

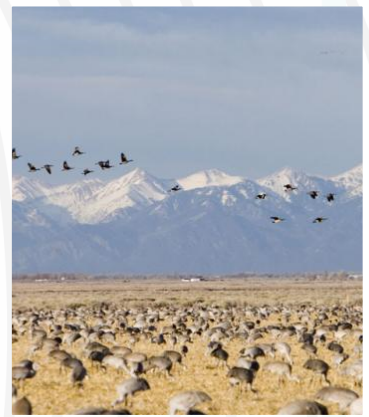
Cultivating Civic Pride and Engagement Monte Vista

CHALLENGE STATEMENT //

Monte Vista is working to address the needs of its community and encourage the civic pride and engagement of its citizens. Challenges for the community include a lack of inclusion; there has been a historical divide between the Anglo farmers and Hispanic population that has been here for generations. Another point of tension and lack of pride is the number of empty storefronts in our main street district. In order to tackle this problem, the Downtown District is geared towards promoting its economic potential while preserving the historical character of its downtown core. Some of the future goals of the city include working with the San Luis Valley Development Resources Group and other to attract new businesses to improve the availability of services and local attractions for its community.

BACKGROUND INFORMATION //

Assets:			
 Pride in sports	 Important Library	 Crane Festival	 Pop: 4,500
Obstacles:			
 Per Capita Income: \$14,000	 60% Vacancy Rate in DT	 Hispanic Pop. Disenfranchised	 Local Gov. Board Apathetic



STRATEGIES + NEXT STEPS //

1. Monte Vista's Carnegie Library:

- Making Monte Vista's Carnegie Library the Library with the biggest collection of Spanish language books a community goal.
- Contact Library Director, Library Board and City Council to make sure everyone is on board.
- Start a "gofund" me to buys for the collection and also take donations.
- Create Youth Advisory Board.
- Partner with the National Heritage Area in Alamosa/Conejos/Costilla, neighboring counties.

2. Crane Festival:

- Engage with Crane Board to include some programming and activities that appeal to Hispanic population and youth.
- For example, Origami Crane filled piñatas.

3. Enhance Board Outreach:

- Utilize local media such as newspapers and radio.
- Formalize outreach and recruitment efforts.
- Utilize existing members.
- Diversify existing board meeting venues.
- Consider expanding boards to include a youth advisory board and a Hispanic heritage board.

ROLES + RESPONSIBILITIES //

- City Council
- Community mentors
- City administration
- Existing citizen boards (Crane Festival Board)
- Schools
- Existing City Board Members
- Churches
- Azarel Madrigal