Brandining a Destination Business + Living | Town of Hot Sulphur Springs

CHALLENGE STATEMENT //

Described as a "hidden gem", community members are having trouble with enticing, attracting, and retaining both local businesses and tourists in Hot Sulphur Springs. Ultimately, they want to create a town where, "people want to be."

EXECUTIVE SUMMARY //

Hot Sulpher Springs is a hidden gem, centrally located in Grand County with a complex history and amazing natural resources from the Colorado River which provides for fishing, hiking, and biking. The community members would like to entice, attract, and retain both local businesses and tourists to create a town where, "people want to be." One of the questioned asked and discussed during this challenge studio was how much business do they want to attract. A survey, town discussion, and a comprehensive plan are the first steps that need to happen in determining just how much and what kind of development to invite. There are other steps that can be taken with already existing resources that may improve, attract, and retain businesses and life for tourists and residents. These center on creating ways for local business to support each other, using social media to create a digital presence for the town and businesses and improve wayfinding and signage to create awareness of the existing businesses and resources.

TEAM MEMBERS //


BACKGROUND INFORMATION //

<table>
<thead>
<tr>
<th>Stakeholders:</th>
<th>Assets:</th>
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<tbody>
<tr>
<td>Population: App. 6,000</td>
<td>Colorado River</td>
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<td>Investors</td>
<td>History</td>
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<td>Chamber</td>
<td>Affordability</td>
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<tr>
<td>Local Businesses</td>
<td>Near Resort</td>
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<tr>
<td>Town</td>
<td>Community</td>
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<table>
<thead>
<tr>
<th>Partners:</th>
<th>Obstacles:</th>
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<tbody>
<tr>
<td>• Colorado Parks + Wildlife</td>
<td>• Small Tax Base</td>
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<tr>
<td>• GoCo</td>
<td>• Lack of visibility of Museum</td>
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<tr>
<td>• Colorado Water + Sewer</td>
<td>• Transportation</td>
</tr>
<tr>
<td></td>
<td>• No Nightlife</td>
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<td></td>
<td>• Aging Infrastructure</td>
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FINDINGS + IDEAS //

These resultant ideas about solutions for branding a destination in Hot Sulphur Springs came about through a round table discussion between community members, private, and public figures. This exercise was primarily to generate new ideas and sketch out the beginnings of innovative solutions and as such are on a conceptual level.

1. New Resources
   - Social Media
   - Designer for signage
   - Newly published book about hiking in Grand county

2. Previously Undiscovered Assets
   - Businesses which could support each other for example, by way of cross promotion
   - Use of social media

3. Suggestions from Participants
   - The town should examine what it wants to be
   - What is the balance between economic development and the natural environment?
   - Develop a comprehensive plan
   - Town center wall for displaying of movies and advertising space
   - Improve signage and wayfinding (e.g. illustrative map, information kiosk in town park)
   - Establish a digital presence for existing businesses as well as for Hot Sulphur Springs
   - Develop a theme based on the experience and history of the town

NEXt STEPS //

Concrete Steps:
   - Contact the Chamber to have them discuss and develop with local businesses the idea of cross promotion.
   - Consider a survey to determine what the town wants to be in regard to economic development and maintaining the beautiful natural environment.
   - The Town can act on the many recommendations regarding signage.

Roles + Responsibilities:
   - The Town of Hot Sulphur Springs
   - The Chamber of Commerce
   - Local businesses

Desired Outcomes:
   - To develop a plan that articulates the desired objectives.
   - Better wayfinding signage.
   - Local business cross-pollination.
   - Entice, attract, and retain businesses and tourists.
   - Create a town where people want to be.