

Telling Your Story With Data



HeidiTown Consulting, LLC

Turning Data into Assets



HEIDITOWN.COM

FESTIVALS · TRAVEL · THE WEST



Gothenburg, Nebraska



What's an Asset?



Tangible

Parrish Park, Johnstown, CO

Intangible

“Americana” Meeker Sweet Shop,
Meeker, CO



Natural

Animas River, Durango, CO

Colorado is Aging - Intangible

Age = Wisdom

Find ways to harness that wisdom (asset).

Example:

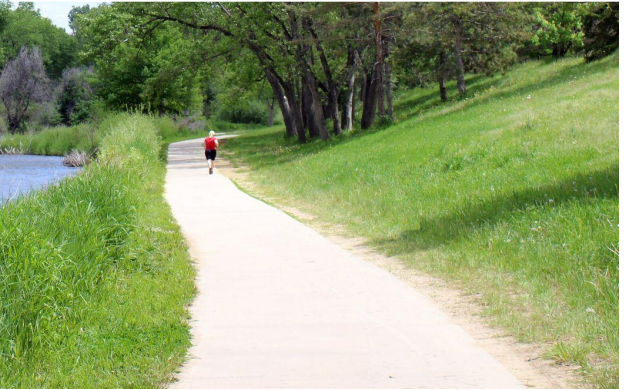
Oak Creek Arms, Illinois, preschool inside retirement home.

For more inspiration visit:

Generations United

www.GU.org

Colorado is Aging - Tangible



The Food Economy



Left: Colorado Farm Brewery, Alamosa, Colorado

Above: Food Truck Rally at The Block, Fort Morgan, Colorado (Photo by Julie Stiewig)

Right: Colorado Farm & Art Market, Colorado Springs, Colorado

Pueblo Green Chiles (get some!)



DiSanti Farms



Musso Farms



The Outdoor Recreation Economy



Left: Rio Frio on Ice 5K (Alamosa, CO)
Above: Pontooning on Lake Dillon (Frisco/Dillon, CO)
Right: Hiking the Lunch Loops (Grand Junction, CO) & Snowshoeing Rocky Mountain National Park

Let's Summarize

How can we take what the data tells us & turn it into an asset?

Gothenburg, Nebraska - data shows people don't really KNOW their town. Let's show them how & why to love it! And *to know it is to love it.*

Colorado is aging so, how do we harness this as an asset? WISDOM

How do we address age issue in a tangible way? Paved paths/trails & handrails.

Food / Outdoor Recreation abundant in Colorado - Both are Assets

Help foodpreneurs while building community & shift OUR mindsets about what is outdoor recreation.

We are the DOER's. Let's make the data a positive in our community!



Heidi Kerr-Schlaefer

970.213.2354

HeidiTownConsulting.com

TheMayor@HeidiTown.com

LINKEDIN/in/heiditown

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