



“Voice of the Western Slope since 1953”
A coalition of counties, communities, businesses & individuals

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WESTERN COLORADO MARKETING ALLIANCE

WHEREAS: Western Colorado is primarily comprised of rural and frontier communities that have historically experienced "Boom-Bust" economies; and

WHEREAS: Western Colorado is an isolated geographic region with unique economic development challenges; and

WHEREAS: Western Colorado offers exceptional opportunities for economic prosperity and diversification; and

WHEREAS: Western Colorado provides a motivated workforce that demonstrates a strong traditional work ethic, a developing infrastructure and an outstanding quality of life; and

WHEREAS: Western Colorado continues to demonstrate an ability to unite in addressing common goals; and

WHEREAS: The Governor of Colorado has consistently expressed his commitment to build and strengthen the economies of rural Colorado communities; and

WHEREAS: Western Colorado communities are affiliating for the purpose of advancing the economic strength, diversification and sustainability of selected primary industries through targeted cooperative regional marketing, relocation prospects and lead generation;

NOW THEREFORE BE IT RESOLVED that CLUB 20 fully supports and endorses the concept and creation of the Western Colorado Marketing Alliance and strongly urges the substantive support of the Colorado Economic Development Commission and the Governor's Office of Economic Development.

Adopted March 2, 2001