

What is a Community Development Plan?

Community Development planning may sound like a complex process that requires special skills, but it's not. It's just citizens coming together to answer to such simple and important questions as:

- What do we treasure about Trinidad and Las Animas County that we don't want to change?
- What would we like to see different or change in the future?
- What do we want our community to be like in 10 to 15 years?
- What are the factors, that can we control, influence, and/or leverage to improve the quality of life in our community?

What are the ELEMENTS of a Community Development Plan?

- A strategy represents a "way forward" -- an activity or focus that provide(s) the best opportunity for achieving our goals. Strategies typically leverage some inherent, unique and/or distinguishing resources or assets currently available.
- A goal is a specific, measurable objective or target. It describes exactly what, and exactly when. Goals are created under each of the strategies and typically include short, medium and long-term efforts.

Strategies and goals represent the bulk of a Community Development plan, all that remains is to establish more specifically who will take responsibility for each goal, and what resources will be required.

What's The DREAM?

Trinidad and Las Animas County is a resilient, self-reliant, proactive community that chooses to shape and drive the changes that will impact our future development.

After a long history of boom and bust, we will create more sustainable economic cycles by diversifying our economy while improving the quality of life for everyone. We will invest in new economic drivers (strategies) that will build a balanced economy.

Our shared DREAM is to enjoy good health, have opportunities to earn a sustainable living, and make a home and enjoy life in a safe and vibrant environment.

Trinidad and Las Animas County has natural beauty, cultural diversity, a rich history, comfortable climate, gifted and committed residents, and other assets and opportunities that serve to guide the future course of the community using the best strategies and ongoing doable goals that will manifest our dream.

We will focus on five areas within this Draft Community Development effort:

- Local government which will provide new and improved public services and infrastructure to support its citizens and create a business friendly atmosphere, while protecting the environment and preserving our cultural and historical legacies.
- Businesses and business support organizations, which will capitalize upon existing assets and seek and establish new opportunities to provide stable economic growth.
- The community will energetically work to provide total health and wellness care to all citizens.

- Our educational systems will provide the highest quality education for students K-12 and Trinidad State Junior College, to prepare our young people for the future and provide the skills they need to prosper in the future.
- Finally, as a community, we will leverage our culture, arts, history, and heritage to build pride, increase offerings in ways that support new economic development.

The strategies and goals emanating from these five areas of focus will lay a solid foundation upon which to grow and revitalize our community.

POSSIBLE STRATEGIES

CREATIVE TRINIDAD -- Trinidad recently won the honor of being selected as a “Creative District” – a program of the Colorado Office of Economic Development intended to focus support and provide resources to grow economic and cultural opportunities. Trinidad will also become part of (DOLA’s) Main Street Program, which has similar goals to that of the Creative District. Both of these provide assessment services and support, as well as ways gain funding for community development efforts.

On a scale of 1 to 10 (10 being “it’s great”), what do you think of this strategy? _____

HISTORY - “THE REAL WEST” -- Trinidad and Las Animas County has a broad and rich history that, in many ways, traces the history of our country from the Spanish conquistadors to the new industrial age. Our rich history offers more than tourism possibilities if it is leveraged in creative ways. It provides an attractive, authentic brand, but more than that, it provides direction in terms of how buildings might be restored, what kinds of businesses (i.e. living museums – pottery, leather-work, guns, hats, etc.)

On a scale of 1 to 10 (10 being “it’s great”), what do you think of this strategy? _____

A H.E.A.L. COMMUNITY -- Leveraging our beautiful environment, Community Supported Agriculture (CSA), and clear air assets, and built-environment and enhancement of regional trails, parks and open spaces we can create a Healthy Eating Active Living community. Walkability and “healthy infrastructure” are becoming priorities for people and businesses seeking to relocate. Trinidad has already made headway in this area with the river renovation project(s), and other grants in the works.

On a scale of 1 to 10 (10 being “it’s great”), what do you think of this strategy? _____

ART, ARTISTS and MUSIC FESTIVALS -- This is a popular strategy in many Colorado communities, so we would need a unique approach in order to have it work as a community development strategy. We need to attract and support “creative entrepreneurs” – the artists, craftspeople and musicians behind the various art forms. In addition, we can do more with what we already have -- something as simple as grouping and marketing existing and new activities, events and shows under one big umbrella such as “Trinidad’s Summer of Art, Theater & Music.”

On a scale of 1 to 10 (10 being “it’s great”), what do you think of this strategy? _____

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. . . AND, WHAT DO YOU THINK WOULD BE A GOOD STRATEGY AROUND WHICH TO CREATE A COMMUNITY DEVELOPMENT PLAN? Email your ideas to info@trinidadcf.org

REQUEST / INSTRUCTIONS:

- 1) Suggest any additions and changes to the mission statements in each of the five areas of focus, but please keep it short.
- 2) Suggest some additions or changes to the goals, keeping them specific and focused.

POSSIBLE GOALS and MISSIONS

What follows are missions and goals generated by community members intended to elicit feedback and engagement from the community. Ideally, various governmental agencies, profit and non-profit organizations and enterprises will take responsibility for one of more goals. For that reason, the goals do not have a specific timeframe (except for designation as short (S), medium (M) or Long-term (LT). It would be for the goal's champion to specifically define the goal, including a timeframe, measures, and resources needed. This document is just a starting point. Note that most goals are short-term (1 – 2 years), so a lot of positive change can happen quickly.

Government's Mission

Local governments will work as a partner in a broad coalition of government, business, non-profits, education, and individuals to provide efficient public services and infrastructure to support its citizens, create a safe community and a business friendly atmosphere, while protecting the environment and our cultural and historical legacies.

Government's Goals

- 1) Research, draft and implement significant incentives for (tax and otherwise) for new businesses. (S)
- 2) Create an ongoing sidewalk improvement program, making them handicapped accessible in the process. (S)
- 3) Develop a short and long-range plan to managing abandoned and unused buildings and properties, with emphasis on getting absentee landowners to take responsibility for their investments. (S)
- 4) Reactivate and fund an urban renewal authority. (S)
- 5) Proactively promote investment/funding needed to make needed capital improvements. (S)
- 6) Prepare and communicate a comprehensive "asset inventory" of parks and recreational resources. (S)
- 7) Create a linkage and communication channel between tourism efforts and Trinidad and Las Animas County's parks and other recreational facilities and opportunities. (S)
- 8) Ensure better linkage and promote collaboration between the city and county and especially between departments and departmental planning and plans. (S)
- 9) Create and host regular semi-annual community feedback and idea sessions. (S)

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10) Improve airport facilities and services. (M)

11) Developed better processes, regulations, and codes for preserving and protecting the community's culture, history, heritage and environment. (M)

12) Improve electric service infrastructure, putting as much as possible underground in main streets and thoroughfares. (LT)

Business & Business Support Organization Mission

We approach our economic development with a long-term view and seek to balance our less sustainable energy production economy with more sustainable businesses and industries that leverages unique regional resources such as local food production, outdoor recreation, green industries, as well as cultural, historical and heritage tourism.

Business & Business Support Organization Goals

1) Create a more robust and successful community outreach for the chambers of commerce and Trinidad and Las Animas County Economic Development. (S)

2) Revitalize the outreach (packet, etc.) for new businesses coming to town. (S)

3) Create an ongoing "shop local" campaign. (S)

4) Create a Business Improvement District. (S)

6) Conduct a comprehensive community development resources inventory. (S)

7) Create a new, more attractive incentive package for prospective businesses. (S)

8) Develop a long-term strategic plan for tourism. (S)

9) Place articles about Trinidad in national and international magazines and other publications. (S)

10) Find sources (USDA and others) for low interest loans for individuals and businesses who wish to renovate their building(s) and better market themselves. (S)

11) Business and Community Development funding resources are not being identified and pursued. Any investment in this effort would likely pay a ten-fold return on investment. (S)

12) Create and fund a position for a Community Development Resource person that functions across city, county, and ED boundaries. (M)

13) Develop and offer workforce "reskilling" effort. (M)

14) Work to improve telecommunications and data communications infrastructure. (LT)

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Health and Wellness Mission

Disseminate information, and foster development of traditional and complimentary health and wellness services, resources and opportunities to meet the needs of all people in our community – with a particular focus on recreational activities, local green space, and regional parks, as engines of economic growth.

Health and Wellness Goals

1) Compile, disseminate (print, web and other) and maintain a listing of all existing health care and wellness services in the community. (S)

2) Create opportunities for continuing health education.

Community meeting to discuss the pending Affordable Health Care Act (S)

Coverage of local health and wellness issues in the newspapers (S)

3) Arrange for more community health screening opportunities. (S)

4) Encourage healthy living lifestyles:

Support and grow community garden efforts. (S)

Promote use of local green space, trails and nearby public parks. (S)

Promote “healthy choices” options in local restaurants and food stores. (S)

5) Create, install and maintain fitness trail apparatus along the river walk. (S)

6) Develop, improve and promote trails, including education and awareness. (S)

7) Change the direction of the “free lunch programs” – focusing on healthier food. (S)

8) Work with school boards, administrators and teachers to provide/improve a healthy lifestyle curriculum. (M)

9) Support initiatives that safeguard the environment, especially water and air quality. (M)

10) Work toward the long-term goal for new hospital and medical facilities. (LT)

Education Mission

To create a broad-based coalition of educational resources in order overcome barriers, increase collaboration, share ideas, programs, curriculum in ways that ensure the highest quality educational opportunities for pre-school through “higher education” in Trinidad and Las Animas County.

Education Goals

1) Expand and revitalize adult education within TSJC. (S)

2) Used and leverage social media to promote education and address educational challenges. (S)

3) Create and install a Trinidad and Las Animas County Hall of Fame, along with an induction process, aimed at fostering new possibilities for students and building the self-esteem of the community. (S)

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- 4) Find a suitable location for Holy Trinity Academy. (S)
- 5) Generate school spirit in local sports and other educational arenas. (S)
- 6) Integrate community activities with the educational curriculums. (S)
- 7) Support and expand mentoring program in schools. (S)
- 8) Create and implement processes and systems to foster greater integration and collaboration among education and educational organizations – sharing ideas, resources and curriculum. (M)
- 9) Increase workforce preparation training and opportunities for students. (M)
- 10) Support and expand Judge Leslie Gerbracht’s Truancy Prevention Program. (M)

Culture, Arts & History Mission

With sustainability as a goal, enhance and support our heritage, natural resources, and creative endeavors by generating and supporting diverse cultural, historical and artistic activities, providing cultural education opportunities, and making Trinidad and Las Animas County the best arts and culture destination in Colorado – “Coal to Cool”.

Culture, Arts & History Goals

- 1) Develop, create and fund (if necessary) an effort to create harmonious store-fronts in Trinidad’s business district. (S)
- 2) Create a broad-based, integrated “Summer of Art, Theater and Music” as a regular, ongoing offering in Trinidad – integrating and marketing existing and new events and offerings as “one large ongoing event.” (S)
- 3) Create and widely distribute (especially in schools) a comprehensive publication that focuses on Trinidad’s and Las Animas County’s history and heritage. (S)
- 4) Revitalize and grow Santa Fe Trail Days into a national and international event (kicking off the Summer of Art, Theater and Music). (S)
- 5) Create and populate an App for Trinidad and Las Animas County – including QR codes. (S)
- 6) Create and run a low- power broadcast to serve potential and existing tourists. (S)
- 7) Create a campaign to attract “western writers” to Trinidad and Las Animas County. (M)
- 8) Support the revitalization of the gunsmithing program at TSJC and place it in a store front along with a living museum of guns. (M)
- 9) Develop, plan and recruit businesses that will provide “living history” stores downtown. (M)
- 10) Create low-cost loft space for artists and artisans. (M)

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11) Create and fund a single Events Coordinator position for the city and county. (M)

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