

### VISION

In 2030, Carbon County and its cities will be a very different place. Because of the work begun in 2019, tourism will have evolved into a key industry that leverages Carbon County's historic and authentic past. It will offer attractive downtown experiences, access to new-found outdoor wonders, unique prehistoric adventures and experiences, and updated camping and lodging options—all of which bring in new visitors, new sights and sounds, and evolve Carbon County from a pass-through to a basecamp.

New lodging opportunities will capture passersby. Hikers and climbers will have their choice of expanded camping areas, both commercial and primitive. OHV enthusiasts and road-tripping families will relax in RV parks where they can park their campers or trailers while enjoying a hot shower. As visitor counts grow, local brick-and-mortar accommodations will renovate their facilities, while new types of hotels and short-term rentals will come under development.

Tourism assets throughout the county will be interconnected with engaging and strategic wayfinding that seamlessly keeps the adventure going and promotes exploration. People will come and go from Nine Mile Canyon, travel out to bike trails and new hiking assets, or easily find local lakes to take a dip or cast a line in the summer heat. When done with the day, visitors will easily be directed back into their town of choice for a county-wide event at the University, a tournament at a local sports complex or for educational opportunities at local prehistoric exhibits. All of this will be easily accessed with integrated and clear event calendars.

With increased visitation, towns will be buzzing with open doors, conversation, new nightlife and new faces. Restaurants and retail establishments will be eye-catching and enticing, encouraging people stay longer and spend more. Visitors will be surprised by the homestyle, authentic cooking, but also comforted by the availability of tried and true franchise brands.

Local retail, specifically art and outdoor, will see a boom in business as a renewed downtown vibe pushes people into stores and creates buying options beyond gas and supplies. Galleries will see more traffic. Outdoor recreation stores will see more rentals and more purchases as people gear up. As a result, these legacy small businesses will be encouraged to re-invest and enhance their experiences, promoting community pride and establishing Carbon as a destination to experience, rather than one to roll through.

The Carbon of 2030 will feel much different than it does today. New visitors, updated infrastructure and downtowns, and local authentic culture will have breathed new life into a county eager to be discovered.

### CARBON COUNTY COMPETITIVE POSITION

**Carbon is the centralized, convenient gateway to off-the-beaten path adventures in Southeast Utah. Visitors are attracted by:**

- Opportunities to explore less-known, less-crowded, awe-inspiring outdoor adventures
- Unique prehistoric experiences
- Western Americana main street experiences supported by a burgeoning art scene and unexpected dining options
- Best-in-state, non-downhill snow sports
- Basecamp accommodations and supplies

### STRATEGIC IMPERATIVES

#### Bolster Awareness of Carbon

- 1.1 Complete Marketing Strategy
- 1.9 Develop engaging promotional content of Carbon County
- 1.13 **Develop version 1.0 "VisitCarbon" website with effective SEO\*\***
- 2.1 Leverage a grassroots social media campaign
- 2.10 Outreach and training on hospitality review management (Yelp)
- 3.1 Identify resources to support and enhance local tourism businesses' online presence
- 3.8 Promote local Airbnb home sharing options
- 3.9 **Develop version 2.0 "VisitCarbon" website with effective SEO\*\***



#### Develop a Comprehensive Wayfinding System

- 1.3 Identify ongoing wayfinding improvements, evaluate gaps, and prioritize development
- 2.2 Work with partners to fund and develop strategic wayfinding signage county-wide
- 2.12 Fund and build visitor kiosks and trailhead information systems
- 3.3 Develop and distribute physical and digital outdoor adventure maps
- 3.5 Develop self-guided tours using digital technologies



#### Identify, Pursue and Create Funding Opportunities

- 1.6 Evaluate opportunities to create capacity for grant writing and alternative funding sources
- 1.7 Secure grants to fund NEPA trail studies
- 1.12 Create local tax incentives or grant programs to encourage retail, restaurant and other asset refurbishment or development
- 2.5 Develop a revolving loan fund for business beautification



#### Engage in Downtown Beautification and Development

- 1.5 Prioritize and create community improvement programs
- 1.14 Advocate for pro-tourism city and county regulations
- 2.3 Subsidize local rental properties for startups or struggling businesses
- 2.6 Develop a Local Business Alliance in each downtown
- 2.13 Develop volunteer programs to assist local businesses in growth strategies



#### Build Momentum Around Outdoor Assets

- 1.2 **Foster partnership with BLM and USFS\*\***
- 1.10 Create a master recreation plan that coordinates current and required efforts
- 1.11 Create itineraries for existing outdoor experiences
- 2.7 Develop and launch a trail designation process
- 2.14 Pursue the development of RV park and campground options
- 2.4 Evaluate and fund required improvements for outdoor recreation accessibility
- 3.2 Create itineraries for outdoor experiences 2.0
- 3.7 Attract outdoor adventure sports businesses



#### Implement Programs to Develop Local Ambassadors

- 1.4 **Educate local stakeholders on the positive economic impacts of tourism\*\***
- 2.8 Design and implement an ambassador training program for frontline hospitality staff
- 2.16 Create a local outdoor club to build outdoor ambassadors and caretakers



#### Build Momentum Around Arts & Cultural & Historic Assets

- 2.11 Create itineraries or self-guided tours for arts & culture visitors
- 2.17 Create county-wide strategy for promoting Jurassic National monument and local prehistoric assets
- 3.6 Form artist cooperatives for greater public access to Carbon county artists

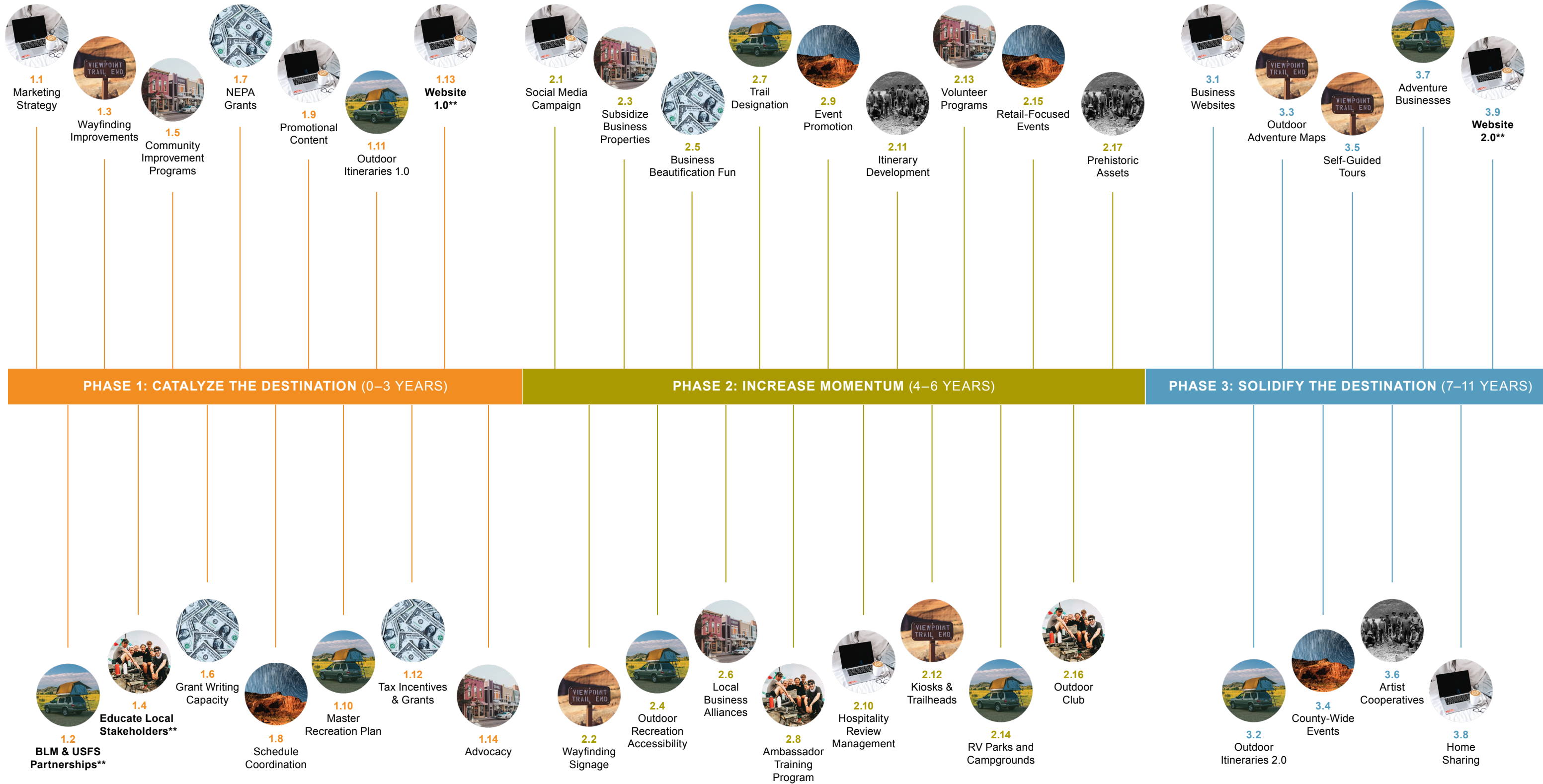


#### Create, Coordinate and Promote County-Wide Events

- 1.8 Improve coordination of county and inter-county event scheduling and promotion
- 2.9 Support hospitality businesses in consistently promoting county-wide events
- 2.15 Create events in collaboration with retail businesses that drive consumers to retail areas and encourage purchase
- 3.4 Invest in or expand county-wide events centered on outdoor activities, arts & culture with local partners



# Destination Development Timeline



\*\*Critical Strategy