



State Trails Committee Meeting  
September 15, 2023

# Introduction

Laura  
Daniels

- Gunnison County Commissioner

Andrew  
Sandstrom

- Marketing Director
- Gunnison Crested Butte Tourism and Prosperity Partnership (TAPP)

What is  
STOR

- <https://www.youtube.com/watch?v=FsYsYLL816o>

# STOR's Composition

## Agency and Municipality Appointees

- ▶ Gunnison County
- ▶ City of Gunnison
- ▶ Town of Crested Butte
- ▶ Town of Mt. Crested Butte
- ▶ Colorado Parks and Wildlife
- ▶ U.S. Forest Service
- ▶ Bureau of Land Management
- ▶ Town of Pitkin
- ▶ National Park Service
- ▶ Tourism and Prosperity Partnership Board:
- ▶ Gunnison County Stockgrowers' Association
- ▶ Crested Butte Mountain Resort
- ▶ Western Colorado University

- ▶ Upper Gunnison River Water Conservancy District
- ▶ Gunnison County Metropolitan Recreation District

## Public At-Large Committee Members

- ▶ Dave Ochs, Crested Butte Mountain Bike Association
- ▶ Bruce Mullins, Gunnison Wildlife Association
- ▶ Celeste Helminski, Gunnison Chamber of Commerce & Visitor's Center
- ▶ Chris Parmeter, Backcountry Hunters and Anglers
- ▶ Tim Kugler, Gunnison Trails
- ▶ Kimberly Schappert
- ▶ Jeremy Johndrow, JJ's Jeeps
- ▶ Jake Jones, Crested Butte Land Trust

# Partnering with STOR

Consensus  
decision  
making

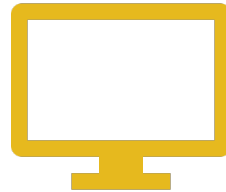
Priorities  
identified by  
diverse group

TAPP can act  
as the digital  
voice for STOR

# Move to Designated Camping



Built a PR campaign  
ahead of arrivals



Pushed out through our  
channels



Enlisted and coordinated  
local partners

# PR Efforts

- ▶ 20 press hits
- ▶ Audience of 20 million



THE  
DENVER  
POST

5280



# Organic Outreach



Gunnison-Crested Butte is at Gunnison-Crested Butte.

July 3 at 12:00 PM · Gunnison · 🌐

Are you planning on camping in Crested Butte this weekend? Please be aware of some major changes to our dispersed vs designated camping areas!



Read more about those changes, check out a map, and refresh your memory about leaving no trace in the links in our profile!



And if the camping site you want is full, please make other appropriate plans and DO NOT create your own site.



Enjoy this beautiful weekend responsibly! 🌄🌞🌲🏡

<https://gunnisoncrestedbutte.com/crested-butte-area.../>



Gunnison-Crested Butte is at Gunnison-Crested Butte.

July 2 at 11:30 AM · Gunnison · 🌐

Leave the fireworks to the professionals this weekend!



Under the current Stage 1 Fire Restrictions, all personal fireworks are prohibited. Only professionally managed and sanctioned displays are allowed.



BUT there are fireworks at both ends of the July 4th weekend! Catch them TONIGHT (7/2) in Mount Crested Butte and then again in Gunnison on the 4th!



📷: @trentbonaphoto



Gunnison-Crested Butte is at Gunnison-Crested Butte.

June 22 at 10:18 AM · Gunnison · 🌐

Are you bringing your RV/Camper with you to the valley?



Scroll through for information on our different dump site rules and locations, including the new reroute for the station in Crested Butte.

Thank you for respecting the land, parking in appropriate areas, and only dumping your waste at one of these stations.



#### City of Gunnison

970-641-8020

County Rd 39

Gunnison, CO 81230

Hours: 24/7

Cost: Free for RVs + Campers

#### Directions:

(Behind Days Inn)

Head west on US HWY 50 / Tomach Ave through Gunnison

Near the west side of Gunnison, the highway curves south

and then there is a straight at the W Ave intersection.

Continue on the highway & blocks past the straight.

Turn left onto Rio Grande Ave and then right onto Airport Rd

Continue straight onto County Rd 39

Turn right to stay on County Rd 39

#### Crested Butte RV Dump Station

970-349-5338

800 Butte St

8:00 am - 8:00 pm

Dump Fee: \$15 Water Fee: \$5

#### Please respect the neighborhood!

-Follow the route

-Turn off your engine as you wait, no idling

-Drive slowly

-Use the queue lane

-Keep noise down



# Coordinating Local Partners

TravelCB

Chambers/Visitor Centers

Lodges

Restaurants



# It worked!

By communicating on all channels visitors weren't surprised.

Consensus of the group is that it was a successful roll out.

# What's Next?

2023 Strategic Plan

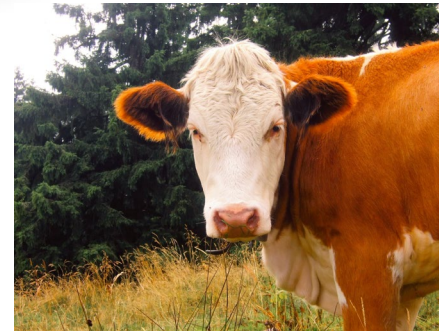
# 2023 Strategic Plan



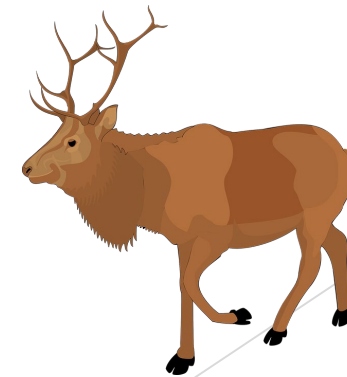
## ▶ Committee Structure

- ▶ Communications Committee with TAPP

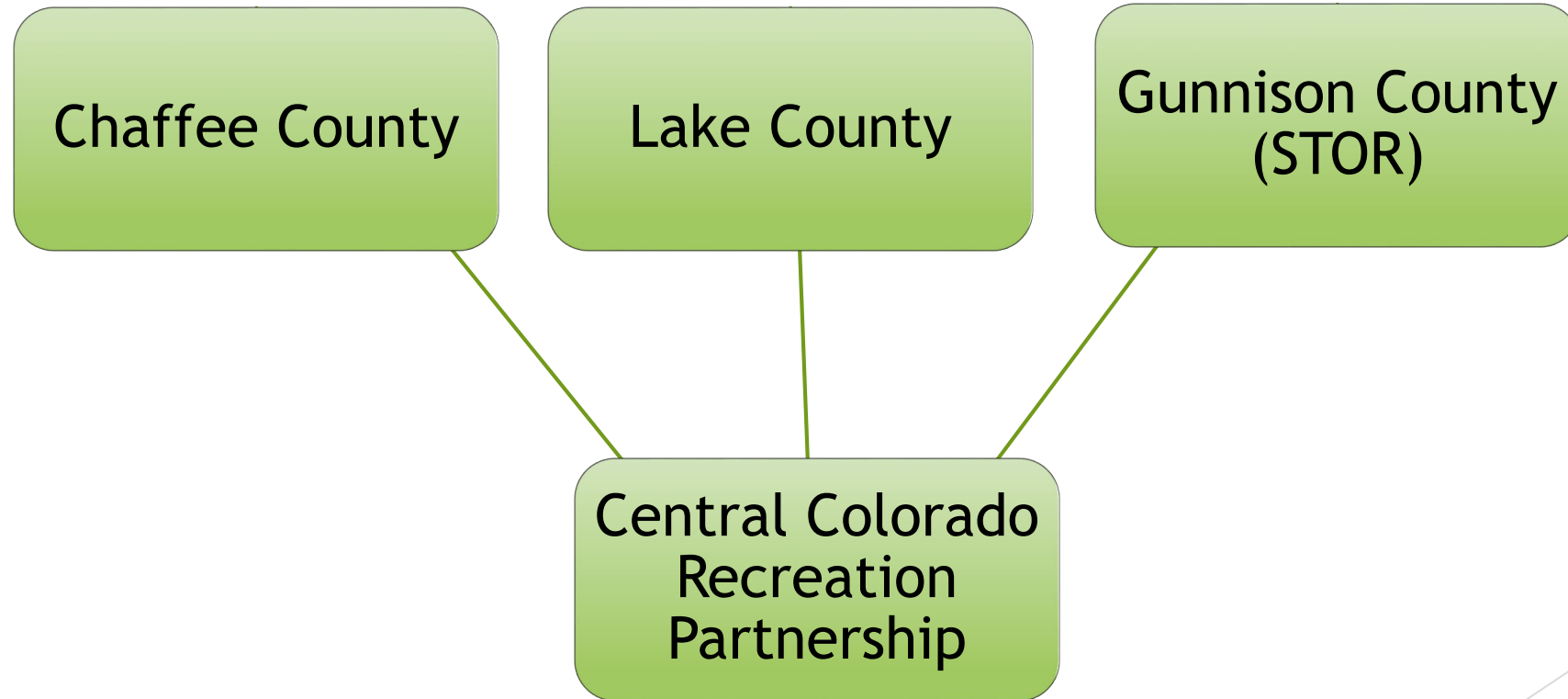
## ▶ Ongoing Issues



## ▶ Wildlife Decision Support Tools for Recreation



# CPW's Regional Partnership Initiative



# Thank you!

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