Community & Economic Development Strategies

CYNTHIA NIEB, DIRECTOR
ECONOMIC DEVELOPMENT & URBAN RENEWAL

CITY OF LA JUNTA
La Junta, A Little Slice of Heaven
La Junta
Our Benefits

- Industrial Park at 90% capacity
- County Economic Development Director who is trailblazing Sector Partnerships to develop trades & professions
- A forward-thinking Mayor and City Council
- A supportive and intellectually creative City Administration/Staff
- A burgeoning arts community
- Great long-term businesses
- Brewery & taproom
La Junta
Two Hats
Approach
Economic Development
Urban Renewal
Evolution of the Two Hats
A New/Old American Model of Economic Development: Economic Development by Cultural Creatives
Have A Plan—Or Two!

REIMAGINE LA JUNTA
Comprehensive Plan
Created in Conjunction with
Downtown Colorado, Inc.
La Junta City Council &
The Citizens of La Junta
2015
Our Priority: Downtown Revitalization

- Rehabilitate the beautiful, historic downtown
- Activate every block—a wonder at every turn
- Support mixed-use businesses
- Support mixed housing types
- Create, support & coordinate resources to empower small business entrepreneurism frameworks
- Community Development
Collaborators

CHFA
Colorado Creative Industries
Colorado Main Street
Colorado Office of EDIT
Colorado Health Foundation
Downtown Colorado, Inc.
El Pomar Foundation
Gates Family Foundation
Greater Colorado Venture Fund
La Junta Urban Renewal Authority
National Park Service & OAHP
Otero County
Otero Junior College
Southeast Colorado Creative Partnership
SE SBDC
Reclaimed
Anderson
Arroyo

La Junta Brick & Tile Park
Downtown Coworking Space
Listen
Connect the Dots
Speak Up!

TIP

MAKE A DIFFERENCE!
Income
Leisure
Education
Health
Downtown
Amtrak
Housing
Forever resilient!