

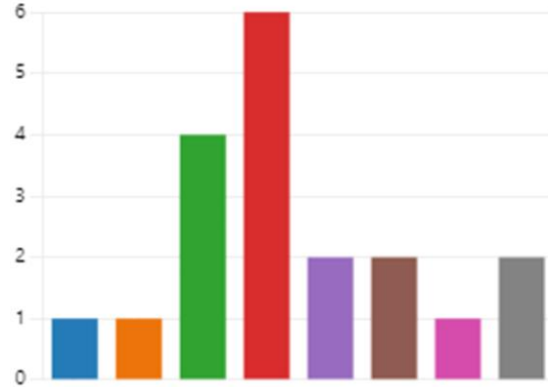
2023 Silverton/San Juan County Economic and Community Survey - Results

This survey was facilitated by SJDA in April 2023 to better understand the local economy and ways that SJDA can support local businesses. A total of 19 responses were collected. The first question has been omitted to ensure privacy of those respondents.

2. Type of organization or business (check all that apply)

[More Details](#)

Business - Restaurant	1
Business - Lodging (hotel, inn, h...	1
Business - Short term rental	4
Business - Retail	6
Business - Services	2
Non-profit	2
Government	1
Other	2



3. Is your organization or business open year-round or seasonal?

[More Details](#)

Year-round	17
Seasonal (winter)	0
Seasonal (summer)	2



4. Did you maintain, reduce, or increase your operating hours in 2022 from the previous year?

[More Details](#)

Maintained	9
Reduced	1
Increased	6
N/A	3



5. Did you maintain, reduce, or increase your employee headcount in 2022 from the previous year?

[More Details](#)

● Maintained	7
● Reduced	1
● Increased	6
● N/A	5



6. Were you fully staffed in 2022?

[More Details](#)

● Yes	11
● No	3
● N/A	5



7. If not fully staffed, how many positions did you have open?

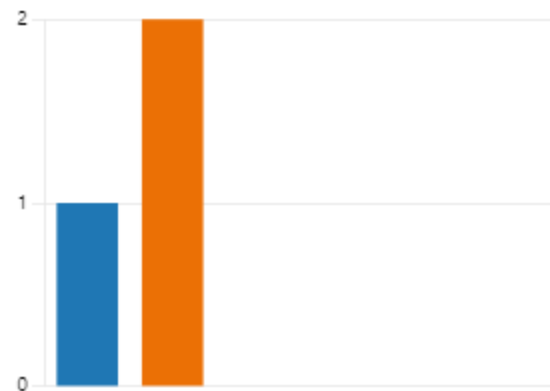
3 Responses

ID ↑	Name	Responses
1	anonymous	2
2	anonymous	3
3	anonymous	3

8. If you had open positions, what were their pay levels (check all that apply)

[More Details](#)

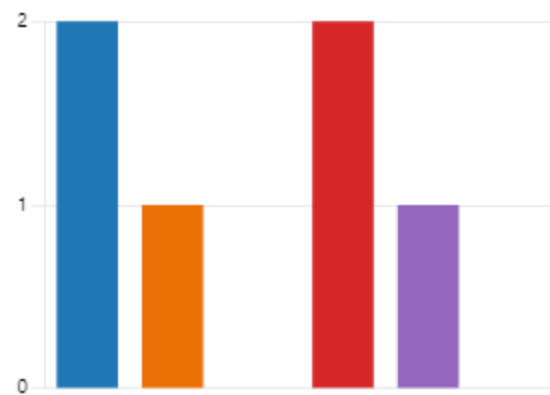
- Less than \$39,999/year or less t... 1
- \$40,000 - \$54,999/year or \$20-2... 2
- \$55,000 - 69,999/year or \$28-34... 0
- \$70,000 - \$84,999/year or \$35-... 0
- Over \$85,000 or more than \$42/... 0
- N/A 0



9. Where did you post job openings? (check all that apply)

[More Details](#)

- Job platform (i.e. Indeed, Zip Re... 2
- Social media (i.e Facebook) 1
- Newspaper 0
- Website 2
- At the location (i.e. sign in a win... 1
- Other 0



10. What do you think are the primary reasons for staff shortages? (check all that apply)

[More Details](#)

- Workforce shortage 1
- Skill not available locally 0
- Compensation 1
- Inability for staff to find housing 2
- Other 0



11. Do you anticipate being fully staffed in 2023?

[More Details](#)

● Yes	13
● No	3
● Maybe	3



12. If you do not anticipate being fully staffed in 2023, what actions could be taken to improve staffing levels?

6 Responses

ID ↑	Name	Responses
1	anonymous	We currently do not have staff but have a working (volunteer) board. We are hoping to raise sufficient funds and/or leverage partnerships to be able to sustain a part time staff position in the near future, as this is a requirement for receiving official creative district status with the state.
2	anonymous	Access to housing
3	anonymous	Housing
4	anonymous	More housing
5	anonymous	Housing
6	anonymous	Work force housing for working class people to move here.

13. Did your revenue stay the same, increase, or decrease in 2022 from the previous year?

[More Details](#)

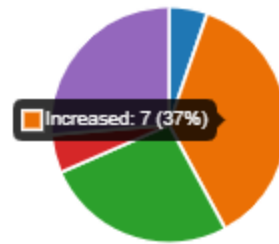
● Stayed the same	2
● Increased	9
● Decreased	5
● N/A - not in operation in 2022	3



14. Did your revenue stay the same, increase, or decrease in 2022 from before the COVID-19 pandemic?

[More Details](#)

● Stayed the same	1
● Increased	7
● Decreased	5
● N/A - not in operation in 2022	1
● N/A - not in operation prior to ...	5



15. If you experienced a change in revenue (increase/decrease) from 2022 to the previous year or to before the COVID-19 pandemic, what do you attribute the change to? If no change, please put N/A

19 Responses

1	anonymous	Was not in business
2	anonymous	n/a
3	anonymous	COVID basically shut our organization down in its infancy (we were founded in 2019). 2022 was the first time we were able to really produce programming or events of any magnitude, and therefore generate revenue.
4	anonymous	N/A
5	anonymous	Additional availability for bookings.
6	anonymous	Working harder, growing reputation
7	anonymous	Supply Chain issues within the bicycle industry
8	anonymous	Na
9	anonymous	N/A
10	anonymous	Revenue declined due to lack of snow skiing
11	anonymous	The general economic cycles. People took big trips directly following COVID, and now those people are going other places or staying home. Cost of travel also impacted the destination town of Silverton
12	anonymous	N/A
13	anonymous	awarded a grant
14	anonymous	More cars and fewer ATVs
15	anonymous	Fuel prices, loss of OHV rights
16	anonymous	N/a
17	anonymous	Higher cost of goods=higher gross sales, not necessarily more volume of sales.
18	anonymous	Loss of tourism
19	anonymous	I think the decrease may be the economy and perhaps the fact that ohv's are no longer allowed. But it's hard to say

16. Did the number of customers stay the same, increase, or decrease in 2022 from before the COVID-19

16. Did the number of customers stay the same, increase, or decrease in 2022 from the previous year?

[More Details](#)

Stayed the same	3
Increased	7
Decreased	6
N/A - not in operation in 2022	3



17. Did the number of customers stay the same, increase, or decrease in 2022 from before the COVID-19 pandemic?

[More Details](#)

Stayed the same	2
Increased	7
Decreased	4
N/A - not in operation in 2022	2
N/A - not in operation prior to ...	4



18. If you experienced a change in number of customers (increase/decrease) from 2022 to the previous year or to before the COVID-19 pandemic, what do you attribute the change to?

19 Responses

ID ↑	Name	Responses
1	anonymous	Was not in business
2	anonymous	no OHVs helps keep it quiet on our street and attract those that like to recreate peacefully and quietly in the mountains.
3	anonymous	As stated above, we were able to produce programs after the pandemic, and that increased our numbers served.
4	anonymous	N/A
5	anonymous	Additional availability for bookings.
6	anonymous	Working harder, diversifying client base
7	anonymous	We have seen increase in customers entering our establishment over last two seasons. But due to supply chain issues in 2021 and most of 2022. We unfortunately could not capitalize on the increase in traffic.
8	anonymous	Na
9	anonymous	N/A
10	anonymous	Lack of skiers
11	anonymous	Short term rentals have been steady for 15 years. Some years better than others but always meets the expectations and average number of guests.
12	anonymous	N/A
13	anonymous	Ill
14	anonymous	No ATVs and more customers in cars
15	anonymous	Price of travel, silvertons lack of year round activities (shops, resturants, things to explore that do not include nature[these are frequent complaints of guests])
16	anonymous	Social media posts drawing people to our area
17	anonymous	Campgrounds were not at full capacity as in the years when OHVs were permitted. Those RV owners and campers are a large portion of our summer business.
18	anonymous	Lack of tourism
19	anonymous	Again, it's hard to say. Maybe economic factors or due to ohv's no longer being in town.

19. Did inflation have an impact on your business in 2022?

[More Details](#)

● Yes	12
● No	4
● N/A	3



20. Did you increase prices in 2022?

[More Details](#)

● Yes	8
● No	6
● N/A	5



21. Has supply chain issues impacted your business or organization?

[More Details](#)

● Yes	9
● No	6
● N/A	4



22. Do you believe the Town of Silverton's prohibition on OHVs impacted your organization or business in 2022?

[More Details](#)

● Yes	12
● No	6
● Unsure	1
● N/A	0



23. If you believe the Town of Silverton's prohibition of OHVs impacted your business, please explain how

19 Responses

ID ↑	Name	Responses
1	anonymous	Our first year in operation, 75 percent of our business were OHV operators.
2	anonymous	better environment for our business
3	anonymous	■■■■ aims to build the arts/creative community locally and to help diversify the economy by attracting visitors to Silverton who are interested in the arts. Promotion of the local creative community offers an opportunity to diversify our economy by building a different audience.
4	anonymous	N/A
5	anonymous	No negative impact.
6	anonymous	It made life better here and more clients spent time in town
7	anonymous	It benefited my business as the users attracted to my business have been pushed away by the over burden of ohv's in our community. The removal of ohv's from town has brought back non motorized users who enjoyed this area before ohv's ruined it.
8	anonymous	Not only did it impact how others viewed our town, it made visitors feel unwelcome. It sent visitors to other nearby towns and made tourist spend their money elsewhere.
9	anonymous	Fewer people from my customer group visit the area
10	anonymous	no
11	anonymous	I feel the prohibition of OHV was a positive for my business. People come to silverton for the quiet and beautiful mountains - NOT to be overrun by dusty load machines
12	anonymous	Fewer visitors overall
13	anonymous	Ill
14	anonymous	My customers have complained about ATVs for many years
15	anonymous	Guests where furious that they couldnt ride from the hotel and told us they will never come back to silverton. We where yelled at by many return guests.
16	anonymous	Positive impact- reduction in burnout/stress for government employees
17	anonymous	Most of the regular and new visitors that come to Silverton to stay at the RV parks and camp in the area to OHV did not come the summer of 2022. Those visitors' purchases make up the bulk of our annual income. Prior to the ban we would see visitors every day from Lake City that would buy supplies from us before heading back. We had none of that business in 2022.
18	anonymous	Loss of toursim
19	anonymous	Less people coming to Silverton because of that and the town not being as accessible for ohv people.

24. Do you support additional OHV staging areas in the county?

[More Details](#)

● Yes	9
● No	6
● Unsure	4



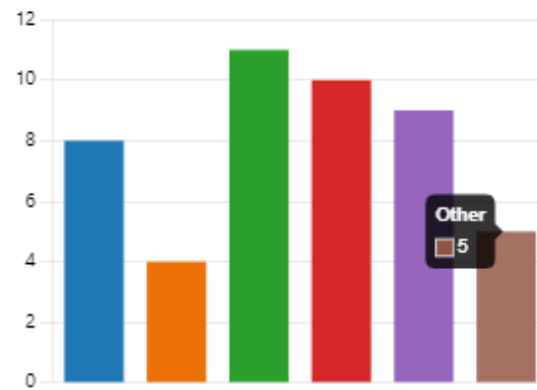
25. Do you have suggestions on how to encourage backcountry users to support the local economy?

19 Responses

ID ↑	Name	Responses
1	anonymous	The whole way this ban happened has so alienated the OHV community I think it will take time and kindness to win them back. A few of our community were so snarky on FB and those few did some real damage to the reputation of our town because they were repeatedly very vocal.
2	anonymous	continue to ban OHV's- this will encourage backcountry users (cyclists, hikers, etc) to keep spending money in Silverton!
3	anonymous	As an arts organization we are not equipped to weigh in on questions of this nature.
4	anonymous	No
5	anonymous	Happy hours or food item discount options during specific times.
6	anonymous	Yes
7	anonymous	Make it a nice economy to support. Not a dash for cash trying sell shity hamburgers to the lowest quality user we can find. Who wants to come spend money in a town over run with entitled ohv riders and Bible Belt trash. Fix the users / visitors and the right supporters will come.
8	anonymous	Allow them in town with enforcement of rules and clear expectations. We set visitors up for failure without clear signage.
9	anonymous	Give them incentives to visit. Year round access to showers, gear, food, entertainment.
10	anonymous	no
11	anonymous	They can shop for souvenirs or eat at the restaurants. Silverton is cool, a throwback to the way things used to be. Push more skiing, biking, hiking that gets people outdoors in the mountains. Promote that.
12	anonymous	Yes. Silverton should/could be the best home base for backcountry exploration in Colorado.
13	anonymous	Make it easy to stay here, accommodation options, sports store, visitor center, shuttles to trailhead.
14	anonymous	No
15	anonymous	Be more supportive of them, host more events, have more to do than just jeeping or skiing.
16	anonymous	Permits permits permits permits permits permits PERMITS
17	anonymous	Let the OHVs use the previous designated route, mark it clearly, and enforce it strictly with hefty fines. Or if that isn't a possibility at least let them travel on the truck bypass to complete the loop. It gives us a bad reputation to tourists that think we don't want them anywhere near our town. Set up staging areas outside of town and provide a shuttle to bring people into town throughout the day and evening. If people aren't allowed into town, how can we boost the local economy?
18	anonymous	let them back in town or shuttles
19	anonymous	idk

26. Where should the community increase/focus their marketing efforts? (check all that apply)

[More Details](#)



27. Do you believe the community has the capacity to increase visitor services during the summer season?

[More Details](#)



28. Why did you select your answer to the question above?

19 Responses

ID ↑	Name	Responses
1	anonymous	I believe we have so much to offer IF we can provide housing for workers.
2	anonymous	continued prohibition of OHVs will help our backcountry and runner user groups grow!
3	anonymous	Summer is an incredibly busy time in Silverton and its demands place a heavy burden on town and county staff, infrastructure, and emergency services. Additional capacity would probably be needed to sustain a significant increase summer activity.
4	anonymous	Because that is what businesses do
5	anonymous	Child care options could improve for more workers and hospitality.
6	anonymous	Half the houses are still empty in this town as well as empty business fronts.
7	anonymous	I believe town can only increase summer services by broadening its recreational offerings.
8	anonymous	We could be more welcoming and kind. The improvement of public restrooms will be nice. I also am so happy with more events and support.
9	anonymous	A year round economy would benefit this town
10	anonymous	Seem like they are doing the be
11	anonymous	After 30 years of being in silverton I hardly ever come in the summertime anymore. The OHV's have shoved me out of the 4x4 roads, the free, dispersed camping is impossible to find. I think more special events in town (concerts, races, festivals) would be great. Fill the hotels and rentals, more people in seats of restaurants, more shoppers
12	anonymous	There is capacity for a dramatic increase in visitors to Silverton
13	anonymous	its packed in summer
14	anonymous	We probably need to increase infrastructure for the current population and visitors before increasing visitors
15	anonymous	The summer doesnt need any help. We need to focus of the off seasons. November thru January and april though first half of june.
16	anonymous	Not enough law enforcement/emergency services
17	anonymous	The community lost a large portion of the summer visitors with the OHV ban, so we know that that population could return without any changes in capacity.
18	anonymous	it takes all
19	anonymous	I don't think we are overrun yet in the summer

29. Do you think the backcountry has been negatively impacted by the recent visitations?

[More Details](#)

● Yes	10
● No	6
● Unsure	3



30. Why did you select your answer to the question above?

19 Responses

ID ↑	Name	Responses
1	anonymous	I think a small few give a bad reputation to back country visitors, the back country does not belong to Silverton. It belongs to all citizens of this country. I think if our sheriff's office had more visibility in the back country any problems could be controlled.
2	anonymous	n/a
3	anonymous	As an arts organization we are not equipped to weigh in on questions of this nature.
4	anonymous	Because it has been negatively impacted
5	anonymous	Icelakes.
6	anonymous	Lack of information and knowledge about sensitive alpine ecosystems. Lack of law enforcement
7	anonymous	Ohv use in the county and town has changed the quality of visitors drastically. The experience out on the roads has been diminished by crowds and rude and reckless drivers.
8	anonymous	We have been coming here for years. I think we should encourage all people to use the back country and explore our mountains
9	anonymous	We have some great backcountry stewards who help educate users on how to recreate responsibly
10	anonymous	Degrading the landscape
11	anonymous	It is obvious! Just look to the Ice Lakes trail. Mineral Creek is a mess, piles of toilet paper all over the place. Because all the "old" campsites are always full people just make more. The packs of OHV's make traveling the 4x4 roads unfriendly and too busy. It's the same all over the backcountry. It is a shame. I'm an elk hunter, our group harvested 2 or 3 elk every year for 25 years, now we hardly even see animals in the old spots, but we do see orange vests on every ridge top and parking area.
12	anonymous	I have seen no evidence of negative impact.
13	anonymous	a lot of offroad riding, some folks dont stay on trail
14	anonymous	Because the county roads and trails have been degraded
15	anonymous	I think there are bad people in every group. There will always be good and bad in everything.
16	anonymous	I see the evidence everyday. Historic structures destroyed, tires ripping up the tundra, reduced wildlife activity, disrespect for leave no trace principles and fire bans, etc.
17	anonymous	There is no law enforcement in the backcountry. Hefty fines should written daily for people misusing the backcountry in any capacity.
18	anonymous	many people respect our mountians
19	anonymous	I don't think it's so much the visitors, but the lack of supervision in the backcountry

31. In what ways can local government be more friendly to your organization or business?

19 Responses

ID ↑	Name	Responses
1	anonymous	With the exception of a couple of local government officials, I don't think most of our local government officials frequent most of the businesses and restaurants. I don't think most of them attend special events in our town. Until they make an effort to visit and frequent local businesses and events they won't understand local business issues.
2	anonymous	decrease/ limit barriers to development (difficult planning commission and historic building guidelines that make it difficult for developers to provide affordable housing or good retail locations)
3	anonymous	Local government has been extremely supportive. In the future we would appreciate continued partnership through financial contributions and other supports as we go through the creative district certification process.
4	anonymous	None
5	anonymous	Less vr negativity.
6	anonymous	Na
7	anonymous	Local government can be supportive by being transparent. Which I believe they have been even with all the bull crap some sad upset kooks have made claims of. It's not the job of local government to push customers into trinket shops and restaurants.
8	anonymous	Be more open minded to all visitors, views and events. We need to support small businesses
9	anonymous	Easier land use application process. Better access to facilities. Snow removal. Housing access for employees
10	anonymous	Don't know
11	anonymous	Getting rid of the OHV's was a great start. Promote more in town activities. Promote the history of Silverton and the San Juans. Social media is the best advertising these days.
12	anonymous	By supporting historical and significant structures that have over a hundred years of history. Grants could be provided for maintaining and repairing.
13	anonymous	you already are, you donate to our non-profit. maybe highlight what a wonderful outdoor laboratory Ston and the san juans are.

14	anonymous	Improve grading of alleys and roads to remove snow and rain water more efficiently
15	anonymous	I think they need more support. We do not have much enforcement staff and they are stretched too thin over such a large area. It is not physically possible to enforce such a large area with such a small group of people. The back country needs its own enforcement group and the town should have its own. They have to cover too much on their own right now and cannot be there to catch the people who are giving others a bad name.
16	anonymous	Greater emphasis/increased signage/maybe even social media campaigns/marketing addressing wilderness/backcountry etiquette, informing visitors of fines/penalties, possibly creation of reward system for reporting parties filing complaints about backcountry crimes
17	anonymous	Communicate with us. Ask us how our business is doing. Ask us where we are with our sales numbers. Talk to us about how proposed policies and decisions will affect us BEFORE putting them in place. Find out how we are being affected by those policies after they are set. Recognize that the sales tax revenue is not a fair representation of the local economy due to the increase of online sales. And most importantly support us with your patronage.
18	anonymous	make it easier to give permits
19	anonymous	idk

32. How important is the need for additional workforce housing?

[More Details](#)

● Extremely important	14
● Somewhat important	3
● Neutral	2
● Somewhat not important	0
● Extremely not important	0



33. What are your suggestions for improving the local economy?

19 Responses

ID ↑	Name	Responses
1	anonymous	Help to develop a year round economy.
2	anonymous	decrease/ limit barriers to building development (difficult planning commission and historic building guidelines that make it difficult for developers to provide affordable housing or good retail locations)
3	anonymous	Diversify and don't put all your eggs in one basket. The creative economy is huge economic driver in Colorado and we should capitalize on that.
4	anonymous	Pave roads
5	anonymous	We need more child care options from newborn to high school. From summer options to after school activities.
6	anonymous	A real hotel with at least 30-40 rooms on the highway to get people to spend the night and use restaurants especially during fall through spring.
7	anonymous	Maybe teach business owners to not operate as victims which seems to be a popular trend here.
8	anonymous	Support local events and marketing. Support all small businesses Support tourism and visitors
9	anonymous	Expand Kendall, year round demand for businesses, I'd like to see more restaurants and stores open year round, more housing, more winter events.
10	anonymous	Don't know
11	anonymous	Keep the price of housing low so the services can have good employees. More in town activities. Concert weekends. Festivals. Hiking or biking trails. People will come if there is something to do, and they don't have to have an OHV for entertainment
12	anonymous	A calendar of events twelve months a year.
13	anonymous	diversity, in the past the town bent over backwards for the ohv visitors and mining history visitors, but it is so much more.
14	anonymous	Promote infill on vacant lots in business area Promote installation of fire sprinkler systems in all historical buildings. — more important than solar panels

15	anonymous	Apartment complexes, lower prices on housing and rentals. We only make money for 4 months, how can anyone buy a house or rent at such high prices when November rolls around?
16	anonymous	Housing
17	anonymous	We need more year round residents to support local businesses year round. That can't happen without jobs and work force housing for new people.
18	anonymous	add more tiny homes for rent for and property owners
19	anonymous	Attract more tourism in the winter and have more businesses open in the winter.

34. What are your top priorities or areas for improvement?

19 Responses

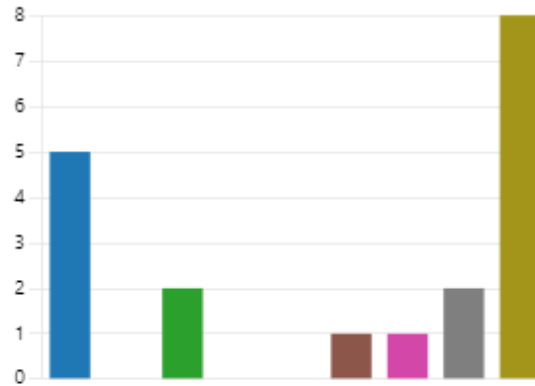
ID ↑	Name	Responses
1	anonymous	Beautification of Greene and Blair Streets (like Ridgeway has done). Provide incentives for businesses to be open year round. Be more welcoming to visitors.
2	anonymous	n/a
3	anonymous	Continuing to build and promote the creative economy in Silverton for the benefit of the entire community. The arts not only contribute to quality of life for residents, but have a significant impact on economic vitality.
4	anonymous	Need more junk houses torn down
5	anonymous	Top priority a community pool. Top improvement: Holding true to our rules and regulations, whatever they may be. We have many of them but they are not well enforced. Think storage containers, building permit rules, ect. I'm not against variants but we need to be consistent.
6	anonymous	Lodging
7	anonymous	Make sure OHV use does not come back to town.
8	anonymous	Make our tourist feel welcome
9	anonymous	Housing
10	anonymous	Increase skiing activities on Kindal Mountain
11	anonymous	Cost of employee housing Hike/bike/ ski trails Better enforcement of backcountry etiquette Sadly, permit camping to reduce impacts In town activities. Festivals, concerts, things like that
12	anonymous	Renovations
13	anonymous	ll
14	anonymous	Not increasing the size of government at town or county level except in health care
15	anonymous	Housing, boosting the off season for better year round income.
16	anonymous	HOUSING

17	anonymous	1.A shift away from subsidizing single family homes and move toward actual affordable multi-unit work force housing. We need dormitory style units to house people year round. 2. We need to work on our reputation toward tourism, which is our only source of revenue in this town. We have been very discriminatory toward certain user groups which has affected the number of visitors, which affects our gross income.
18	anonymous	sewer and water
19	anonymous	Better marketing

35. Are there any workshops that San Juan Development Association can offer to help your organization or business?

More Details

Marketing	5
Human resources	0
Accounting	2
QuickBooks	0
Supervisor / Manager trainings	0
Entrepreneurship	1
Online sales	1
Professional development	2
Other	8



36. Do you have any additional comments, thoughts, or suggestions you would like to share?

11 Responses

ID ↑	Name	Responses
1	anonymous	na
2	anonymous	Thanks for the opportunity weigh in!
3	anonymous	We appreciate everyone in our community and thank you for soliciting the input.
4	anonymous	Thank you for supporting our businesses
5	anonymous	Silverton is awesome. It is a special place and should be kept that way, or in 10 more years you won't recognize what made you love it in the first place
6	anonymous	Thanks Beth :)
7	anonymous	Ill
8	anonymous	I'm glad to see an administrator that has lasted a couple of years but it seems that even though we are outsourcing some activities like campground registration and payroll we still have had an increase in town employees
9	anonymous	There needs to be caps on the "low income housing". They should never be allowed to sell for higher prices nor flip them after purchase. All sales need to be ensured the buyer is indeed a local with a full time job in town or at least a year round resident. Not a remote jobs, they should be contributing to town staffing. The length someone has lived in town should take priority in housing. Prices of already built homes should be required to adjust to the age of the home and its condition and materials. Run down homes should not be allowed to sell for as much as they are. Look into how Japan prices homes based on age and renovation. I understand that there is a demand to live in silverton but that shouldnt drive homes to be so high. When we only make money a few month a year it is imposible for full time locals to afford.
10	anonymous	1. Permits for backcountry activities 2. Housing 3. That is all
11	anonymous	The workshops we have attended have been held in the mornings or during the day, which has been difficult for us as our hours of operation are during the day. I would suggest options for day OR evening workshops so the retail and the restaurant owners would have equal opportunity to attend. Thank you for this survey and for asking these questions. This is the first official inquiry about how the OHV decision has affected our business. I don't think we have been heard, and this gives us a voice. No one ever talked to us about our sales in 2022, or how our business was doing. Every town meeting the reports were showing an increase in sales tax revenue and that was interpreted as the locals doing well, instead of asking people in the local businesses how they were actually performing. There was a huge disconnect in 2022 between town and business owners for that reason. At least that's my feelings on the matter. Again, thank you for asking us about our business, it is greatly appreciated.