



# West End

## SUSTAINABILITY PLAN

The communities of the West End have identified a vision for a region-wide plan that will address challenges and build a shared roadmap for managing growth and creating prosperity. The past decade has brought significant change to the communities of the West End, from the closure of Nucla Station and New Horizon Mine, to a spike in population and tourism during COVID-19, to current debates around the Dolores Monument proposal. While a regional plan can not simply resolve these challenges, it can provide a shared set of tools and a clear voice for the West End to articulate what kind of community it would like to be in the future. As the West End continues to face questions related to growth and outside pressures, the Towns of Naturita, Norwood, and Nucla, Montrose County, and West End Economic Development Corporation (WEEDC) have identified a unique opportunity to engage the community and establish a unified vision for the West End. This has led to the West End Sustainability Plan, which will provide a North Star to help current and future leaders navigate difficult decisions and move towards a more livable and sustainable West End.

### KEY DETAILS

#### Mission:

To balance economic, environmental, and social needs allowing for prosperity for current and future generations.

#### Purpose:

To identify a cohesive, community-led regional vision that will provide a foundation for guiding community and economic development.

#### The Team:

##### Project Working Group:

- » Towns of Naturita, Norwood, and Nucla
- » Montrose County
- » West End Economic Development
- » Nucla Naturita Chamber & Norwood Chamber

##### Ambassador Team:

- » Seeking members now!

##### Partners:

- » Community Builders ([communitybuilders.org](https://communitybuilders.org))

#### Timeline:

Spring 2024 to Winter 2025

## WHY A REGIONAL PLAN?

The communities of the West End can be stronger together. Despite jurisdictional boundaries, the Towns of the West End share a similar remoteness, culture, and heritage. The power of three communities voicing a common goal, and the efficiency gained by the Towns working together, will help create a Plan that represents the community, responds to outside pressures, empowers local leaders, and guides the response to future challenges.

## HOW IS THE PLAN BEING FUNDED?

Currently, half of the project funding is from local sources (through WEEDC and WEEDC fundraising and contributions from each of the West End communities and counties) and half is from the project partners, Community Builders (through Colorado-based foundations). Community Builders (CB) assistance projects are rooted in a unique partnership that leverages philanthropic resources raised by CB with local funding contributed by project partners. In this way, CB is not acting as a “consultant” that is “hired” by partner communities. Instead, all parties agree to work together based on shared goals, responsibility, and resources.

## HOW CAN THE COMMUNITY GET INVOLVED?

In order to design a truly community-driven process, the West End Sustainability Plan team is seeking members to participate in the Ambassador Team: a group of community volunteers created to help steward the process and assist with outreach and engagement. The Ambassador Team will provide guidance, oversight and support to the Sustainability Plan and particularly the robust community engagement process. Please reach out to Makayla Gordon, WEEDC’s Executive Director (mgordon@chooswestend.org or 970-417-1976) to learn more.

If the Ambassador Team isn’t the right fit for your interests and time, we ask that you continue to learn more and stay involved in the process by attending public meetings, asking questions, taking surveys, and giving us your feedback. The success of this process relies on the willingness of us all to have open and authentic conversations about the future of our region.

