



2017 COMMUNITY IMPACT AWARD NOMINATION

The Community Impact Award honors a Town of Eagle individual, business or organization that is making a tangible, measurable impact on the community. The Community Impact Award recipient has worked to make Eagle a better place to live, work and play, and represents the town's creativity, resourcefulness and potential. Please submit nominations, supporting information and any questions to Jenny Rakow, Town Clerk, at: Email: jenny.rakow@townofeagle.org • Phone: 970-328-9623
Or mail to: Town of Eagle, Attn: Jenny Rakow, 200 Broadway, P.O Box 609, Eagle, CO 81631

YOUR NAME: Jon Stavney

YOUR E-MAIL ADDRESS: jon.stavney@gmail.com

YOUR PHONE NUMBER: 970 471 9050

Do you wish to remain anonymous? ☐ Yes ☐ No

BUSINESS / ORGANIZATION / PROGRAM / PERSON NOMINATED: _____
Rosie Shearwood

CONTACT INFORMATION: rosieswood@aol.com (may be dated)

Please submit this application with a description of the nominee, as well as any supporting documentation and/or images.

- Describe the company, organization, business or person nominated.
- Describe the nominee's efforts to make a measurable impact on the community.
- Explain how the nominee's efforts have made a positive impact. Identify examples that demonstrate success and direct community impact (e.g. milestones achieved, objectives met, recognition earned and/or testimonials or references from community representatives or from someone who has benefited from the program, as well as other pertinent information).
- Please clearly mark any confidential documentation as such at the top of each page, and this information will be kept strictly confidential.
- Supporting documentation (photography, articles, etc.) will not be returned.

GUIDELINES & SUGGESTIONS:

Please limit your nomination to 1 page or less.

Supporting Documentation: The Town of Eagle Board of Trustees will use this documentation to verify the impact of the program and learn more about it. You may choose to include statistics, press releases, articles, photography, or anything else that will illustrate the positive impact of the nominee.

TIMELINE:

- Nominations due September 11, 2017
- Community Impact Award presentation October 4, 2017

2017 Community Impact Award Nomination

Rosie Shearwood... and all those who fought for “small town, non-resort” values for 46 years

As Town strives lately to market itself as a “better place to live, work and play” as this award celebrates; this summer with Hardscrabble Ranch becoming open space marks the end of the ultimate battle to define the Town and Brush Creek Valley as something much more valuable than another cookie cutter ski/golf/gated resort place for visitors. No one was more instrumental in that 46-year effort than Rosie Shearwood. The framework of authenticity that citizens enjoy today is a direct result of quality-of-life and small-town values that Shearwood championed. She fought for Eagle to be more than a gimmicky place to visit.

The milestones listed below are a result of Rosie Shearwood never walking away from achieving a less-developed outcome for Eagle and the Brush Creek Valley. Her active participation in the conversation went on through many personal life milestones. Her nomination is also a stand in for the many residents, staff and officials who engaged in that conversation, who were forced to consider the values that Shearwood and a core group of community champions continued to push.

Shearwood “made a measurable impact” on the community by challenging a long series of land use proposals, and helping define the very bedrock values which today’s newcomers appreciate without understanding the half century of effort that went into making it so. All of the nearby public access, trails and open space, for instance, would not have been possible under Adams Rib or before the 1996 EACP. Brush Creek Valley would have been as closed off to local enjoyment as are existing up-valley gated communities that restrict access to public lands. Without someone tirelessly championing these values, Eagle at various junctures, easily could have been a doormat rather than an authentic place unto itself. Today Eagle is defined by the lifestyle of residents rather than the passing enjoyment of wealthy visitors.

Milestones Achieved:

1. **Saying No:** The nominee blocked various Adams Rib proposals to develop Brush Creek Valley (most recent files for the entire project with ski area were in 1996, 1997, 1998). Though Eagle struggled with others defining it as a culture of “no” or “unfriendly to business,” Shearwoods’ input insured that Eagle leaders adhere to high standards & values in whatever proposals were considered. She helped raise the bar of expectations for any development which had to pass through considerable public input, and well-defined community expectations. She more than any other single person empowered public participation in Eagle’s future.
2. **Defining Values in a Community Plan:** Town embarked on what led to the 1996 Eagle Area Community Plan later adopted by the County, which defined growth boundaries, and planning values that established current footprint for Eagle Ranch, and Adams Rib properties, as well as defining a strong preference for a “small town, not resort” atmosphere. The updated plan in 2010 added detail, and clearly reinforced those values. The language in the EACP with view corridors, preservation of the Brush Creek valley as rural and small-town character was lifted directly from the sustained input of Shearwood and her colleagues. It showed that what Shearwood embraced had more to say than just “no.”

3. **Sustaining Courage:** In the 25 years prior to the late 1990s proposals; speaking out in opposition around town was gritty, uncomfortable, and personal. In many ways public input still can be. People on either side defined friendships and made shopping choices based on affiliations. It was less personal, but no less of a battle through Eagle's 10-years of 15% growth in the 1990 when the values Shearwood championed were quietly reinforced by newcomers. What Eagle did and did not approve, what was reconsidered through citizen votes, made it different than what the rest of the Eagle River Valley had to offer.
4. **Persistence led to Changing Ownership:** Shearwood's sustained and continued opposition, and how it shaped town development review, and her waiting out an aging developer as the community values shifted her way over time, resulted in:
 - a. January 2000 sale of 1782 acres on East and West Brush Creek to Colorado State Parks and USFS (appraised at \$17M, sold for \$14M)
 - b. The 2005 purchase of 660 acre Haymeadow property adjacent to town which in a development plan approved in March 2014 for 837 units was the developable part of the property as defined by the EACP.
 - c. March 2015 sale of remaining Adams Rib holdings, 2,655 acres in Brush Creek to Brue Capital. After months of diligence, in "first day" as owners, Chad Brue met with Town of Eagle, noting that investment group is open to all options, and wanted to work with community, and was open to sale of property for just about any acceptable purpose. . . including open space.
 - d. A Capstone Moment: the July 2017 Purchase of "Hardscrabble Ranch" put the remaining 1,540 acres of Kummer/ Adams Rib holdings in Eagle County Open Space. Finally, in closing this last chapter, she was an important behind the scenes players in advocating for and fundraising for the Hardscrabble Ranch purchase. The preservation of the central Brush Creek valley through this purchase is an outcome that no one deserves more credit from years of sustained advocacy than Shearwood!

It is worth noting that Shearwood would be uncomfortable taking credit for all of this. It is a sign of true community impact that the community makes paradigm shifts with a champion's fingerprints being smudged away because their work is unknowingly embraced by ongoing activity of others. Any one of the above milestones would not have happened without many hands, yes, but the bedrock championing of community values (and opposition to any lesser outcomes) that Shearwood embodied and championed over nearly a half century. Eagle is more developed than Shearwood would have desired, but the high quality and character of place that has resulted from her high expectations, and immeasurable stubbornness, have made a legacy of impact worthy of the 2017 Community Impact Award.