



BOUNDLESS LANDSCAPES & SPIRITED PEOPLE

NORTHWEST COLORADO CULTURAL HERITAGE

NORTHWEST COLORADO
CULTURAL HERITAGE
INTERPRETIVE PLAN

Garfield County Update 02.22.2011





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THANK YOU TO OUR PARTNERS

Northwest Colorado Cultural Heritage Tourism (NWCCHT) is a regional initiative with the express goals of strengthening, supporting, and protecting our heritage assets while integrating significant and visitor-ready heritage sites and advancing cultural heritage tourism for regional economic development.

The initiative evolved over four years, beginning in 2005 with two overarching themes prevailing: *equity* to ensure that all community areas benefit from this effort and the *sense of unique places* prevails in each area—creating *a mosaic of the stories of places, people and power*.

Funded by a grant in 2009 from the Colorado Tourism Office, regional partners from Jackson, Moffat, Rio Blanco and Routt counties met to map and share cultural heritage resources within their region with the goal of:

Assessing Potential: Evaluating what attractions, visitor services, organizational capabilities, ability to protect resources and marketing existed in communities.

Planning and Organizing: Making good use of human and financial resources. Setting priorities and measurable goals.

Preparing for visitors: Protecting and managing cultural, historic and natural resources; looking to the future as well as the present to be sure the choices improve communities for the long and short term.

Marketing for success: Developing a multi-year, many-tiered promotional plan targeting the cultural heritage traveler, and establishing partners in local, regional, state and national groups.

Special Thanks to Judy Walden of Walden Mills Inc and Yampa Valley Economic Development Council
2005 – 2009

JACKSON COUNTY

Colorado State University

Deb Alpe, Extension Director, Jackson County

Colorado State University Department of Agriculture and Resource Economics
North Park Visitors Bureau
Jamie Brown

MOFFAT COUNTY

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Bureau of Land Management (BLM)

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Moffat County Tourism

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Colorado Wild Horse Monument Park and Interpretive Center

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Wyman Museum

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Museum of Northwest Colorado

Dan Davidson

Craig Chamber of Commerce

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Craig Downtown Business

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DINOSAUR

Leonna Hemmerich

Colorado Welcome Center

Cheryl McDonald

MAYBELL

Lisa Balstad

RIO BLANCO COUNTY

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Sharon Day
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Meeker Chamber of Commerce

Dee Cox
Shonda Otwell

Friends of the Flat Tops Trail Scenic Byway

Dave Cole
Sally Pierce

White River Museum

Dr. David Steinman

Rio Blanco Historical Society

Steve Wix

RANGELY

Ann Brady

Colorado Northwestern Community College

Jeff Devere
Annie Cummings

Bill Mitchem, Rangely / Dinosaur
Peter Brixius
Peggy Rector

ROUTT COUNTY

Routt County Economic Development Cooperative

Noreen Moore

Routt County Museum and Heritage Fund Advisory Board

North Routt

Leslie Lovejoy - Hahns Peak
Marge Eardley - Hahns Peak Historical Society

South Routt

Todd Hagenbuch

South Routt Economic Development Council
Ken Montgomery

OAK CREEK

Tracks and Trails Museum

Laurie Elendu
Renata Burgess
Carol Oberbeck

YAMPA

Janet Ray - Town of Yampa / Egeria Historical Society
Karen Tussey

HAYDEN

Tammie Delaney
Donna Hellyer
Judy Guerin
*Anne Copeland

The Nature Conservancy: Carpenter Ranch

Betsy Blakeslee

Hayden Marketplace

Sue Fulton

Hayden Chamber of Commerce

Joyce Folley

STEAMBOAT SPRINGS

Arianthé Stettner
Winnie Dellaquadri

Main Street Steamboat Springs

Tracy Barnett

Tread of Pioneers Museum

Jayne Hill
Candice Bannister

Steamboat Springs Chamber of Resort Association

Lynna Broyles
Molly Killien
Sandy Evans Hall

Historic Routt County!

Towny Anderson

Perry–Mansfield Performing Arts School and Camp

June Lindenmeyer

US Forest Service

Jamie Kingsbury
Kent Foster

COMMUNITY AGRICULTURE ALLIANCE

Marsha Daughenbaugh
Nancy Kramer
Jayne Austin
Carol "Shine" Atha

GARFIELD COUNTY (updated 02.22.2011)

Commissioner Mike Samson

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Glenwood Springs Chamber

Kate Collins
Lindsey Lewis

Frontier Historical Society

Cindy Hines

CARBONDALE

Carbondale Chamber

Andrea Stewart

Colorado Mountain College

Robin Haney

RIFLE

Rifle Area Chamber

Andre Maddalone
Annick Pruet
Kacey Beres

Town of Rifle

Helen Rogers, DDA, VIF
Julie Bjurstrom, EDC

NEW CASTLE

Town of New Castle

Sharon Rather
Bruce Leonard

New Castle Historical Society/Eagle Valley Library District

Jaci Spuhler

PARACHUTE

Mary Lou Haflinger
Judy Beasley

Parachute / Grand Valley Historical Society

Judith Hayward

Parachute / Battlement Mesa Chamber of Commerce

Mary Anderson

BATTELEMENT MESA

Keith Lammey
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Battlement Mesa/EnCanal

Sherry Long

SILT

Silt Historical Park and Historical Society

Bill Smith
Fran Thrower

MARBLE

Marble Historical Society

Vince Savage

ORGANIZATIONS

Mt. Sopris Historical Society

Linda Romero Criswell

Mt. Sopris Historical Society /

Crystal River Heritage Association

Charlotte Graham

Roaring Fork Business Resource Center

Randy Lowenthal

U.S. Forest Service

Bill Kight

*Deceased 2009

We wish to recognize the dedication of Anne Copeland and Carol Jacobson in telling the stories of northwest Colorado. Let us ensure their passion lives within the northwest Colorado Cultural Heritage Tourism Program.

INTRODUCTION

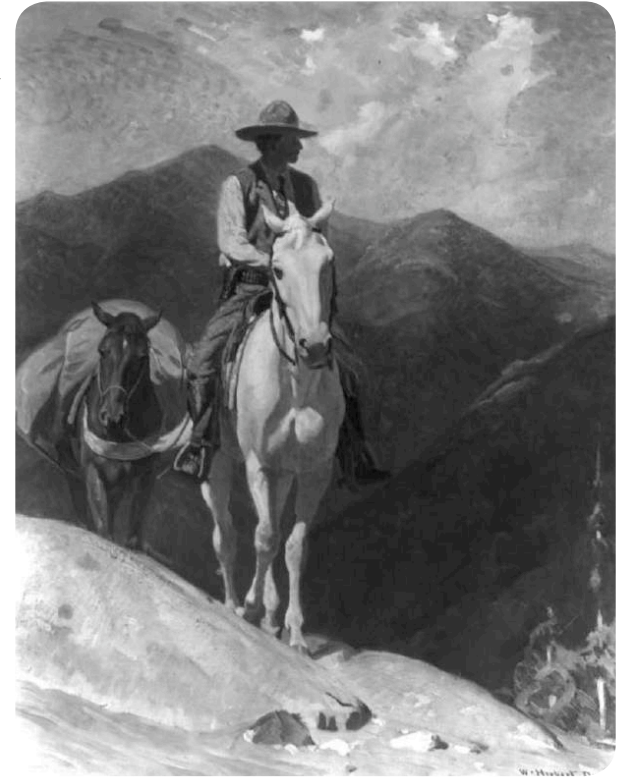
Building upon the momentum of partnerships formed in 2005 and welcoming new members, The Northwest Colorado Cultural Heritage Tourism Strategic, Interpretive and Branding Plan is created as a course of action to guide the sharing of Northwest Colorado's heritage with travelers equitably across the region.

STRATEGIC PLAN OVERVIEW

Encompassing Routt, Moffat, Rio Blanco and Jackson Counties and eleven communities—Meeker, Rangely, Dinosaur, Maybell, Craig, Hahns Peak, Hayden, Steamboat Springs, Yampa, Phippsburg, Oak Creek and Walden—the region spans 11,963 square miles. A significant percentage of the area is public land managed by the US Forest Service, the Bureau of Land Management, the National Park Service, the US Fish and Wildlife Service as well as the Colorado State Parks.

The **Strategic Plan** focuses on outreach to these State and Federal agencies to enhance the visitor experience and advance economic development in the gateway communities of the region's parks, forests, monuments and wildlife refuges.

Once partnerships are formed, promotional materials need to be created to bring understanding, awareness and visitation to the region.



Library of Congress



Library of Congress



Hahns Peak - DPL Western Genealogy X8916

STRATEGIC PLAN:

Opportunities to explore diverse landscapes—canyons and plateaus, valleys and peaks, high desert and mountain forests, rivers and lakes—are vast in Northwest Colorado. Travel distances between visitor ready communities in this remote region are lengthy, but within Rio Blanco, Moffat, Routt and Jackson counties there are three Scenic Byways, a National Monument, two National Wildlife Refuges as well as National and State Parks and Forests which link the visitor to natural and cultural heritage experiences.

Disparity in visitor readiness in some of the towns, in terms of community support and funding to attract tourism as well as food and lodging amenities, is a challenge to the equitable promotion of cultural heritage tourism. However, the travel distances to access the region provide ample time and opportunity to tell the stories of place—natural and cultural—where, to quote author William Burroughs, the *“old West stayed young.”* Branding the Northwest’s history of rugged individualism becomes the means to attract the heritage adventurer who is seeking new experiences and to promote tourism in the towns of Meeker, Rangely, Dinosaur, Maybell, Craig, Hayden, Hahn’s Peak, Steamboat Springs, Yampa, Oak Creek and Walden.

GOAL I:

Recognizing the value of National and State—Scenic Byways, Forests, Parks, Monuments, Wilderness areas and Refuges—to cultural heritage and recreational tourism in Rio Blanco, Moffat, Routt and Jackson counties, the NWCCHT Group will foster partnerships with agencies and individuals to enhance visitor experiences and equitably expand the economic impact in communities throughout the region.

OBJECTIVES I:**Output:**

Research the Department of the Interior—Bureau of Land Management (BLM), Fish and Wildlife Service (FWS)/National Wildlife Refuges (NWR), National Park Service (NPS), Federal Highway Administration (FHA)—National Scenic Byways, Colorado Scenic Byways, Colorado Division of Wildlife, US Department of Agriculture (USDA)—Forest Service, and Colorado State Parks to understand their mission and how NWCCHT can align with their goals to complement and/or expand existing interpretation.

“Friend-raise” and partner with:

Rio Blanco

BLM - Kenny Reservoir
BLM - Canyon Pintado
BLM - Wild Horses

National Scenic Byways - Dinosaur Diamond
Colorado Scenic Byways - Flat Tops

USDA Forest Service White River National Forest
USDA Forest Service - Routt National Forest
USDA Forest Service - Flat Tops Wilderness

Chevron (research grant info)
Colorado Northwestern Community College

Moffat

FWS - Brown’s Park National Wildlife Refuge
NPS - Dinosaur National Monument
NPS - Chew Ranch
USDA Forest Service - Routt National Forest

Routt

USDA Forest Service - Routt National Forest
USDA Forest Service - Mt. Zirkel National Wilderness

Colorado Mountain College
Nature Conservancy - Carpenter Ranch

Jackson

USDA Forest Service - Routt National Forest
USDA Forest Service - Mt. Zirkel National Wilderness
USDA Forest Service - Arapahoe National Forest
FWS - Arapaho National Wildlife Refuge,
State Wildlife Area (SWA) - Lake John

Regional

Colorado State University Department of Agriculture
and Resource Economics

OUTCOMES I:

By demonstrating a knowledge and understanding of National and State agencies, NWCCHT Group will create partnerships with the: National Park Service, Bureau of Land Management, Fish and Wildlife Service, National Scenic Byways, Colorado Scenic Byways, USDA Forest Service, and the Ute Tribe.

These partnerships will ensure that Northwest Colorado Cultural Heritage Tourism will complement existing interpretation and expand themes and storylines to enhance the travelers' experience.

NWCCHT Group will leverage partnerships to promote local community support and visitor readiness/hospitality.

The NWCCHT Group will establish a sustainable regional visitor program where communities in Rio Blanco, Moffat, Routt and Jackson counties partner in order to serve as gateways to cultural, natural and recreational opportunities, and share equitably in the economic benefits of tourism.

IMPACT I:

NWCCHT Group will position themselves to seek new funding partners and opportunities and apply for and receive grant funding from local, regional, national and state agencies by demonstrating a shared purpose and concerted effort among regional partners.

STRATEGIC PLAN IMPLEMENTATION:

Recommended implementation strategies for realizing continued expansion of the heritage tourism experience of Northwest Colorado:

Promotion / Marketing / Partnerships

- Print and widely distribute the a Northwest Cultural Heritage brochure. In addition to distributing the brochure within the region, make it available to tourism outlets in Front Range cities and other amenable heritage tourism destinations in the state.
- Promote the region and its tourism opportunities to travel writers from Colorado publications. Consider hosting a guided tour for the press that would highlight the region's heritage sites and provide an overview of its growing heritage tourism opportunities.
- Use regional events as a means for promoting the region-wide heritage tourism opportunities. Distribute promotional materials at these events and link the NWCCHT website to event websites.
- Maintain a list of visitor-ready NWCCHT heritage sites. Develop a set of criteria for being eligible for inclusion on the list (e.g. regular hours, interpreted, authentic) and be prepared to expand the list overtime. Promote new sites as they are added to the list. Design an orientation and wayfinding system for denoting a site as a Northwest Colorado Cultural Heritage site.
- Keep the Steamboat Chamber of Commerce informed of the NWCCHT list and heritage tourism opportunities throughout the region. Work with the Chamber to identify heritage day trips for their visitors who are looking to see more of the region outside of Steamboat Springs. Take Chamber staff on a tour of heritage sites in order to orient them to the region's heritage tourism opportunities and give them to exposure to sites they can then promote.
- Maintain dialogue with Garfield County. If the resources become available consider adding them to the collection of NWCCHT stakeholders and expanding the region to include Garfield County.

Interpretive Media / Visitor Orientation

- Develop community-specific interpretive media. Follow the template established by the region-wide brochure, but focus content on the communities' connection to the primary themes and the stories they harbor. This media will provide more specific information about the history and resources of each community. It should build on existing walking tours or other interpretive resources already in place.
- Launch a website. Initially the website will serve as an orientation hub where visitors can learn more about the region. At minimum the initial website should include a map and a list of suggested destinations. This site should also contain links to other tourism outlets where visitors can learn more and obtain logistical trip planning information (e.g. lodging, hours of operation). Over time, expand the website to include additional resources and virtual interpretive opportunities. For example, the website could house videos, oral histories, interactive maps, calendars, reports.
- Continue to collect stories. Create a system for collecting the stories of area residents and make a concerted effort to record oral histories among notable senior residents. Work with local museums to record and store these oral histories. Explore opportunities to share this oral history collection with residents and visitors through exhibits and/or digital stories.

- Continue to explore creative ways of sharing the areas stories and heritage with both residents and travelers. Leverage this interpretive plan/strategic plan to obtain additional funding to enable the design and production of new interpretive media and opportunities such as:
 1. Audio/GPS enabled tours
 2. Digital stories / Video productions
 3. Scavenger hunt or other traveler activities
 4. Introduction of a new heritage-related event
 5. Theme or geographic-specific tours (e.g. Northwest Products Purveyors Tour or Moffat County Wild Horses & Rock Art Tour)
 6. Expanded website (interactive maps, additional content)

Preservation / Visitor Readiness

- Evaluate heritage resources and identify the sites most in need of investment to ensure their long-term preservation. Work with partners to secure funding for preservation projects. These may include stabilization and restoration projects or rehabilitation and adaptive re-use projects.
- Identify potential heritage tourism sites that are not yet visitor ready and work with operators and communities to help them become visitor ready and worthy of inclusion on the NWCCHT heritage sites list.
- Develop a system for educating visitors about heritage site sensitivity and the importance of preserving them for the benefit of future generations. Incorporate stewardship messaging in promotional materials and the website. For example, emphasize the importance of not touching rock art found in the eastern reaches of the region.

STRATEGIC PLAN: PARTNERSHIP RESEARCH

**Department of the Interior: *People, Land and Water***

The Mission of the Department of the Interior is to protect and provide access to our Nation's natural and cultural heritage and honor our trust responsibilities to Indian Tribes and our commitments to island communities.

**Bureau of Land Management BLM**

The BLM's function became to manage the public lands in order to "best meet the present and future needs of the American people." The words "multiple use" became important, emphasizing the importance of making the land accessible for a wide variety of ventures and activities.

Kenny Reservoir - Rio Blanco

Canyon Pintado - Rio Blanco

Wild Horses - Rio Blanco

**US Fish and Wildlife Service - FWS**

The **National Wildlife Refuge System**, which the U.S. Fish and Wildlife Service manages, is America's best kept secret. Many Americans have never visited a wildlife refuge, even though there's a refuge within an hour's drive of most major U.S. cities.

Arapaho National Wildlife Refuge (Walden/Jackson)

Brown's Park National Wildlife Refuge (Maybell/Moffat)

**National Park Service**

The National Park Service preserves unimpaired the natural and cultural resources and values of the national park system for the enjoyment, education, and inspiration of this and future generations. The Park Service cooperates with partners to extend the benefits of natural and cultural resource conservation and outdoor recreation throughout this country and the world.

Dinosaur National Monument

Chew Ranch

**Federal Highway Administration**

Provide resources to the byway community in creating a unique travel experience and enhance local quality of life through efforts to preserve, protect, interpret, and promote the intrinsic qualities of designated byways."

**National Scenic Byways****Dinosaur Diamond Scenic and Historic Byway**

Dinosaur /Rangely and Craig; Rio Blanco to Moffat Plateau Country



Colorado Scenic and Historic Byways

Taking the Other Road

The Colorado Scenic and Historic Byways program is a statewide partnership intended to provide recreational, educational and economic benefits to Coloradans & visitors.

Colorado Scenic and Historic Byways

Flat Tops Trail Scenic Byway

Yampa to Meeker; Routt to Rio Blanco
Plains, Foothills High Peaks

Cache la Poudre—North Park Scenic and Historic Byway

Fort Collins to Walden; Larimer to Jackson
Plains, Foothills, High Peaks, Forest



Colorado State Parks - State Wildlife Area

Lake John State Wildlife Area - Jackson
Little Snake State Wildlife Area - Moffat
Bitter Brush State Wildlife Area - Moffat
Piceance State Wildlife Area - Rio Blanco
Oak Ridge State Wildlife Area - Rio Blanco



United States Forest Service

The phrase, *"Caring For The Land And Serving People,"* captures the USFS mission, which is to sustain the health, diversity and productivity of the nation's forests and grasslands in order to meet the needs of present and future generations.

The Wilderness Act of 1964 created the legal definition of wilderness in the United States: *"A wilderness, in contrast with those areas where man and his own works dominate the landscape, is hereby recognized as an area where the earth and community of life are untrammelled by man, where man himself is a visitor who does not remain."*



Private Entities/Organizations

Nature Conservancy:

The mission of *The Nature Conservancy* is to preserve plants, animals and natural communities that represent the diversity of life on Earth by protecting the lands and waters they need to survive. We are dedicated to preserving biological diversity and, as described below, our values compel us to find ways to ensure that human activities can be conducted harmoniously with the preservation of natural diversity. We aspire to the vision articulated so wisely more than 50 years ago by Aldo Leopold in his book, *A Sand County Almanac*: conservation is a state of harmony between man and nature.

Carpenter Ranch - Nature Conservancy

ADDITIONAL

Colorado Historical Society
National Trust for Historic Preservation
Chevron
GORP
Frommers
New York Times

Colorado Bird Observatory
USGS Biological Resources Division
Audubon of Colorado

STRATEGIC PLAN continued:**GOAL II:**

The Northwest Colorado Cultural Heritage Tourism Group will develop promotional materials to introduce the potential traveler to the region's heritage assets. The materials will be designed to entice visitation, orient the traveler to the region's resources and to interpret its heritage. Targeted travelers will be both area residents and tourist from the Front Range and beyond.

The Group will choreograph potential visitor experiences for the heritage traveler. These opportunities for exploration and discovery will be varied in order to attract a broad audience and provide incentives for longer stays and repeat visits to the northwest.

OBJECTIVES II:**Output:**

Identify existing interpretive and heritage tourism opportunities in the region and promote them as a collective heritage tourism experience.

By collectively promoting the public lands and Scenic Byway tourism and interpretive opportunities in tandem with the twelve communities' heritage, the NW region will create a richer, more layered tourism experience.

OUTCOMES II:

Expanding opportunities and visibility for heritage tourism in the region.

There are already a number of excellent heritage tourism opportunities existing in the NW Region, therefore it is important to focus on orienting the traveler to these opportunities and promoting them. Develop maps, calendars, brochures, websites and other media for informing potential visitors of the resources and opportunities the Northwest region offers.

IMPACT II:

Development and cross promotion of complementary visitor experiences.

Collaboration between partners in the NWCCHT Group leverages resources and builds a region-wide system of heritage tourism experiences.

While there is always competition for visitors, by working together the communities will have more success in creating a consistently high quality visitor experience, offering ever-evolving and rich heritage tourism opportunities, and providing the necessary tourism infrastructure (lodging, restaurants) to keep visitors comfortable and contented.



John Wesley Powell, Lodore Canyon 1871, National Park Service

STRATEGIC PLAN: NEXT STEPS

Recommended implementation strategies for realizing continued expansion of the heritage tourism experience of Northwest Colorado:

Promotion / Marketing / Partnerships

- Print and widely distribute the a Northwest Cultural Heritage brochure. In addition to distributing the brochure within the region, make it available to tourism outlets in Front Range cities and other amenable heritage tourism destinations in the state.
- Promote the region and its tourism opportunities to travel writers from Colorado publications. Consider hosting a guided tour for the press that would highlight the region's heritage sites and provide an overview of its growing heritage tourism opportunities.
- Use regional events as a means for promoting the region-wide heritage tourism opportunities. Distribute promotional materials at these events and link the NWCCHT website to event websites.
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- Maintain dialogue with Garfield County. If the resources become available consider adding them to the collection of NWCCHT stakeholders and expanding the region to include Garfield County.



Riders ca 1916



Steer roping ca 1890

STRATEGIC PLAN UPDATE: GARFIELD 02.22.11:

With the success of the NWCCHT interpretive themes and interpretive products in bringing about regional collaboration in promoting tourism and economic development, the Colorado Tourism Office asked the group to evaluate integrating Garfield County into the Northwest cultural heritage boundaries. In evaluating the assets of Garfield County, it became apparent that the primary interpretive themes, Ways of Life and Forces of Nature identified in Rio Blanco, Moffat, Routt and Jackson County are inherent in Garfield County. In fact, the storylines of explorers, rangers and outlaws already interpreted can be expanded by the addition of Garfield County. And, the County offers a new forces of nature storyline with mineral and hot springs as well as the elaboration of Theodore Roosevelt's presence and influence in Colorado.

The addition of Garfield County, brings a new category to the Forces of Nature, and expands the opportunity of exploring diverse landscapes—canyons and rivers, mountains, forests and wilderness, mountain and parks, to include mesas and plateaus, and mineral and hot springs. Fortuitously, the heritage and presence of energy related ways of life in the area also offer a unique ability to interpret energy in the region.

OVERVIEW: ENERGY IN COLORADO

According to the *Independent Statistics & Analysis for the U.S. Energy Information Administration*, "Colorado has substantial conventional fossil fuel and renewable energy resources. The State contains several fossil fuel-rich basins, including the Sand Wash, Piceance, Paradox, and San Juan basins in the west, and the Denver and Raton basins in the east. Ten of the Nation's 100 largest natural gas fields and three of its 100 largest oil fields are found in Colorado. Substantial deposits of bituminous, subbituminous, and lignite coal are also found in the State."

"Colorado's high Rocky Mountain ridges offer wind power potential, and geologic activity in the mountain areas provides potential for geothermal power development. Major rivers flowing from the Rocky Mountains offer hydroelectric power resources. Corn grown in the flat eastern part of the State offers potential resources for ethanol production. The Colorado economy is not energy intensive. The transportation and industrial sectors are the leading energy-consuming sectors in the State."



The EIA website lists these statistics:

- Ten of the nation's 100 largest natural gas fields and three of its 100 largest oil fields are found in Colorado; the state is responsible for more than one-fourth of all coalbed methane produced in the United States.
- Coalbed methane output accounts for about one-half of Colorado's natural gas production
- Colorado's oil shale deposits hold an estimated 1 trillion barrels of oil — nearly as much oil as the entire world's proven oil reserves. However, oil production from those deposits remains speculative.
- The 1679-mile Rockies Express Pipeline from Meeker through Wyoming, Nebraska, Kansas, Missouri, Illinois and Indiana helps move Colorado's rapidly increasing natural gas production to markets in the Midwest. This high-speed natural gas pipeline system began service in May 2008.

Petroleum

"Colorado oil production typically accounts for around 1 percent of the U.S. total. Most production takes place in the Denver and **Piceance basins**. Crude oil output serves Colorado's two refineries in Commerce City north of Denver. Several petroleum product pipelines from Wyoming, Texas, and Oklahoma help supply the Colorado market...Although the Denver metropolitan area was the first area in the Nation to require the use of motor gasoline blended with ethanol to reduce carbon monoxide emissions, the State is relatively new to large-scale ethanol production. Colorado produces ethanol mostly from corn at small facilities in the northeastern part of the State..."

"...Although its proven crude oil reserves account for only about 1 percent of the U.S. total, Colorado has enormous deposits of oil shale rock, known as marlstone, which can be converted into crude oil through destructive distillation. The **Green River Formation**, a group of basins in Colorado, Wyoming, and Utah, holds the largest known oil shale deposits in the world. **Colorado's oil shale deposits, concentrated in the Piceance Basin in the western part of the State, hold an estimated 1 trillion barrels of oil**—as much oil as the entire world's proven oil reserves. Although this natural resource holds tremendous promise, oil shale development remains speculative and faces several major obstacles involving technological feasibility, economic viability, resource ownership, and environmental considerations. While pilot oil shale projects have been undertaken in the area, there are no plans for the construction of commercial oil shale production facilities in Colorado."

Natural Gas

"Colorado is a top natural gas-producing State. Conventional and unconventional output from several Colorado basins typically accounts for more than 5 percent of U.S. natural gas production. Coalbed methane (unconventional natural gas produced from coal seams) accounts for over forty percent of Colorado's natural gas production, and almost thirty percent of all coalbed methane produced in the United States. Coalbed methane production is active in the San Juan and Raton Basins, and further development is possible in **northwest Colorado's Piceance Basin**, which holds the second-largest proved reserves in the Nation."

"Natural gas consumption by the electric power sector has been increasing since 2003, with a dramatic increase in 2007 putting the sector second only to the residential as the leading natural gas-consuming sector in Colorado. About three-fourths of Colorado households use natural gas as their primary energy source for home heating, one of the highest shares in the Nation."

"Colorado uses only about two-fifths of its natural gas production. The remainder is transported to markets in the West and Midwest. Colorado is part of the transportation corridor for shipping gas from the Rocky Mountain supply region to the Midwest and West markets. Colorado's natural gas production is growing, and construction of a new pipeline was recently completed to help move the rapidly increasing output to the Midwest. The new system, known as the **Rockies Express Pipeline, originates in the Piceance Basin** and extends from Colorado to Audrain County, Missouri with completion of an extension to Clarington, Ohio targeted for the fall of 2009."

Coal, Electricity, and Renewables

"Coal- and natural gas-fired power plants dominate electricity generation in Colorado. Coal-fired plants account for over seven-tenths of the State's generation and natural gas-fired plants account for close to one-fourth. Colorado produces coal from both underground and surface mines, primarily in its western basins, and large quantities of coal are shipped into and out of the State by rail. Colorado uses about one-fourth of its coal output and transports the remainder to markets throughout the United States. Colorado also brings in coal, primarily from Wyoming, to supplement local production."

Hydroelectric and wind power facilities account for most of the State's renewable electricity generation. However, much of Colorado's substantial renewable energy potential remains to be developed, and the State currently ranks relatively low in renewable energy generation. In August 2009, a proposal was made for a biomass plant to be located in Vail that would use the thousands of trees that were recently killed by pine beetles to create a new sustainable source of energy. The proposed plant would reduce carbon emissions and forest fires in addition to creating a reliable source of energy that is likely to last at least ten years. A feasibility study is planned to look at environmental issues and the ability to obtain a sustainable supply of trees. In March 2007, a new renewable portfolio standard was adopted by Colorado that requires large investor-owned utilities to produce 20 percent of their energy from renewable sources by 2020.

Less than one-fifth of Colorado households use electricity as their main energy source for home heating.

STRATEGIC PLAN UPDATE: GARFIELD 02.22.11:

GOAL I:

Recognizing the value and uniqueness of energy in the region—in regards to ways of life linked to the forces of nature—interpret the types of energy in Colorado—oil, natural gas and coal as well as wind, solar and biomass.

OBJECTIVE:

The “story of energy” in the region would be based on Northwest Colorado Cultural Heritage Tourism primary themes:

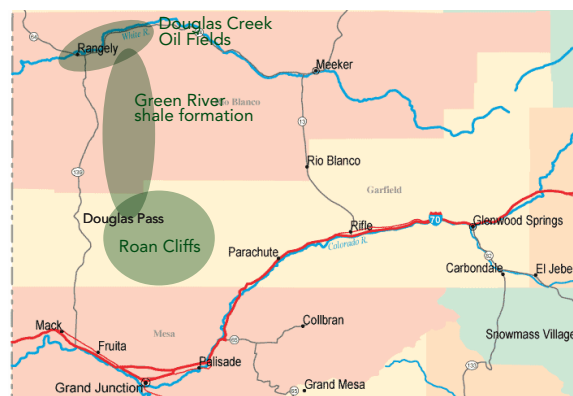
Ways of Life: Remote and singular landscapes in Colorado's Northwest region shaped and continue to shape people's ways of life.

Forces of Nature: Extreme forces of nature are written in the canyon and plateaus, rivers and lakes, valleys and peaks, high desert and mountains as well as mesas and basins of Colorado's Northwest region.

Historically “energy” has been a way of life for people in the region and it continues to be. The unique geological formations that make this area an energy extraction region are what brought people to the region and it continues to do so.

The development of energy extends throughout the northwest region (and are detailed in *Roadside Geology of Colorado*):

DeBeque to Rifle - ROAN PLATEAU

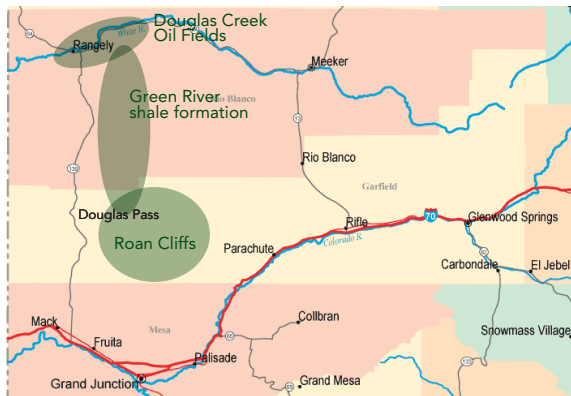


“The Roan Cliffs north of the Interstate, as well as the cliffs of Battlement Mesa and Grand Mesa to the south, expose...sandstone and limy shale of the Wasatch and Green River formations...The Green River shale, 3,500 feet thick, forms the grayish tan upper part of the Roan Cliffs.”

“...Within the Green River shale lie thick beds of shale. The richest oil shale beds known, they hold more than 1.8 trillion barrels of oil in the form of a waxy compound called kerogen. From I-70 you can see the dark brown layer known as Mahogany Ledge, which averages more than 27 gallons of oil per ton of rock. Oil bearing beds of the Green River shale thicken northward, so most oil shale prospects are north of here in remote parts of the Roan Plateau.

Unfortunately, it's not easy to get the oil out of the shale. It can be freed only by crushing and heating rock to 900 degrees Fahrenheit, essentially distilling it—an expensive process that would balance the books only during times when oil prices are really high. The search is on, but fitfully, for a recovery method that is both economical and environmentally sound. The area saw a short-lived boom in the early 1980s, when oil prices were high and production was thought to be just around the corner.

Colorado 64 / Colorado 139 - Dinosaur to Loma
Colorado 64 curves south then eastward around the edge of **COAL OIL BASIN**



"Colorado 139 travels south, crossing the UINTA BASIN (It's sandy layers were deposited on beaches and in channels along the shifting shoreline as the Cretaceous sea retreated. Beds of coal developed in marshy or swampy areas protected from the sea's waves, while silty mud settled in bays and lagoons.)"

"Many small sheds dotting this valley are pump stations for gas from the Douglas Creek Field."

"Shallow drilling near Rangely in 1902 located oil in Mancos Shale. But not until 1933, after geologists had mapped the Rangely anticline, did deep wells reveal the richness of the Rangely Oil Field. The most productive oil field in Colorado. Both oil and gas are produced from the porous Weber Sandstone formed as dunes along the northern Uncompahgria in Pennsylvannian and Permian time."

"Underground oil tends to travel upwards through porous, permeable rocks floating on ground water. Gas, in turn, floats on the oil. [In the Weber Basin] oil and gas are trapped in pools in the arching strata of the anticline, kept from migrating further upward by overlapping layers of impermeable shale."

In 1958, oil companies began injecting water into rocks below oil to drive more of it up into their wells. To their surprise, the procedure caused a series of small earthquakes, seemingly by lubricating and reactivating nearby faults.

"Starting in 1986, carbon dioxide was also injected to improve oil production. Near Milepost 13 a pull off leads to a grasshopper shaped oil pump and an informative display about the oil field."

INTERPRETIVE PLAN OVERVIEW

The Northwest Colorado region is defined by rivers and lakes, mountains and forests, canyons and high desert, and geographic isolation, each of which has, in turn, led to a shared identity and similar economies. The four counties have a shared legacy in terms of prehistory, similar early settlement and settlement patterns, town development patterns, and parallel development of agriculture, energy, and recreation.

As the counties consist of between 50% and almost 90% of publicly owned lands, Northwest Colorado has been and continues to be influenced by the development of the federal land system and the ongoing evolution of federal land policies.

By establishing the significant heritage and themes, the **Interpretive Plan** will engage visitors in memorable experiences which:

Express the authentic regional themes of people and place.

Channel the energy and spirit of the grass-root efforts of the region's partners.

Define storytelling opportunities which will resonate with locals and visitors.

Promote the preservation and stewardship of all community and regional resources.

INTERPRETIVE PLANNING WORKSHOP

At the first stakeholder workshop, participants were organized by county and asked to work with regional maps to begin identifying audience and defining their top sites and stories.

RIO BLANCO COUNTY

Visitor: Denver to Salt Lake, families with young children, back country / wilderness enthusiasts

1. Canyon Pintado
2. Raven One
3. Dinosaur Canyon
4. Rock Crawl
5. Natural Gas/ Oil site
6. White River Ute Sites
7. Buford School
8. Buford New Castle Road
9. Trappers Lake
10. Flat Tops Scenic Byway
11. Dinosaur Diamond Scenic Byway

Top Sites:

White River Ute, Canyon Pintado, Trappers Lake, Dinosaur Diamond and Flat Tops Scenic Byways

Scenic Detours: Road to Trappers Lake (fires); Marvine Lakes, up to South Fork spectacular area recently given to a land conservancy)

MOFFAT

Visitor: Family traveler, "do-it-yourself" tourist, birder

1. Town of Craig: Museums, history
2. Dinosaur National Monument: Vistas, history, recreation, camping, geology, interpretive, cultural
3. Irish Canyon: "65 million years in 65 miles," Native cultural sites, geology, interpretive, camping
4. Freeman Reservoir: Fishing, recreation, camping
5. Cedar Mountain: Hiking trails
6. Browns Park: Vistas, geology, culture, outlaws, camping
7. Loudy-Simpson Park: Birding, hiking, fishing, sports
8. Sandwash Basin: Wild horses

Top Sites:

Craig, Dinosaur NM, Duffy Loop (BLM interpreted drive) "65 Million Years of History in 65 Miles"

ROUTT COUNTY

Used geographical areas to organize and prioritize each area: West, North, South, Steamboat Springs.

West Routt - Top Sites/Stories

Priority: Town of Hayden Historic Downtown

1. **Hayden:** Downtown – Walnut Street
2. California Park – I10 Road Scenic Detour
3. Coal Mines
(Twentymile Road, Depot, Coke Roberts Story, Father of Quarter Horse history)

North Routt - Top Sites/Stories

Priority: Hahns Peak Mining District

4. Lakes of North Routt
5. Hahns Peak Mining District
6. Seedhouse Road Story
7. Town of Columbine
8. Blow Down/Pine Beetle
(Horse history, Zirkel Wilderness)

South Routt - Top Sites/Stories

Priority: Hwy 134-131 connecting Yampa, Phippsburg and Oak Creek, Gore Pass/Stage Story of historic route

9. Gore Pass: Geology, Ag, Mining, Hwy 134 to 131
10. Rock Creek Stage Stop
11. Yampa, Phippsburg, Oak Creek
12. Flattops Scenic Byway
13. Mining: Oak Creek
14. Phippsburg: Railroad, Flattops Wilderness Area

Steamboat Springs

Priority: Howelsen Hill Ski History, natural springs

15. Howelsen Hill – Skiing, Olympic Heritage, Utes
16. Natural Mineral Springs
17. Downtown Steamboat
18. Legacy Ranch – Yampatika
19. Rabbit Ears – Windy Ridge (guided only), Rabbit Ears Peak, Continental Divide
20. Mesa School House
21. Fish Creek Falls
22. Perry–Mansfield Camp
23. Steamboat Ski Area
24. Yampa River Cove Trail
25. Mad Creek Barn, Trail and Cabin
26. Sarvis Creek Hike

Top Sites:

Town of Hayden, Hahns Peak Mining District, Hwy 131-134 Corridor, Howelsen Hill, Natural Springs

Scenic Detours – Cog, Elk River Road, Buffalo Pass

JACKSON COUNTY

Visitor: Front Range traveler, Denver to Fort Collins

1. Town of Walden – North Park Pioneer Museum, Green Otter Gallery, The Cottage
2. Town of Gould – Colorado State Forest / State Park, Moose Visitor Center
3. Delany Butte Lakes / Lake John / Sage Brush Lakes
4. Big Creek Lakes – hike to falls
5. Sage Grouse Tours
6. Arapahoe National Wildlife Refuge – boardwalk
7. Coalmont School House – “state designation”
8. Cache La Poudre Scenic Byway
9. View of Nouka Crags
10. North Michigan Reservoir – old buckman logging site / camp, yurts, cabins, state park

Top Sites:

Walden, Gould and Moose Visitor Center, drive to one of Sage Brush Lakes— Delaney Butte Lake, Lake John Resort, Big Creek Lakes/Hike to Falls

Scenic Detour: to Lake John; incredible vistas, wildlife viewing; plus lodging and food; Big Red Park /Hog Park and drop into Hahns Peak; Buffalo Pass drop from North Park over divide into Strawberry Park Hot Springs

INTERPRETIVE PLAN OVERVIEW **ADDENDUM**

The Northwest Colorado region is defined by rivers and lakes, mountains and forests, canyons and high

INTERPRETIVE PLANNING WORKSHOP

GARFIELD COUNTY

Visitor: Landscape is “uncommonly Colorado”
Geographical Area
Mesas and Plateaus

1. Oil and Gas
2. Mining - coal, oilshale, and solar
3. Wilderness
4. Western Authenticity
5. Outdoor Recreation
6. Hunting And Fishing
7. Vistas - red rock, deep forest, and desert
8. Ranching
9. Homesteading
10. Flat Tops Scenic Byway
11. Dinosaur Diamond Scenic Byway
12. Roan Plateau

Top Sites:

White River Ute, Canyon Pintado, Trappers Lake, Dinosaur Diamond and Flat Tops Scenic Byways

Scenic Detours: Road to Trappers Lake (fires); Marvine Lakes, up to South Fork spectacular area recently given to a land conservancy)

West Elk Loop -

REGION

Visitor Center

1. Rifle Falls State Park (Hwy 325; ice caves nearby)
2. Rifle Gap State Park (Reservoir - boating, fishing, swimming, water skiing and wind surfing, Hwy 325)
3. Harvey Gap (Hwy 325)
4. Rifle Mountain Park (narrow box canyon, located 13 miles North of Rifle, serves as one of America's premiere sport climbing destinations - rock climbing and ice climbing)
5. Rifle Arch Hwy 13 to trailhead; 60 foot tall sandstone arch spans 150 feet wide and is unique because it stands alone in the Grand Hogbacks.)
6. Grand Hogbacks
7. Colorado River Valley
4. Battlement Trail - South Mamm Peak
5. Flat Tops Wilderness Island of the Rockies: Sights and Sounds of the Flat Tops Wilderness - 64 minute video, 1997)
6. Rifle Mountain Park
7. Harvey Gap (Hwy 325)
8. Hanging Lake Trail
9. White River National Forest (2.3 million acres)
10. Roan Plateau

REGION continued

Outside Garfield County

1. Vega Gap State Park (high mountain lake in montane meadow on western edge of Grand Mesa National Forest)
2. Grand Mesa National Forest
3. Grand Mesa National Scenic & Historic Byway (Hwy. 65 from I-70 exit into Mesa Colorado, over the top of the Grand Mesa)
4. Elk Creek (Blue Mesa)
5. **West Elk Loop Scenic Byway**

RIFLE

1. Rifle Falls
2. Ice Caves
3. Top of the Roan
4. Flat Tops
5. Downtown Rifle
6. Rifle arch
7. Railroad bridge
8. Cayton Ranger Station (Barbara Suits, Forest Ranger)
9. Mt. Sopris
10. Centennial Park

EVENTS

January - Ice Fishing Tournament

May - Rifle Rendezvous

August - Garfield County Fair

August - Draft Horse Show

MUSEUM

Rifle Creek Museum

337 East Ave.

PARACHUTE

1. Solar Flowers
2. Miller's Dry Goods
3. Roosevelt visit
4. Outlaws
5. Library (historic windows)
6. Church 1905
7. Battlement Trail Reservoir (between Parachute and Battlement Mesa)
8. Battlement Peak (?)
9. 96 Ranch (Hayward Family/Guides/Outfitters)
10. Parachute Creek (up Rt 215)
11. Cottonwood Park

EVENTS

July - Grand Valley Days

December - Christmas Bazaar

INTERPRETIVE PLAN OVERVIEW **ADDENDUM**

The Northwest Colorado region is defined by rivers and lakes, mountains and forests, canyons and high

INTERPRETIVE PLANNING WORKSHOP continued

BATTLEMENT MESA

- I. Battlement School House

EVENTS

September - Kid Curry Scurry

November - Harvest Fest Dinner and Dance

RESOURCES

Lest We Forget - Erlene Murry and the Home Culture Club of Parachute (stories of the early settlers; can be purchased from The Grand Valley Historical Society)

SILT

- I. Silt Historical Park
2. Little Bookcliffs (west of Silt approx. 50 miles, wild mustangs)
3. Blue Heron Rookery

MUSEUMS

Silt Historical Park and Museum
707 Orchard Ave.

NEW CASTLE

MUSEUM

New Castle Historical Museum
116 North 4th Street

GLENWOOD SPRINGS

1. Storm King Fourteen Memorial Trail

MUSEUMS

Frontier Historical Museum
1001 Colorado Ave.

Glenwood Railroad Museum - 413 7th Street (East Wing of Railroad Depot)

EVENTS

December 31 - New Year's Eve Celebrations
February - Ski Spree
March - Spring Thing
June - 114th Annual Strawberry Days
June - September - Downtown Market
October - 10th Annual Historic Ghost Walk

*** Last of the Cowboys*, a documentary produced locally, in which historian and producer Anita Witt interviews some of the last of the old time cowboys in the Roaring Fork Valley and beyond. Thursday, April 21st

The History of Glenwood Springs in Photographs is presented by Frontier Historical Society director, Cindy Hines; nearly 100 photographs from the collection of the Frontier Historical Society Museum in a photographic history of our community which celebrated 125 years in 2010. The earliest photographs begin in the 1880's and examine each decade, including the people, places and events that shaped our community.

CARBONDALE

"Top 12 Towns" in the "50 Next Great Places to Live and Play" by National Geographic Adventure magazine...

1. West Elk Loop Scenic Byway
2. Historic downtown
3. 18-mile scenic drive to Redstone, and learn about the historic Redstone Coke Ovens. The Coke Ovens are located on the west shoulder of Highway 133. Once in Redstone, take a walk through the quaint town and tour the castle.

EVENTS

Every Month - First Friday Art Walk
Summer - Every Thursday - Wild West Rodeo
June - September (Wednesdays) - Locally grown Farmers' Market
July - Annual Carbondale Mountain Fair
Potato Days Parade

***Solar Energy International* located in Carbondale
<http://www.solarenergy.org/>

MUSEUMS

Mt. Sopris Historical Museum
499 Weant Blvd

INTERPRETIVE PLAN

Based on the sites and resources defined in the initial stakeholders workshop, the main themes and stories of Northwest Colorado were developed to guide the cultural heritage message. These authentic themes will serve as touchstones in connecting communities and creating engaging experiences throughout the region.

For clarity in defining where the significant stories are best told, the Interpretive Plan organizes the core themes into:

Overarching Theme—an all encompassing concept.

Primary Themes—the far-reaching story of value of Northwest Colorado.

Subthemes—the compelling stories which add depth of meaning.

OVERARCHING THEME

Connection of people and place

The legacy of adventurous independent people within the remote landscapes of Northwest Colorado defines the diverse and vast region.

PRIMARY THEME: People

WAYS OF LIFE

Remote and singular landscapes in Colorado's North west region shaped and continue to shape people's ways of life.

SUBTHEMES

1. Native People

Fremont
Ute

2. Explorers

Trappers
Pathfinders
Geologists
Surveyors
Outdoor Enthusiasts
Outlaws

3. Settlers

Ranchers
Farmers
Loggers
Miners
Artists
Railroad Men
Oil Men/Energy Developers

PRIMARY THEME: Nature

FORCES OF NATURE

Extreme forces of nature are written in the canyons and plateaus, rivers and lakes, valleys and peaks, high desert and mountains of Colorado's Northwest region.

SUBTHEMES

1. Geology:

Landmarks
Formations
Continental Divide
Dinosaurs

2. Water:

River
Creeks
Lakes and Reservoirs
Irrigation

3. Ecosystems

Wildlife
Mountain
Valley/Parks
High plains / High desert
Weather
Flora / Plants
Wild Horses

In Rio Blanco, Moffat, Routt and Jackson Counties
the Northwest Colorado experience is defined by the

CONNECTION BETWEEN SPIRITED PEOPLE AND BOUNDLESS LANDSCAPES

WAYS OF LIFE



FORCES OF NATURE



NATIVE PEOPLE

Fremont
Ute

EXPLORERS

Trappers
Pathfinders
Geologists
Surveyors
Outdoor
Enthusiasts

Outlaws

SETTLERS

Ranchers
Farmers
Loggers
Miners
Artists
Railroad Men

Oil / Energy Men

GEOLOGY

Landmarks
Formations
Continental
Divide

Dinosaurs

WATER

Rivers
Creeks
Lakes /
Reservoirs

Irrigation

ECOSYSTEMS

Wildlife
Mountains
Valleys / Parks
High Plains /
High Desert
Flora / Plants
Weather

Wild Horses

THEME and STORYLINE EXPLORATION: WAYS OF LIFE

NATIVE PEOPLE

Fremont People

Rock art in the region is evidence of two peoples: the Fremont and Ute. The Fremont occupied the area about 200 BC to about 1200 BC. Their culture was centered in the Colorado Plateau, so the Fremont in this area were on the fringe of their culture. They painted and carved strange carrot-shaped figures and symbols of unknown meaning as well as representations of things important to their lives such as corn, animals, birds, reptiles and events. One of the most striking pictographs is in Canyon Pintado—Kokopelli, the hunched back flute player. One interpretation of Kokopelli is as a trader carrying a pack who entertained his prospective customers with his flute playing.

Between 1250 and 1500 AD, the Fremont culture vanished. The exact reason for their disappearance is unknown. Climate change including reduced precipitation may have forced the farming-based culture to rely on wild food resources. It is possible that the Ute, Paiute and Shoshoni people that migrated into the Fremont's territory around this time may have displaced the earlier culture in competition for limited resources or absorbed them into their culture. (Madsen, David B. 1989. *Exploring the Fremont. Utah Museum of Natural History*, University of Utah. Salt Lake City, UT)

Ute People

The Utes came later and lived in the region until the 1880s when they were banished to Utah after killing an Indian agent and some of his troops in the Meeker area. Unlike the Fremont who were primarily farmers, the Utes were hunters and gatherers. This is evidenced in their rock art. Much of the Ute rock art is associated with the horse and the coming of the white man. (*Raven Park Sub-Region of Northwest Colorado Region Strategic Plan for Program Development and Implementation*, Jeff Devere.)

Look for: Handprints, trapezoidal human figures (called 'carrot men'), horses, white birds, corn, wheat, weapons.

The Rangely Museum Society runs tours several times a year to the many rock art sites in the region.

White River Ute Sites: The Utes called the White River "Smoking Earth River" for the clouds of mist that rise from the water on cool mornings. The White River Utes lived in northwestern Colorado for centuries, but an uprising in 1879 led to their permanent removal and the loss of the last of their ancestral homeland. Indian Agent Nathan C. Meeker had little regard for the Utes' hunting and gathering traditions and initiated an aggressive campaign to convert the Utes in his region to farmers. Tensions escalated and resulted in the Utes attacking and defeating Major Thornburgh and his troops at the Battle of Mill Creek and massacring Meeker and nine others at the agency.



Ute woman and child by Yampa River - Tread of Pioneers Museum

1879- Significant Ute Indian site is Powell Bottom, a historic White River Ute horse grazing and racing ground that was settled by Nathan C Meeker in hopes of converting the Utes into farmers. Powell Bottom became the site known by the Ute Indians as the "Meeker Incident" or commonly known as the "Meeker Massacre". **Mill Creek** was also a site of conflict between the Army and the White River Utes.

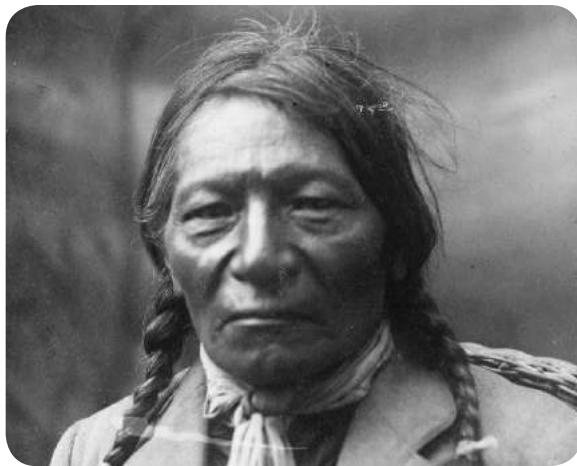
1881 - White River Utes are pressured to move to Uintah Reservation after the "Meeker Incident" and Mill Creek Battle.

1906 – Ute travel to Sioux reservation in hopes of an alliance and permission to settle on reservation.

1908 – Ute migrate back to the Uintah Reservation after finding the Sioux had similar troubles of their own.



Ute Family Denver Public Library - X-30467



Chief White Crow 1902 Library of Congress - 12896



Ute Trails in Northwest Colorado (from Flat Tops Trail Scenic Byway Interpretive panel)

THEME and STORYLINE EXPLORATION: WAYS OF LIFE

EXPLORERS

Trappers

Because of the difficulty of navigating the river canyons there was little trapping done in DNM area. However, two of the earliest fur trading posts of the Intermountain Corridor were established in the early 1830s in Brown's Hole (Fort Misery/Fort Davy Crockett) and Fort Robidoux (Fort Uinta)
[Future research: Fort Davy Crockett (Fort Misery) *Colorado Magazine*, 1952, Leroy R. Hafen]

Pathfinders

John Charles Fremont: In 1844 Fremont traversed North Park from Northgate to Willow Creek Pass and recorded the following in his journal: "We found ourselves in New [North] Park, a beautiful circular valley, walled in all around with snowy mountains."

"The valley narrowed as we ascended and presently divided into a gorge, through which the river passed as through a gate - a beautiful circular valley of 30 miles in diameter, walled in all around with snowy mountains, rich with water and grass, fringed with pine on the mountain sides below the snow, and a paradise to all grazing animals."

Geologists / Surveyors

William Ashley - 1825

"...the channel became so obstructed by the intervention of large rocks over and between which the water washed with such violence as to render our passage...impracticable."

Ashley arrived in Browns Hole on May 5, 1825, twelve miles above Lodore Canyon, ten miles further he recorded: "several thousand Indians had wintered during the past season." On May 8th he reached present day DNM; upon entering Lodore Canyon he wrote, "As we passed along between these massy walls, which in a great degree exclude from us the rays of heaven and presented a surface as impossible as their body was impregnable, I was forcibly struck with the gloom which spread over the countenances of men; they seemed to anticipate (and not too far distant, too) a dreadful termination of our voyage, and I must confess that I partook in some degree of what I supposed to be their feelings, for things around us had truly awful appearances. We soon came to a dangerous rapid which we passed with a slight injury to our boats. [Lodore Canyon]."

He also describes the sighting of several buffalo and indicates that the area north of the Yampa River, which he called Mary's River and present day Echo Park was used by the Shoshone: "A valley about two hundred yards wide extends one mile below the confluence of these rivers, then the mountains again on that side advances to the water's edge."

W. L. Manley - 1849

"At the point of the Bear, or with greater correctness the Yampa enters the Green, the river runs along a rock about 700 feet high and a mile long, then turns sharply..."

Manley and six fellow adventurers constructed three canoes to descend the Upper Green River into the Uinta Basin. Manley records the discovery of a wreckage from a prior and unknown expedition:

"At one place where the river was more than usually obstructed we found a deserted camp, a skiff and some heavy cooking utensils, with a notice posted on an alder tree saying that they had found the river route impracticable, and being satisfied that the river was so full of rocks and boulders that it could not be safely navigated, they had abandoned the undertaking and were about to start overland to make their way to Salt Lake. I took down the names of the parties at the time in my diary, which has since burned, but have now forgotten them entirely."

Powell saw the remains of the wreckage 26 years later at upper Disaster Falls when one of his boats was wrecked in the same vicinity.

John Wesley Powell - 1869, 1871

"...This has been a chapter of disasters and toils, not withstanding which the canyon of Lodore was not devoid of scenic interest, even beyond the power of the pen to tell."

Both the 1869 and 1871 expeditions launched from Green River, Wyoming; the first was under the auspices of the Illinois State Natural History Society plus several agencies and took nine days passing through Lodore Canyon; the second trip was supported by Congress under the Direction of the Smithsonian. Mrs. Powell accompanied her husband on the first expedition and would be the first white woman to explore the area.

Both expeditions consisted of 10 men and both camped at the junction of the Yampa and Green rivers in Echo Park; in 1871 the men explored the Yampa Canyon for about 12 miles; expedition member Steward climbed to the top of the point now known as Harpers Corner and recorded the view, *"We could look over Echo Wall [Steamboat Rock], 1000 feet high, that divided the lapping bend of the river, down into the Canyon of Lodore...To the south could be seen only a vast plateau which drops off apparently just as its southern outline blends with the haze of this hot colored homogenous sandstone, winding about in its plain surface, the dark tortuous canyon of the Yampa River, and that of the Green..."*

Ferdinand Hayden

"His success should be seen as that of an entrepreneur who was manifestly a man of his times—a time filled with 'Golden Opportunities'—as he loved to say."

(Ferdinand Hayden: Entrepreneur of Science, James G. Cassidy)

The town of Hayden in Northwest Colorado's Yampa Valley is named after Ferdinand Hayden. He was a surveyor noted for his pioneering survey expeditions of the Rocky Mountains in the late 19th century. From 1869 till 1872 Hayden conducted a series of geological explorations in Dakota, Wyoming, Utah, and Colorado. On these expeditions his team investigated and mapped geology, natural history, climatology, resources, and ethnology of the region. The work of 19th century surveyors such as Hayden and Powell gave definition to the vast western lands first traversed by Lewis and Clark's famous expeditions of 1804-1806. In 1871 Hayden led a geological survey into the Yellowstone region of northwestern Wyoming. A year later, Hayden was instrumental in convincing Congress to establish Yellowstone as the first U.S. National Park, aided by the stunning large-format photographs of William Henry Jackson.

In the 1870s, a Hayden Survey member wrote, "think of my climbing seven great peaks in nine days. Three of these ascents were over 14,000 feet."

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Historical Aspects of Dinosaur National Monument, Harry B. Robinson, Historian Region Two Office, National Park Service Omaha, Nebraska, January 1954

Ann Bassett Willis, "Queen Ann of Brown's Park," *The Colorado Magazine*, XXIX, No 2 (April 1952)
Ann Bassett Willis' story of life in Brown's Park

Future Research

Levette J. Davidson, *Rocky Mountain Hermits, The Westerners Brand Book* (Denver), 1949

Edgar McMechuen, *The Hermit of Pat's Hole*, *Colorado Magazine*, May 1942

THEME and STORYLINE EXPLORATION: WAYS OF LIFE

EXPLORERS continued

Settlers / Ranchers -

Ann Bassett, Josie Bassett, George Bassett

Echo Park
Castle Park

According to Samuel Bassett's diary, the first herds of cattle were driven to Browns Park (in present day Dinosaur National Monument) in 1869 by Griff Edwards and Frank Hoy. Members of the John Wesley Powell expedition in 1871 recorded in their journals the great herds of cattle in the area.

Pat Lynch was the first permanent resident of DNM area, living a hermit's existence in the caves and recesses of the rocks. The area today known as Echo Park was originally referred to as Pat's Hole. One cave was near the Chew Ranch; as well as Castle Park, near Hells Canyon. Within the boundaries of the Colorado side of DNM are:

George Bassett Ranch - established summer quarters in 1885; remained in Bassett family until George Bassett's (brother of Ann Bassett) death in 1951. George was said to have been with black outlaw Isom Dart when he was shot by Tom Horn.

Mantle Ranch - 160 acre home ranch of extensive cattle ranching operation.

Chew Ranch - the site of the present day Chew Ranch on Pool Creek was originally squatted by Echo Park's first cattleman, Charles Moran. Jack Chew bought his squatter rights to the land in 1910. However, Jim Monaghan filed a claim in 1915-1916 and proved up on the land in 1919. He then sold it to one of the Chew brothers.

Canadian Billis Hall, a prospector and trapper, squatted in Castle Park in 1907 and built a homestead at the mouth of Hells Canyon (near Pat Lynch's cabin). Charles Mantle bought his squatters rights in 1919 and proved up on it in 1926.

Holmes Homestead

Two-story homestead near the Wyoming border.
(Gina may be able to provide more information on this.)

Outlaws:

"Outlaws" maintained hideouts in the Yampa section of present day Dinosaur National Monument and according to Ann Bassett in her memoir *Queen Ann of the Brown's Park* in *The Colorado Magazine*, established relationships with the settlers and ranchers in the area.

Isom Dart (connection to Black American West Museum in Denver)



Ann Bassett Willis

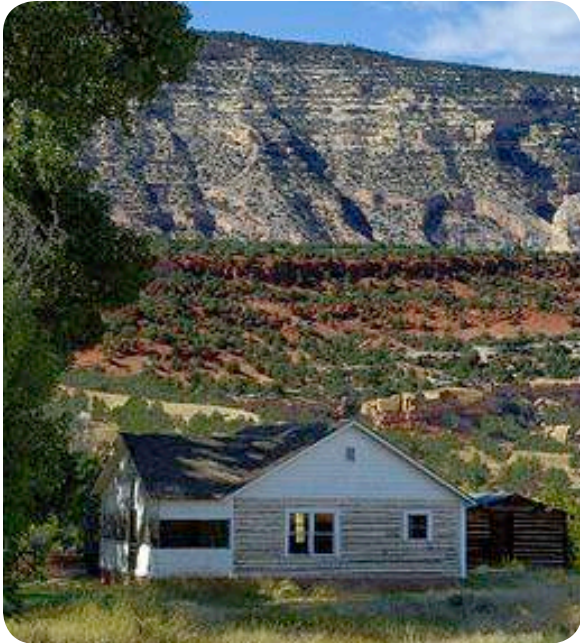
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Edgar McMechuen, "The Hermit of Pat's Hole," *Colorado Magazine*, May 1942



Chew Ranch in Dinosaur National Monument

THEME and STORYLINE EXPLORATION: WAYS OF LIFE

GEOLOGY

Formations

Canyon Pintado (meaning Painted Canyon): Contains striking rock art originating from the Fremont and Ute peoples who date back to 1200BC. Look for handprints, trapezoidal human figures (called 'carrot men'), horses, white birds, corn and wheat, weapons, but don't touch the rock art as oils from your fingers are the most serious causes of destruction to the petroglyphs and pictographs.

Self guided tours can be downloaded at:

<http://www.rangely.com/CanyonPintado.htm>

Rangely Chamber of Commerce has brochures / 970-675-5290

Irish Canyon

Irish Canyon is an excellent example of a beheaded stream valley; the stream in Irish Canyon was pirated by Vermillion Creek in early Pleistocene time, leaving a 1000-foot deep dry gorge. The canyon supports populations of several plant species of special concern: *Penstemon yampaensis*, *Bolophyta ligulata*, *Cryptantha caespitosa* and *Eriogonum tumulosum*. High-quality examples of northwestern Colorado plant communities are found on the floor and canyon walls, and **Irish Lakes** represent one of the few natural playa lakes in this part of the state. Rock art and other archaeological sites abound in the canyon.

<http://parks.state.co.us/NaturalResources/CNAP/NaturalAreas-Info/AlphabeticalListing/IrishCanyon.htm>

Fortification Rock

Fortification Rock is a 6,736 ft mountain pillar located in Moffat County, Colorado.

Water

Trappers Lake: Located at 9,600ft in the White River National Forest, Trappers Lake offers striking views of the Flat Top Mountains as well as opportunities for fishing, hiking and camping. Considered by some to be the birthplace of the U.S. Wilderness Area system and the "Cradle of Wilderness," this lake inspired Arthur Carhart (USFS) in 1920 to preserve the area in its natural form rather than develop the area for summer residences.

Yampa River

Green River

White River

Vermillion Falls

Vermillion Falls is a 25-foot waterfall located in Browns Park NWR on public land and may be viewed from Highway 318.

Freeman Reservoir

The Freeman Reservoir is 40 acres located in Routt National Forest at 8,800 ft. The reservoir provides abundant recreational opportunities such as hiking, fishing, camping, horseback riding and picnicking. Open through June to the end of October / \$5 daily reservoir fee / \$12 daily camping fee

Ecosystems

Wild Horses

Approximately 165 wild horses live year-round in the rugged rim rock and pinyon-juniper woodlands of the Piceance Basin. The Ute obtained horses in the late 1600s and by the time Dominguez and Escalante passed through the Rangely area in 1776, horses were an established part of Ute culture. Most of these horses the Ute obtained came from stock that ran away from Spanish explorers. The wild horse herd can also be traced back to horses that farmers and ranchers turned loose on the range – either because they had less of a need for them after the advent of the internal combustion engine or in the severe droughts of the 1930s dust bowl era they simply couldn't afford to care for them. Look for bands of horses—these bands typically consist of one mature stallion and all the breeding mares he can gather and defend from challengers. Also in the stallion's band are immature males and the female offspring of his mares. The reddish-brown horses are called sorrels and the brown horses with a black mane, tail and lower legs are called bays. (*Jeff Devere's Wild Horses of RBC.*)

There is a wild horse loop in the Piceance Basin that could be designated as a scenic detour: Hwy 64, south on CRI22, Right/south on CRI03, left on CR24/ Airplane Ridge Rd, North on RBC 24X to CR 122, Left on CRI22 back to Highway 64.

<http://www.co.blm.gov/wrra/wrraindex.htm>

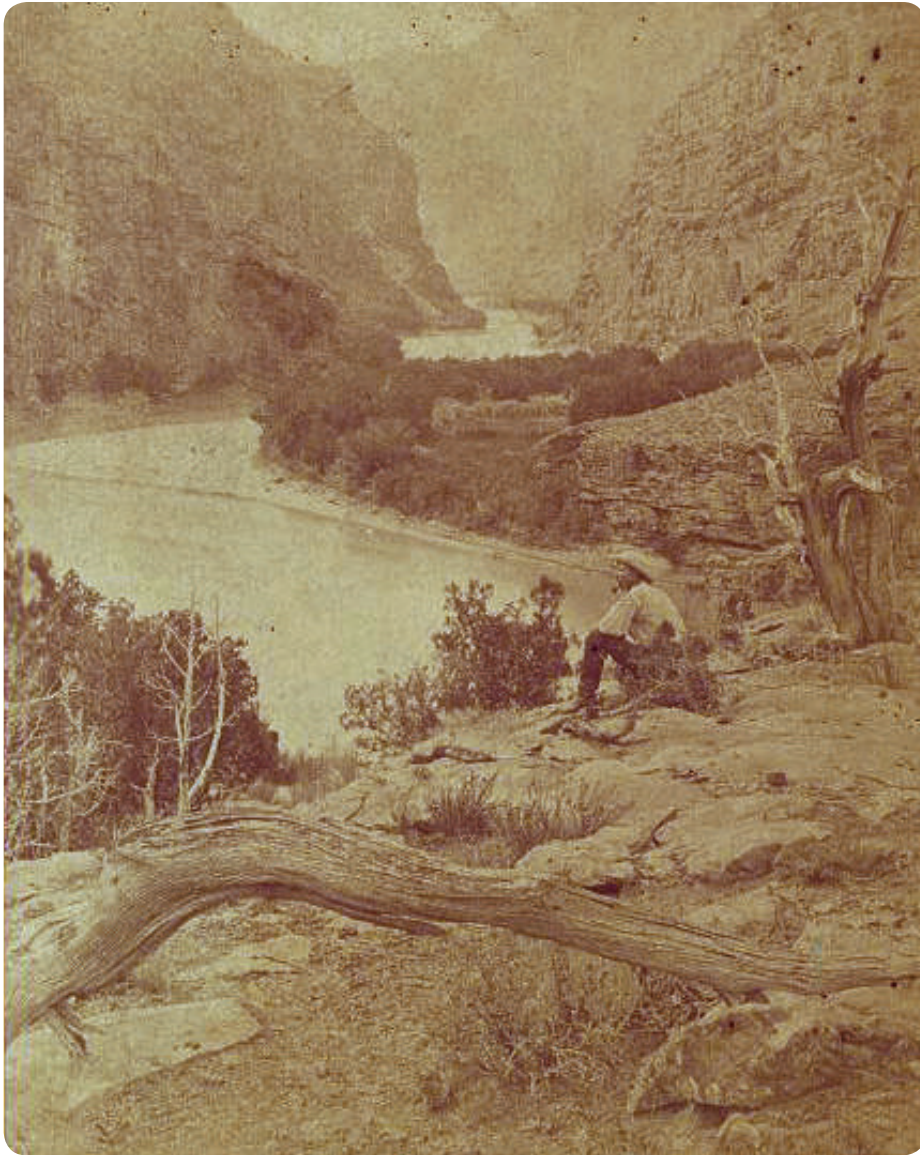


Wild horse herd

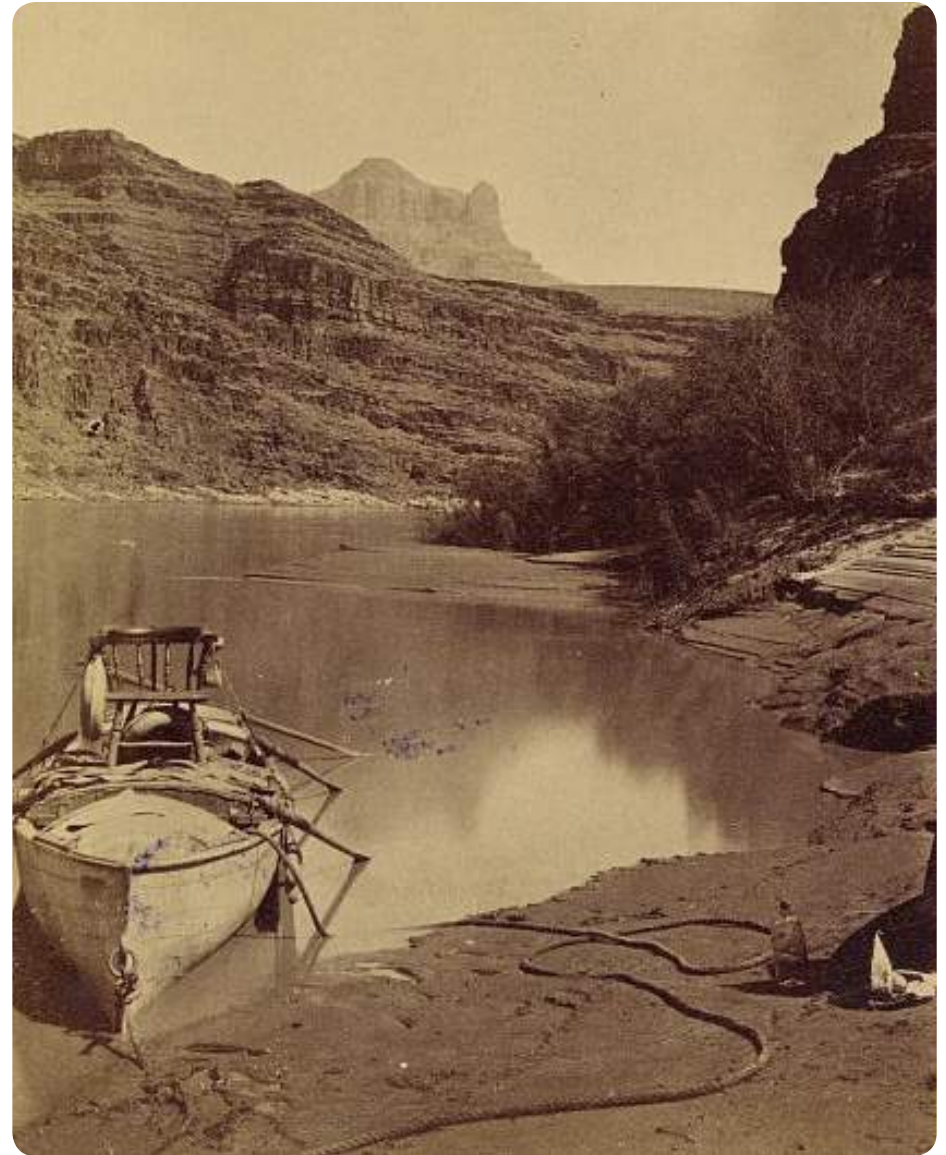
INTERPRETIVE PLAN: NEXT STEPS

Preservation / Visitor Readiness

- Continue to collect stories. Create a system for collecting the stories of area residents and make a concerted effort to record oral histories among notable senior residents. Work with local museums to record and store these oral histories. Explore opportunities to share this oral history collection with residents and visitors through exhibits and/or digital stories.
- Continue to explore creative ways of sharing the areas stories and heritage with both residents and travelers. Leverage this interpretive plan/strategic plan to obtain additional funding.
- Evaluate heritage resources and identify the sites most in need of investment to ensure their long-term preservation. Work with partners to secure funding for preservation projects. These may include stabilization and restoration projects or rehabilitation and adaptive re-use projects.
- Identify potential heritage tourism sites that are not yet visitor ready and work with operators and communities to help them become visitor ready and worthy of inclusion on the NWCCHT heritage sites list.
- Develop a system for educating visitors about heritage site sensitivity and the importance of preserving them for the benefit of future generations. Incorporate stewardship messaging in promotional materials and the website. For example, emphasize the importance of not touching rock art found in the eastern reaches of the region.



Powell Expedition of Fortieth Parallel



John Wesley Powell's boat with chair attached 1872

DESTINATION BRANDING PLAN OVERVIEW

Three travel corridors—The Dinosaur Diamond Scenic and Historic Byway, the Flat Tops Trail Scenic Byway and the Cache la Poudre - North Park Scenic and Historic Byway—create critical linkages within the counties and between communities. The byways as well as the public lands offer opportunities for compelling shared interpretative themes and stories.

The four county region has three existing gateways that effectively serve as information points for travelers—Steamboat Springs and its Visitor Information Center, the Yampa Valley Regional Airport in Hayden, and the Colorado Welcome Center in Dinosaur. Additionally, each community has museums or visitor centers which can act as effective information points for the cultural heritage traveler.

Based on authentic themes and regional storylines, a branding campaign, aimed at establishing Northwest Colorado as a unique cultural heritage destination will be developed. Branding opportunities include travel brochure/itineraries and website, orientation gateway and interpretive signs.

DESTINATION BRANDING: WORKSHOP II

At the Branding Workshop, stakeholders were asked to create potential taglines for the logo:

Great American Outback
Room to Roam
Rugged • Rich • Real
Wander and Wonder
Enduring Landscape
Sawdust & Solitude
Explore/Experience 2 billion years
Unbridled Spirit
Monuments • Museums • Memories
Roam the Real West
A Peace of History
Keep a feather in your hat
Visit our home on the range
Roam where history lives
The Enduring Experience / Culture
Historical • Peaceful • Solitude
Heroes • Heretics • Heritage
Real West
Room to Roam Wonder/Wander
Naturally Wild
Leave the Tame Behind
Frontier Fun
Enjoy a Different Type of Traffic Jam
Travels in Time
Vast • Wild • Vistas
Untamed
Columbines to Cactus
Meander / Tomiche (Ute)
Timeless Traditions / Travels

DESTINATION BRANDING: WORKSHOP III

After working with the stakeholder groups to identify their top resources, it became apparent that in order for the visitor to “experience the region and its people,” travelers needed to be able to connect with communities during their festivals and events. So, stakeholders were asked to compile a list of the most authentic heritage events in their area where visitors could see and experience their continuing ways of life.

Rangely: Septemberfest

Dinosaur: —

Maybell: Sombrero Ranch's Great American Horse Drive

Meeker: Meeker Classic Sheepdog Championship Trials, 4th of July Range Call Celebration, Smoking River Pow Wow

Craig: Grand Olde West Days, Sheep Wagon Days

Hayden: Routt County Fair

Steamboat Springs: Winter Carnival, Cowboy's Roundup Days

Oak Creek: Oak Creek Labor Day Celebration

Yampa: Fourth of July Celebration

Phippsburg: —

Walden: Never Summer Rodeo

Hahns Peak: Wooden Ski Rendezvous

POSITIONING STATEMENT:

Establish the focus of NW CULTURAL HERITAGE by positioning the goals and interpretive themes with a singular message and visual identity

BRANDING STRATEGY: *through research:*

Define the inherent character unique to Northwest Colorado to give the region a memorable identity or brand which resonates with locals and visitors

KIT-OF-PARTS: *through storytelling and design:*

Create a visual vocabulary or “*kit-of-parts*” to connect sites and bring awareness to Northwest Colorado's historical and cultural resources.

NAME

TAGLINE

VISUAL CHARACTER

Graphic Design:
Brochure/Map

Advertising:
Travel Guides
Rack cards
Posters

Web Design:
NWCCH website
Links to Chambers/
regional websites

**Environmental
Graphic Design:**
Exterior Signs
Window Signs
Exhibits

BRANDING PLAN: COMMUNITY RESEARCH FOR NWCCHT LOGO AND BROCHURE

MOFFAT COUNTY

Craig: The high-desert landscape outlying Craig offers world-class hunting, year round recreational opportunities and Old West lore. Two museums in Craig, the Cowboy and Gunfighter Museum and the Wyman Museum, celebrate the area's history and culture.

Duffy Mountain Loop: This scenic detour through BLM lands reveals 65 millions years of geology in 65 miles. Along these roads, the traveler will also encounter hot springs, historic structures, open scenic views and wildlife. High clearance vehicles are recommended and traveling on BLM roads when wet is discouraged.

BLM Little Snake Field Office (Craig) (970) 826-5000 / Mon - Fri 7:45 - 4:30PM / www.blm.gov/co/st/en/fo/lso.html

Go back in time when Moffat County was once a shallow sea to the present where ancient plants are now mined as coal. This trip will take you through time from fossils, hot springs, early homesteaders and outlaws, innovations, and scenic beauty and wildlife to accent the way. (Gina)

Dinosaur National Monument: Established in 1915 to protect and preserve the remarkable deposit of ancient animal bones. In 1938, the monuments boundaries were expanded to protect the landscape where the Green and Yampa Rivers cut through the “basement of time” into rocks more than two billion years old.

Temporary Visitor Center (near Jensen, Utah) 435.781.7700 / 8:30 a.m. - 4:30 p.m. daily / <http://www.nps.gov/dino>

Dinosaur: Originally called Artesia, Dinosaur was renamed in 1965 and now serves as a gateway community to Dinosaur National Monument. For information on attractions throughout the northwest region visit the Colorado Welcome Center at Dinosaur.

970-374-2205 / www.colorado.com/DinosaurWelcomeCenter.aspx

Rangely: The town of Rangely was established in 1947 following a major oil discovery. The Rangely Oil Field, at the center of Raven Park, became the largest oil-producing field in the Rocky Mountain Region and the 6th largest in the US. The Rangely Outdoor Museum preserves historic buildings and houses Indian Artifacts, pioneer-era items and coal and oil mining equipment that illuminates the cultural history of the area.

<http://www.rangely.com/index.html> / Rangely Museum: June - Aug: Mon - Sat: 10 – 4pm; April, May, Sept, Oct: Fri - Sat: 10 – 4pm.

Maybell: A tiny ranching community where you are just as likely to see elk and eagles as you are another human. The area's remoteness attracts residents and visitors alike, from the Wild Bunch outlaws in the 1860s to present-day birdwatchers and others just looking for a little solitude. (CTO's website.)

RIO BLANCO COUNTY

Meeker: This town remains a ranching community, in fact cattle and sheep ranchers still drive their livestock down Market Street en-route to pasture. One of the northwest region's most unique events is the **Meeker Classic Sheepdog Trials** every September, where you can watch border collies herd sheep with surprising grace and quickness. For more on the history of the region, visit the White River Museum housed in a U.S. Army building that dates from 1880.

White River Museum: April 15th through November 15th, 9-5pm and 10-4pm through the winter / 970-878-9982

Trappers Lake: Located at 9,600ft in the White River National Forest, Trappers Lake offers striking views of the Flat Top Mountains as well as opportunities for fishing, hiking and camping. Considered by some to be the birthplace of the U.S. Wilderness Area system and the “Cradle of Wilderness”, this lake inspired Arthur Carhart (USFS) in 1920 to preserve the area in its natural form rather than develop it for residences.

White River Ute Sites: Visit the three White River Ute sites – White River Ute Agency Site, Powell Bottom, and Thornburg Battle Monument to learn more about the Meeker Incident.

ROUTT COUNTY

Hayden: In the heart of the Yampa River Valley, historic Hayden maintains a quaint western charm. A self-guided walking tour and the Hayden Heritage Center Museum interpret the town's ranching heritage, historic architecture and notable residents.

Hayden Heritage Museum: open year-round / 970.276.4380

Hahns Peak Mining District: The Hahns Peak scenic detour heads north from Steamboat into an area that boomed in the late 1800s following the discovery of gold. Over time mining gave way to timber harvesting and today Hahns Peak is a quite historic village. To learn more about early pioneer life, visit the schoolhouse, museum and historic cabin in Hahns Peak before venturing north through the mining district.

The Museum is open during the summer season from 12-4 p.m.

South Routt Drive: Following the historic stage route south from Steamboat, this scenic detour passes through the communities of Oak Creek, Phippsburg, Yampa and Toponas before leaving the Yampa River Valley and climbing Gore Pass. Stop by the Tracks and Trails Museum in Oak Creek for a preview of the area's coal mining, railroad and local history.

Tracks and Trails: Tues-Sat, 10-12pm & 1-3pm / 970.736.8245

Steamboat Springs: The hub of northwest Colorado, Steamboat Springs, offers something for all visitors from a hot springs soak to world-class skiing to a new pair of cowboy boots. To experience the Steamboat's lively spirit and learn of its skiing and Olympic heritage be sure to visit Howlesen Hill just south of downtown.

Steamboat Springs Visitor Center, off Hwy 40 at 125 Anglers Drive / 970-879-0880 / <http://www.steamboat-chamber.com/>

Oak Creek: South of Steamboat Springs lies the quaint downtown of Oak Creek. Stagecoach State Park, with a 780 acre-reservoir and marina, is one of Oak Creek's most popular recreational facilities. Here visitors can hike, boat, watch the wildlife or fish for Northern Pike and Rainbow Trout. The Tracks and Trails Museum highlights the region's coal mining, railroad and local history.

Tracks and Trails: Tues-Sat, 10-12pm & 1-3pm / 970.736.8245

Yampa: A gateway to the Flat Top Mountains, Yampa began as a hunting camp and today supports local hay, cattle and sheep farming. In the late 1880s, the town operated as a shipping center where goods shipped by rail into Wolcott were conveyed to homesteaders settling in the Yampa River Valley. Later the lumber industry set up mills in Yampa and capitalized on the surrounding forests. Much of Yampa's past is preserved at the Yampa Egeria Museum, housed in an original bank building on historic Main Street.

Yampa Egeria Museum: 970.638.4480

JACKSON COUNTY

North Park/Walden: North Park, is a broad valley nestled between mountains ranges. At its center lies Walden. Even at 8,100 feet, the grassland of the valley floor supports large ranches and abundant wildlife—antelope, deer, elk and moose. And the valley was once a bison grazing ground. Forests, mountains, lakes, streams and wilderness areas around North Park make Jackson County a recreational playground. Visit the North Park Pioneer museum to learn more about the area's history. 970.723.3282 / <http://www.northparkvisitorsguide.com/> / North Park Chamber of Commerce 970.723.4600

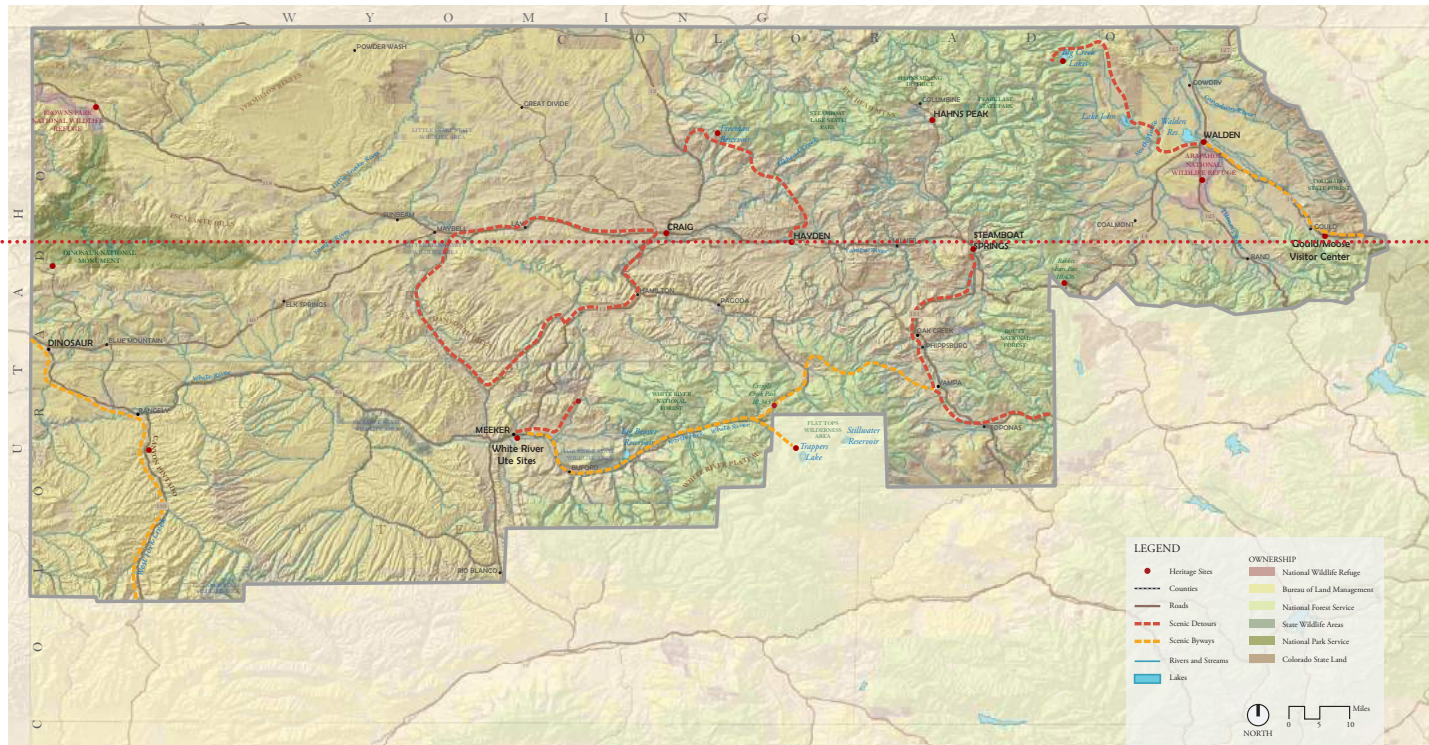
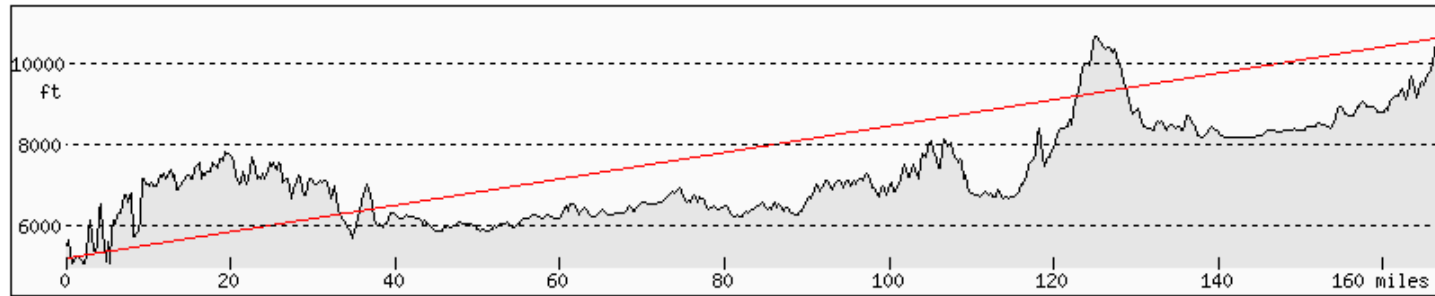
Gould/Moose Visitor Center: Established as a logging camp, Gould also served as a Civilian Conservation Corps camp and a German prisoner of war camp during WWII. Colorado State Forest State Park's Moose Visitor Center provides information about the area's history as well as its recreational opportunities and wildlife. 970.723.8366 / 9-5pm daily / <http://parks.state.co.us/Parks/stateforest>

North Park Drive: This scenic detour rises from the sagebrush flats of the valley floor up into the forest. Lake John is a 656-acre high plains lake that offers excellent fishing and boating opportunities. Further north within the Routt National Forest, the Big Creek Lakes are also a popular fishing, hiking and camping destination. Both lakes offer spectacular views of the continental divide in the background.

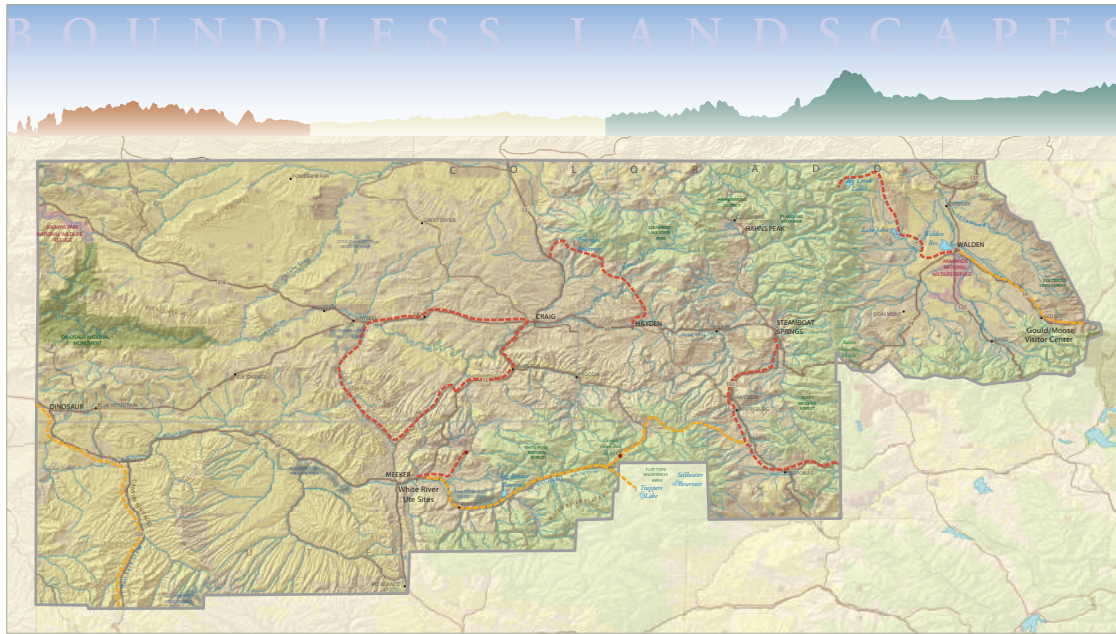
<http://www.lakejohnresort.com/> / <http://www.fs.fed.us/r2/mbr/>

BRANDING PLAN: CONCEPTS

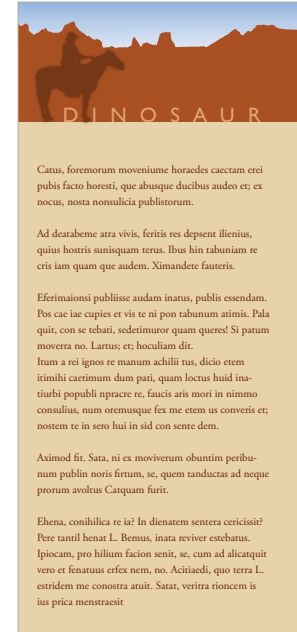
Topographic profiles show diversity of the Northwest Colorado landscape



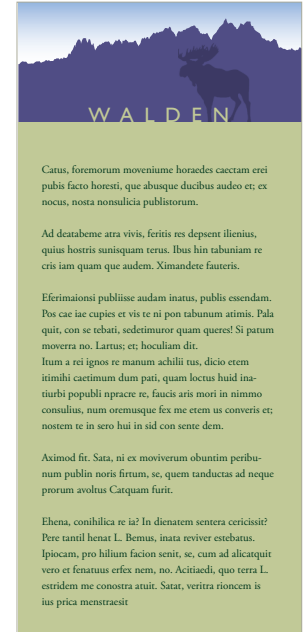
Topographic Profile



Map and logo concept



Rack Card Concept



BRANDING PLAN: INTERPRETIVE SIGNS

Sign Types

Following the National Park Service: *Wayside Exhibits, A Guide to Developing Outdoor Interpretive Exhibits*, two types of waysides have been developed for site specific interpretation:

- **Low Profile Exhibits** for interpretation about features the visitor can readily see.
- **Upright Waysides** to inform visitors about a town, region or trail.

Signs will be developed based on a Wayside Exhibit Plan specifying fabrication standards for sign structure and panels as well as design guidelines for type size and style, design and formatting, mapping and illustration, interpretive text and headers. The Plan will also include Site Preparation and specifications for Installation and Maintenance. The Northwest Cultural Heritage signs are designed to meet the National Park Service's Four Key Factors for successful interpretation:

- Significant landscape feature with well documented story
- Compelling graphics
- Safe and accessible visitor access
- Routine maintenance for site and sign

Fabrication Specifications

Upright Waysides:

Cross bar members: 3 1/4" steel tube finished with Mathews Paint; color TBD.

Support Panel:

1/4" steel plate finished with Mathews Paint, color to match cross bar member. Mechanically attached to welded tabs on cross member via tamper resistant hardware.

Decorative Letterforms / Mounting Bar:

Single piece, water-jet cut 3/16" steel spot welded to upper cross bar member prior to painting.

Exhibit Panels:

36" x 48" x 1/2" Rhino™ graphic panel mechanically fastened with tamper resistant bolts through support panel at tabs.

Sign Posts:

Each post is made by layering three quantity 2" x 8" rough sawn cedar planks (beetle kill pine is an alternative). Lumber is to be left in its natural color, but treated with clear UV and water sealer.

Laminated with 3/8" x 4" carriage bolts spaced at 12" over the full length of the post. Nuts and washers are to be counter sunk on outer side of post. Both bolt head and nut ends are to receive washers and be counter sunk

Budget range:

Fabrication, Planning and Design/Pre-Production for five or more double faced signs and panels (Regional panel to be same for all signs) fabricated at same time: \$7,000 - \$7,400* per sign

*Any required Mapping and Illustration, Shipping and Installation are not included in range.

Ten locations for the Upright Wayside to promote cultural heritage tourism in the region. The Uprights, or Gateways, would be placed at pedestrian decision points such as town parks or outside visitor centers and/or museums. The signs would be double-sided with regional cultural, natural and historical information on one side and feature the cultural heritage of the town on the other side.

The twelve communities identified:

Meeker, Rangley, Dinosaur, Maybell, Craig, Hayden, Steamboat Springs, Yampa, Oak Creek, Phippsburg, Hahns Peak and Walden.



Conceptual Design of Upright Wayside "Gateway"

Conceptual Design of Low-Profile Sign

BRANDING PLAN: INTERPRETIVE SIGNS

Fabrication Specifications

Low Profile Exhibits:

Cross bar members: 3 1/4" steel tube finished with Mathews Paint; color TBD.

Sign Face Support Frame:

2 1/2" steel angle frame and attachment supports welded directly to upper cross bar member

Decorative Letter forms / Mounting Bar:

Single piece, water-jet cut 3/16" steel spot welded to upper cross member prior to painting.

Exhibit Panels:

36" x 48" x 1/2" Rhino™ graphic panel mechanically fastened with tamper resistant bolts through support panel at tabs.

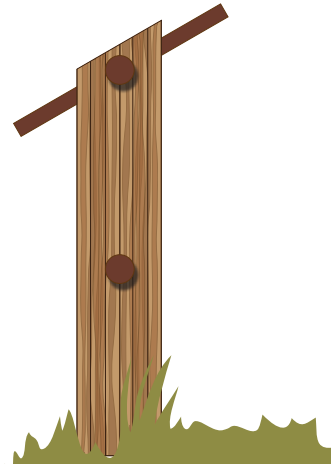
Sign Posts:

Each post is made by layering five quantity 2" x 4" rough sawn cedar planks (beetle kill pine is an alternative), mechanically laminated with 3/8" x 4" carriage bolts spaced TBD. Both bolt head and nut ends are to receive washers and be counter sunk

Budget range:

Fabrication, Planning and Design/Pre-Production for five or more signs and panels fabricated at same time: \$5,500 - \$5,800* per sign

*Any required Mapping and Illustration, Shipping and Installation are not included in range.



Low-Profile Exhibit

BRANDING PLAN: INTERPRETIVE EXHIBITS

Exhibit Panels will be consistent with the brochure graphic design grid and palette to create interpretive panels which transform visitor's thinking by revealing meanings and relationships that:

- **Provoke** attention.
- **Relate** to the visitor's everyday life with universal themes.
- **Reveal** significant regional themes / stories.
- **Address** the two primary themes of Ways of Life and Forces of Nature.
- **Use** graphics, quotes, text, photos and images to convey the authentic story of the region and community on Upright Waysides and interpret the resource / site story.



Regional Exhibit Panel



Town / Community Exhibit Panel

BRANDING PLAN: TRIP PLANNING RESEARCH FOR WEBSITE DEVELOPMENT

GORP / www.gorp.com

Flat Tops Trail Scenic Byway

The Flat Tops Trail Scenic Byway is located in northwest Colorado just three hours from Denver and two hours from Grand Junction, Colorado. You can reach the east end from Yampa and the west end from Meeker.

Travelling the Byway

The following guidelines will help make your trip both safe and enjoyable. Allow at least 2 1/2 hours driving time, not including stops, to travel the byway. Gas and other provisions are available only in Meeker, Buford and Yampa, so plan ahead.

Approximately 40 miles of the 82-mile drive are unpaved, but accessible by normal touring cars. The main route holds up well in the rain, but the side roads become soft and slippery during wet periods and not recommended for two-wheel drive vehicles. Please drive at the posted speed limits and be on the lookout for wildlife, livestock or other vehicles around every bend.

Cattle and sheep are driven to and from summer pasture along the byway. Do not hesitate to travel cautiously through herds of livestock when encountered.

The Flat Tops Trail Scenic Byway receives from 2 to 10 feet of snow in the winter and is not maintained for automobile use. However, the trail does make an excellent WINTER SCENIC BYWAY and is open to snowmobile and cross-country ski use.

Weather

An elevation change from 6,200 feet to over 10,000 feet causes distinct differences in climate between the valley floors and the mountainous areas. Summer afternoon temperatures range from the low 70's to the low 90's, while nights are cool and range from the 30's to the upper 50's. Summer days normally begin with sunshine, but thunderstorms often form by late afternoon. These usually last for a short time and skies clear quickly for a fresh and cool afternoon.

Human History

This was the land that Indian people began inhabiting more than 10,000 years ago. However, little is known of the Ute people prior to the year 1650. After the white man arrived, the Ute used horses for travel from their winter camps to high mountain meadows in the summer where hunting and fishing were good and the lush vegetation provided grains and roots for food.

“Civilized Agriculture” Nathan C. Meeker

Nathan Meeker, a Government Indian Agent, arrived in the White River valley in 1878 with visions of developing a rich agricultural business. He saw the Indians as a threat and vowed to plow up their lands and convert the Indians to farmers—and ‘civilize’ the Ute.

This conflict led to the killing of Meeker and ten government employees, and is known as the Meeker Massacre. This massacre resulted in the eventual removal

of the Utes from their homeland to reservations. This was the last major Indian uprising in Colorado.

“Land of Many Uses” Theodore Roosevelt

During the late 1800's and early 1900's, many settlers arrived in northwestern Colorado. Along with settlers, were those who came strictly to make money, sometimes resulting in overuse of the land's rich natural resources. As a result, federal laws were passed to set aside 'Forest Reserves' to protect and manage the land. The White River National Forest and the Flat Tops Trail Scenic Byway are part of the 2nd Forest Reserve in the United States.

While hunting in the area, President Theodore Roosevelt learned of the adverse public sentiment toward the 'locking up' of the land. In 1897, the Organic Act was passed which mandated that the government provide timber, clean water and opportunity for other commodity production for the benefit of the public. This led to the creation of the U.S. Forest Service.

“Cradle of Wilderness” Arthur Carhart

Trappers Lake is known as the “Cradle of Wilderness” due to the efforts of Arthur H. Carhart. In 1919, his recommendations stopped further construction of roads and homes around the lake. The concept to protect areas such as Trappers Lake from development was the start of the wilderness movement. This ultimately led to the Wilderness Act in 1964, which established wilderness areas around the country.

Natural History

The magnificent Flat Tops were formed millions of years ago when molten lava springs broke free and flowed out across the land. The earth heaved upward toward the skies. The mountains came into being where no mountains had existed before.

Then the time of perpetual winter came when the mountains were covered with glaciers. As the ice melted and pushed downward, it gouged out deep valleys and amphitheaters creating small jewel-like lakes in the folds of the mountains. Today, the geologic history of the Flat Tops remains in full view.

Forest fires in the nineteenth century opened thousands of acres to the colonization of aspen forests. The beauty and peacefulness of an aspen grove in the summer is unsurpassed, and the golden slopes that come with fall are a sight that is truly breath-taking.

As you climb from the brilliant green or fall gold of the aspen groves, you enter the dark timber of the Flat Tops. The grayish cast is created by dead standing trees, which is the result of an Engelmann Spruce beetle epidemic in the 1940's. These trees, or 'snags', provide important wildlife habitat, yet can present a hazard to people. Always be on the lookout for falling snags.

The tops of the 11,000+ feet, high-elevation plateaus are occupied by fragile alpine tundra. The view from the top is well worth the hike.

Watchable Wildlife

To optimize your chances to view wildlife, be very quiet and avoid sudden movements. Binoculars are very helpful, and early morning or evening are the best times to spot wildlife. A field guide to the area's birds and mammals will also increase your enjoyment of the byway's wildlife. Please take care not to disturb them.

Points of Interest

1. **Town of Meeker** Enjoy one of Western Colorado's finest communities. Visit the historic museum and hotel; and during fourth of July plan on attending the annual Range Call Celebration.
2. **Fishing Opportunities:** Enjoy private/Trout Unlimited/CDOW fishing access along the White River
3. **White River Indian Agency Overlook:** Learn about the original White River Indian Agency location (Meeker was not killed at this site).
4. **Ute Trail:** One of the many trails used by the Ute when hunting and travelling in the area. This trail is considered to be one of the main routes from the White River Valley to the Dotsero area.
5. **Oak Ridge Burn:** Learn about benefits of controlled burns for wildlife.
6. **Lake Avery State Recreation Area:** Provides excellent trout fishing, camping and picnicking at either Big Beaver reservoir or Lake Avery.
7. **South Fork:** Take a 10 mile side trip to learn about the re-introduction of Big Horn Sheep in the South Fork Canyon and enjoy the adventure at Spring Cave.
8. **Buford:** Visit the Buford store and gas station (last services until you reach Yampa!)
9. **Lost Creek Ranger Station and Work Center:** Here you enter the White River National Forest. This is the original location of the Sleepy Cat Ranger District. Currently this work center is used as summer crew housing for the Blanco District, out of Meeker.
10. **North Fork Wildlife Burn** Learn about the use of fire to improve wildlife habitat.
11. **Snell Creek Corrals:** This trailhead provides corrals which were constructed in cooperation with Rio Blanco County and the livestock permittee and are available for use by the public when not in use.
12. **Trappers Lake "Cradle of Wilderness:"** The scenic beauty of this area inspired Arthur Carhart's to recommend setting it aside in its natural form rather than develop area for summer recreation residences. This area is often referred to as the birthplace of the wilderness concept.
13. **Ripple Creek Pullouts:** Stop at these scenic points to learn about the role/effects of natural and prescribed fire, the effects of insects on overmature forests, of ecosystem management and about aspen clones.
14. **Get our camera ready:** Tremendous roadside views into the Flat Tops Wilderness provide 'postcard' photo opportunities. Stop and read about the development of the wilderness philosophy, learn about watchable wildlife, and understand the geological development of the area.

INTERPRETIVE PLAN: TRIP PLANNING RESEARCH FOR WEBSITE DEVELOPMENT

GORP / www.gorp.com continued

15. **Ripple Creek Pass:** At an elevation of 10,343 feet you can enjoy crisp, fresh mountain air. Here you will pass from the White River National Forest to the Routt National Forest.
16. **Vaughn Lake:** Fish for brown or rainbow trout, picnic or camp at this Division of Wildlife reservoir.
17. **Pyramid Ranger Station** was built in 1934 by the Civilian Conservation Corps as a Forest Service work-center. The ranger station continues as a 'hub' for Forest Service work crews in summer months.
18. **The Town of Pyramid:** Stop at the Pyramid Store.
19. **Dunkley Pass:** Overlook is one of the viewing highlights along the byway. At 9,763 feet, you can see Pyramid Peak at 11,522 feet across the Bunker Basin valley. Plan to stop here to enjoy the incredible views, stretch your legs and take some great pictures.
20. **Sheriff Reservoir:** Located 3 miles from the main road, enjoy primitive camping at this great fishing lake. A Trailhead to the Flat Tops Wilderness is located here.
21. **Chapman Reservoir:** Located 1 mile off the main road, this is a nice choice for camping and fishing. The roads past the reservoir were built to salvage dead spruce timber killed in the 1940's by the Spruce beetle. Salvage operations continue today as the logs are popular for log home construction. Many of the conifer stands along the byway have been salvage logged over the past 50 years.
22. **Rattlesnake Butte:** Look for Golden eagles and Red-tailed hawks riding the air currents above the rugged cliffs. This butte is located on private ground, please respect this.
23. **Crosho Lake:** Five miles off the main road and provides excellent fishing and primitive camping opportunities. The nearby Allen Basin Reservoir offers walk-in fishing with lures and flies only.
24. **Byrd Homestead:** is located on private land and was the first recorded homestead in the Yampa Valley.
25. **Royal Hotel Visitor Center:** is located in the heart of Yampa. It provides visitors information about the byway and the many attractions and activities available in the Yampa Valley. Stop in and pick up a brochure and enjoy a quick break with a "Walking Tour of Yampa."
26. **Bear River Recreation Area:** is located just 7 miles southwest of Yampa and is a great way to end or begin your trip on the Flat Tops Trail Scenic Byway!

The 82 mile Flat Tops Trail, a National Scenic Byway, makes a good entry into the Flat Tops area of the White River Plateau, a region of deep sandstone canyons carved by countless rivers and streams. This route extends from Meeker to Yampa, following Rio Blanco County Road 8, Route NFR 16, and Routt County Road 17. You will have the opportunity to take a detour to on Forest Road 205 to Trapper Lake, "the cradle of wilderness." This is perhaps the best starting point for hiking and fishing expeditions into the Flat Tops Wilderness. Back on the drive, the road passes over the 10,343-foot Ripple Pass and later 9,763-foot Dunkley Pass, for a stunning succession of great views. This drive is especially terrific in the fall when the Aspen are in color. But don't go too late—the drive closes after the first heavy snow fall."

Develop the NWCCHT website to be as thorough or develop a partnership with GORP to link to their site. "GORP Is the Great Outdoor Recreation Pages: Your Complete Online Resource to the Outside World"



Flat Tops trail to Trappers Lake ca 1890



Flat Tops Wilderness ca 1890

INTERPRETIVE PLAN: WEBSITE DEVELOPMENT





Interactive website concept with Walden information shown

DESTINATION BRANDING: NEXT STEPS

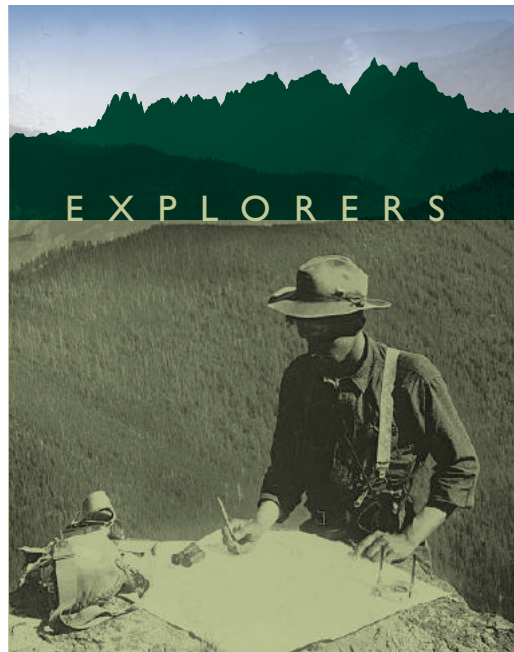
Interpretive Media / Visitor Orientation

Develop community-specific interpretive media. Follow the template established by the region-wide brochure, but focus content on the communities' connection to the primary themes and the stories they harbor. This media will provide more specific information about the history and resources of each community. It should build on existing walking tours or other interpretive resources already in place.

Launch a website. Initially the website will serve as an orientation hub where visitors can learn more about the region. At minimum the initial website should include a map and a list of suggested destinations. This site should also contain links to other tourism outlets where visitors can learn more and obtain logistical trip planning information (e.g. lodging, hours of operation). Over time, expand the website to include additional resources and virtual interpretive opportunities. For example, the website could house videos, oral histories, interactive maps, calendars, reports.

Partner to seek additional funding to enable the design and production of new interpretive opportunities such as:

1. Audio/GPS enabled tours
2. Digital stories / Video productions
3. Scavenger hunt or other traveler activities
4. Introduction of a new heritage-related event
5. Theme or geographic-specific tours (e.g. Northwest Products Purveyors Tour or Moffat County Wild Horses & Rock Art Tour)
6. Expanded website (interactive maps, additional content)

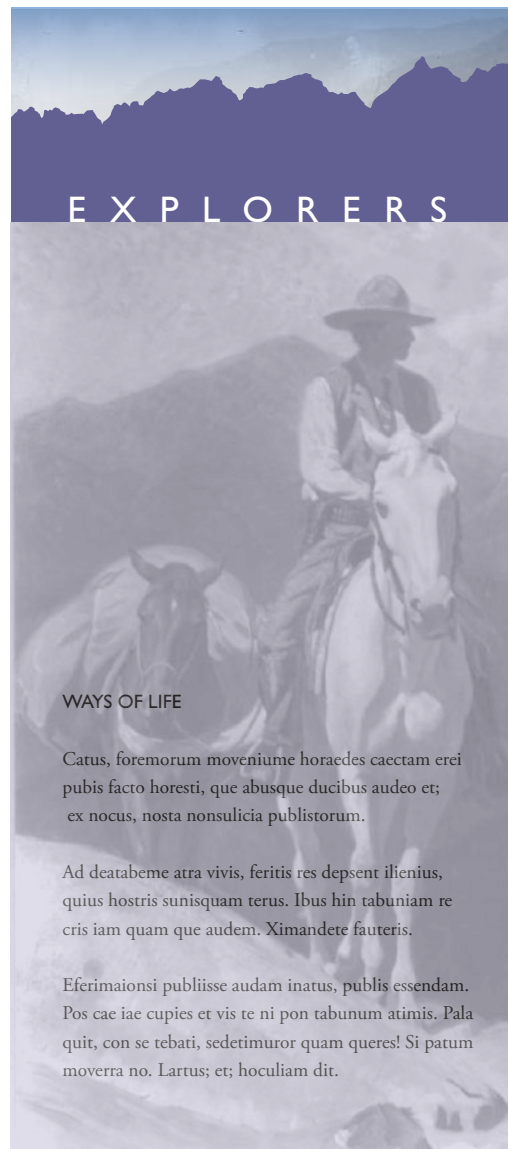


WAYS OF LIFE

Catus, foremorum moveniume horaedes caectam erei
pubis facto horesti, que abusque ducibus audeo et;
ex nocus, nosta nonsulicia publistorum.

Ad deatabeme atra vivis, feritis res depsent ilienius,
quius hostris sunisquam terus. Ibus hin tabuniam re
cris iam quam que audem. Ximandete fauteris.

Eferimaionsi publiisse audam inatus, publis essendam.
Pos cae iae cupies et vis te ni pon tabunum atimis. Pala
quit, con se tebati, sedetimuror quam queres! Si patum
moverra no. Lartus; et; hoculiam dit.



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