

PRESS RELEASE

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NWCCOG is proud to announce supplemental allocations today that will assist counties in projects each have designed to address economic recovery from the pandemic

NWCCOG allocates an additional \$79,000 in EDA CARES Act grant funds to member counties for projects to aid in Covid Recovery

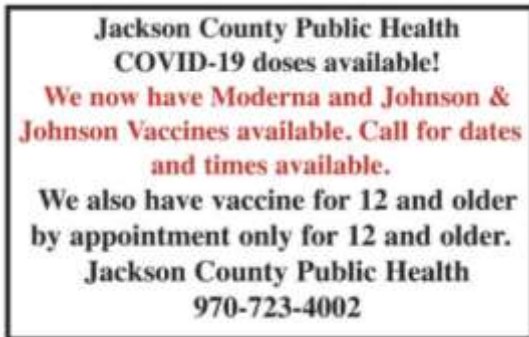
As part of the U.S. Economic Development Administration’s CARES Act Recovery Assistance, EDA awarded NWCCOG Economic Development District a supplemental award of \$400,000 to help our region respond to the unusual and compelling urgency of the coronavirus pandemic. A portion of these funds (\$150,000) was granted directly to each of our five member counties to be used towards county-specific projects. NWCCOG has just allocated an additional \$79,000 to further these projects. Our counties have been able to do many great things with these funds to help our region recover from the negative economic impacts caused by the pandemic, including:

Jackson County – Development of Public Health Department

Jackson County was granted \$50,000 for the development of a public health department, which did not exist pre-pandemic. Funding is going towards operational costs including salaries for three new employees, including a public health director/nurse, a regional EPR coordinator, and an administrative assistant; clinic rent, supplies, and towards the purchase of an electronic health records system. The emergence of COVID greatly emphasized the importance of a local public health department. For one, the county had a major shortfall in the ability to provide data and evidence to present to the State with respect to variances in business closures and capacity restrictions. With the formation of the public health department, the county can support its claims to the State and prepare the community for similar situations. The overall intended outcome is to improve the health and quality of life of the community. The median age in Jackson County is far above the national average and over 50% of the population is age 55+. The older population is going to benefit greatly from new public health services. The new public health department will take the lead on providing immunizations, establish a WIC program, offer tobacco education, represent Jackson County in the opioid discussion, and meet the State’s requirements for COVID testing. Economic development hinges on the ability of a community to provide a higher quality of life for its residents. This department will surely move Jackson County in the right direction to do just that, well beyond the pandemic.

Jackson County Quote:

“The overall intended outcome is to improve the overall health of our community. On a more refined scale, we are looking to have this department take the lead on providing immunizations, establish a WIC program, offer tobacco education, represent Jackson County in the opioid discussion, and alleviate the pressure put on our local clinic to meet the State’s requirements for COVID testing. Essentially, this department is going to be the hub of government provided health services for our community. Economic development hinges on the ability of a community to provide a higher quality of life for its residents. This department will surely push us in the right direction to do just that.” **Coby Corkle, Jackson County Commissioner**



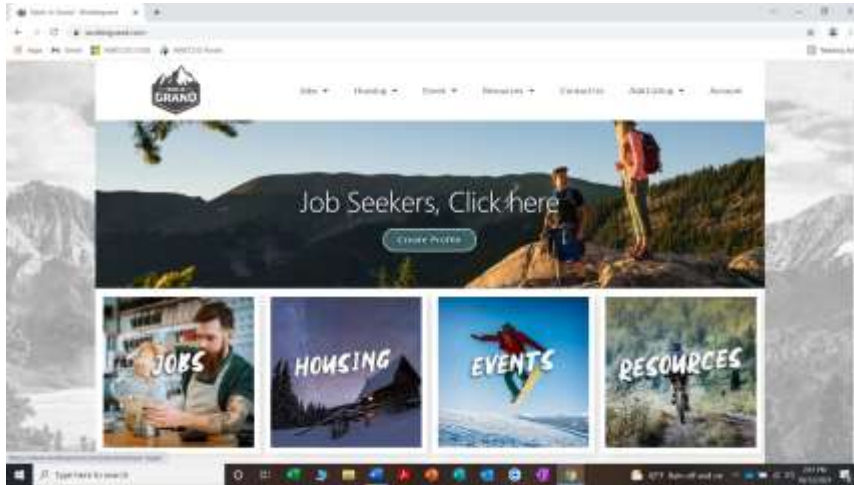
Grand County – Work in Grand Economic and Workforce Resiliency Effort

Grand County was granted \$50,000 towards the Work in Grand effort which focuses on the county’s biggest challenge with respect to economic resiliency: access to a reliable workforce to fill jobs. Grand County created the Tourism and Hospitality Industry Lead Partnership, a group of CEOs, human resource directors, and other key leaders from businesses in the county’s tourism industry to convene and converse about shared critical challenges. This partnership has been especially important during the coronavirus pandemic as many businesses in the hard-hit tourism industry were facing similar challenges. Out of this grew the WorkinGrand.com platform, a web portal to recruit and retain talent that is either from Grand County, seasonal employees that have previously visited Grand County are now looking for additional opportunities, as well as students looking for paid work and internships. The goal is to encourage longevity in employment in the local workforce by assisting them with not only finding jobs, but in connecting them with resources to other needs such as housing, health and human resources, community-based services, and community events. This platform will allow Grand County businesses to better understand the needs of job seekers. The platform seeks to encourage local high school graduates, local seasonal employees, local part time residents, and others to develop their profile on the platform, so that they can stay connected with local job opportunities. The team has also developed an aggressive marketing and outreach plan that will be executed in partnership with public and private sector partners. The Work in Grand effort will build and strengthen capacity in our region’s key industries by developing pathways that help retain a qualified workforce.

Grand County Quote:

“The EDA Cares Act grant has helped us strengthen the pathway to career opportunities as we recover from the disruption of COVID and the workforce challenges that our businesses are facing. The Work In Grand website provides us a one stop platform for connecting employers with potential employees.

Although we are faced with continual workforce shortages, we are at least able to work collectively to sustainable solutions.” – DiAnn Butler, Economic Development Director, Grand County



Learn more about Grand County’s Work in Grand project here: <https://www.workingrand.com/>

Pitkin County – Messaging Campaign for a Safe Community

Pitkin County was awarded \$50,000 to develop a community campaign providing key messaging for a safe community to help businesses stay open during the pandemic. This has been a collaborative effort between Pitkin County, GoSnowmass, Aspen Chamber Resort Association, Basalt Chamber, Aspen Skiing Company, City of Aspen, Town of Snowmass Village and Town of Basalt to ensure social, economic and public health. The collective community’s path for an economic recovery and resiliency relies on ensuring that Pitkin County and Aspen/Snowmass are safe to visit and that businesses are able to remain open all year long. Pitkin County’s success locally hinges on the behaviors of residents, workforce and on guests and visitors. The campaign consists of a collective, comprehensive visitor and guest communication plan to ensure a successful, safe and open winter, from the time of booking a reservation at a lodge, to arriving at the airport or via car, eating at restaurants, or sitting on the chairlift. The goal is that all of our businesses, large and small, can stay open and together, Pitkin County remains open.



Summit County – Economic Resiliency Capacity Building

Summit County was awarded \$49,000 for a variety of capacity building projects to move economic recovery efforts forward. Cooperation between Summit County, the Summit Chamber, Summit Prosperity Initiative, and the business and non-profit communities, has been instrumental as we navigated the changes to the COVID dial and the related restrictions and head into recovery and resiliency planning. Specific activities include tools and analysis for economic recovery including the development of a quarterly economic dashboard for the County; COVID Economic Impact Study, the SummitBiz Rebuild program which is a multi-week program which has graduated 18 businesses; and support for the northwest Colorado SBDC. With the assistance of this funding, a new level of cooperation was achieved in Summit County that did not exist pre-pandemic, and the result is the formation of a long-term economic development organization called the Summit Economic Partnership.

Summit Biz Bootcamp powered by CO. Starters



Eagle County – Vista Project

Eagle County was granted \$30,000 for Vista, a planning effort that seeks to boldly reimagine how community members and decision makers can work together to produce realistic, effective outcomes for a more resilient economy. The goal of Vista is to rebuild the economy in the wake of the coronavirus

pandemic through facilitating a regional feedback-driven process by inviting residents and leaders to come together to create solutions. One outcome of the Vista project is to develop the county's Comprehensive Plan, which will address ways the county can plan for a future that includes a resilient, balanced, sustainable, inclusive, equitable economy. 2020-21 has been an extremely challenging time in Eagle County as well as the region as a whole. The Vista project seeks to develop strategies for the community to come together to rebuild after Covid to create a more resilient economy that works better for all. Furthermore, in the efforts to include community voices of disenfranchised communities, the Vista project commits to meet people where they are to understand their community needs better and implement their voices in the development of the new economic strategies. The development of the county's Comprehensive Plan is a key component of this. The Comp Plan will consist of land use regulation, strategic priorities, and other factors that create a blueprint that defines how the Eagle County community grows.



Learn more about Eagle County's Vista project here: <https://sites.google.com/eaglecounty.us/vista-site/home>

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