

Creative Placemaking Engagement and Visioning Project SAN LUIS VALLEY ENGAGEMENT PILOT

Prior to Covid-19, there was a gap between engaged and marginalized Colorado residents. Rural Colorado has historically marginalized populations who, despite sincere efforts, have never helped to set the table for community decision-making or even idea sharing. Covid-19 allows us to rethink not only our businesses, but also how we engage with each other as a society. Our previous engagement efforts haven't connected to marginalized groups, but to successfully move toward economic recovery for all, we will need to innovate and adapt.

How can placemaking help us align local entrepreneurial efforts with community needs?

In partnership with artist and placemaker Brian Corrigan, StartUp Colorado, CoVenture, San Luis Valley Development Resource Group (DRG) and other local influencers to implement a dynamic place-based engagement process. By rethinking programs and resources and questioning our basic problem-solving assumptions, we anticipate a stronger community vision and more purposeful work will emerge.

PURPOSE

Establish a San Luis Valley engagement process to strengthen community vision and develop more purposeful work by aligning entrepreneurial initiatives efforts with their community needs.

OBJECTIVES

1. Establish place-based engagement tools in the valley to invite residents, youth, property owners, and business owners to share their vision for the future of the valley.
2. Utilize a data collection hub to share ideas and identify positive community-changing solutions that maximize **social** benefit.
3. Create a valley-wide "voting" process to add to and build stronger solutions with community support.
4. Utilize valley-wide vision to establish local professional network and marketing efforts for accessing skills and services.
5. Utilize the valley-wide professional network to establish workforce training through apprenticeships with access to mentorship to equip participants with the skills they need to transition into an impact-driven career.

NEXT STEPS

1. Sign on to learn more about DCI's pilot program in San Luis Valley: Contact Kylie Brown: Outreach@downtowncoloradoinc.org
2. Consider the efforts, both time and money, that your organization is dedicating toward data collection and management.
3. Join a state-wide dialogue about the data we need and how we will share it.
4. Support a dynamic place-based effort to build a new model for engagement and the interface for data collection and usage moving forward.