counties:

- **Cities:** Aspen, Leadville, Avon, Basalt, Carbondale, Dillon, Eagle, Edwards, El Jebel, Empire, Fraser, Frisco, Glenwood Springs, Georgetown, Gypsum, Idaho Springs, McCoy, Minturn, Red Cliff, Redstone, Silver Plume, Silverthorne, Snowmass Village, Vail, Winter Park, Wolcott
- **Counties:** Clear Creek, Eagle, Garfield, Lake, Pitkin, Summit

Colorado Outdoor Regional Partnerships Initiative

Led by CPW there are several examples of public/private, multi-jurisdictional partnerships working on creative approaches to recreational land management and wildlife protections including:

- **Eagle County Community Wildlife Roundtable** gathers a diverse group of stakeholders in the valley to understand and address issues facing wildlife populations.
- **Grand Places 2050** is a collaboration of private, nonprofit, state and federal land managers working to plan for the future of recreation.
- **Roaring Fork Outdoor Coalition** is a cross-jurisdictional collaboration among local, state and federal land managers working to establish priorities for outdoor recreation and natural resource conservation in the Roaring Fork Watershed – a 1,500-square-mile area that includes all of Pitkin County and portions of Eagle, Garfield and Gunnison counties.
- **Summit County Outdoor Coalition** strives to foster equitable access to outdoor recreation and serves as a hub for engagement and collaboration for planning landscape projects for wildlife, water and climate conservation.

Other Regional Associations, Alliances, and Coalitions

In addition to numerous organizations involved in tourism management and destination stewardship across the region, several key groups focus on addressing challenges and facilitating shared solutions. The Colorado Association of Ski Towns and the I-70 Coalition offer collective vision and advocacy, while the Northwest Colorado Council of Governments provides resources through its member counties and municipalities.

Broad stakeholder participation in these associations and coalitions fosters a framework for regional collaboration and establishes a foundation for overseeing the implementation of the regional stewardship plan and related statewide initiatives.

Two more recently established county-level collaborative public-private partnerships include:

- **The West Mountain Regional Housing Coalition**, established by public, private, and academic leaders in Eagle and Pitkin counties, aims to address workforce housing challenges and identify and fund effective solutions.
- **The Roaring Fork Valley Destination Alliance** was established to align the five regional tourism organizations—Aspen Chamber Resort Association, Basalt Chamber of Commerce, Snowmass Tourism, Tourism Council of Carbondale, and Visit Glenwood Springs. The alliance aims to craft and share messaging that encourages responsible and respectful tourism practices while underscoring the value of tourism throughout the Roaring Fork Valley.

DMOs and Local Tourism-Related Organizations

The Rockies Playground region boasts a diverse array of organizations and initiatives focused on advancing destination stewardship. Many of these organizations work locally and often partner with municipal governments. This list is not exhaustive, as numerous emerging efforts involve collaboration among multiple DMOs, local and county governments, state and federal land managers, and other nonprofit organizations.

The following DMOs and Chambers of Commerce work to promote destinations within the Rockies Playground region. These organizations are at varying stages of incorporating sustainability and responsible visitor management in their communications, outreach efforts, and business practices.

Aspen Resort Chamber Association (ACRA) is a 501c(6) functioning as a hybrid chamber of commerce and destination marketing organization. ACRA is dedicated to supporting the Aspen business community, attracting visitors to the resort, and enhancing the visitor experience. They are also the lead organization for Aspen's Mountain IDEAL destination stewardship certification.

Basalt Chamber of Commerce builds a strong community through the promotion of sustainable economic growth and commerce with guiding principles of sustainability and community.

Breckenridge Tourism Office/GoBreck works to enhance and promote the unique character and experience of Breckenridge as a world-renowned destination resort and to represent, serve and perpetuate the common interest and character of its membership and community. They are a key partner with the Town of Breckenridge for the Mountain IDEAL destination stewardship certification.

Clear Creek County Tourism Bureau is the destination marketing and management organization working to maximize visitor spending in ways that support our businesses, benefit our communities, and protect our home and heritage.

Carbondale Chamber and Tourism Council of Carbondale is committed to working together with businesses and the community to provide leadership, education, and support for its members to make the Carbondale Area a more vital and dynamic place to live, work, and visit.

Colorado Association of Ski Towns (CAST) is an organization of 28 municipalities whose economies are largely dependent upon the ski industry and tourism. CAST members use the power of the coalition to seek support for legislation to benefit and sustain the mountain communities. They support actions to keep communities livable, protect their pristine environment, and promote affordable housing, multi-modal transportation, climate action and sustainable tourism. Their goal is to ensure an exceptional quality of life for citizens and a positive experience for visitors.

Discover Vail is the town's marketing and resource mechanism including creating a platform to share destination stewardship efforts.

Eagle Chamber is a member organization recognized as the business leadership arm of Eagle. They take a leadership role in working for Eagle's Economic Vitality in our town's uniquely challenging environment.

Glenwood Springs Chamber Resort Association/Visit Glenwood Springs helps businesses thrive and the community to prosper. They focus on broad community engagement and offer programs such as Latino Business Connect and Building Futures and Inspiring Leaders.

Grand County Colorado Tourism Board operates commercially as Visit Grand County and assists in the management and marketing for the towns of Fraser, Granby, Grand Lake, Hot Sulphur Springs, Kremmling, and Winter Park

Gypsum Chamber is focused on supporting and advancing existing businesses as well as inspiring new businesses to develop in the community.

Go Snowmass/Snowmass Tourism is the marketing and advocacy organization for the Town of Snowmass Village.

Headwaters Trail Alliance works to preserve, promote, and enhance trails in Grand County, all while minimizing their impact on the environment. The Alliance operates on the ancestral lands of the Arapaho, Cheyenne, and Ute Native American Tribes.

I-70 Coalition is a nonprofit organization representing 28 local governments and businesses along Colorado's I-70 mountain corridor. Their mission is to enhance public accessibility and mobility in the I-70 Central Mountain Corridor and adjoining dependent counties and municipalities through the implementation of joint public and private transportation management efforts.

Leadville/Lake County Chamber of Commerce works to facilitate business success, enhancing economic growth, and partnering for a stronger future for Leadville and Lake County.

Roaring Fork Outdoor Volunteers was established in 1995 by a group of locals wanting to support public land managers and conservation efforts, the organization aims to foster a diverse and engaged community of outdoor stewards working collectively for the benefit of our public lands.

Summit County Chamber of Commerce helps to ensure business success for its members, foster economic vitality, and promote community-wide growth. They provide resources, educational opportunities, and business connections to achieve this. With a clear vision for the future, they lead, unite stakeholders, and support collaborative efforts across Summit County.

Summit County Outdoor Coalition strives to foster equitable access to outdoor recreation and to serve as a hub for engagement and collaboration for planning landscape projects for wildlife, water, and carbon.

Vail Valley Partnership, created in 1964, has evolved to provide extensive resources to the community and area businesses. Their mission is focused on five primary goals: Building communities to which residents, visitors, and investors are attracted; Promoting the communities; Striving to ensure future prosperity via a pro-business climate; Representing the unified voice of the employer community; and Reducing transactional friction through well-functioning networks.

Vail Chamber and Business Association responsibly and professionally advocates for economic development and communication for the Vail merchant community to foster collaborative relationships and revenue development opportunities for its members.

Visit Leadville - Twin Lakes is a dedicated group of volunteers committed to promoting tourism in Lake County, Colorado supported by the Lake County Tourism Panel. The Tourism Panel is funded by Lake County lodging taxes and acts as the Destination Stewards for Leadville - Twin Lakes.

Vail Valley Mountain Trails Alliance advocates for soft surface trails, manages trail stewardship programs, maintains and builds trails, coordinates and trains volunteers, educates outdoor recreational users, and creates opportunities to access the outdoors. They provide expertise, resources, and experience to support local land managers in various soft surface trail initiatives.

Walking Mountains Science Center is a convener of many sustainability initiatives and programs in the Eagle Valley, their mission is to awaken a sense of wonder and inspire environmental stewardship and sustainability through natural science education. They created the Mountain IDEAL Destination Stewardship Certification program accredited by the Global Sustainable Tourism Council.

Winter Park/Fraser Valley Chamber of Commerce is comprised of approximately 350 area business owners and operators who are directly or indirectly engaged in commerce fueled by the tourism industry of Winter Park, Fraser, and surrounding areas.

Over the past decade, Vail, Breckenridge, Aspen, and more recently Winter Park/Fraser and the Grand County Colorado Tourism Board, as well as Glenwood Springs/Visit Glenwood, have engaged diverse community stakeholders to actively shape their tourism economies and formalize their commitments to destination stewardship through tailored management plans.

To further illustrate these commitments Vail, Breckenridge, and Aspen have pursued third-party verification and certification with the Mountain IDEAL destination standard, which is recognized by the Global Sustainable Tourism Council. This certification holds these communities accountable for continuous improvement and places them among a select group of global tourism destinations with this designation. The experiences and commitments of these destinations provide valuable insights and scalable opportunities for other regional communities.

NGOs, Academia, and Community Entities

Below is a list of other groups, organizations, and entities in the Rockies Playground travel region currently engaged in resource stewardship at a community or county level. It is important to note there are many other public and private sector individuals and organizations supporting the work of the listed entities as well as championing other initiatives.

- Aspen Center for Environmental Studies
- Aspen Community Foundation
- Aspen Pitkin County Housing Authority
- Aspen Historical Society
- Aspen Mobility Lab
- Aspen Valley Land Trust
- Aspen Food and Wine
- Betty Ford Alpine Gardens
- BreckCreate
- Breckenridge History
- Carbondale Arts
- Cloud City Conservation Center
- Colorado Agritourism Association
- Colorado Housing and Finance Authority
- Colorado Mountain College
- Colorado Snowsports Museum

- DarkSky Colorado
- Eagle Valley Land Trust
- Eagle County Natural Resources and Open Space
- Friends of Dillon Ranger District
- Glenwood Springs Downtown Development Authority
- Georgetown Loop Railroad
- Habitat for Humanity for Roaring Fork
- High Country Conservation Center
- Keystone Policy Center
- Kids First - Pitkin County
- Get Outdoors Leadville
- Leadville 100
- Latinos Lideres
- Pitkin County Open Space/Roaring Fork Outdoor Coalition
- Red Brick Center - Aspen
- Roaring Fork Fishing Guide Alliance
- Roaring Fork Leadership
- Roaring Fork Transit Authority
- Roaring Fork Valley Wildfire Collaborative Summit County Outdoor Coalition
- The Summit Foundation
- Vail Valley Mountain Trails Alliance
- Vail Art in Public Places
- Walking Mountains Science Center
- West Mountain Regional Housing Coalition
- Wheeler Opera House

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