



STRATEGIC PLAN

2026-2031

INTRO- DUCTION

Our goal is to build this thoughtfully, prioritizing sustainability over rapid expansion.

The Southern Colorado Hut Initiative is being developed with intention—focusing on what is achievable, durable, and meaningful over time. Rather than scaling quickly, we are committed to building strong systems, testing our model, and growing in ways that protect both the land and the experience.

5-YEAR VISION

Over the next five years, SCHI will establish a small but impactful network of huts and access points across Southern Colorado.

Success looks like:

- A curated network of huts and properties that provide quiet, low-impact outdoor experiences
- A simple, reliable system for booking and accessing these spaces
- Strong relationships with landowners, communities, and partners
- A growing base of supporters, volunteers, and members
- A financially sustainable model that balances earned revenue with philanthropic support

At full maturity of this phase, SCHI will not be defined by size, but by quality—ensuring that each site and experience aligns with the mission of solitude, access, and stewardship.

KEY GOALS

Access

- Identify and onboard an initial group of properties and hut locations
- Develop clear standards for what qualifies as a SCHI hut or access point
- Build a network of sites that are intentionally distributed to reduce overcrowding
- Expand gradually to ensure each location is well-managed and aligned with the mission

Community

- Build relationships with landowners interested in participating in the SCHI network
- Establish partnerships with local organizations, trail groups, and community stakeholders
- Grow a volunteer base to support stewardship efforts, including trail work and site maintenance
- Create opportunities for community members to engage through work days and events

Systems

- Launch and refine the SCHI website as the central hub for information and engagement
- Develop a streamlined rental and booking process integrated into the website
- Build an interactive map and database of properties, routes, and access information
- Create simple, scalable systems that can grow without becoming overly complex

Sustainability

- Develop a balanced funding model that includes:
 - Earned revenue from hut rentals and memberships
 - Individual donations and philanthropic support
- Establish a membership model for both users and partner properties
- Maintain a conservative financial approach that prioritizes long-term viability over rapid growth
- Reinvest revenue into site development, stewardship, and system improvements

PHASED GROWTH

Year 1: Foundation

(2026)

- Finalize website and initial systems
- Define hut standards and operating model
- Begin outreach to potential property partners
- Develop donation processes and initial funding streams
- Launch early volunteer and community engagement efforts

Years 2–3: Pilot & Refinement

(2027–2028)

- Onboard initial properties and test the hut network model
- Launch booking and rental functionality
- Refine user experience, pricing, and operations based on real use
- Expand partnerships and volunteer engagement
- Continue building the property pipeline

Years 4–5: Expansion

(2029–2031)

- Grow the network of huts and access points in a measured way
- Strengthen financial sustainability through diversified revenue
- Expand visibility and outreach while maintaining a curated experience
- Continue improving systems, stewardship practices, and community integration

SCHI is being built step by step, with a focus on what is realistic, responsible, and lasting. By taking a measured approach, we aim to create something that not only expands access today, but remains viable and meaningful for years to come.