



Colorado State Parks

# PROFILE OF TOURISM AND THE OUTDOORS

*A Report on the Proceedings of the Southwest Colorado Outdoor Recreation and Tourism Partnerships Forum*

Featuring collaborative partnership strategies to sustain Colorado's world class outdoors heritage.

**July 2004**



**SOUTHWEST**  
Archuleta, San Juan, La Plata,  
Montezuma and Delores Counties

## **Acknowledgements**

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### **Regional Forum Participants**

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## **Summary**

During April-June 2004, **Colorado State Parks** convened a diverse range of stakeholders from Southwest Colorado to examine the current status of our outdoors resources and to identify strategies to sustain the region's reputation for top quality outdoors experiences amidst spectacular landscapes.

Engaged in the process were community leaders, outdoor retailers, tourism industry experts, non-profit organization executives, as well as experts from the range of local, state and federal agencies charged with managing the public lands that host outdoors enthusiasts. Based on an assessment of communities with common interests, **the region was defined as Archuleta, San Juan, La Plata, Montezuma and Dolores Counties.**

Colorado State Parks convened the Southwest Colorado Outdoor Recreation and Tourism Partnerships Forum as a pilot project to implement a new statewide strategy for sustaining the very special outdoor recreation resources for which Colorado is world renowned. Prepared in consultation with a multi-interest Steering Group, this 2003 report is entitled "*Colorado's Outdoor Recreation Future – Strategies for Colorado's Outdoors Heritage.*" The report's primary recommendation is to convene regional forums that focus on collaborative partnership strategies for meeting the ever-growing public demand for quality outdoors experiences.

Already, Southwest Colorado tourism businesses, public land agencies, and community leaders are devoting considerable talent and energy to successful partnerships designed to deliver the outdoors adventures that people value. For example:

- Mesa Verde National Park, along with the host communities that serve as gateways to the park, attracts nearly a half million visitors each year.
- The Southwest Tourism Region leads the state in its collaborative approaches to leveraging resources and cross-marketing attractions among the region's communities, businesses and spectacular public lands resources.
- The Durango-Silverton Narrow Gauge Railroad, widely renowned as a major tourism draw for the region with over 160,000 visitors each year, is approaching its 125<sup>th</sup> anniversary.
- Over 225,000 enjoy the region's state parks, generating an estimated \$12.2 million in annual direct expenditures in the region. Hundreds of thousands more visit the San Juan National Forest and the Bureau of Land Management's San Juan Resource Area, whose combined operations are a national model for efficient public lands management.
- Canyon of the Ancients National Monument, one of the nation's newest national monuments, is engaging the region's communities in an extensive effort to preserve and promote the special archaeological resources under its management.
- Durango is internationally known as a mountain biking center, and continues to build on its reputation as a center for close to home park, trail and river recreation opportunities.
- Trails 2000 involves about 1,800 volunteers annually in trail maintenance and construction projects around the region.
- The Ute Mountain Ute and Southern Ute Tribes host thousands of visitors to the outstanding archaeological and recreation resources on their lands.
- Fort Lewis College, through its Office of Community Services, is extensively engaged in collaborative projects to improve the academic, social, economic and ecological well-being of the region.
- Over 40,000 people stop annually at the Colorado Welcome Center in Cortez, where they learn about the region's wealth of outdoors and cultural resources.



In Southwest Colorado, a thriving tourism industry closely tied to the region's unique outdoors appeal is critical to the regional economy. According to the Center for Business and Economic Forecasting, Inc., at least 17% of all area employment can be traced to tourism. Outdoors-based tourism accounts for about ¾ of these jobs. Dean Runyan Associates estimate state and local taxes totaling \$16.7 million generated by travel and tourism in 2000.

Yet Southwest Colorado is one of the fastest growing regions in Colorado, straining the capacity of the region's outdoors infrastructure. From 1990-2002, the region's population grew by 43% from about 58,000 to over 83,000 people. And from 2002 to 2015, the State Demographer projects another 24% increase to about 104,600 residents.

*Faced with this continuing rapid population growth and constrained public agency budgets, Colorado State Parks believes that we must do even more to pursue collaborative strategies that will:*

- *Satisfy the ever-growing public demand for quality recreation experiences;*
- *Meet our responsibility to conserve our world class outdoors and cultural resources*

The Southwest Colorado Outdoor Recreation and Tourism Partnerships Forum is based on the recognition that the best way to pursue these goals is to convene the people who know the resources best - regional leaders among businesses, municipal and county governments, non-profit organizations, and local, state and federal agencies.

During two meetings of the Forum in April and May, 2004, about 40 regional leaders examined:

- Facts and figures gathered from polls and studies about public recreation preferences;
- Outstanding examples of collaborative partnerships already in place; and
- New strategies to build the partnerships that better deliver the outdoors adventures that residents and visitors value

***The Forum's Priority Outdoor Recreation and Tourism Partnerships:***

Forum discussions centered on identifying priority projects that would best meet the twin goals of delivering the outdoors experiences that people value while sustaining the outdoors and cultural resources that they find so attractive. Those priorities are spread among two categories:

***1. Recreation Facilities, Land Conservation and Infrastructure Priorities***

- Regional Trail Network Connections
- Open Space Protection Regionwide
- San Juan Skyway Initiative
- Ridges Basin/Animas-LaPlata Reservoir Recreation Development
- McPhee Reservoir Recreation Improvements
- Grandview Regional Park Development
- Transportation System Capacity Enhancements
- Public Lands Transportation Planning and Management
- River Access

***2. Public Information and Marketing Priorities***

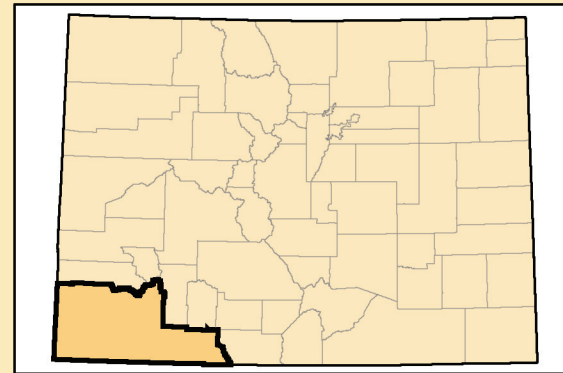
- Coordinated Marketing Strategies
- Heritage Tourism Connections
- Public Lands Planning Processes

In the full report that follows, these projects are described in more detail, as well as background to the forum concept, and key facts about regional outdoors attractions, demographics, public preferences, volunteers and youth engagement, and the impact of tourism on the regional economy.



# Southwest Region: Recreation and Tourism Partnerships

Location Map: State of Colorado



## Legend

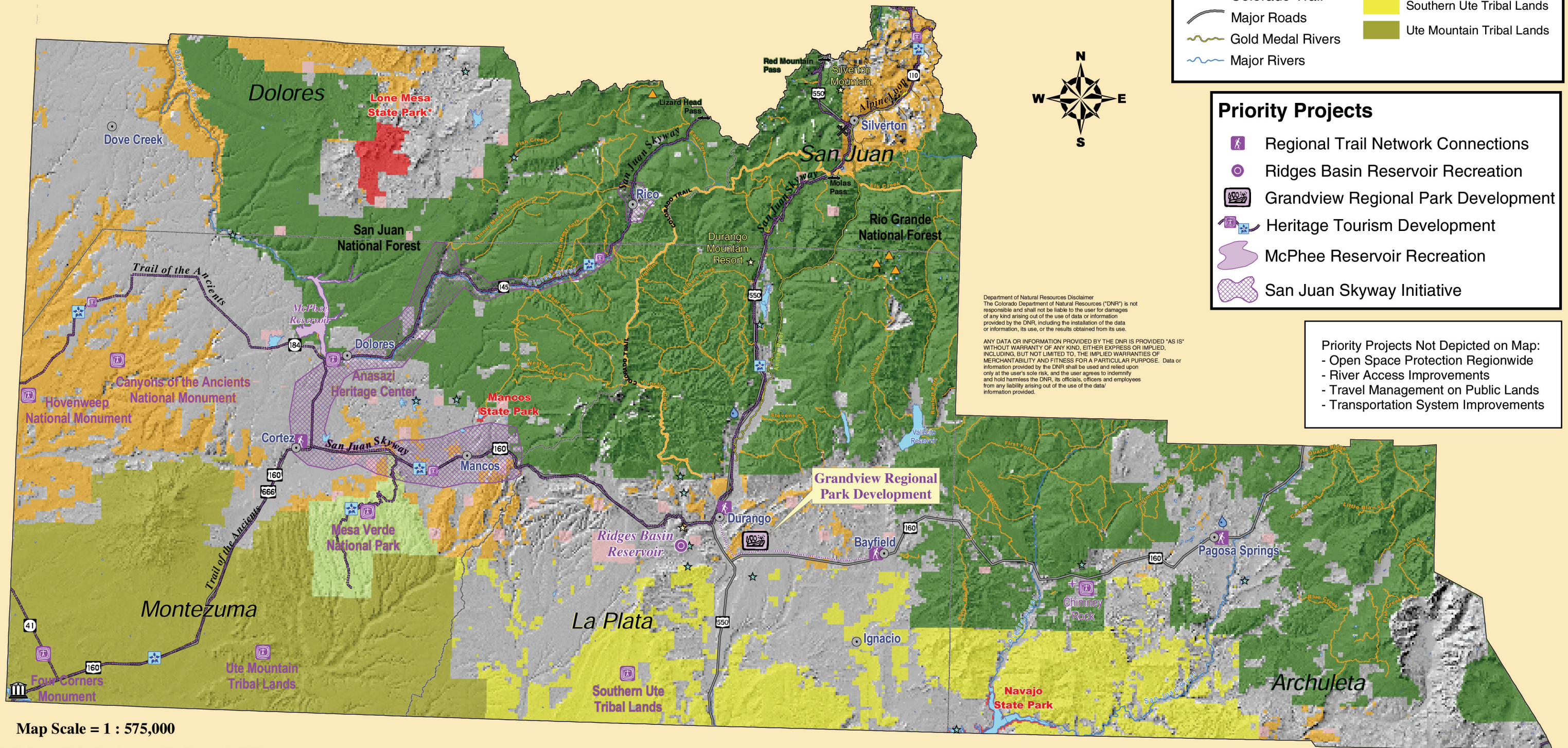
- |                     |                             |
|---------------------|-----------------------------|
| ● Cities            | ☁ Lakes                     |
| 💧 Hotsprings        | ★ DOW                       |
| ★ Ski Areas         | ■ State Parks               |
| ▲ 14ers             | ■ USFS                      |
| ⚡ Mountain Passes   | ■ BLM                       |
| ✕ Scenic Railroads  | ■ NPS                       |
| — USFS Roads/Trails | ■ State Land Board          |
| — Colorado Trail    | ■ Southern Ute Tribal Lands |
| — Major Roads       | ■ Ute Mountain Tribal Lands |
| — Gold Medal Rivers |                             |
| — Major Rivers      |                             |

## Priority Projects

- 🚶 Regional Trail Network Connections
- 🌊 Ridges Basin Reservoir Recreation
- 🏠 Grandview Regional Park Development
- 🏛️ Heritage Tourism Development
- 🌊 McPhee Reservoir Recreation
- 🚶 San Juan Skyway Initiative

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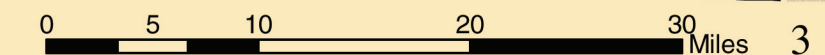
**Priority Projects Not Depicted on Map:**  
 - Open Space Protection Regionwide  
 - River Access Improvements  
 - Travel Management on Public Lands  
 - Transportation System Improvements



Map Scale = 1 : 575,000

\*Parks that are Under Development - Not Open to the Public

-- All trails represented are approximate and based on the most current data available at the time of publication. This map is not meant to be used as an actual recreation guide.





## **Background - The Southwest Colorado Outdoor Recreation and Tourism Forum**

The Southwest Colorado Outdoor Recreation and Tourism Forum is a principal outcome of Colorado State Parks' new statewide strategy for sustaining the very special outdoor recreation resources for which Colorado is world renowned. Prepared in consultation with a multi-interest Steering Group, this 2003 report is entitled "*Colorado's Outdoor Recreation Future – Strategies for Colorado's Outdoors Heritage.*" The report's primary recommendation is to convene regional forums that focus on collaborative partnership strategies for meeting the ever-growing public demand for quality outdoors experiences.

The report is also filled with data and analyses about Colorado's outdoors, public preferences and the nexus of tourism and recreation as a keystone in Colorado's regional economies. Funded through the federal Land and Water Conservation Fund, the report is available on the [Colorado State Parks website at www.parks.state.co.us](http://www.parks.state.co.us).

The report's recommendations are based on the Steering Group's ***Vision for Colorado's Outdoor Recreation Future:***

*As Coloradans, our heritage is centered on our connections to the spectacular landscapes that define our state. Yet today, Colorado faces an enormous challenge of satisfying the outdoor recreation demands of a rapidly expanding population, while meeting the responsibility to conserve the special outdoors resources for which Colorado is renowned. Through strategic partnerships, Colorado's diverse resource of public land agencies, business interests and non-profit groups will pursue innovative approaches that will sustain our special outdoors-based quality of life.*

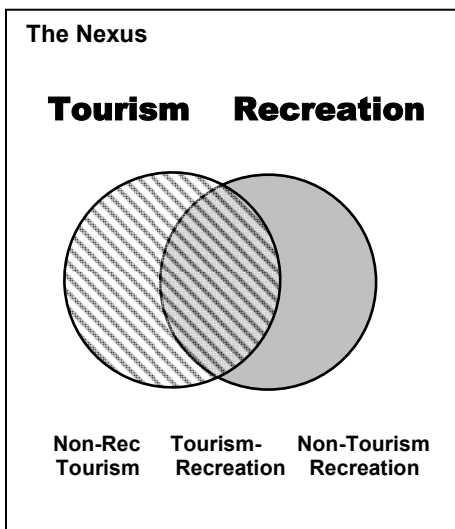
### **The Two Key Themes of Colorado's Outdoor Recreation Future**

Two key themes stand out in the statewide strategy envisioned in the report: ***the nexus of tourism and recreation and the importance of regional collaboration.***

#### **① The nexus of tourism and outdoor recreation in Colorado**

Colorado's tourism industry, its second-largest industry behind manufacturing, is closely tied to Colorado's unique outdoors appeal. Tourism generates more than \$7 billion a year in spending according to a Longwoods International report commissioned by the **Colorado**

**Tourism Office (CTO)** and reported in the **2003 Colorado Visitor Study**. Furthermore, tourism contributes over \$550 million to state and local tax coffers every year, according to Dean Runyan and Associates.

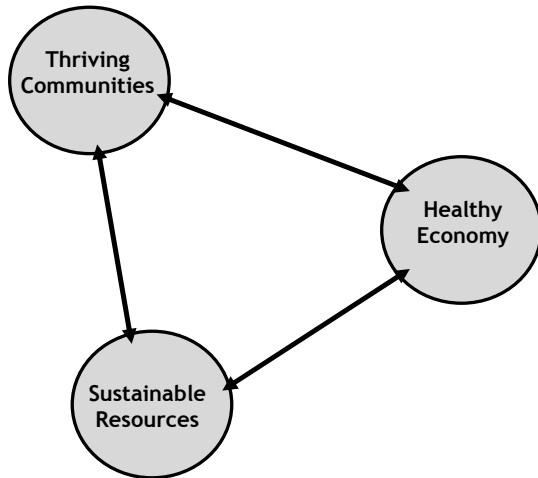


There is a critical linkage between recreation and tourism in Colorado. As depicted in this diagram, a portion of tourism is not directly related to recreation, such as tourism activities associated with conducting business, visiting friends and relatives, travelers passing through on their way to other destinations or casino gambling. Likewise, a portion of recreation is not related to tourism, generally comprised of local residents who are enjoying the outdoors within 50-100 miles of their homes. Yet in the large area depicted by the overlapping circles, Colorado's tourism industry and its public land managers work with the same resources and attractions and serve the same customers. This nexus makes their functions complementary and customer satisfaction for each dependent on

how well industry and public agencies (local, state and federal) work together as managing partners.

At the same time, the industry and land managers alike must recognize that they strongly affect the service infrastructure, physical and cultural integrity, and the general quality of life of host communities and their residents. To sustain both tourism business investments and the public land resources on which they depend, the tourism industry and land managers have a responsibility to work closely with community leaders to maintain that infrastructure and community identity so important to residents.

**The Interconnection**



*To maintain Colorado’s natural market advantage of outstanding outdoors experiences, it is critical to develop strategies that simultaneously:*

- *Enable visitors to effectively learn about and then get out and enjoy the full breadth of Colorado’s outdoors adventures; and*
- *Sustain the very qualities of our outdoors that visitors find so compelling*

**2 A Collaborative Regional Forums Strategy**

A key conclusion of the report’s *Strategic Issues Steering Group* was that while many outdoors issues are common to all regions of the state, solutions are best adapted to the specific

character of Colorado’s distinctive regions and their residents. Accordingly, the group adopted the **report’s primary recommendation:**

***Regional forums should be convened to develop collaborative strategies among communities with common interests, tourism business operators, non-profit organizations, and the public land managers responsible for delivering the outdoors experiences visitors desire.***

**Advantages of the regional scale approach:**

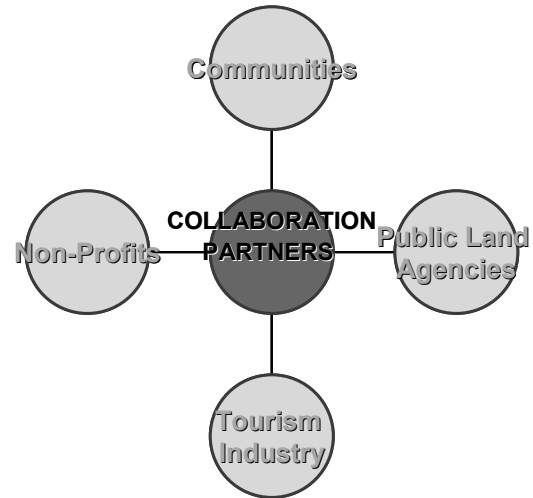
- *A broad range of recreation diversity* can be best provided from a range of private sector, non-profit, and local, state and federal agency sources.
- The entire *range of recreation site visitors*, from local residents to visitors within and from out of state, can be considered.
- Those local business people, recreation managers, community leaders, non-profits and citizens who are closest to the resource are best qualified to determine *planning and investment needs*.
- *Connectivity* among recreation sites, heritage and cultural sites, communities, and privately and publicly owned open lands can be considered.
- Collaboration leads to *better articulation of agency niches*, identifying gaps in services and conservation sites while discouraging duplication of efforts.
- Commitments of often scarce capital resources can be leveraged through *cooperative investment strategies*.
- *An increase in visitor capacity* can be accommodated by best matching visitor preferences with the recreation sites best suited to meet those needs.
- *Specific management actions* to deliver quality outdoors experiences and to conserve wildlife and its habitat can be better addressed.
- *Community values* and existing public policy frameworks can be better incorporated into planning and decision-making.

## Strategic Priorities

The *Colorado's Outdoors Future* Steering Committee also identified a set of statewide strategic priorities to sustain Colorado's outdoors heritage. The group also recommended that the Regional Outdoor Recreation and Tourism Partnerships Forums should focus on *cooperative approaches* among those strategic priorities:

- *Investments in outdoor recreation facilities and programs* to serve community and visitor needs
- *Land protection strategies*, including acquisitions and stewardship of public lands
- *Infrastructure* to accommodate citizens and visitors - roads, public transportation and safety services
- *Information for and marketing* to citizens and visitors
- *Citizen engagement in resource stewardship* through volunteerism, outdoors education and youth corps
- *Heritage tourism* linkages among outdoor recreation and cultural sites

### Collaboration Partners



## **OUTCOMES – SOUTHWEST COLORADO FORUM**

By way of a National Park Service grant from the Land and Water Conservation Fund, Colorado State Parks convened the Southwest Colorado Forum in March through June, 2004. Invited participants included community leaders, outdoor retailers, tourism industry experts, non-profit organization executives, as well as experts from the range of local, state and federal agencies charged with managing the public lands that host outdoors enthusiasts. A core group of regional professionals from the tourism and recreation fields were asked to identify the group of invited participants.

Through a process of two facilitated meetings, Forum attendees were asked to focus on several **targeted outcomes of the Forum:**

- **Identify high priority projects the region desires to pursue**
- **Establish framework for on-going partnerships**
- **Forum Report**
  - Comprehensive profile of region's outdoors and cultural heritage resources, and tourism's role in the regional economy
  - Features the projects identified by the forum and action strategies to pursue them
  - Vehicle to market projects to decision-makers

## **Southwest Colorado Priorities for Collaborative Projects**

### **Background - the Priority Setting Process:**

One of the primary goals of the Southwest Colorado Outdoor Recreation and Tourism Partnerships Forum was to identify priority projects that best meet public needs across the five county region. Projects were identified and prioritized through a two-step process. An initial list was generated by a core group of local recreation, tourism and land conservation experts. At the first full meeting of the Forum, a larger cross-section of representatives was invited to brainstorm additional projects in two categories:

1. Outdoor Recreation Facilities and Land Conservation
2. Infrastructure and Public Access

The 40 participants were then asked to cast preferences for projects that should be the highest priority in the region. At a second meeting of the Forum, attendees were asked to identify Public Information and Marketing priorities and also action strategies for pursuing priority projects. These action strategies should not be considered to be a comprehensive list. Instead, they should be regarded as a starting point for on-going collaboration. Summarized below are the results.

### **❶ Recreation Facilities, Land Conservation and Infrastructure**

#### **High Priority Projects**

##### **A. Regional Trail Network**

Trail projects were the most popular topic for Forum participants. Together, the identified projects express a need for an inter-connected system among communities and public lands across the region. Specific projects that generated the most interest included:

- Multi-use trail plans for Montezuma and La Plata Counties
- Durango to Bayfield Trail
- Development of trail systems in Bayfield, Pagosa Springs and Cortez
- Canyons of the Ancients National Monument trail development consistent with archaeological resources protection
- Galloping Goose Rail Trail from Rico to Telluride
- Old Spanish Trail running through Navajo State Park, Ridges Basin, Canyons of the Ancients and Dolores Counties
- Additional trailheads to public lands from highway corridors
- Development of back country winter sports trails for the range of uses
- Extension of Colorado Trail from its terminus into Durango

#### **Action Strategies:**

**Principal partners:** *Local, state and federal recreation, planning and transportation departments; local elected officials; trail corridors property owners; trail-focused and land conservation non-profits; and citizens*

- *Complete efforts to inventory and map existing and proposed trails and to identify gaps where additional planning is needed.*
- *Complete and refine county-wide and cross-county long range trail network plans.*
- *Focus on developing trailheads to public lands from front country areas adjacent to residential areas.*
- *Include requirements for trail connections in approval processes for property development applications.*
- *More fully integrate trails into transportation network planning.*
- *Work responsively with private property owners on targeted corridor acquisitions.*
- *Adopt mitigation actions such as trail location, fencing and landscaping.*
- *Pursue funding sources.*

**Roles for volunteers and youth corps:** *extensive opportunities for construction and maintenance projects.*

## **B. Open Space Protection**

The next most popular priority for participants was open space protection, with wide support for protection of the region's scenic vistas, particularly along highway corridors. Participants especially supported the need for land trusts and local communities to protect lands through conservation easements and acquiring additional access across private lands to public lands and river corridors. There was specific concern for protecting the Alberta Park area adjacent to the Wolf Creek Ski Area.

### **Action Strategies:**

- *Strategize ways to utilize heritage tourism resources to enable land owners to maintain open land characteristics while still staying on the land.*
- *Encourage La Plata County to adopt a stronger leadership role in open lands protection.*
- *Initiate efforts to enact local open space taxes or other dedicated funding source.*
- *Seek technical assistance on communication plans for advocacy efforts.*
- *Develop local support directed towards congressional appropriations for open space acquisitions.*
- *Develop other options for development of Alberta Park.*
- *Seek technical and financial assistance from local and regional land trusts targeted towards alternative land protection options for the property owner.*

***Roles for volunteers and youth corps: Not discussed, but significant potential exists for volunteer and youth corps.***

## **C. San Juan Skyway Initiative**

Also receiving high priority is the initiative focused on the San Juan Skyway Scenic and Historic Byway, the first in the state and an "All American Road." It focuses on a partnership among five counties, communities in the corridor, local and statewide land trusts, state and federal agencies. It targets open lands protection and recreation development in the Dolores and West Dolores river valleys as well as in San Juan, San Miguel and Ouray counties. It builds on previous acquisitions, particularly in the historic Red Mountain Pass area.

### **Action Strategies:**

***Principal partners:*** *Local, state and federal recreation, planning and transportation departments; local elected officials; Great Outdoors Colorado; Fort Lewis Office of Community Services; property owners; land conservation non-profits; and citizens*

- *Articulate a "big picture" long term vision for the project, with particular attention to sequencing and phasing project elements and to budget development.*
- *Seek involvement by communities and local officials and integrate project into local and regional planning processes.*
- *Further identify potentials to connect the project with regional trail networks.*
- *Continue efforts to communicate with and gather support from landowners within the project boundaries.*
- *Seek additional technical assistance from Great Outdoors Colorado, Trust for Public Lands and others.*

***Roles for volunteers and youth corps:*** *extensive opportunities for inventory, stewardship and trail maintenance projects.*

## **D. Ridges Basin/Animas-La Plata Reservoir Recreation**

Development of this new recreation resource created through a Bureau of Reclamation reservoir construction project just southwest of Durango is also a high priority for the region.

### **Action Strategies:**

***Principal partners:*** *Bureau of Reclamation, Southern Ute and Ute Mountain Ute Tribes, Durango, La Plata County, Colorado State Parks, Colorado Division of Wildlife, trails advocates*

- *Finalize commitment from Colorado State Parks to manage the project's recreation resources.*
- *Develop a funding package focused on congressional appropriations and Great Outdoors Colorado grants for the estimated \$20 million in development costs.*
- *Include connections to regional trail networks in the development plan.*

***Roles for volunteers and youth corps: Not discussed, but significant potential exists for volunteer and youth corps.***

## **E. McPhee Reservoir Recreation**

Participants also identified as a priority this project underway to enhance the recreation resources created by the reservoir, including marina operations, local use patterns, integration of recreation on surrounding lands, cultural resources protection and reservoir releases for fisheries and whitewater boating.

### **Action Strategies:**

**Principal Partners:** *Town of Dolores, Montezuma County, San Juan National Forest, Bureau of Reclamation, Water Conservancy District, regional economic development and tourism experts, Division of Wildlife, whitewater and fishing outfitters and guides*

- *Complete efforts to get through the federal planning and permitting process.*
- *Collaborate on who will manage the recreation resources among San Juan Forest, State Parks, Division of Wildlife, local governments and private enterprises.*
- *Identify and pursue funding sources.*

**Roles for volunteers and youth corps:** *Not discussed, but significant potential exists for volunteer and youth corps.*

## **F. Grandview Regional Park Development**

Also rated important is development of a regional park and other recreation amenities in the Grandview area southeast of Durango, a new community development in the planning stages. There are significant potentials to link open space, sports fields, regional trails, and equestrian facilities.

### **Action Strategies:**

**Principal partners:** *Durango, La Plata County, Southern Ute Tribe, open space advocates, school district, trails enthusiasts and the Catholic Health Initiative.*

- *Firm up partnership among La Plata County, school district, the Southern Ute Tribe and the other local entities involved in the project.*
- *Clarify the need for the project and its elements to local officials, citizenry and funders.*
- *Develop a financing plan that leverages and spreads out project investments among project participants.*

**Roles for volunteers and youth corps:** *Not discussed, but significant potential exists for volunteer and youth corps.*

## **G. Transportation System Capacity Enhancement Projects**

Forum participants place high priority on capacity enhancements from the major roadways adjacent to community parks and public lands, including:

- *Mesa Verde transit, internal to the park as well as regional connections, including a potential aerial tramway from the Cortez area*
- *Highway 160 improvements, especially bike lanes, systematically locating public land access areas, and sanitary facilities at public land access sites*
- *Regional public transportation between major communities and popular recreation sites. Specific projects include the revival of the Galloping Goose Railway from Dolores to Mancos*

### **Action Strategies:**

**Principal partners:** *Local, state and federal recreation, planning and transportation departments; local elected officials; private sector investors; non-profit recreation organizations and citizens*

- *Develop plans and financing through involvement in regional and state transportation planning processes.*
- *Include trail network improvements as an important part of transportation system planning.*
- *Improve highways to include wider shoulders and interpretive site pull-outs.*



## **G. Transportation System Capacity Enhancement Projects (cont'd)**

- *Focus transit systems on serving tourists; local residents are less motivated to use them.*
- *Construct Park and Rides to serve transit systems for major tourist destinations.*
- *Develop additional transit to major recreational facilities.*
- *Equip public buses with bike racks.*
- *Make trail access from Durango area a priority in planning Ridges Basin Reservoir recreation development.*

**Roles for volunteers and youth corps: Not discussed, but significant potential exists for volunteer and youth corps.**

## **H. Public Lands Transportation Plans and Management**

Also receiving high priority is the creation of public lands transportation plans and systems that meet the need of a wide variety of visitors, while respecting biodiversity, natural systems and wildlife habitat resources. Of particular concern is provision of adequate staffing for visitor management and enforcement of rules and regulations, especially at the new Canyons of the Ancients National Monument.

### **Action Strategies:**

**Principal partners:** *Local, state and federal recreation, wildlife, natural resource and transportation agencies; tourism industry professionals; private enterprises; elected officials; non-profit recreation and land conservation organizations and citizens*

- *Facilitate participation by all of the principal regional partners in the planning processes already underway that will drive the future management of the San Juan National Forest and Resource Area, Canyons of the Ancients National Monument and Mesa Verde National Park.*
- *Structure visitor information resources on guiding recreationists to designated sites for specific kinds of uses.*
- *To address substantial funding needs for increased enforcement of public land use regulations, concerted efforts should be made to affect congressional public lands funding decisions.*
- *Encourage inter-agency cooperation in law and regulation enforcement.*
- *Public information efforts should include messages that respond to citizens' natural aversion to regulations that affect "freedom to recreate" attitudes.*

**Roles for volunteers and youth corps:** *the invited and willing participation of citizens, non-profits, local elected officials, and private enterprises in agency planning processes is crucial to their success. Volunteers can also monitor use and condition of public lands roads and trails.*

## **I. River Access**

Forum participants also identify improved access to the region's rivers for fishing, boating and other recreation purposes as an important priority. Of particular concern, is resolving access to the surface of rivers flowing through private lands in specific locations. Improving water quality in rivers in the Pagosa Springs area is a particular concern.

### **Action Strategies:**

**Principal partners:** *Local government and state recreation and transportation agencies, elected officials, water districts and ditch companies, private sector investors, water rights owners, river outfitters and citizens*

- *Explore potential recreational water rights filings by municipalities.*
- *Acquire access of or through private lands by state or local government agencies for river access purposes.*
- *Work with CDOT to include river access when planning wetlands mitigation actions.*
- *Advocate for free market principles that can be applied to water rights acquisitions.*

**Roles for volunteers and youth corps: Not discussed, but significant potential exists for volunteer and youth corps.**

## **Additional Projects:**

Additional projects that Forum participants identify as important include:

- Development of recreation sites at Molas Lake, Navajo State Park and Lone Mesa State Park, Lemon Reservoir and Vallecito Reservoir and Tribal Lands
- Mesa Verde National Park planning and improvements

## **② Public Information and Marketing**

### **High Priority Projects**

#### **A. Coordinated Marketing Strategies**

The Core Group convened for the Southwest Forum brainstormed three categories of prioritized marketing and public information projects. Most emphasis was voiced around Coordinated Marketing Strategies, and opportunities were identified to build on the region's already impressive track record. A Forum break-out group recommended that efforts in this category be generally guided according to a set of common principles: *Partnerships, Collaboration, Communication and Cross-border Partnerships.*

#### **Action Strategies:**

**Principal partners:** *Local, state and federal recreation agencies; tourism industry professionals; private enterprises; Durango Mountain Resort, Silverton Mountain and Wolf Creek Ski Area; Southwest Colorado Tourism Region; convention and visitors bureaus; chambers of commerce; non-profit recreation organizations and citizens*

- *Continue to focus on cross marketing region wide, building on efforts spearheaded by the active Southwest Colorado Tourism Region. An exemplary project would be promotion of snowmobiling opportunities by ski area operators.*
- *Continue to conduct training sessions for tourism business employees focused on delivering consistent messages and accurate, up-to-date information about the region's outdoors and cultural resources in ways that are most useful for visitors.*
- *Take advantage of the joint marketing opportunities created by a convergence of anniversary celebrations at the Durango and Silverton Narrow Gauge Railroad, Mesa Verde National Park, the San Juan National Forest, and the Antiquities Act.*
- *Emphasize the four season appeal of the region's recreation resources in marketing campaigns. Add sufficient content to marketing messages, and utilize the internet and websites.*
- *Respond to visitors' inherent desires for information about experiences, doing the activities they prefer, in the settings they most desire.*

**Roles for volunteers and youth corps:** *train and recruit volunteers to be knowledgeable resources at visitor centers, information desks and interpretive programs.*

#### **B. Heritage Tourism Connections**

#### **Action Strategies:**

**Principal partners:** *Local, state and federal recreation and transportation agencies; tourism industry professionals; private enterprises; historical and cultural resource societies; museums; Southwest Colorado Tourism Region; convention and visitors bureaus; chambers of commerce; non-profit recreation organizations and citizens*

- *Facilitate participation by a range of managers and representatives of the region's world class cultural resources in funding; research, education and planning; and promotional packages. Include Mesa Verde, Canyons of the Ancients, Anasazi Heritage Center, Tribal Lands, Crow Canyon and McElmo Research Institutes, Chimney Rock, Scenic Byways, Four Corners Monument, Red Mountain Mining District, and the Old Spanish Trail.*
- *Regionally promote the Chimney Rock Lunar Celebration now in the planning stages.*

**Roles for volunteers and youth corps:** *train and recruit volunteers to be knowledgeable resources at visitor centers, information desks and interpretive programs.*

## C. Public Lands Planning Processes

### **Action Strategies:**

**Principal partners:** Local, state and federal recreation, wildlife, natural resource and transportation agencies; tourism industry professionals; private enterprises; elected officials; historical and cultural resource societies; Southwest Colorado Tourism Region; chambers of commerce; non-profit recreation and land conservation organizations and citizens

- Facilitate participation by all of the principal regional partners in the planning processes already underway that will drive the future management of the San Juan National Forest and Resource Area, Canyon of the Ancients, Mesa Verde National Park, McPhee Marina, Wolf Creek Ski Area and development decisions at Alberta Park, Durango Mountain Resort and, Lone Mesa State Park.

**Roles for volunteers and youth corps:** the invited and willing participation of citizens, non-profits, local elected officials, and private enterprises in agency planning processes is crucial to the success of the planning processes.

**Roles for volunteers and youth corps:** train and recruit volunteers to be knowledgeable resources at visitor centers, information desks and interpretive programs.

## **Framework for On-going Partnerships**

One of the major targeted outcomes of the Southwest Colorado Outdoor Recreation and Tourism Partnerships Forum was to establish a framework to pursue the priorities and action strategies identified by the forum attendees.

The Forum participants expressed recognition of the value of continued collaboration among attendees. As the original convener of the Forum, Colorado State Parks agreed to continue in a support role for future meetings. Once local Forum participants schedule a transition meeting, Gary Thorson and Dean Winstanley from the Denver Office Marketing and Strategic Planning staff will attend and be prepared to recommend resources available for the future work of the Forum. Staff from state parks in the region and representatives from the Rocky Mountain Region will continue to attend and actively participate in Forum meetings.



# **Southwest Colorado Region Profile**

The Southwest Region contains some of Colorado's most dramatic scenery and cultural resources. The San Juan and La Plata Mountain Ranges are prominent landscape features and recreation attractions in southwest Colorado. The high alpine environment and jagged mountain peaks of the San Juans are reminiscent of the Swiss Alps. With over 2.75 million acres of public land, recreationists visit the area for its renowned outdoor pursuits including: skiing, fishing, hiking, climbing, and boating. In particular, mountain biking in the region is world renowned and is a major economic influence, especially in Durango. The Animas, Dolores and Piedra Rivers offer gold medal fishing, adventurous kayaking and memorable whitewater rafting.

Softer adventure travelers and cultural and historic investigators will find numerous ghost towns scattered throughout the mountains, abandoned mining camps and remnants of civilizations dating back 2,000 years. Archaeologists seek out the remnants of those ancient residents of the Colorado Plateau at numerous locations, including Mesa Verde National Park, Canyons of the Ancients National Monument, Chimney Rock and the Ute Mountain Ute and Southern Ute Tribal Lands.

Over 15,000 residents call Durango home, the largest city in the Four Corners area. Fort Lewis College and its Center of Southwest Studies attracts scholars in Indian and southwestern history.

Cortez is the center of commerce in Montezuma County and is the gateway community to Mesa Verde National Park. The Town of Dolores is a center of recreation activity, particularly around McPhee Reservoir and the Dolores River canyons.

Just 60 miles east of Durango is Pagosa Springs, a community of 1,600 people offering numerous recreation options, from museums to world-famous hot springs. Silverton, nestled high in the San Juan Mountains at an elevation of 9,000 feet, has impressive natural scenery accented by original Victorian buildings. Over a quarter of a million people visit the town each year, with the vast majority of visitors streaming in during the summer months.

Numerous other towns in the region may be smaller in size and population but still serve as gateways and destinations for recreation and tourism.

## **Physiographic Description**

Higher elevations of the region in the San Juan National Forest and the Bureau of Land Management San Juan Resource Area are heavily forested. South and west of the San Juan Range, the terrain consists of high plateaus and mesas. Woodland and "pygmy" pinyon pine vegetation is common, and several kinds of cacti and yucca are found at low elevations in the south. Northern areas of this region are drained by the Colorado River Basin. The southwest corner contains spectacular high desert scenery.

## **Major Recreation Attractions**

**National Park Lands:** Hovenweep National Monument, Mesa Verde National Park

**USDA Forest Service (USFS) Land:** San Juan National Forest, Weminuche Wilderness Area, McPhee Reservoir, Vallecito Reservoir

**Bureau of Land Management Areas:** Canyons of the Ancients National Monument, Special Recreation Management Areas: North Fork, Alpine Triangle, Powderhorn, Hartman Rocks, Dolores River, Alpine Triangle, Durango Urban Interface Community, Grandview Ridge, Animas Mountain

**State Parks:** Mancos State Park, Navajo State Park, Lone Mesa State Park (not open to the public)

**State Wildlife Areas:** There are 19 SWAs in the region.

**14er's:** Sunlight, Mt. Eolus, Windom, El Diente, Mt. Wilson

**Ski resorts:** Durango Mountain Resort, Wolf Creek Ski Area

**Scenic and Historic Byways:** San Juan Skyway, Trail of the Ancients, Alpine Loop

**Cultural and historic sites:** Anasazi Heritage Center, Ute Mountain Ute Tribal Park, Crow Canyon Archaeological Area, Chimney Rock Anasazi Ruins

**Hot springs:** Pagosa Hot Springs, Trimble Hot Springs

**Ghost towns:** Animas Forks, Howardsville

**Points of Interest and other recreation options:** Durango-Silverton Narrow Gauge Railroad, Four Corners Monument, Ft. Lewis College, The Dolores, Animas, Piedra and San Juan Rivers, Red Mountain Pass, Lizard Head Pass, Wolf Creek Pass, Molas Pass, Old Spanish Trail, The Colorado Trail

## **Local Profile**

### ***Major Communities***

The Southwest region consists of five counties: Archuleta, Dolores, La Plata, Montezuma and San Juan.

Major towns and cities within these counties include Durango Cortez, Silverton, and Pagosa Springs.

### **Public Land Totals**

<b>County</b>	<b>Total Land Area (Acres)</b>	<b>Total Federal Public Land (Acres)</b>	<b>Total State Land (Acres)</b>	<b>Local Government Public Land (Acres)</b>	<b>Total Public Land (Acres)</b>	<b>Acres of Public Land Per Person</b>
Archuleta	866,787	554,357	554,357	9	562,067	14.6
Dolores	689,206	420,328	10,754	0	431,082	233.8
La Plata	1,088,187	616,560	27,248	876	644,684	397.6
Montezuma	1,302,695	928,420	10,780	713	939,913	39.4
San Juan	248,952	219,813	1,931	100	221,844	56.0
<b>Region Total</b>	4,195,827	2,739,478	58,414	1,698	2,799,590	34.8
<b>Colorado Total</b>	66,635,566	24,615,788	3,318,419	279,087	28,213,294	6.5

Source: Colorado Dept. of Local Affairs, 2003.

The southwest is a large region, with more than 4 million acres. The wide open spaces and sparse populations are a major attractant for many residents. Southwest Coloradans enjoy more than 34 acres of public land per person, five times more than the state average. Federal lands provide the most significant land base, with state and local governments contributing significantly.

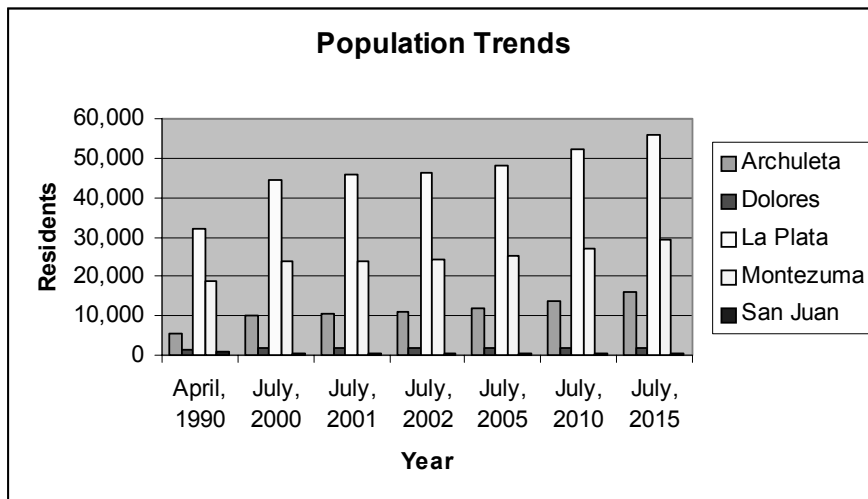
## Population and Demographic Characteristics

Southwest Colorado is one of the fastest growing regions in Colorado, straining the capacity of the region's outdoors infrastructure. From 1990-2002, the region's population grew by 43% from about 58,000 to over 83,000 people. And from 2002 to 2015, the State Demographer projects another 24% increase to about 104,600 residents.

### Population Projections and Percent Changes for the Region

County	April, 1990	July, 2000	July, 2001	July, 2002	July, 2005	July, 2010	July, 2015	% Change 1990-2015
Archuleta	5,345	10,028	10,548	10,977	11,877	13,914	15,974	199%
Dolores	1,504	1,844	1,844	1,859	1,846	1,873	1,914	27%
La Plata	32,284	44,564	45,614	46,265	48,025	52,219	55,703	73%
Montezuma	18,672	23,864	23,999	24,120	25,028	27,160	29,365	57%
San Juan	745	558	560	574	585	609	632	-15%
<b>Regional Totals</b>	<b>58,550</b>	<b>80,858</b>	<b>82,565</b>	<b>83,795</b>	<b>87,361</b>	<b>95,775</b>	<b>103,588</b>	<b>77%</b>
<b>Colorado Totals</b>	<b>3,294,473</b>	<b>4,321,023</b>	<b>4,426,825</b>	<b>4,487,055</b>	<b>4,696,441</b>	<b>5,133,885</b>	<b>5,579,762</b>	<b>69%</b>

Source: Colorado Dept. of Local Affairs, 2003.



La Plata has more residents than any other county in the region, hosting the city of Durango and surrounding towns. Montezuma County is the second most populated county in the Southwest, with most of the residents in Cortez.

All counties in the region have median household incomes well below the state average. As a region, the Southwest earns approximately \$13,000 less than the average Coloradan. Therefore, not surprisingly, the percentage of people below the poverty level is also higher; about 15% of the residents of the southwest are considered to be living at or below poverty level. As a region, residents in the Southwest are generally older than the average Coloradan by about six years.

### Census Data by County

<b>MEDIAN HOUSEHOLD INCOME</b>	
Archuleta	\$37,901
Dolores	\$32,196
La Plata	\$40,159
Montezuma	\$32,083
San Juan	\$30,764
<b>Regional Average</b>	<b>\$34,621</b>
<b>Colorado Average</b>	<b>\$47,203</b>

<b>MEDIAN AGE</b>	
Archuleta	41
Dolores	42
La Plata	36
Montezuma	38
San Juan	44
<b>Regional Average</b>	<b>40</b>
<b>Colorado Average</b>	<b>34</b>

<b>PERSONS BELOW POVERTY LEVEL (%)</b>	
Archuleta	12%
Dolores	13%
La Plata	12%
Montezuma	16%
San Juan	21%
<b>Regional Average</b>	<b>15%</b>
<b>Colorado Average</b>	<b>9%</b>

Source: U.S. Census Bureau, Census 2000.

About 90% of the Southwest residents are white with just over 4% of the population considered American Indian or Alaska Natives. Hispanic and Latinos represent nearly 10% of the population.

### Ethnicity in the Region

<b>County</b>	<b>White</b>	<b>Black or African American</b>	<b>American Indian or Alaska Native</b>	<b>Asian</b>	<b>Native Hawaiian and Other Pacific Islanders</b>	<b>Some Other Race</b>	<b>Two or More Races</b>	<b>Hispanic or Latino (of any race)</b>	<b>White Alone (Not Hispanic or Latino)</b>
<b>Archuleta</b>	88.3	0.4	1.4	0.3	0	7	2.6	16.8	80.1
<b>Dolores</b>	95.3	0.1	2	0.4	0.1	0.6	1.7	3.9	92.8
<b>La Plata</b>	87.3	0.3	5.8	0.4	0.1	3.9	2.3	10.4	82.3
<b>Montezuma</b>	81.7	0.1	11.2	0.2	0.1	4.3	2.4	9.5	77.5
<b>San Juan</b>	97.1	0	0.7	0.2	0.4	0.7	0.9	7.3	91.2
<b>Regional Average</b>	89.9	0.2	4.2	0.3	0.1	3.3	2.0	9.6	84.8
<b>Colorado</b>	82.8	3.8	1	2.2	0.1	7.2	2.8	17.1	74.5

Source: US Census Bureau, Census 2000.

## Economic Profile

County	Total # of Direct Jobs in Travel and Tourism in 1999	Total Jobs in County
Archuleta	1,473	5,126
Dolores	40	381
La Plata	7,955	29,353
Montezuma	2,163	13,521
San Juan	150	381
<b>Total</b>	<b>11,781</b>	<b>48,762</b>

Tourism and travel support approximately 25% of the total jobs in the southwest region, according to a Center for Business and Economic Forecasting, Inc. report published in 1999.

Source: Center for Business and Economic Forecasting, Inc., 2001.

Each local economy is run by one or more economic “engines,” or industries that are the basis of economic activity by selling goods and services outside the local area. For example, manufacturing firms export their products to other areas in the nation and the world bringing in outside dollars and supporting jobs in the local economy. Because the base industry is ultimately responsible for generating these local jobs, employment in the support firms is generally captured within the manufacturing industry totals. Throughout these economic profiles, employment and income are categorized by the underlying base industry. The base industries include: Agribusiness, Mining, Manufacturing, Regional Center/National Service, Tourism, and Government.

### Travel-Related Tax Revenues in 2000

	Local Taxes (\$M)	State Taxes (\$M)	Total Tax Revenues (\$M)	% Travel Related Local Taxes of Total Local Taxes
Archuleta	\$1.06	\$1.00	5.41	19.6%
Dolores	\$0.04	\$0.05	0.73	5.5%
La Plata	\$5.03	\$4.73	20.64	24.4%
Montezuma	\$1.83	\$2.33	4.88	37.5%
San Juan	\$0.35	\$0.28	0.59	59.3%
<i>Region Totals</i>	\$8.31	\$8.39	\$32.25	29.3%
<i>Colorado Totals</i>	\$273.08	\$277	\$1787.24	15%

In addition to these base industries, there are three other categories – two involve households and the last is a balance of unspecified industries. Employment generated by household spending is classified in two ways. First, income that is received from pension payments, dividends, welfare, and other income that originates outside the local area is classified as “basic” – just like tourism. The second classification is

Source: Dean Runyan and Assoc., *The Economic Impact of Travel on Colorado, 2000*

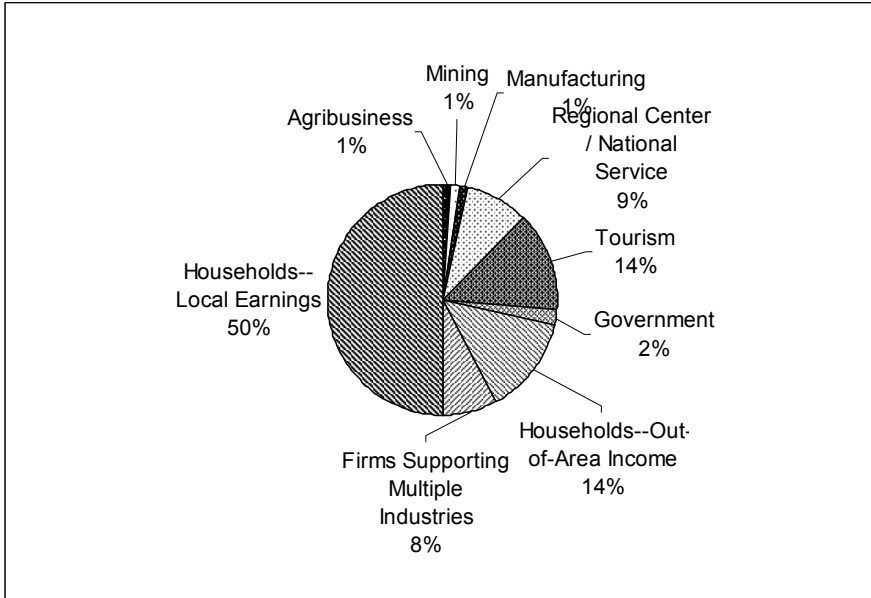
employment generated from spending income that is earned within the local area. This is not “basic” – it is part of the multiplier effect. These jobs are shown separately because they could not be allocated to their respective base industry. Finally, there is a category called “Firms Supporting Multiple Industries.” Jobs and income generated from this economic activity are also part of the basic industries as described above, but could not be tied to a specific base industry.

Cost of living indexes provide a relative measure of affordability. County-specific indexes are shown and can be compared with the Colorado average index of 1.00.



The Southwest's economy is heavily influenced by tourism and out-of-area income. Tourism is the leading employer in the Southwest, which is known for year-round tourist attractions such as the Durango-Silverton Railroad and Mesa Verde National Park. At least 17% of all area employment can be traced to tourism. Retirees and those sometimes called "amenity migrants" spend income earned out-of-area and provide at least 13% of all employment. The remaining basic industries combined generate only 13% of area jobs. The additional 57 percent of employment is supported by local earnings and firms supporting multiple base industries which is typical of local Colorado economies.

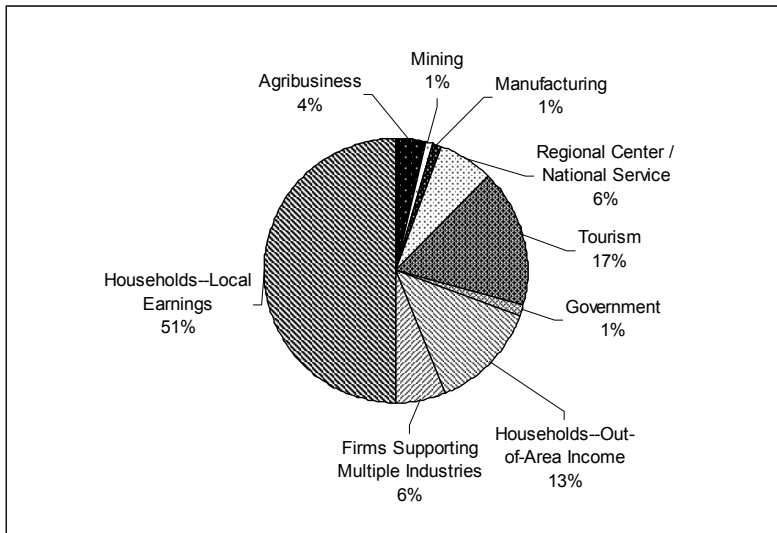
**Southwest Income Shares by Major Industry & Household Groups, 2001**



Source: DOLA, Demography Section, 2003.

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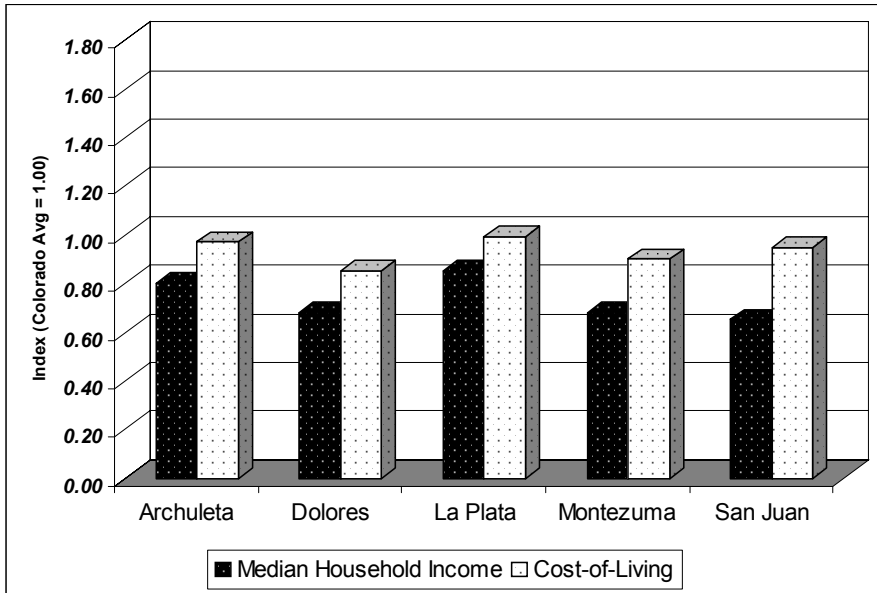
**Employment Shares by Major Industry & Household Groups, 2001**



Source: DOLA, Demography Section, 2003.

Of the approximately 50,000 jobs in the area, 11,000 are directly related to tourism. This pattern of job generation described is also reflective of income generation in the area. Tourism and spending by retirees and "amenity migrants" again dominate the income generation. Regional Center income ranks third, suggesting that higher paying business and professional services are important to this part of Colorado.

**Median Household Income and Cost-of-Living Indices by County, 2001**



Source: DOLA, Demography Section, 2003.

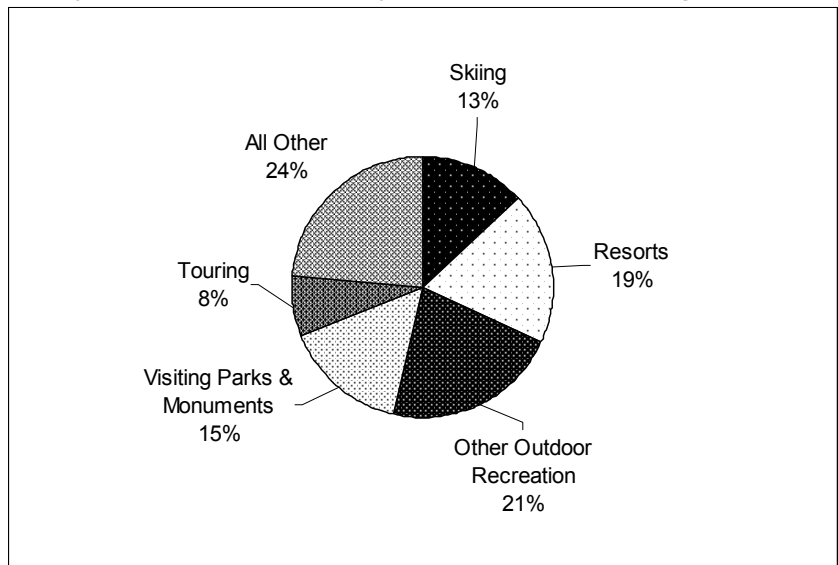
Living in the Southwest is slightly cheaper than the Colorado average. While this is generally true, specific tourism destinations such as Durango have high housing costs that make them expensive places to live. Choosing to live in the Southwest can mean an economic struggle for some. The median household income index ranges from 65% of the Colorado average in San Juan County to 85% in La Plata County.

**Economic Profile of Tourism**

Tourism may be more balanced in the Southwest than anywhere else in Colorado. A variety of attractions and activities in all seasons provide a stable tourism industry. Outdoor recreation on both public and private lands dominates the tourism industry. Only a quarter of all tourism employment is generated by leisure and travel activities other than outdoor recreation. The total number of employment shares generated by tourism and travel categories is 11,116.



**Employment Shares Generated by Tourism and Travel Categories, 1999**



Source: CSU Cooperative Extension, 2002.

## Tourism Employment in 1999

County	Skiing	Resorts	Outdoor Recreation			Parks & Monuments	Touring	Special Events	City Trips	Business Trips	Casinos	Friends & Relatives	Total Tourism	All Sectors
			Summer	Fall	Winter									
Archuleta	163	713	89	35	0	37	190	0	0	29	0	196	1,515	5,126
Dolores	0	0	9	3	0	0	27	0	0	0	0	1	40	815
La Plata	1,401	1,364	1,229	558	89	931	602	184	0	567	352	717	8,149	29,353
Montezuma	25	177	354	185	0	898	111	18	0	102	328	170	2,368	13,521
San Juan	0	77	30	30	16	0	0	0	0	0	0	0	153	381
<b>Region</b>	163	713	89	35	0	37	190	0	0	29	0	196	1,515	5,126
<b>Colorado</b>	59,320	41,148	36,090	18,863	2,863	25,252	43,037	38,916	35,555	56,476	12,664	42,302	425,905	5,253,623

Note: "Total tourism" category includes the category "Other Leisure," which is not included in this table. "Other Leisure" contributes 217 jobs to the region and 13,421 jobs in the state.

Source: Center for Business and Economic Forecasting, Inc., 2001.

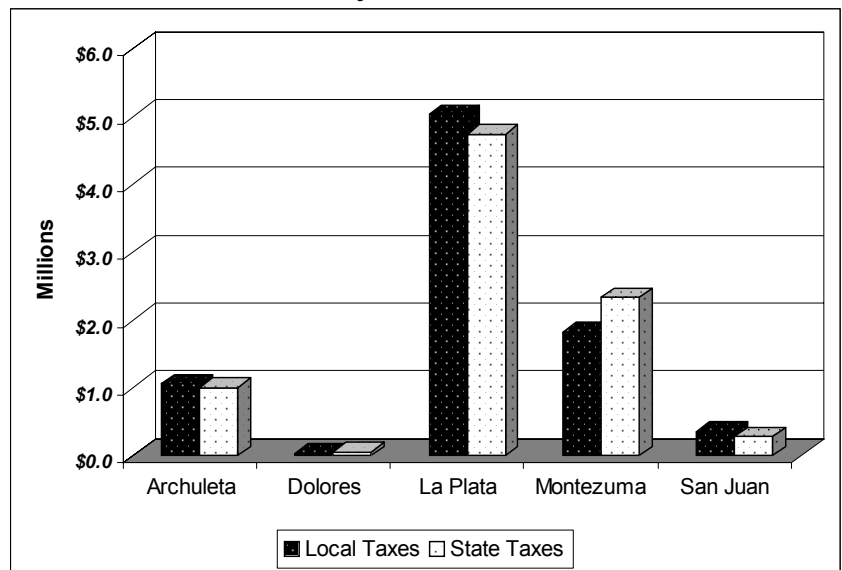
The total state tax generated in the region is \$8.39 million while the local tax contributions are \$8.31 million. Local taxes generated by tourism activities are very unevenly distributed throughout the region. Tourism activity is centered in Durango, and consequently tax receipts are the highest in La Plata County.

However, San Juan County is by far the most reliant upon tourism-based tax receipts. Nearly 60% of all tax receipts in and around Silverton come from tourist activity. Dolores County collected less than \$100,000 in taxes from tourist activity in 2000, accounting for only 6% of total county tax receipts.

According to a PricewaterhouseCoopers Market Assessment Study in 2003, visitors to the three state parks in the region annually contributed about \$12.2 million in direct expenditures to the local economy. This estimate is based on visitor surveys at Navajo and Mancos State Parks, and includes expenditures within 50 miles of the parks on food and beverages, entertainment, lodging, fuel and supplies.

Heritage tourism is also a significant contributor to the regional economy. The world class archaeological resources of the Four Corners, and the regions' three Scenic and Historic Byways (San Juan Skyway, Trail of the Ancients and Alpine Loop) anchor travel to sites and activities that represent authentic slices of people and the past. According to the National Trust for Historic Preservation, heritage tourism is growing at more than twice the 5.6% annual growth rate of travel nationally. Heritage travelers spend an average of \$623 per trip per person, compared with \$457 for all U.S. travelers.

State and Local Taxes Generated by Tourism & Travel, 2000



Source: Dean Runyan and Assoc., 2001

## Regional Tourism and Visitor Recreation

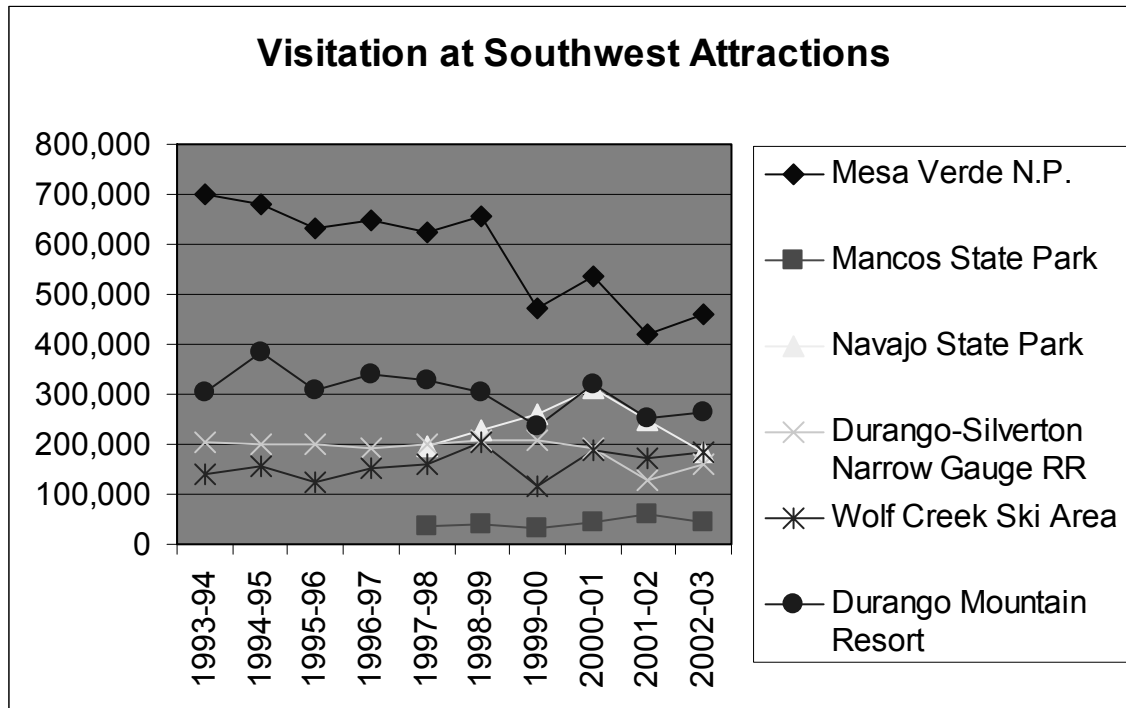
### Visitation Data

#### Visitation at Several Southwest Attractions

	Mesa Verde N.P.	Anasazi Heritage Center	San Juan NF	Mancos State Park	Navajo State Park	Durango-Silverton Narrow Gauge RR	Wolf Creek Ski Area	Silverton Ski Area	Durango Mountain Resort
1993-94	699,644					203,394	140,483	DNO	302,103
1994-95	680,833					201,696	157,971	DNO	382,839
1995-96	632,933					198,504	124,480	DNO	307,442
1996-97	648,596					193,098	152,971	DNO	341,643
1997-98	623,510	31,300		36,472	196,763	198,434	158,235	DNO	328,705
1998-99	656,023	30,908		38,237	227,652	206,883	202,053	DNO	304,735
1999-00	471,084	33,674		33,003	258,073	206,729	114,802	DNO	235,000
2000-01	537,474	28,326		43,784	311,278	193,328	187,116	DNO	321,600
2001-02	419,661	28,450		59,162	248,602	129,690	170,847	DNO	250,500
2002-03	460,066	25,798	2,201,854	44,062	182,346	161,774	183,907	2,382	263,712

In the Southwest, the two largest recreation providers in terms of visitation are the USDA Forest Service and the National Park Service. Over 2.2 million visitors recreate in the San Juan National Forest annually, according to a survey conducted by the USFS. Another 460,000 visit Mesa Verde National Park.

#### Visitation in the Southwest



**Average Daily Traffic Counts on Mountain Passes**

Year	Lizard Head	Red Mtn	Wolf Creek
1990	887	1,550	1,718
1991	1,059	2,050	1,918
1992	1,168	1,621	2,111
1993	1,368	1,700	2,181
1994	1,375	2,550	2,356
1995	1,429	2,450	2,609
1996	1,376	2,616	2,417
1997	1,500	2,518	2,655
1998	1,565	2,633	2,776
1999	1,537	2,617	2,728
2000	1,538	2,610	2,845
2001	1,651	2,609	2,813
2002	1,612	1,947	2,929
2003	1,823	2,873	2,707

Source: CDOT, 2003.



Nearly 3,000 cars travel over Red Mountain Pass and Wolf Creek Pass every day. Traffic on Lizard Head Pass has more than doubled since 1990.

**Tourist and Resident Preferences**

**State Parks Market Assessment Study**

Information provided in this section is gathered from the 2003 PricewaterhouseCoopers (“PwC”) study conducted for Colorado State Park. To download the complete report, visit

[www.parks.state.co.us](http://www.parks.state.co.us). Of the 1,613 respondents surveyed, 100 reside in the North Front Range.

**First-Choice Outdoor Recreation Destinations**

Destination	% of respondents statewide	% of respondents Southwest region
Wilderness areas with little or no development	29	44
Large parks with a wide range of camping, trails, boating and fishing	27	17
Forests and lakes with limited trails, camping, boating and fishing	21	21
Rivers with boating and fishing	16	12
Community trails and community parks with ball fields and recreation centers	8	5

Southwest residents prefer wilderness-type settings over well-developed parks. Areas with limited facilities were ranked second.

Source: Colorado State Parks Market Assessment Study, 2003.

(N = 1613)

(N = 100)

**Percentage of survey respondents who would visit state parks more often based on certain features**

Feature	% of respondents statewide	% of respondents Southwest region
Smaller crowds	83	73
More backcountry parks with minimal development	70	71
Better quality facilities	70	66
More trail opportunities	67	67
Greater range of recreational options	60	61
More education programs	57	57
More advertising	55	60
Theme parks	35	30
Lodges/conference centers	34	22
Golf courses	19	15

(N = 1613)

(N = 100)

When asked what would make folks visit state parks more frequently, people most often responded “smaller crowds,” which highlights the difficulties in meeting the recreation demands of an increasing population.

Picnicking and Trail-related recreation are the most popular outdoor recreation activities in the Southwest, with water recreation and tent camping also ranking highly. About 64% of Southwest residents visited a historical site in the last year.

**Participation in Outdoor Recreation Activities within the Last 12 months**

Activity	% of respondents statewide	% of respondents Southwest region
Picnicking	82	83
Trail recreation (hiking, biking, etc)	74	80
Water recreation (swimming, sailing, etc)	61	67
Tent camping	59	62
Fishing	53	60
Visiting historical sites	62	64
Motorized water recreation	29	36
RV/car camping	37	44
Bird/wildlife watching	52	69
Hunting	20	33
Winter sports (skiing, snowboarding, etc)	36	35
Ball sports (golf, baseball, tennis)	44	35
Motorized trail recreation	31	49
Motorized winter sports	16	20

(N = 1613)

(N = 100)

**Information Sources Used When Planning Recreation Activities**

Source	% of respondents statewide	% of respondents Southwest region
Recommendation from friends/family	87	87
Newspapers	62	64
Television	43	33
Radio ads	37	48
Internet	40	30
Entertainment magazines	20	20
Billboards	18	14

(N = 1613)

(N = 100)

Recommendations from friends and family are highly valued when selecting outdoors adventures. Newspapers and television are the second and third most common sources of information. The internet is a very important resource, with 30% of Southwest residents logging on to websites for more information. Most people utilize a combination of information sources.

### Planned Activities During State Park Visits

Activity	% of respondents statewide	% of respondents Southwest region
Hiking/walking for pleasure	54	24
Fishing	35	28
Hunting	1	< 1
Picnicking	30	20
Photography	20	16
Dog walking	17	15
Looking at visitor center exhibits	14	3
Swimming	22	51
Motorized boating	17	55
Bicycling	10	< 1
Horseback riding	1	< 1
Rock climbing	3	2
Non-motorized boating	6	5
Naturalist-led programs	5	< 1
Running	3	< 1
Rollerblading	1	< 1
Nature/wildlife observation	33	21
Camping	37	29
Dirt bike riding	1	< 1
Off-road vehicle activities	1	< 1
Spending time with friends and family	1	2
Rest/relaxation	1	< 1
Work-related activity	1	< 1
Attending special events/activities	1	< 1
Other	2	3

(N = 1613)

(N = 100)

Water-based recreation is a fundamental part of outdoor activities for most Southwest residents. About 55% of those surveyed planned to take part in motorized boating during visits to state parks and 51% plan to swim during those visits. Fishing was a planned activity for 28% of those responding.



## **Public Engagement in Stewardship**

### ***Volunteerism***

Volunteers are an enormous and growing asset to Colorado's public lands in the Southwest.

#### **Volunteers at State Parks in 2002**

State Park	# of Volunteers	# of Volunteer Hours
<b>Mancos</b>	8	729
<b>Navajo</b>	8	11,501
<b>Region Total</b>	16	12,230

Source: Colorado State Parks. 2004.

Trails 2000 is a trail work and trails advocacy group based in Durango focused on enhancing all types of trails for every trail user group: hikers, bikers, horse, motors, kids, seniors, the disabled, etc. In 2003, Trails 2000 reported the following volunteer activities:

- 3,702 Hours Worked (in Year 2003 alone)
- 555 Volunteers
- 37 Group Meetings
- 28 Trails & 105 Miles Maintained

Volunteers for Outdoor Colorado (VOC) volunteers contributed 3,929 volunteer days in 2003 across Colorado, a 1936% increase from the 193 volunteer days in 1984.

At Mancos State Park and Navajo State Park, the two state parks in the Southwest, 16 volunteers contributed over 12,200 hours with a wide range of activities in 2002: campground hosts, backcountry, naturalists and trail improvement projects. Both parks aim to increase the use of volunteers in future years.

Of the 13 local governments responding to the Local Government Survey conducted by Colorado State Parks, nearly all agencies utilize volunteers. Two local government agencies rely on volunteers to provide visitor services and ten use volunteers for maintenance or construction work. Combined, these volunteers contribute over 4,600 hours of service to local governments in the Southwest.

Volunteers Contribute Significantly on the San Juan National Forest

Resource Category	Hours	Dollar Value
Recreation	19,585	\$332,561
Heritage	4,684	\$41,297
Wildlife	365	\$7,206
Range	814	\$14,359
Forest Mgmt	224	\$4,039
Protection	1,012	\$16,978
Facilities(roads?)	1,345	\$22,702
Other	169	\$2,981
<b>Total</b>	<b>28,198</b>	<b>\$442,123</b>

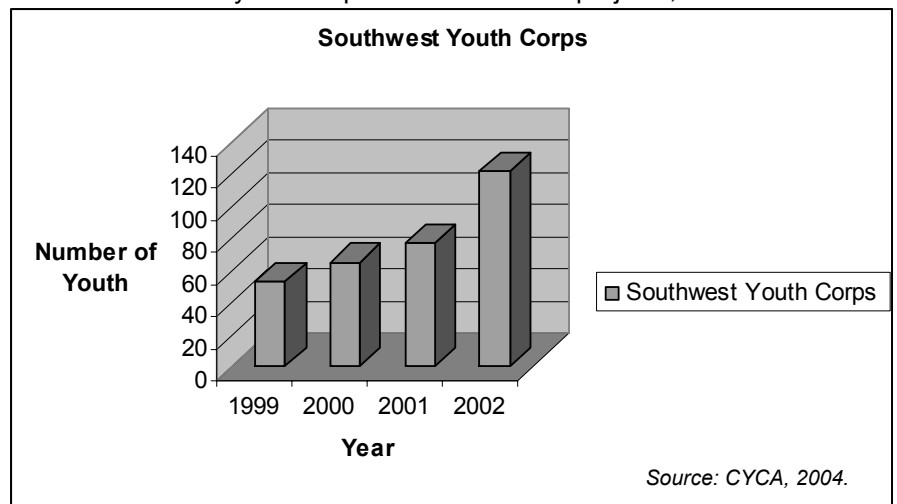
Source: USFS, 2004.

In the San Juan Nation Forest in 2002, 731 volunteers contributed over 28,000 hours of service, equaling approximately \$440,000.




## Youth Corps

Youth corps are a critical component of maintaining Colorado's outstanding outdoors heritage in a state with increasing budget constraints and an expanding population. Across the state and in the Southwest, youth corps are helping agencies provide the quality outdoors experience residents and visitors desire.

Colorado Youth Corps Association (CYCA) engages youth in lifelong outdoors learning experiences while accomplishing significant construction and maintenance services. A broad range of agencies contract with Colorado youth corps for conservation projects, including community parks and recreation agencies, Colorado State Parks, Division of Wildlife, National Park Service, U.S. Forest Service, Continental Divide Trail Alliance, Colorado Fourteeners Initiative, Colorado Off-Highway Vehicle Coalition, and numerous land trusts.






-  Since 1997, the number of youth employed through the Colorado Youth Corps Association and its network of independent community youth conservation corps has nearly tripled from five community programs serving 210 kids on the Front Range to ten operations statewide serving over 620 youth.
  
-  The Southwest Youth Corps is centered in Durango. Serving over 121 youth in 2002, the Southwest Youth Corps has more than doubled the number of youth served in the region since 1999.
  
-  Four of the 13 local governments responding to the Local Government Survey use youth corps for maintenance and construction work, contributing 9 annual crew weeks.

### **Interpretation and Environmental Education**

Interpretation and Environmental Education creates a critical link between land managers and the public. Across Colorado, agencies are utilizing interpretation and education opportunities to help educate and inform visitors.

#### **Interpretation Participation at State Parks in 2003**


State Park	Personal Interpretation	Total Interpretation
Mancos	737	2,644
Navajo	1,801	23,561
Region Total	2,538	26,205

 At Mancos and Navajo State Parks, over 26,205 instances of interpretation occurred in 2003.

*Source: Colorado State Parks, 2004.*

#### **Growth of Conservation Education on San Juan Public Lands**

Group	FY98	FY99	FY00	FY01	FY02
Pre-K to 5 <sup>th</sup>	1,864	5,080	11,551	7,323	14,770
6 <sup>th</sup> – 12 <sup>th</sup>	1,289	924	3,195	4,775	5,731
Adult	3,747	2,760	8,752	47,719	126,083
<b>Total</b>	<b>6,900</b>	<b>8,764</b>	<b>23,498</b>	<b>59,817</b>	<b>146,584</b>


 In just four years, the conservation education program at the San Juan National Forest has grown by over 2000%, now

serving nearly 150,000 people of all ages in 2002 through special events, workshops, cultural site stewardship, interpretation programs and many other activities.


*Source: San Juan NF, 2004.*

#### **Conservation Education at the San Juan by District**

Ranger District	Contacts
Mancos-Dolores	12,272
Columbine	49,257
Pagosa Springs	32,504
Canyons of the Ancients/AHC	10,619
Forest-wide	41,932
<b>Total</b>	<b>146,584</b>

 The Columbine Ranger District has the most occurrences of conservation education on the San Juan National Forest. Over 10,000 instances of interpretation were recorded at the Anasazi Heritage Center/Canyons of the Ancients.

*Source: San Juan NF, 2004.*

 The San Juan Mountains Association (SJMA) works to enhance personal and community stewardship of natural, cultural and heritage resources on public and other lands in Southwest Colorado through education, interpretation, information and participation. SJMA operates an interpretive bookstore at the San Juan Public Lands Center in Durango, with satellite bookstores at ranger districts in Dolores, Pagosa Springs and Bayfield. In the summer, SJMA supplies outlets in Silverton, Mancos and Creede. Sales of interpretive materials totaled \$141,242 in 2003.

## **Grant Allocations**

The following table is a summary of total grant allocations. Land and Water Conservation Fund (LWCF) grants are awarded by Colorado State Parks with authority from the National Park Service. Both Off-Highway Vehicles (OHV) and Recreation Trails Grants (Trails) are administered by Colorado State Parks. Conservation Trust Fund (CTF) grants are a portion of lottery proceeds automatically distributed to local governments on the basis of population. Great Outdoors Colorado (GOCO) distributes proceeds from the Colorado Lottery, in substantially equal portions over time, among four broad recipient groups: wildlife, parks and recreation, open space, and local governments. The dollar amounts for LWCF, CTF and GOCO grants in the chart below are since each program's inception. Trails and OHV grants totals are since 1999.

### **Grant information by County**

<b>County</b>	<b>GOCO grants total value</b>	<b>LWCF grants total value</b>	<b>OHV grants total value</b>	<b>Trails grants total value</b>	<b>CTF grants total value</b>	<b>County total</b>
Archuleta	\$2,391,800	\$27,562	\$33,660	\$105,054	\$937,341	\$3,495,417
Dolores	\$4,847,946	\$0	\$57,875	\$45,497	\$221,700	\$5,173,018
La Plata	\$1,190,193	\$1,037,228	\$78,375	\$443,947	\$4,944,680	\$7,694,423
Montezuma	\$293,825	\$150,997	\$79,475	\$81,030	\$2,759,387	\$3,364,714
San Juan	\$304,195	\$7,266	\$48,673	\$15,155	\$90,542	\$465,831
<b>Region Total</b>	<b>\$9,027,959</b>	<b>\$1,223,053</b>	<b>\$298,058</b>	<b>\$690,683</b>	<b>\$8,953,650</b>	<b>\$20,193,403</b>

## **Local Government Issues and Needs**

Conducted by Colorado State Parks, The Local Government Survey is a key part of the 2003 Outdoors Recreation Future statewide recreation plan update. The results from the survey will be a basis for determining the use of Colorado's LWCF allocations, a significant portion of which are used to fund local government parks and recreation facilities through a grants program administered by Colorado State Parks. The Local Government Survey is a crucial part of evaluating demand and supply for outdoor recreation resources by identifying needs and priorities of municipalities, counties, and special districts managing recreation. Comprehensive results and a list of jurisdictions that completed the survey, can be downloaded at [www.parks.state.co.us](http://www.parks.state.co.us)

### *Local Government Survey Respondents:*

La Plata, Montezuma, City of Durango, Town of Ignacio, City of Cortez, Town of Mancos, Town of Dolores, Montrose County Land Use Dept., Town of Silverton, San Juan River Village Metro. Dist., El Rancho Florida Metropolitan District, Durango West Metro #2, Mtn Village Metro District

### Top 15 Needs for Local Governments

LOCAL GOVERNMENT NEED	Southwest Rank	Statewide Rank
Community Trail System	1	1
Natural surface/crusher fine trails	2	13
Multi-purpose trails	3	4
Trails Connecting to public lands	4	6
Acquisition of trail corridors and rights of way	5	5
Trails connecting to adjacent communities	6	12
Playgrounds	7	3
Picnicking	8	2
Acquire water for recreation	9	14
Acquisition of parklands	10	11
River fishing	11	29
Community/regional bicycling routes	12	9
Mountain biking trails	13	25
Skateboard parks	14	16
Acquisition of natural open space	15	8

Source: State Parks Local Govt. Survey, 2003. N=13

The need for trails in the Southwest is evident; seven of the top 15 needs relate directly to trails, with the top six all trails related. Statewide, trails are also a critical element in recreation, with “Community Trail System ranking first. Acquisition is another key need according to the results of this survey. Local governments need to acquire parklands and open space, along with water for recreation, to meet the demands of a growing population. Skateboard parks are in the top 15 needs in the region, an emerging trend for local governments.

### Top 15 Issues for Local Governments

LOCAL GOVERNMENT ISSUE	Southwest Rank	Statewide Rank
Completing community trail systems	1	11
Insufficient resources to fund agency's budget	2	1
Adequate water for lake or river recreation	3	28
Creating or updating agency's parks and recreation plan	4	14
Capacity to serve growing population	5	8
Need for visitor safety and protection	6	3
Monitor natural resources conditions (e.g. vegetation, weeds, water quality)	7	7
Need to create a dedicated funding source for acquisitions and facilities	8	12
Year to year stability of agency's budget	9	2
Creating or updating agency's trails plan	10	19
Liability protection for agency	11	4
Offer recreation programs for youth	12	5
Connecting communities to public lands with trail systems	13	18
Engaging volunteer assistance for programs or maintenance/construction	14	26
Provide public information about facilities and programs	15	10

Source: State Parks Local Govt. Survey, 2003. N=13

Again, the need for trails is reiterated; “completing community trail systems” ranked as the highest need among local governments in the Southwest. Clearly, local government agencies in the Southwest and across Colorado are seeing the effects of budget constraints. “Insufficient resources to fund agency's budget” is the second most critical need in the southwest, and the biggest issue statewide. In the face of continuing population growth and constrained public agency budgets, pursuing collaborative strategies is a necessary aspect of providing quality outdoors experiences.

### Inventory of Recreation Facilities Managed by Local Governments

Recreation Facility	Southwest	Statewide
Public Parks	57	2,592
Acreage Public Parks	662	99,299
Open Space Areas	46	1,853
Acreage Open Space (fee title)	1038	183,272
Acreage Open Space (easements)	233	92,789
Golf courses managed by your agency	1	75
Acreage Golf Courses	145	11,090
Picnic Shelters	24	1,232
Playgrounds	30	1,528
Campsites	0	1,093
Miles of multiple use paved trails	8	1,507
Miles of multiple use gravel or soft surface trails	184	1,231
Miles of pedestrian only (hiking) trails	13	269

Source: State Parks Local Govt. Survey, 2003. N=13

Local governments in the Southwest contribute significantly to the outdoor recreation experience. Quite often, local governments experience more frequent and concentrated use because of their proximity to population centers. The 13 agencies responding to the survey collectively manage 57 public parks.

### Agency Characteristics

Characteristic	Summary of Responses	Percent of Respondents
Agencies offering Interpretive or Outdoor Education programs	0	0%
Number of people attending Interpretive or Outdoor Education programs annually	0	NA
Agencies using volunteers to provide visitor services	2	15%
Agencies using volunteers for maintenance or construction work	10	77%
Estimated annual volunteer hours	4,615	NA
Agencies utilizing youth conservation corps crews for maintenance or construction work	4	31%
Estimated total number of annual crew weeks	9	NA
Estimated total dollar value of capital improvements (such as land, facilities, trails) planned by agencies in the region for the five year period of 2003-08.	\$20,356,500	NA
Estimated dollar amount that can be funded by existing resources for proposed five year capital improvements	\$11,840,025	NA

N= 13 Source: State Parks Local Govt. Survey, 2003.

## **Pre-Forum Participant Questionnaire**

In order to facilitate the Forum's development of collaborative strategies, the invitees to the Forum meetings were asked to complete a Pre-Forum Participant Questionnaire. The questionnaire was structured to reflect the strategic issues and action frameworks that are featured in the statewide strategic outdoor recreation plan published by Colorado State Parks in 2004. Entitled *Colorado's Outdoor Recreation Future – Strategies for Colorado's Outdoors Heritage*, the statewide plan outlined action frameworks for six strategic issues.

In turn, the questions included in the Forum questionnaire were based on the specific actions outlined in the statewide plan. This approach was taken for two reasons:

1. To help establish a sense of priorities that Southwest recreation and tourism leaders place on a broad range of outdoor recreation issues and on approaches to address them
2. To assist in the facilitation of the Forum meetings by familiarizing participants beforehand with the major issues that statewide outdoor recreation and tourism experts had previously identified. This information was intended to be, in effect, a starting point for Forum participants, saving the time and effort of establishing the common ground that would otherwise have been necessary to the success of the Forum proceedings

For each of six issues, Forum participants were asked to answer two types of questions:

- How effectively the needs of Southwest Coloradans and visitors are currently being met, and;
- What level of priority should be placed on specific types of collaborative efforts among communities, public land agencies, non-profit organizations and outdoors-related businesses

Respondents were asked to rate the questions on a 1 (least important) to 5 (most important) scale, and averages were tallied to reflect a regional view of the six issues. The responses are summarized below. The full set of responses can be obtained from Colorado State Parks.

### ***Questionnaire Results***

A total of 15 responses were received from Forum participants. While the results cannot be represented as a statistically rigorous approach, responses were received from a good cross-section of the invitees, thus making the results reasonably informative.

#### **Issue 1. Land protection strategies, including acquisitions and stewardship of public lands**

*Effectiveness at meeting needs of Southwest Coloradans and visitors:*

- Moderate rating for open space acquisitions and stewardship of public lands

*Importance of specific proposed action strategies:*

- High priority for completing inventories of parks, trails, open space, fish and wildlife habitat and cultural heritage sites and for prioritizing future acquisitions of specific sites.
- High priority for sustaining outdoor recreation settings quality through management plans
- Lower but still high priority for collaborative investments in acquisitions
- Moderate support for visitor and resident surveys to help prioritize types of settings to be preserved

## **Issue 2. Investing in outdoor recreation facilities and programs to serve community and visitor needs**

*Effectiveness at meeting needs of Southwest Coloradans and visitors:*

- Good ratings for community trails and parks backcountry areas
- Moderate ratings for large regional parks and rivers

*Importance of specific proposed action strategies:*

- High priority for partnerships with state and congressional funding sources
- Moderate support for private sector financing through community development approval processes, public agency joint fee collection strategies and regional partnerships on large recreation complexes and for private sector sponsorships
- Low support for expansion of non-profit and private sector concessions on public lands

## **3. Information for and marketing to citizens and visitors**

*Effectiveness at meeting needs of Southwest Coloradans and visitors:*

- Moderate ratings for efficient and user friendly ways for people to access information and for collaborative marketing of recreation opportunities

*Importance of specific proposed action strategies:*

- Highest priority for responsible use and “Leave No Trace” messages in public information sources
- High priorities for a regional marketing network, and for utilizing a centralized website describing the diversity of outdoor sites in order to spread use among the entire range of sites
- Low to moderate support for unified reservation systems among public and private recreation providers

## **4. Citizen engagement in resource stewardship through volunteerism, outdoors education and youth corps**

*Effectiveness at meeting needs of Southwest Coloradans and visitors:*

- Moderate to good rating for opportunities for citizens to volunteer on community and public lands stewardship projects
- Moderate rating for youth outreach efforts to sustain a public outdoors stewardship ethic

*Importance of specific proposed action strategies:*

- High priorities for centralized information about volunteer opportunities and for coordinated marketing efforts to promote citizen engagement
- Lower, but still relatively high ratings for integrating outdoor education and community outdoor service projects into school curricula and for promoting regional youth conservation corps for paid service projects

## **5. Infrastructure to accommodate citizens and visitors - roads, public transportation and safety services**

*Effectiveness at meeting needs of Southwest Coloradans and visitors:*

- Moderate to good ratings for emergency medical/rescue services, public lands travel management plans and access to recreation sites from transportation networks
- Low rating for law enforcement capability on public lands and trail uses

*Importance of specific proposed action strategies:*

- High priorities for integration of trail networks across agency boundaries, increased law enforcement capabilities, and more focused management of OHV and snowmobile trail networks

- Moderate to high priorities for increased search and rescue and emergency medical services, and improvement of mountain pass recreation site access in winter and summer
- More moderate priorities for development of intermodal transportation networks and for addressing outdoor recreation in CDOT regional planning processes

## **6. Heritage tourism linkages among outdoor recreation and cultural sites**

*Effectiveness at meeting needs of Southwest Coloradans and visitors:*

- Moderate to good rating for integration of visits to recreation attractions with visits to historic and cultural attractions

*Importance of specific proposed action strategies:*

- High priorities for development of regional marketing and websites that integrate outdoor and cultural site visits
- More moderate priorities for development of regional tours and for improvement of Scenic and Historic Byways



## REGIONAL FORUM CONTACT LIST

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Kurt Mill	Colorado State Parks	PO Box 700	Clifton	CO	81520	kurt.mill@state.co.us	970-434-6862
John Weiss	Colorado State Parks	Box 1697	Arboles	CO	81121	john.weiss@state.co.us	970-883-2208
Butch Knowlton	La Plata County Office of Emergency Management	1060 2nd Ave	Durango	CO	81301		
Sue Kurts	San Juan County Sheriff	3803 N. Main Ave Ste 306	Silverton	CO	81433		970-387-5531
<b>Tourism</b>							
Lynn Dyer	Mesa Verde Country	Box HH	Cortez	CO	81321	lynnd@mesaverdecountry.com	970-565-8227
Sally Hameister	Pagosa Springs Chamber of Commerce	PO Box 780	Pagosa Springs	CO	81147	info@pagosaspringschamber.com	970-264-2360
Kim Cobb	Durango Area Tourism Office	PO Box 2321	Durango	CO	81301		
Frank Klein	Durango Area Tourism Office	100 S. Camino del Rio	Durango	CO	81301	visitorcenter@durango.org	970-247-3520
Amy Gass	Silverton Chamber of Commerce	PO Box 565	Silverton	CO	81433		970-387-5654
Bobby Lieb	Durango Chamber of Commerce	111 S. Camino del Rio	Durango	CO	81301	chamber@durangobusiness.org	970-247-0312
<b>Heritage</b>							
Bev Rich	San Juan County Historic Society	P.O. Box 154	Silverton	CO	81433	SJCHS@silvertonhistoricalSociety.org	970-387-5838
Mark Varian	Crow Canyon Archaeologic Center	23390 Road K	Cortez	CO	81321-9908		800-422-8975
Christie Carriker	Kelly Place Elderhostel (McElmo Canyon Research Institute)	14663 Road G	Cortez	CO	81321		800-745-4885

Cleal Bradford	Four Corners Heritage Council	707 West 500 South 58-1	Blanding	UT	84511	fourcornershc@hotmail.com	435-678-4035
<b>Businesses</b>							
Jen Aker	Silverton Mountain Ski Area	P.O. Box 654	Silverton	CO	81433		970-387-5706
Casey Lynch	Mountain Waters Rafting	P.O. Box 2681	Durango	CO	81302-2681	casey@durangorafting.com	970-749-1388
Peter Turner	Colorado Mountain Expeditions	3635 C. R. 301	Durango	CO	81301	contact@coloradoexpeditions.com	970-375-1250; 877-600-COLO
Burt Armstrong	Bear Paw Lodge	18011 County Rd. 501	Bayfield	CO	81122	vacation@bearpawlodge.com	970-884-2508
Andrea Seid	Durango Silverton Narrow Gauge RR	479 Main Ave.	Durango	CO	81301	aseid@durangotrain.com	888-TRAIN-07
Sue Compton	Great Western Journeys/NA Charters	779 Tech Center Drive	Durango	CO	81301	colorado@greatwesternjourneys.com	888-437-6888; 970-375-7790
Claire Navala	Mild to Wild	53 Rio Vista Circle	Durango	CO	81301	info@mild2wildrafting.com	800-567-6745 In SW CO: 970-247-4789
Alex Mickel	Mild to Wild	53 Rio Vista Circle	Durango	CO		Alex@mild2wildrafting.com	970-247-4789
Lynn Mitchell	Aramark at Mesa Verde	PO Box 277	Mancos	CO	81328	mesa-verde@aramark.com	970-533-1944 ext 15
Bill Rock	Durango Mountain Resort	#1 Skier Place	Durango	CO	81301	brock@durangomountain.com	970-385-2146
Rosanne Pitcher	Wolf Creek Ski Area	PO Box 2800	Pagosa Springs	CO	81147	rosanne@wolfcreekski.com	970-264-5493
Davey Pitcher	Wolf Creek Ski Area	PO Box 2800	Pagosa Springs	CO	81147	admin@wolfcreekski.com	970-264-5826
Natalie Titlod	Wolf Creek Ski Area	PO Box 2800	Pagosa Springs	CO	81147		970-264-5826
Keith Roush	Pine Needle Mountain Mountaineering	835 Mountain Ave	Durango	CO	81301		970-247-8728
Larry Fisher	Ski and Bow Rack	354 E Pagosa St	Pagosa Springs	CO	81147		970 264-2370
Andy Copra	Four Corners Riversports	PO Box 379	Durango	CO	81302		970-259-3893
Don Oliver	Inside Outside	PO Box Drawer A	Durango	CO	81302		970-247-3504
Tomas Kurpius	Dolores River RV Park	18680 Highway 145	Dolores	CO	81323	dolrivrv@fone.net	970-882-7761
<b>Non-Profits</b>							
Ken Francis	Ft. Lewis College Office of Community Services	Southwest Studies, Room 264	Durango	CO	81301	francis_k@fortlewis.edu	970-247-7310
James Dietrich	Ft. Lewis College Office of Community Services	109 W. Main Rm. 304	Cortez	CO	81321	j.dietrich@co.montezuma.co.us	970-565-7402

Sam Burns	Ft. Lewis College Office of Community Services	Southwest Studies, Room 264	Durango	CO	81301	burns_s@fortlewis.edu	970-247-7193
Diane Gansauer	Great Outdoors Colorado	1600 Broadway, Ste. 1650	Denver	CO	80202	dgansauer@goco.org	303-226-4520
Steve Scott	Backcountry Horseman Four Corners Chapter	PO Box 3521	Durango	CO	81302	eaglepeak@frontier.net	970-247-3368
Roger Pennington	San Juan Sledders Snowmobile Club & CO Snowmobile Assoc	164 Sandia Cir. C. R. 520	Bayfield	CO	81122- 9407	rogerap@msn.com	970-884-2101
John Applegate	Pagosa Area Trails Council	1600 Hatcher Circle	Pagosa Springs	CO	81147	jlapple2@centurytel.net	970-731-2618 or 970-731-9325
Mark Pearson	San Juan Citizens Alliance	P.O. Box 2461 850 Main Ave	Durango	CO	81302	mpearson@frontier.net	970-259-3583
Amber Clark	San Juan Citizens Alliance	P.O. Box 2461 850 Main Ave	Durango	CO	81302	amber@sanjuancitizens.org	970-259-3583
Matt Sura	Western Colorado Congress	7 N. Cascade	Montrose	CO	81401	sura@wccongress.org	
Rod Swanson VP	San Juan Trail Riders	P.O. Box 1118	Durango	CO	81302		970-686-2229
Rich Peavey	San Juan Trail Riders	P.O. Box 1118	Durango	CO	81302	dale@sanjuantrailriders.org	970-259-1077
Bill Manning	Trails 2000	PO BOX 3868	Durango	CO	81302	bill@trails2000.org	970-259-4682
Ed Zink	Trails 2000	PO BOX 3868	Durango	CO	81302	edzink@waterfallranch.com	970-749-4621
Susan Bryson	San Juan Mountains Assoc	PO Box 2261	Durango	CO	81302	sbryson1@earthlink.net	970-385-1210
Felicity Broennan	San Juan Mountains Assoc.	P.O. Box 2261	Durango	CO	81302	felicity@sjma.org	970-385-1256
Katherine Roser	La Plata Open Space Conservancy	PO Box 1651	Durango	CO	81302	lposc@gobrainstorm.net	970.259.3415
Nina Williams	Montezuma Land Conservancy	PO Box 1522	Cortez	CO	81321	mlc@frontier.net	970- 565-1664
Tami Graham	Animas Conservancy	1032 1/2 Main Ave #24	Durango	CO	81301- 5124	tami@animasconservancy.org	970-259-0522
Harry Bruell	Southwest Youth Corps	120 Rock Point Dr., Unit B	Durango	CO	81301	harry@southwestyouthcorps.com	970-259-8607
Doug Robotham	Trust for Public Land	1410 Grant Street, Suite D-210	Denver	CO	80203	doug.robotham@tpl.org	303-837-1414
Lise Aangeenbrug	Colorado Conservation Trust	2334 Broadway, Suite A	Boulder	CO	80304	liseaa@coct.org	720-565-8289

Dave Gann	The Nature Conservancy Southwest CO Field Office	525 N. 5th	Montrose	CO	81401	dgann@tnc.org	970-252-0034
Mark Zink	San Juan Trail Riders	13228 CR 250	Durango	CO	81301	ma92c@aol.com	970-259-4065
Steve Linn	Trout Unlimited - Five Rivers Chapter	921 Pine Valley Rd	Bayfield	CO	81122	slinn@gobrainstorm.net	970-759-1736
Jim Aubrey	Trout Unlimited	21 Jenkins Dr.	Durango	CO	81301		970-247-7847
<b>Tribes</b>							
Ruben Hammond	Ute Mountain Ute Tribe	1 E. Mikewash	Towaoc	CO	81334		970-565-3751
Steve Whiteman	Southern Ute Indian Tribe - Wildlife Division	PO Box 737	Ignacio	CO	81137	swhitema@southern- ute.nsn.us	970-563-0130
Kip Koso	Southern Ute Indian Tribe	PO Box 737	Ignacio	CO	81137	kkoso@southern-ute.nsn.us	970-563-0214