



# **Cultural Heritage Tourism**

**What ● How ● Why**

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Program Coordinator  
Northwest Colorado Heritage**



# **Welcome**

## **3<sup>rd</sup> Annual NW Colorado Cultural Heritage Summit**



# **Welcome**

## **Building Your Cultural Heritage Tool Box For Community and Economic Success**



# What Is It

***Cultural Heritage Tourism is about more than tourism; it is a collective and regional insight directed toward the goal of discovering how to preserve a sense of past and place while balancing change and promoting sustainability in communities and in the landscape.***

***Jeff Devere – NWCCHT Steering Committee***



# How ?



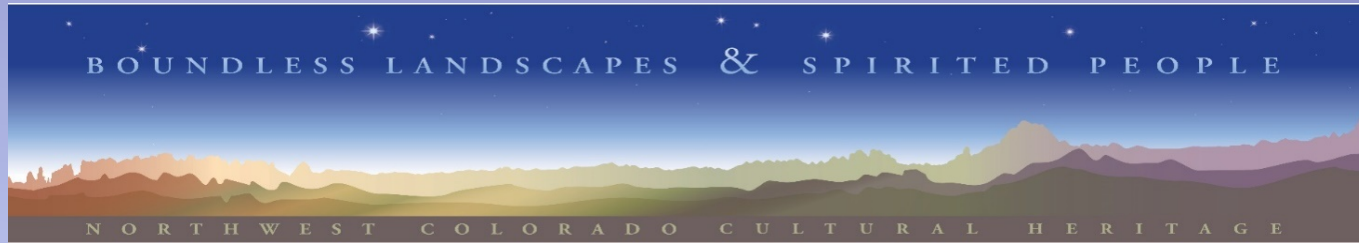
## **Five Counties and Seventeen Communities Colorado Tourism Initiative**

**2015 – 501c3**

**Mission:** *Through collaboration, interpret the vast heritage of Northwest Colorado and impart the legacy and stories of the region and its communities in order to generate economic vitality.*

**Vision:** *Leading Resource for Cultural Heritage in Northwest Colorado!*

**Core Values:** Respect • Integrity • Inclusive

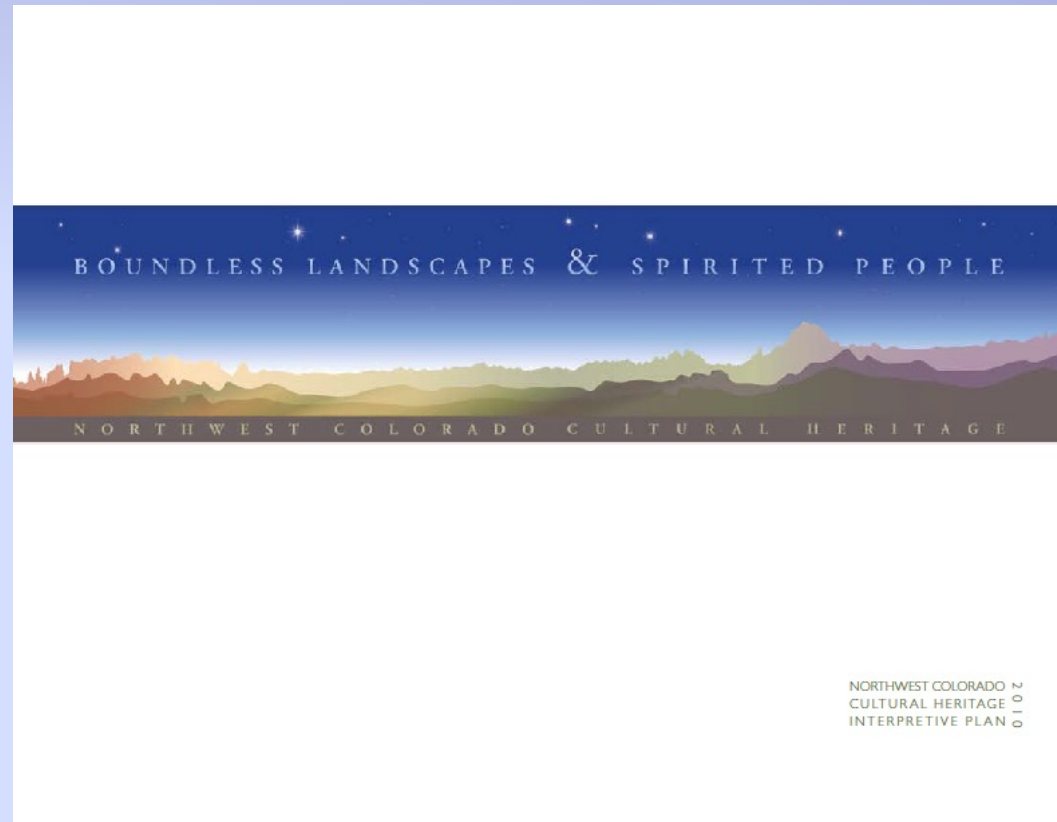


## Strategic Areas and Goals

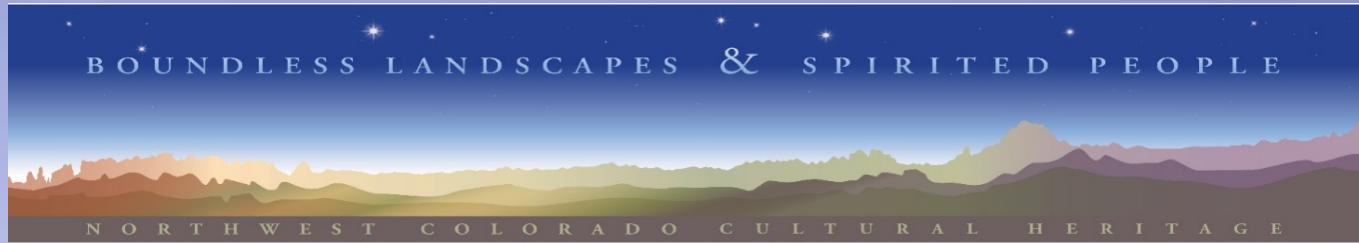
Convene Assess Plan Advocate Share

- **Planning:** *Review and update Interpretive Master Plan*
- **Product Development:** *Design and produce educational and promotional materials that are your engaging and impactful*
- **Education:** *Develop and support projects relevant to Colorado History Curriculum*
- **Product Development:** *Design and produce educational and promotional materials that are engaging and impactful.*
- **Marketing and Public Relations:** *Develop annual multifaceted cooperative marketing and promotion plan that maximizes equitable return on investment for the diverse communities and partnerships of the region.*
- **Special Projects:** *Develop criteria matrix to evaluate proposed projects for authenticity, fiscal capacity and impact.*

# **Interpretive Theme Development Program and Project Development Beyond a Brochure!**



**Boundless Landscapes & Spirited People  
Forces of nature and Ways of Life – Continuing Ways of Life**



## CURRENT TOOL BOX

GATEWAY SIGNS

TECHNICAL ASSISTANCE - YEHS 501c3

MUSEUM MAP

COMUNITY DEVELOPMENT-YAMPA Sign Plan  
DOLA and CU Denver

SHORT VIDEOS

DAY TRIP ITINERARIES

HISOTRIC PRESERVATION ADVOCACY  
AND TECHNICAL ASSISTANCE  
Canyon Creek School House  
AKA Little Red School House

REGIONAL BROCHURE

COMMUNITY CARDS

SITE SPECIFIC INTERPRETIVE SIGNS

COOPERATIVE MARKETING/BRANDING

**3<sup>RD</sup> ANNUAL NWCCHP SUMMIT**

NEWS FROM THE FAR CORNER

APRIL 19-20, 2017  
CARBONDALE, COLORADO



## **Partners – One Can Not Go It Alone!**

**Museums  
Destination Marketing Orgs  
Chambers  
Historic Preservation  
Lodging Tax Entities  
County Governments  
Municipal Governments  
Community Planning**

**Main Street Programs  
Creative Districts  
Economic Development  
Forest Service  
BLM  
State Agencies:  
History Colorado & CTO  
Individuals/Advocates  
ETC !**



# **Models For Developing and Sustaining Cultural Heritage “One Does Not Fit All”**

**Rio Blanco County EDC Approach**

**Main Street – Enterprise Zone – CLG – Creative District**

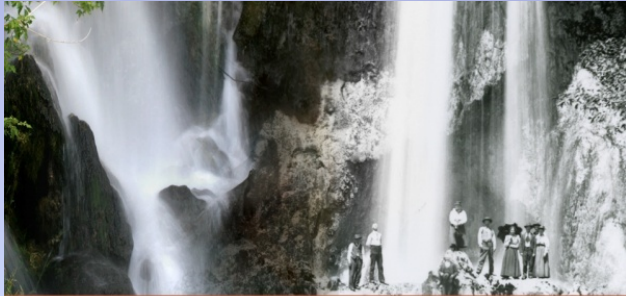
**Routt County Museum and Heritage Fund  
Tax Entity**

**Garfield County Special District  
Tax Entity**

# Cultivating the Torchbearers



# Community Identity



climb to where water cascades down limestone cliffs at Rifle Falls State Park

NORTHWEST COLORADO CULTURAL HERITAGE [www.nwcoloradoheritagetavel.org](http://www.nwcoloradoheritagetavel.org)



hike flat topped mesas; see the Rock that Burns near Battlement Mesa and Parachute

NORTHWEST COLORADO CULTURAL HERITAGE [www.nwcoloradoheritagetavel.org](http://www.nwcoloradoheritagetavel.org)



discover how pioneering settlers lived in the Colorado River Valley at the Silt Historical Park

NORTHWEST COLORADO CULTURAL HERITAGE [www.nwcoloradoheritagetavel.org](http://www.nwcoloradoheritagetavel.org)



discover where a coal seam fire has been smoldering in New Castle for over a century

NORTHWEST COLORADO CULTURAL HERITAGE [www.nwcoloradoheritagetavel.org](http://www.nwcoloradoheritagetavel.org)



visit The Thompson House—the center of Carbondale social activity beginning in the 1880s

NORTHWEST COLORADO CULTURAL HERITAGE [www.nwcoloradoheritagetavel.org](http://www.nwcoloradoheritagetavel.org)

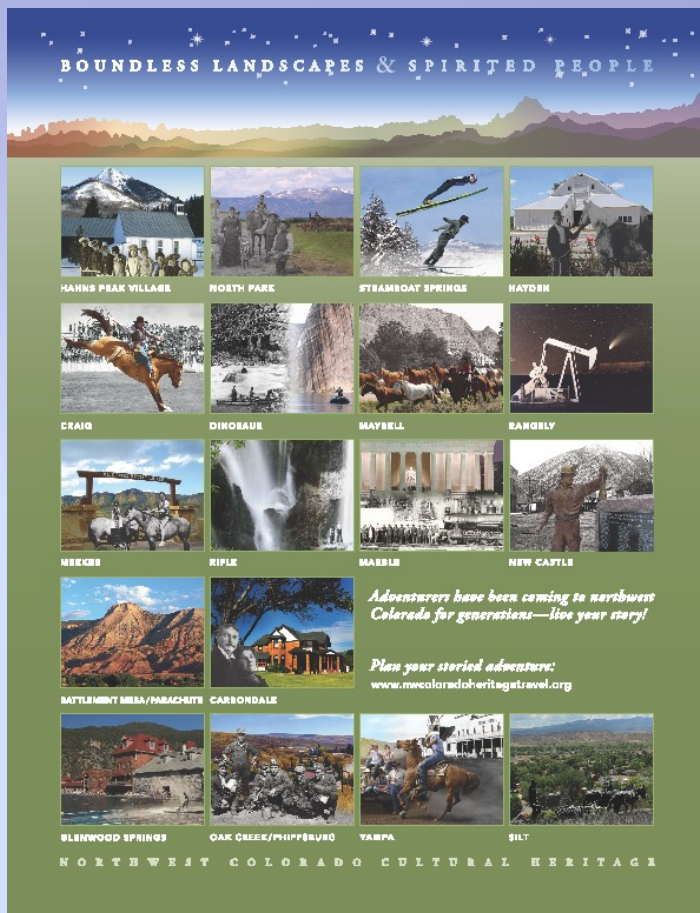


make a splash in Glenwood Hot Springs Pool and Spa—a travel destination since the 1880s

NORTHWEST COLORADO CULTURAL HERITAGE [www.nwcoloradoheritagetavel.org](http://www.nwcoloradoheritagetavel.org)

# Community Gateway Signs





BOUNDLESS LANDSCAPES & SPIRITED PEOPLE

NORTHWEST COLORADO CULTURAL HERITAGE

*Explorers have been coming to Northwest Colorado for generations*

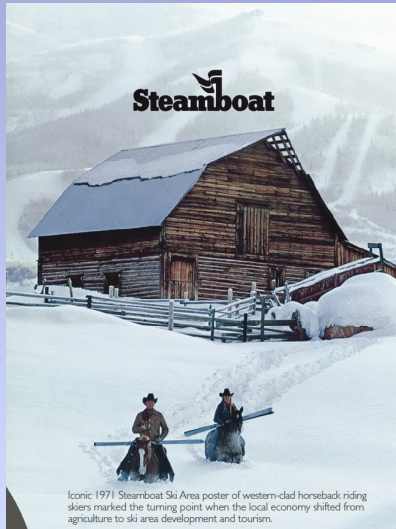
*Roam with a view. Experience canyons and rivers, forests and wilderness, mountains and parks, mesas and plateaus. Like early explorers, you can find yourself alone in and renewed by Northwest Colorado's boundless landscapes.*

*Join us at our heritage celebrations and community events. You'll find cultural, historical, and recreational opportunities throughout Northwest Colorado where you can meet the spirited people of this remote region.*

Moffat County: Dinosaur | Maybell | Craig | Rio Blanco County: Rangely | Meeker | Garfield County: Parachute | Battlement Mesa | Rifle | Silt | New Castle  
Glenwood Springs | Carbondale | Routt County: Hayden | Hahns Peak | Steamboat Springs | Yampa | Oak Creek | Phippsburg | Jackson County: Walden

[www.nwcoloradoheritagetravel.org](http://www.nwcoloradoheritagetravel.org) for maps, events & heritage journeys across Northwest Colorado's five county region

## Cooperative Marketing and Branding – All Inclusive



## Historic landscape In Transition

Lena Yock purchased her 160 acre homestead here in 1903. A son built the log barn to shelter dairy cows and store hay around 1926. The Yocks retired from agriculture in 1957 and sold the land to neighboring ranchers, Jerry More and family.

In 1971, the Steamboat Ski Area paid More a fee to use the barn in a promotional photo. The image of the barn and the ski mountain became internationally famous. Gradually, development surrounded the ranch, and it became difficult for the Mores to raise cattle and hay in an urban setting.

More sold the last twenty acres of his land with the iconic barn, corrals, and cabin to a developer in 2006 and continued ranching east of Hayden. In 2008, in accordance with his project permit, the developer deeded four acres, including the barn and cabin, to the City of Steamboat Springs—and funded the barn stabilization. The barn was listed by the City on the Steamboat Springs Register of Historic Places in 2009.

This project was funded by grants from the Routt County Museum and Heritage Fund through a partnership with Historic Routt County and the City of Steamboat Springs Art and Cultural Coalition.

# Steamboat Barn and Yock Homestead

## Una Comunidad Restaura la Historia

*Lena Yock compró su propiedad de 160 acres aquí en 1903. Alrededor de 1926 uno de sus hijos construyó el granero de troncos para albergar a las vacas lecheras y guardar heno. Los Yock le vendieron la tierra a un ranchero local, Jerry More en 1957. La cabaña sin usar finalmente se derrumbó.*

*En 1971, un anuncio del Área de Esquí de Steamboat presentó el granero — esta icónica imagen del granero y la montaña de esquí se hizo famosa internacionalmente.*

*Cuando la familia More vendió la tierra en 2006, el nuevo dueño le transfirió 4 acres con el granero y la cabaña a la Ciudad de Steamboat Springs y también fundó la estabilización del granero. El granero fue enlistado por la Ciudad en el Registro de Lugares Históricos de Steamboat Springs en 2009. El Condado Histórico de Routt en colaboración con la Ciudad de Steamboat Springs y el apoyo de la comunidad dirigieron la reconstrucción de la cabaña histórica en 2010. Jóvenes locales trabajando con el Cuerpo Juvenil Rocky Mountain, reconstruyeron la cabaña mientras eran entrenados en la construcción con troncos y aprendieron acerca de la historia agrícola.*

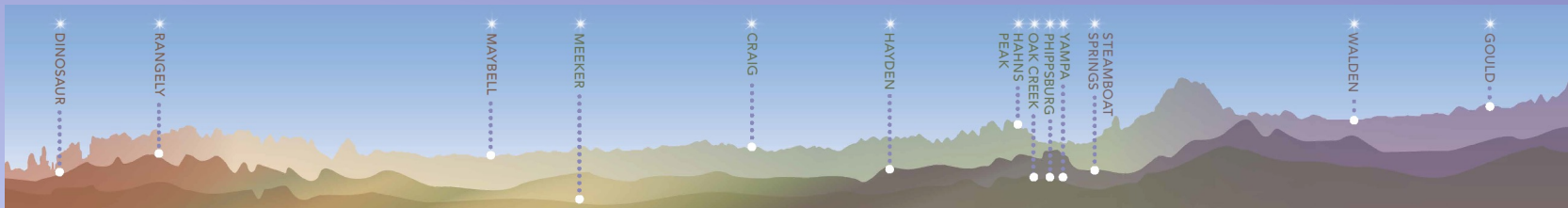


## A Community Restores History

The Yock family lived in this log cabin from 1903 until the 1950s. Their two-room home was built with local square-notched corner logs and included several glass windows. Like most rural ranchers, the family's cabin lacked indoor plumbing, and had no electricity until the 1940s. After the Yocks sold their ranch, the cabin was neglected and eventually collapsed.

Historic Routt County in collaboration with the City of Steamboat Springs and community support led the rebuilding of the historic cabin in 2010. Local youth working for the Rocky Mountain Youth Corps reconstructed the cabin while they were trained in log construction and learned about ranching history.

## Site specific Interpretive Signs – Steamboat Barn and Yock Cabin



## YAMPA: GATEWAY TO THE FLAT TOPS



*Moffat Avenue, 1903 (the bell steeple is being completed on the Congregational Church, now Yampa Bible Church)*

### *moffat avenue*

When early residents started mapping out Yampa's streets they had great plans for the town. Moffat Avenue had to be 100 feet wide to hold horse races and other events on the street. People voted to determine which side of the street to widen—there were fewer people on the south side, so those buildings were moved. By 1906, mercantiles, bars, cafes, hotels, homes and a church crowded Moffat Avenue.

The wide street had room for teams, wagons, and stage coaches as well as rodeos and horse races. Many of which are still here. Antler's Café & Bar is listed on the Colorado Historical Register and Yampa Bible Church and Van Camp Cabins are listed on the Routt County Historical Register.



*Brown pole on Moffat Avenue, at Yampa's annual 4th of July celebration, 2010*

### *royal hotel ghost*

The west wing was built in 1903 and enlarged in 1907 with a connecting balcony. The upper floor contained rooms for overnight guests. Overtime, the downstairs served as a café, a gymnasium for the school, post office, drugstore, upholstery shop, western wear store, liquor store, and a small theater complete with stage.

A ghost named "Roofus" is said to have spent time on the west wing in Room 8. No one saw him, but lights turned on and off on their own, locked doors and windows opened and closed and a typewriter typed in the empty room. Was there a ghost in the hotel? If so, where did Roofus move when the building burned?



*Scott Teague with his pack of hunting dogs, about 1915*

### *deeply rooted traditions*

Between 1890 and 1930, Scott Teague, who lived on Moffat Avenue, guided tourists on hunting and fishing trips in the Flat Tops. He guided such notables as: Theodore Roosevelt, Zane Grey, and T. G. Jungersen of Denmark. In 1916, Mrs. Helen Levi from Oklahoma shot her own bear to be "stuffed to make an umbrella rack for her hallway."

Teague maintained a pack of hounds to hunt both bear and mountain lions. When Scott fed that pack of hounds each morning, the baying could be heard not only in Yampa, but at least a mile in all directions. His horse wranglers and camp cooks were the local cowboys—families still in Yampa.

This project was funded by a grant from the Routt County Museum and Heritage Fund through a partnership between Northwest Colorado Cultural Heritage Program and Historic Routt County.

NORTH WEST COLORADO CULTURAL HERITAGE

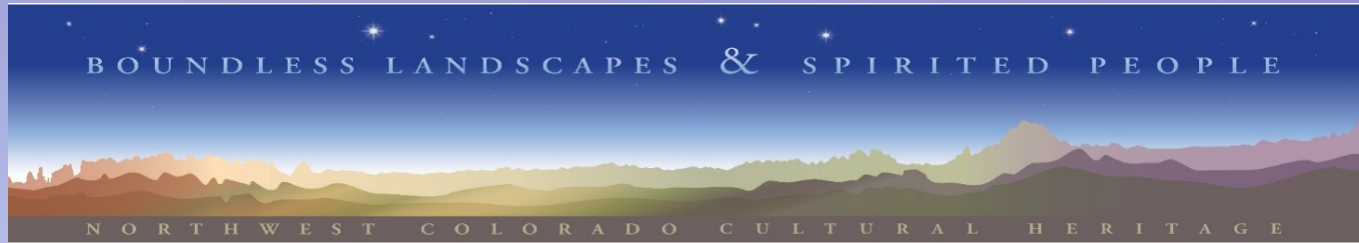
# Town of Yampa - Royal Hotel - lost to fire 2015



# Why ?

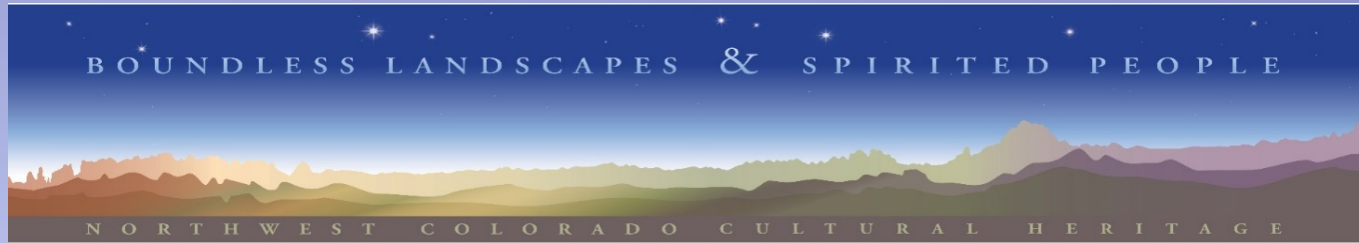
# **Why Do We Do What We Do?**

- **Cultural Heritage Tourism and Related community Development Projects as Economic Development tools**
- **Preserve Cultural, Historic Assets and Stories of Individual Communities and Region**
- **Leverage Historic Preservations Efforts Beyond Built environment.**
- **Develop Partnerships for Regional Leadership and Funding; Building Regional Collaboration and Capacity that will Result in Equitable Economic Return.**



## **Journey Forward – 2017/18**

- **Complete Design and Installation of all 17 Community Gateway Signs**
- **Examine Role in Flat Top Scenic Byway Organization Revitalization**
- **Continue Day Trip Itineraries Development/Museum Mapping**
- **Regional Mobile App – 200 pages with geo-fencing**
- **Complete final 3 short Videos and Podcast Sets**
- **Continue to identify partner to Initiate Energy Trail Master Plan**
- **Strategic Plan Update**
  - **Survey Survey Survey**
  - **Incorporate Trust Governance and Program Structure**



# **Journey Forward – BHAG**

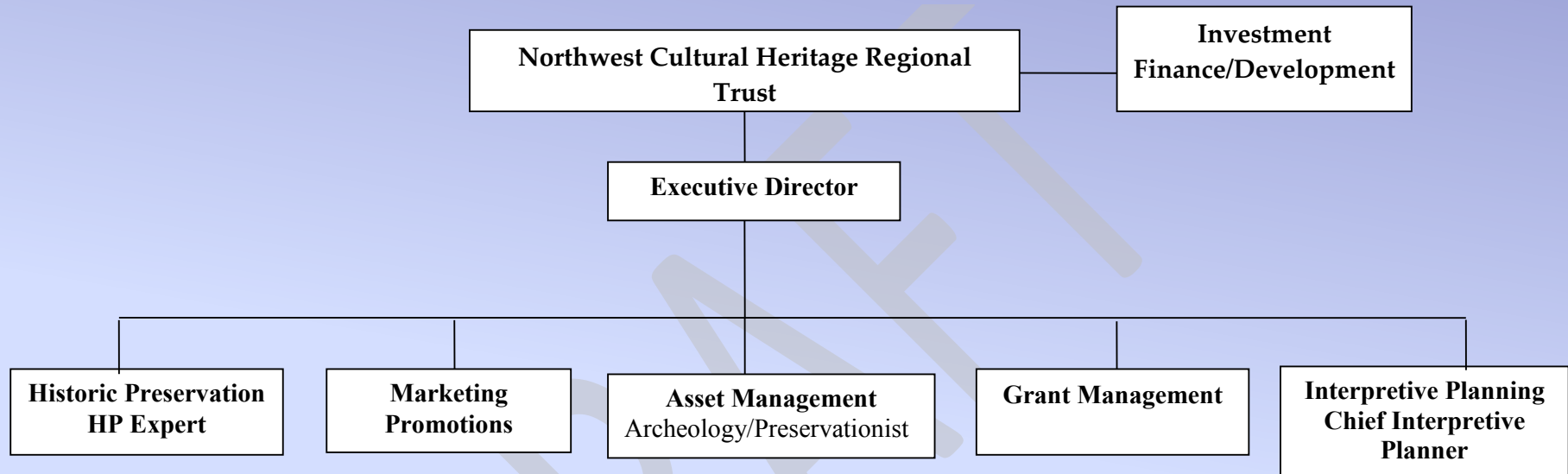
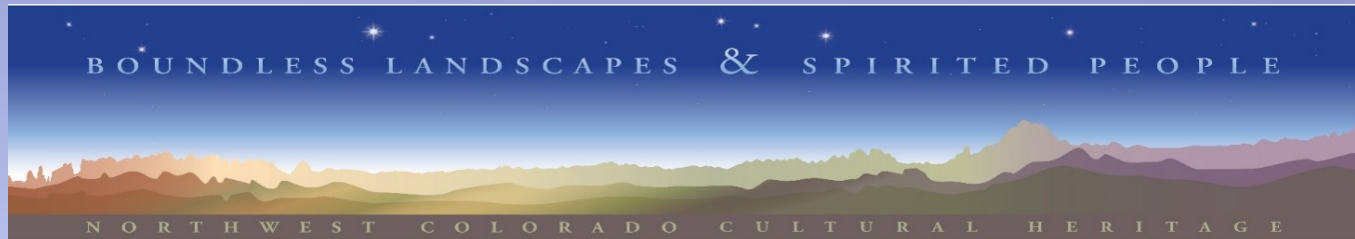
## **Regional Cultural Trust**

WHY? Sustainable Interpretive Programming, Asset Preservation and Maintain Visitor Readiness

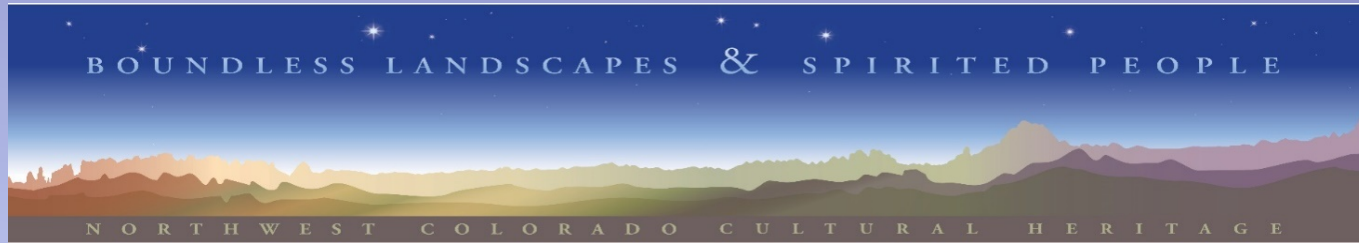
WHO? All Communities, Counties and Agency Partners in Region

HOW? 5+ million in 5 years Development Plan

**Next Steps: Integrate into Strategic Planning**



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## **Organizational Development**

**Enhance Existing Governance Board**

**Technical Assistance**

**Funding Plan**

## **Program Areas (Pillar) Development**

**Interpretation - PR/Marketing**

**Historic Preservation**

**Asset Management**

**Grants**



Q & A



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