

Economic Impact Analysis: Competitor Towns

Location	Positive Economic Impact	Negative Economic Impact
Salida, CO	<ul style="list-style-type: none"> - Increased tourism revenue from art galleries and events. - Boost in local businesses, especially restaurants and retail. 	<ul style="list-style-type: none"> - Rising housing costs due to second-home buyers and gentrification. - Seasonal economy limits year-round opportunities for locals.
Durango, CO	<ul style="list-style-type: none"> - Strong tourism industry supporting local businesses year-round. - Job creation in recreation, hospitality, and retail. 	<ul style="list-style-type: none"> - Over-reliance on tourism; economic vulnerability to travel disruptions. - Increased traffic and strain on infrastructure.
Estes Park, CO	<ul style="list-style-type: none"> - Significant revenue from gateway tourism to Rocky Mountain National Park. - Growth in lodging and dining industries. 	<ul style="list-style-type: none"> - Seasonal employment creates economic instability for workers. - Overcrowding during peak seasons deters some visitors and locals.
Ouray, CO	<ul style="list-style-type: none"> - Attracts high-income visitors, boosting small businesses and services. - Niche market supports outdoor and wellness tourism. 	<ul style="list-style-type: none"> - Limited ability to expand due to geographic constraints. - Dependence on tourism makes the economy less diversified.
Leadville, CO	<ul style="list-style-type: none"> - Historic preservation drives cultural tourism and local pride. - Trails and outdoor activities boost year-round visitation. 	<ul style="list-style-type: none"> - Low population growth limits scalability of economic gains. - High altitude discourages some corporate and family visits.
Crested Butte, CO	<ul style="list-style-type: none"> - High-value tourism generates significant revenue for hospitality. - Attracts national and international visitors. 	<ul style="list-style-type: none"> - Skyrocketing real estate prices drive out locals and seasonal workers. - Seasonal economy leaves gaps in job opportunities for locals.
Lander, WY	<ul style="list-style-type: none"> - Outdoor recreation industry supports local jobs and guides. 	<ul style="list-style-type: none"> - Limited diversification; relies heavily on climbing and outdoor activities.

	- Small, supportive community fosters local business growth.	- Geographic isolation limits access for corporate markets.
Hood River, OR	- Boosts tourism and water sports-related industries.	- Infrastructure struggles with high visitor volumes during peak times.
	- Attracts new businesses catering to outdoor enthusiasts.	- Real estate pressure from second-home buyers inflates costs for locals.
Taos, NM	- Strong cultural identity supports year-round tourism.	- Gentrification displaces locals and reduces affordable housing.
	- Art and heritage industries provide stable, diversified opportunities.	- Over-reliance on high-income tourists risks alienating local markets.
Flagstaff, AZ	- Thriving as a gateway town boosts all sectors, including lodging, retail.	- Gateway towns can become overly dependent on major attractions like the Grand Canyon.
	- Steady growth supports infrastructure and public services.	- Increased traffic and crowding strain community resources.

Key Insights for Canon City

What Canon City Can Learn from the Positives:

1. **Year-Round Revenue Streams:**
 - Developing a diversified tourism base, including corporate retreats and families, minimizes seasonal dependency like Estes Park or Crested Butte.
2. **Local Job Creation:**
 - Similar to Durango, Canon City can boost employment in hospitality, recreation, and small businesses, while also prioritizing higher-paying, year-round positions in management and operations.
3. **Cultural Integration:**
 - Leveraging its history and unique attractions, like Leadville and Taos, helps create sustainable cultural tourism beyond just adventure-seekers.
4. **Community Support:**
 - Small towns like Hood River and Lander thrive by aligning developments with community values, fostering loyalty among locals.

What Canon City Can Avoid from the Negatives:

- 1. **Gentrification and Housing Costs:**
 - By promoting policies for affordable housing and employee accommodations, Canon City can prevent the displacement seen in Crested Butte or Taos.
- 2. **Overcrowding and Strain on Resources:**
 - Careful visitor flow management and infrastructure upgrades can avoid the crowding challenges of Estes Park and Flagstaff.
- 3. **Economic Over-Reliance:**
 - A balanced approach with corporate partnerships, cultural tourism, and recreational activities ensures a diversified economy less prone to downturns like Ouray or Lander.

Comparison Chart: Canon City vs. Competitors' Economic Impacts

Metric	Canon City's Strategy	Competitor Example	Canon City Advantage
Year-Round Appeal	Corporate retreats, recreation, and cultural events.	Estes Park (seasonal peak).	Broader range of activities and corporate focus.
Affordable Housing	Policies to encourage housing affordability.	Crested Butte (gentrification).	Plans to retain local workforce and residents.
Diverse Tourism Base	Corporate teams, families, and cultural tourists.	Lander (outdoor-only focus).	Diversified economy reduces risk of reliance on one sector.
Traffic and Infrastructure	Invest in scalable public resources.	Flagstaff (strain during peaks).	Proactive planning for transportation and resource management.
Local Business Growth	Partnerships with Canon City businesses.	Taos (displacement by national chains).	Community-driven model to retain local charm and business ownership.

Conclusion

Canon City has the opportunity to build on the successes and learn from the challenges of these small towns. By focusing on **diversification**, **sustainability**, and **community alignment**, Skyline Innovation Village can avoid common pitfalls and deliver long-term, balanced economic growth.