



# CML's 94<sup>th</sup> Annual Conference June 21 - 24, 2016 Vail, Colorado

The contents of this presentation reflect the view of the presenter, not of CML.




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## Community Heart & Soul™: Examining What it Makes a Community Grow and Prosper

*Alexis Halbert, Senior Associate of Programs,  
Orton Family Foundation*  
*Shane Hale, Cortez City Manager*  
*Saoirse Charis-Graves, Golden City Councilmember*



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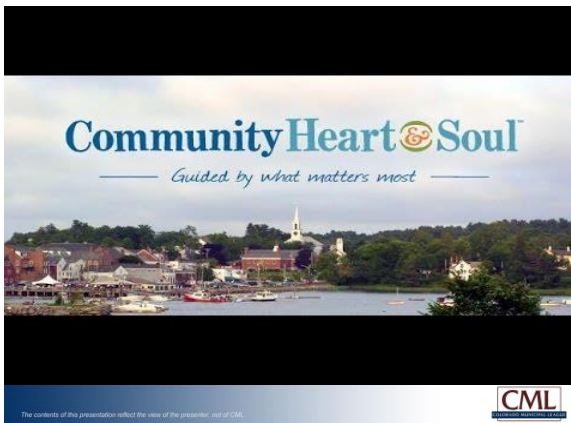
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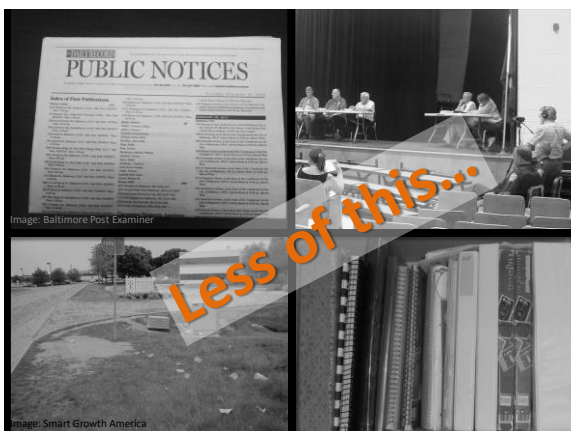
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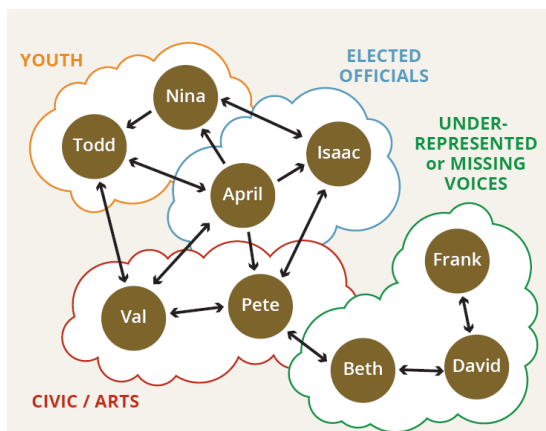
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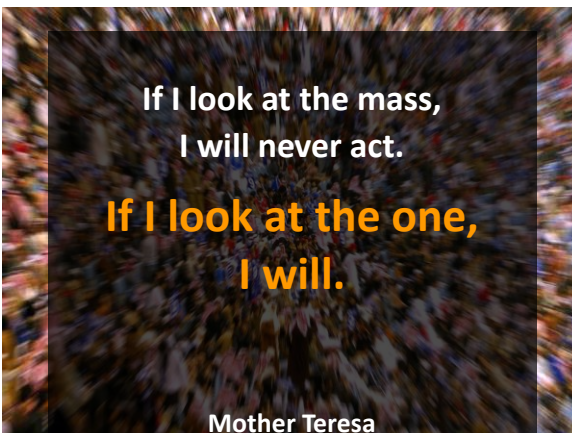
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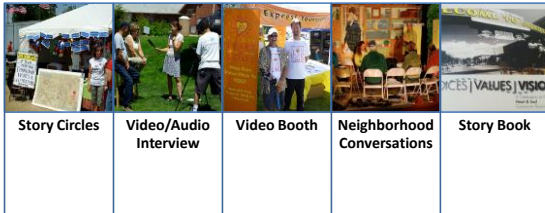
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## STORYTELLING = DATA



Hey! Storytelling really works!

- Stories draw in new people
- Story sharing reveals common values & builds relationships
- Stories bring the community's past and present to life

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## Heart & Soul Draft Statements

**YES!** She would like to see access to more open space preserved and expanded to include more users.

**Instead of:** Open Space

**YES!** He thinks education is important and that empowering youth to serve and grow through leadership opportunities will positively impact the community.

**Instead of:** Education

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## CRAFT HEART & SOUL STATEMENTS

Cortez, CO: We value our heritage and culture.  
V.S.

We value our rich historical heritage and respect the ancient cultures that inhabited our area before us, the many different cultures in our community now, and their rich cultural background.




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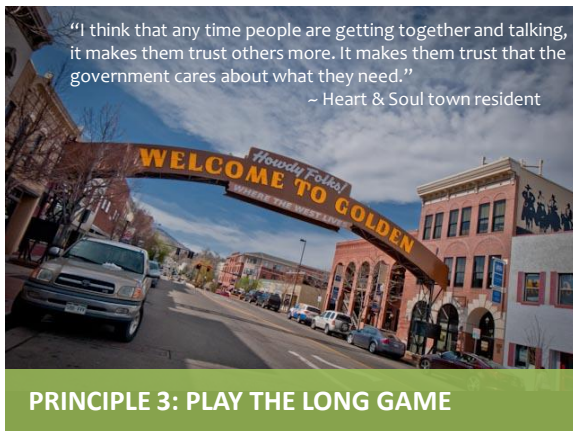
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"Distinctiveness makes a place stand out, makes it desirable, and ultimately builds enduring cultural, social, and economic success."  
- Cortez Heart & Soul

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We value our rich historical heritage and respect the ancient cultures that inhabited our area before us, the many different cultures in our community now, and their rich cultural background.

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Medians and Gateways

## Master Plan Document

INSPIRATION: SKETCHES & IDEAS FROM MEETING IN TOWAOC 03.14.2013

Two hand-drawn sketches. The left one is titled "HUBS POTS on median" and shows a median with several pots. The right one is titled "Big Pots of Pottery like in Albu." and shows a large pot.

INFLUENCE: MOUNTAIN UTE POTTERY

Two photographs of Mountain Ute pottery. The left one shows a large, dark, circular pot. The right one shows a smaller, lighter-colored pot.

A diagram showing a cross-section of a median. It features a central area with a large, stylized pot, flanked by trees and shrubs. A blue wavy line is above the pot.

Beautification Plan

MEDIAN - ART OPPORTUNITIES

GATEWAY CONCEPTUAL PLAN AND BROADWAY MEDIAN BEAUTIFICATION

A row of logos for various organizations, including the City of Cortez and others.

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### PRINCIPLE 3: PLAY THE LONG GAME

#### REFLECTION ON YOUR STORY:

**WHAT ACTION COULD YOU TAKE TO  
LIFT UP, PROTECT OR CHANGE WHAT  
YOU CARE ABOUT IN YOUR TOWN?**

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