

Silverton Colorado



submitted december 4, 2008



OPPORTUNITY

“There is a new surge of small business activity in an unsuspecting place - an up and coming ski town where residents are more likely clad in flannel than fur, with an insatiable appetite for adventure .”

*on Silverton, CO
Gunnison Country Times
October 30, 2008*



Small Business Climate

In the last five years, San Juan County has assisted and recruited seven start-up and relocating businesses to our small community of 550 year-round residents in the San Juan Mountains of southwestern Colorado. What brings them here? An incredible mountain setting, a down-to-earth community, a skilled and well-educated workforce, available commercial real estate, affordable rents, attainable housing, exceptional schools, innovative childcare, phenomenal air quality, internet and supply line infrastructure, minimal commuting, and freedom from the crime, gang and drug problems that plague other communities. Silverton is not for everyone, but for those who are charmed by its rural, small-town feel - Silverton is paradise found.



New Local Companies

Venture Snowboards (venturesnowboards.com)
Mountain Boy Sledworks (mountainboysleds.com)
Barz Decorative Hardware (barzdecorativehardware.com)
Mountain Studies Institute (mountainstudies.org)
Scotty Bob's Skis Custom Shop (scottypob.com)
Center for Snow and Avalanche Studies (snowstudies.org)
Montanya Distillers (montanyadistillers.com)

Silverton Colorado



Community Characteristics

Silverton is a rural southwest Colorado community of .81 square miles, located 50 miles north of Durango and 23 miles south of Ouray. It is accessed by Highway 550 (The Million Dollar Highway). Silverton, which was incorporated in 1874 and is home to 550 year-round residents, was primarily a mining community until the 1980's, when mining completed its departure and left the economy primarily reliant upon seasonal tourism. Over the last 5 years, small business development, mountain research and education and two new ski areas have contributed significantly to job creation and growth.

The Victorian and mining-inspired flavor of the town center and dramatic setting at 9,300 feet in the San Juan Mountains, impart an historic, rural ambience which the town cherishes. There is not a single chain store or restaurant in town. Many businesses are owned by locals who spend all year in Silverton. Our small community boasts many big city amenities such as a studio that provides Pilates, Indoor Cycling, Yoga and Dance. Several year round restaurants are owned and operated by culinary school graduates. We have a small grocery store, a local liquor store, and many more entities serving the needs of residents. Kendall Mountain Recreation Area offers family skiing, an outdoor gear shop, convention center, and sports rental shop. Over 70 miles of trail are groomed each winter for skate skiing and snowmobiling. All of this is on top of world-class amenities during the summer season as well.

The entire town of Silverton is on the National Register of Historic Places.

Silverton Colorado



Schools

The Silverton Public Schools are part of the nationally-recognized Expeditionary Learning Outward Bound curriculum model. (elschools.org) K-12 classrooms occupy a single building and enrollment is about 70 children on average. Students compete in travel teams for soccer, rock climbing, and ski racing. For more info, visit silvertonschool.org.



Small class sizes are ideal for early childhood, elementary, and middle school children, and can represent an exceptional opportunity for adventurous and engaged teenagers. Graduates include Boetcher scholars, Peace Corp volunteers and successful local business owners. The Silverton Family Learning Center, Silverton's Reggio Emilia-inspired pre-primary program for children from birth to 5 years old, gives children a strong start toward a lifetime of curiosity.



Silverton Colorado



HOUSING

Like many mountain communities in Colorado, the cost of homes has tripled since 1997. Our home prices are still vastly below those in Durango, Telluride and Crested Butte, but they reflect high vacation home demand and expectations of the growing market generated by our media-sweetheart ski area, Silverton Mountain. San Juan County and San Juan 2000, with support for the Town of Silverton, have taken a proactive approach to land banking and affordable/attainable housing development. 53 new units of single family, multi-family and duplex housing are planning between 2009 and 2015 in the Anvil Mountain neighborhood.

Below is a site plan for the neighborhood, which we hope will include a small skate park and a 2.5 acre community park. Although Anvil is a master planned community, it will feel more like vernacular Silverton - kind of funky with unpaved streets, spectacular views and mining-inspired architecture.



MARTHA ROSE / ANVIL MOUNTAIN SKETCH PLAN

Silverton Colorado



THE STRAIGHT SCOOP ABOUT SILVERTON

For those of us who make Silverton our home, this town and its community are a source of tremendous pride. We have retained political, social, age, economic and ethnic diversity. We have avoided the gentrification so many mountain communities wish they had averted. We celebrate our Victorian heritage without being 'cutesy'. Though we lost the mainstay of our economy in the 1980's - mining, we have refused to lose the soul of our town the way our neighbors have. We are resisting homogeneity.

That said, Silverton is not for everyone. If a person craves external sources of stimulation - constant cultural events, malls, sushi and movie theaters - Silverton will be a disappointment. In the summer months, the historic narrow gauge train brings 170,000 tourists to town to shop and eat in local restaurants. The scenic by-ways bring thousands more. But in November, many local businesses close their doors for the winter and town is quiet. Each year, fewer and fewer tourist businesses close for the winter thanks to Silverton Mountain ski area and small business growth, but change comes slowly. Locals and leaders agree that adding year round jobs will preserve Silverton's vitality.

Silverton is home to some of the most spectacular mountain vistas Colorado and the West have to offer. We receive 150 inches of snow a year. The high country of the San Juans, which is accessed by motor vehicle and on foot, fills with wildflowers in July and August. Hiking trails, mountain biking trails and jeep roads crisscross the range from Durango north to Ouray. But these trails (and our surrounding highways) are not for the faint of heart. To get a true feel, it is worth a visit. Words are inadequate.

Silverton Colorado



BUSINESS AMENITIES

High Speed Internet (DSL and Microwave Wireless)

Daily Federal Express, Fed Ex Ground, Postal Service and UPS

Feight Services by Fed Ex Freight, Yellow, ABF, Roadway, Swift, Estes, and RAC

Courier Services by Kangaroo Express

Micro-Lending from San Juan 2000 Development Assoc.

Capital Lending from San Juan 2000 Development Assoc.

Micro-Lending from Region 9 Economic Development Dist.

Capital Lending from Region 9 Economic Development Dist.

USDA Rural Development Business Opportunity and
Business Enterprise Grant and Loan Programs

Technical Assistance Grants and Programs

Citizen's State Bank - Business Financing

Enhanced Rural Enterprise Zone Designation - Silverton

National Register of Historic Places Designation - Silverton

Growth Company Initiative - Investment networking

Silverton Business Park with Improved Pad Sites

Small Business Development Center - Fort Lewis College

Silverton Colorado



BUSINESS RELOCATION REFERENCES AND INFORMATION

Lisa and Klemens Branner, Owners

Venture Snowboards

lisa@venturesnowboards.com - 970-387-5078

local manufacturing, workforce, shipping/receiving, real estate,
business park pad sites, infrastructure, relocation

Brice Hoskin, Owner

Mountain Boy Sledworks

brice@mountainboysleds.com - 970-387-5077

local and off-shore manufacturing, workforce, trade shows,
shipping/receiving, commercial leasing, internet sales

Peter Barszcz, Owner

Barz Decorative Hardware

pbarszcz@frontier.net - 970-387-5173

artisan manufacturing, internet sales, trade shows,
commercial leasing, shipping/receiving

Karen Hoskin, Executive Director

San Juan 2000 Development Association

karen@sanjuan2000.org 970-387-5101

business recruitment services, affordable and attainable
housing, small business operating and capital loan programs

Ed Morlan/Laura Lewis

Region 9 Economic Development District

ed@scan.org - 970-247-9621

Enterprise Zone, Financing, Investment, Growth Company
Initiative, Technical Assistance