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Memorandum

To: Mayor & Council
From: David Reynolds
Re: Agenda Item: Update from Colorado River Valley Economic Development Partnership (CRVEDP)
Date: 09/16/2025

The purpose of this agenda item is to receive an update from Alicia Gresley, Director of Colorado River Valley Economic Development Partnership.

Mission Statement (from the CRVEDP website)

“The Colorado River Valley Economic Development Partnership (CRVEDP) serves as an economic hub supporting coordination and partnerships to advance the economic priorities of our region. We will achieve this through being a nexus of regional information and trusted resources, assisting with workforce growth and development in the region, acting as a catalyst for innovation and action and championing projects and decisions that strengthen our regional economy.”

Launched in 2022 through the efforts of municipal managers and formally organized in 2023, CRVEDP brings together the Colorado River Valley communities of New Castle, Silt, Rifle, and Parachute/Battlement Mesa. With early guidance from the Rifle Regional Economic Development Corporation, the coalition was designed to represent the full region, identify shared priorities, and implement strategies to strengthen long-term economic vitality.

CRVEDP is structured as a public-private partnership, ensuring that government, business, and nonprofit voices all play a role in shaping initiatives and outcomes. This balance of perspectives has been key to building credibility and momentum.

Over the past two years, Alicia has not only unified local partners behind a common mission but has also actively pursued grant opportunities and forged new partnerships to expand CRVEDP’s effectiveness. Under her leadership, the coalition has gained meaningful regional recognition and has delivered tangible results for existing businesses while also creating a welcoming environment for new ventures. Alicia will provide Council with an overview of these accomplishments as well as current initiatives and future goals.

See CRVEDP website: <https://crvedp.org/>

See CRVEDP Vision Board below.

VISION BOARD

BETTER JOBS CLOSER TO HOME!

START HERE ↘

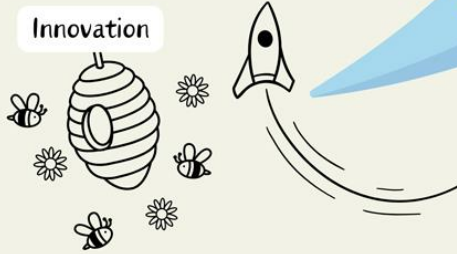
2024 – 2026 STRATEGIC PLAN

- SUPPORT GROWTH AND DEVELOPMENT OF WELL PAYING JOBS
- DATA SPECIFIC TO WESTERN GARFIELD COUNTY
- REDUCE COMMUTING TIME, GHG, STRESS, WEAR & TEAR
- INVOLVE MORE PRIVATE ECONOMIC STAKEHOLDERS
- HIRE STAFF
- BUILD IDENTITY & REGIONAL BRAND
- EDUCATE & INFORM ON ECONOMIC PROSPERITY



- PRIORITIZE NEEDS & ASPIRATIONS OF COMMUNITIES
- ENHANCE QUALITY OF LIFE FOR ALL RESIDENTS
- WORK, LIVE, PLAY IN SAME PLACE

Innovation



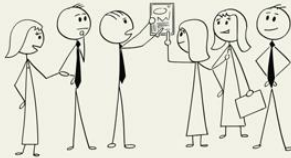
- DIVERSIFY, DIVERSIFY, DIVERSIFY!
- BUILDING FOR FUTURE GENERATIONS
- PROACTIVE NOT REACTIVE
- CIVILITY AND CANDID ABOUT THE REAL ISSUES

- WORK WITH EXISTING & NEW INDUSTRIES



Empowerment

- CONNECT STAKEHOLDERS TO RESOURCES, SUPPORT & OPPORTUNITIES
- CHAMPION THE NEEDS OF THE REGION
- GET OTHERS INVOLVED



Resilience

- BUILD A SUSTAINABLE FINANCIAL MODEL
- WIN MORE GRANTS! THANKS TO CEO FOR AWARDING US THEIR EECBG GRANT!
- INVESTMENT IN OUR REGION
- MOVE AWAY FROM ECONOMIC VOLATILITY ROLLERCOASTER



Collaboration

- WE BELIEVE IN THE POWER OF WORKING TOGETHER. BY FOSTERING RELATIONSHIPS AMONG LOCAL GOVERNMENTS, BUSINESSES, INSTITUTIONS OF LEARNING AND COMMUNITY ORGANIZATIONS, WE AIM TO BUILD A COHESIVE AND UNITED REGIONAL ECONOMY.
- WE VALUE THE LESSONS LEARNED FROM OUR HISTORY AS WELL AS OUR NEIGHBORS, USING THEM TO INFORM AND GUIDE OUR STRATEGIES AND DECISIONS FOR A BETTER FUTURE.



LEARN MORE



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