

## Overall Vision

Ouray maintains a rugged, independent and passionate community spirit that is friendly and accepting. Children and adults thrive in a creative, vibrant and resilient city with exceptional quality of life, recreation opportunities and education. The community proudly maintains and improves its remarkable family oriented, innovative small town feel while retaining its historic, high alpine identity set in the stunning beauty and nature of the San Juan Mountains.

## Theme Vision Statements

- 1. Parks and Recreation.** Ouray is the Outdoor Recreation Capital of Colorado with diverse and exciting recreational opportunities within walking distance of every door.
- 2. Tourism.** Ouray is a world-class, sustainable mountain destination, where visitors enhance the year-round economic vitality of Ouray by engaging in authentic experiences that reflect our community values, history and environment<sup>1</sup>.
- 3. Economic Development.** Ouray is an economically relevant and resilient economy that is connected and represents the best practices in local entrepreneurship, tourism, outdoor recreation and public-private partnerships.
- 4. Infrastructure.** Ouray commits to and delivers safe, innovative and realistic solutions for infrastructure including water, sewer, streets, and technology to meet the community's desired level of improvement.
- 5. Housing.** Ouray seeks to provide attainable and quality housing opportunities.
- 6. Land Use.** Ouray maintains its small town, unique high alpine environment, and historic character while allowing for growth as envisioned by the City, and as a growth center of Ouray County with a balanced mix of sustainable land uses.
- 7. Heritage and Historic Resources.** Ouray retains, celebrates, and preserves its outstanding historic resources and traditions as a cornerstone of community character and pride.
- 8. Arts.** Ouray encourages and supports the arts as an essential component of a vibrant, enlightened and creative community.
- 9. Childhood Development and Lifelong Education.** Ouray proudly supports a high achieving educational community where citizens of all ages have access to various and high quality learning opportunities including public, private, vocational, professional and experiential learning.

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<sup>1</sup> Sustainable tourism [is] tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. Rather than being a type of product, it is an ethos that underpins all tourism activities. As such, it is integral to all aspects of tourism development and management rather than being an add-on component. The objective of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of tourists with those of the destination.

10. **Government.** The City of Ouray provides responsive and transparent governance with capital planning to ensure modern infrastructure and improvements; commitment to customer service; and sound fiscal policies where spending is in line with anticipated revenues.
11. **Natural Environment.** Ouray protects the beauty and improves health of the natural environment through stewardship, education and conservation.
12. **Community Health.** Ouray embraces community planning and infrastructure improvements for the health of its residents and visitors.
13. **Energy.** Ouray utilizes and encourages the use of renewable energy sources and energy efficiency with significant advances in the use of geothermal, solar, hydro power and other alternative energy resources.
14. **Transportation.** Ouray strives to provide connected mass transit, pedestrian, bicycle, and vehicular transportation systems in the city, in the county and in the region.