The Frontier of Economic Development

Presented by:
Patricia Vice,
Executive Director
Lincoln County Economic Development
Ports to Plains Alliance
Innovation
Honor traditions
Recreation

REDNECK LAKE
BAIT SHOP
Famous Places
Signage

STOP HER
ON RED
Meetings
Lincoln County, Colorado
Lincoln County, Colorado

• 2,600 square miles (larger than Delaware or Rhode Island)
• 2.4 persons per square mile
• Top three economies:
  – Agriculture
  – Service/government
  – Food and accommodations
Karval, Colorado
Karval, Colorado

- Population: 60
- Ranching and farming
- 35 miles to gas, groceries
- Pre-school – 12th grade school
- Student population: 49; online school 167
- School employment: 25
FFA Program
Karval, Colorado

Community Assessment:
- Community commitment
- Assessment team
- Two days
• SWOT Analysis
  • S-strengths
  • W-weaknesses
  • O-opportunities
  • T-threats
• Four Goals:
  Develop a brand for marketing
  Establish a café/convenience store
  Study feasibility of a packing plant
  Capitalize on wildlife presence

Established the Karval Alliance
Branding

- Number one place in America for star gazing according to Scientific American
Branding

Agriculture
Fourth of July
BBQ and Rodeo

Agriculture
Branding Iron Calf-A
Packing Plant
Still in the feasibility study stage
Meat sources through hunting, cattle, goats, hogs
Exploring cooperative model through Rocky Mountain Farmers’ Union
Wildlife

- 26 species of birds migratory patterns
- Native wildlife – 128 species
- Wildlife viewing and photography
• Karval Lake
Ranching and Wildlife

• Ranches in conservation programs
• U.S. Fish and Wildlife Service
  Partners for Fish and Wildlife Program
  Colorado Division of Wildlife CSCP
  Easement
Mountain Plover Festival

Nesting area for Rocky Mountain Plover
• Each year wildlife viewing and bird watching generates more than $1 billion in revenue for the State of Colorado
• Partners:
  U.S. Fish and Wildlife Service
  Colorado Division of Wild Life
  Rocky Mountain Bird Observatory
  National Audubon Society
• Two Days
• Ice Cream Social
• Tours and classes
• Karval Market
• Chuck wagon dinner

And Steve Bailey
• RAW
• Ranching and Wildlife Program
• FFA/USFWS
Next Steps

- 501 c 3 status
- RV/campground plans
- Follow up assessment planning
- Eco Tourism marketing plan with LCEDC