

GRAND MESA

SCENIC & HISTORIC
BYWAY



Corridor Management Plan

1	Corridor Management Plan
2	Memorandum of Understanding, Agreements, and Bylaws
3	Local, State, National, and International Publicity
4	Interpretive Plan
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Purpose of this plan

A corridor management plan incorporates diverse interests needed to manage a byway, such as marketing, interpretation, and management, into one cohesive document. By establishing community-based goals and strategies, the byway association will be able to identify gaps in management of the byway, coordinate member responsibilities, and develop an action plan for future work. The plan will also help the byway association respond to management changes in harmony with the original byway vision. Overall, this plan will contribute to an increased awareness, understanding, and appreciation of the corridor's unique resources by local communities and enhance the quality of the scenic byway experience for the traveling public.

In addition to compiling all of the documents and plans necessary to manage a scenic byway effectively, corridor management plans consider the interests of all scenic byway users and stakeholders, including tourists, residents, and commercial interests, and federal, state, and local groups that manage the road and associated resources of the corridor. Once this information has been gathered into a corridor management plan, byway associations summarize the interests of all users, prioritize their needs, balance complementary and conflicting uses, and generate support for scenic byway management.

Principles of Corridor Management Plans

1. Strive to manage activities in the corridor to balance the use and conservation of the intrinsic qualities that are the essence of the scenic byway. This ensures that the benefits will be maximized now and in the future.
2. Enhance the quality of the scenic byway experience by managing the byway and corridor to improve the visual quality and context of the intrinsic qualities and to explain the significance of the resources with a creative interpretive program.
3. Increase the appreciation, understanding, and support for the scenic byway, its intrinsic qualities, and the management process.

4. Increase the benefits of the scenic byway, by targeting specific objectives and focusing available resources to achieve planned benefits.

Description and location of Grand Mesa Scenic and Historic Byway

Grand Mesa is believed to be the world's largest flat top mountain, a place the Ute Indians called Thunder Mountain. This massive landform supports a myriad of lakes, meadows, and forests barely visible from the valley floor. Automobile travelers begin their journey up the mesa at an elevation of between 4,500 to 5,000 feet, climb through several diverse ecosystems, and reach the top of the mesa, at elevations averaging 10,500 feet, in less than an hour. The mesa is a year-round oasis from the arid lowlands of the surrounding Grand Valley.

The Colorado Scenic and Historic Byway Commission officially recognized the Grand Mesa as a scenic byway in 1991. Part of the route passing through United States Forest Service (USFS) lands has also been designated a National Forest Scenic Byway. In 1996, the Byway Association became Colorado's second National Scenic Byway, designated by the Federal Highway Administration. As a nationally-recognized route, the Grand Mesa Scenic Byway is given preference in funding for federal projects, and is marketed to a much larger international audience.

The south entrance of the Grand Mesa Scenic and Historic Byway begins in the town of Cedaredge on Colorado Highway 65. It continues for 55.2 miles, through the community of Mesa, to the Interstate-70 exit on the north side of the Grand Mesa. A 7.8 mile spur of the byway travels west along Land's End Road, ending at the Land's End Observatory with spectacular views of the Grand Valley, La Sal Mountains, San Juan Mountains, and the Bookcliff Mountains. Although not officially part of the designated Grand Mesa Byway, Colorado Highway 330, through Molina, Plateau City, Collbran, and to the popular Vega Reservoir, is associated locally with the route.

Most of the Grand Mesa Scenic and Historic Byway is suitable for year-round travel, over well-maintained and paved roads, except for the Lands End portion. The gravel Lands End Road is

suitable for summer use only. There are occasional brief closures of Highway 65 on Grand Mesa due to rock or snow slides, but these last only a day or two.

Benefits of state and national byway designations

While many roads, such as the Grand Mesa Scenic Byway, are well known as exceptionally scenic or unique thoroughfares, national and state designations bring other important sources of recognition. Scenic byway designations are a source of pride for communities along a given route, and designation often results in increased attention, economic development, and visitation. Furthermore, federal funding from the Intermodal Surface Transportation Efficiency Act (ISTEA), managed by the Federal Highway Administration, and state funding from Great Outdoors Colorado (GOCO), managed by the State Board of Great Outdoors Colorado Trust Fund, and the State Historical Fund (SHF), managed by the Colorado Historical Society, provide designated byways with resources to prepare corridor management plans, upgrade visitor facilities, improve roads, preserve historic structures, or interpret the route through wayside exhibits, books, and brochures. Byways also receive technical assistance from community, state, and federal agencies and local economic development offices interested in promoting the route. Last, but not least, officially designated byways are included in state, national, and international marketing efforts, heightening their exposure and encouraging more visitation.

Organization of the Grand Mesa Byway Association

The Grand Mesa Scenic and Historic Byway Association coordinates and supports the development, promotion, and protection of the scenic, recreational, and cultural resources of the byway. The association incorporated with the State of Colorado on October 29, 1992, and is a designated 501(c)(3) non-profit organization.

The organization has committee representation from the United States Forest Service, Bureau of Land Management, Colorado Division of Wildlife, Fish and Wildlife Service, Colorado Department of Transportation, University of Colorado Center for Community Development, Powderhorn Resort, Mesa County, Grand Junction Visitor and Convention Bureau, City of Delta, Delta County Tourism Cabinet, Delta County Planning Department, Town of Cedaredge, Surface

Creek Valley Historical Society, Surface Creek Valley and Plateau Valley Chamber of Commerce, Town of Collbran, Town of Mesa, the Western Colorado Interpretive Association, and lodges, restaurants, and businesses along the byway. Less formally involved, but still considered byway partners, are the Plateau Valley CattleWomen, Mesa County Land Conservancy, Delta County Snowmobile Club, Mesa County Snowmobile Club, All Terrain Vehicle groups, and Nordic ski groups.

Currently, participation from the Cedaredge side of the Grand Mesa Scenic Byway outweighs participation from the Mesa County side, although efforts are being made to change this.

The association strives to work with its partners on a regular basis to ensure that all interests are represented as the byway makes corridor management decisions. The byway also works with private landowners with property along the route, to answer questions regarding scenic byway designation and/or the management of the byway. The interagency coordination and cooperation that is a product of this planning process, combined with ongoing public involvement, is vital to accomplishing the goals and objectives of the association.

Section 2 of this notebpok includes the following documents that contribute to the understanding of partnerships on the byway: Memoranda of Understandings, Working Agreements, Contractual Agreements, and Bylaws.

Mission Statement of the Grand Mesa Byway

Provide the visitor with a safe and enjoyable experience and promote economic development while enhancing, protecting, and preserving the resources of the Grand Mesa Scenic and Historic Byway.

Vision of the Grand Mesa Byway

The Grand Mesa Scenic and Historic Byway will offer a unique experience to travelers seeking an alternative to the typical fast-paced travel routes. Colorado Highway 65 will provide for safe, comfortable year-round passage through this nationally designated byway over the world's largest flat top mountain. Lands End Road will provide a unique and safe travel experience seasonally. Travelers will pass through shimmering aspen and aromatic pine forests, meadows of wildflowers, and by endless sparkling lakes. They will have the opportunity to observe major changes and diversity in the landscape and marvel over the unmatched panoramic views from the mesa. Scenic overlooks, rest areas, trails and picnic areas will be clearly marked along the byway offering easy access to a variety of recreational opportunities.

Each entrance to the byway will provide the visitor with a clear orientation to the route, its services, and amenities. Overnight travelers will be easily accommodated through a variety of campgrounds and lodging located within the byway boundaries or nearby communities.

Educational efforts at regional, statewide and national levels will inform the traveling public of the outstanding and diverse landscape and many recreational opportunities available along the byway. Interpretive materials will describe for the visitor the Grand Mesa's unique geology, ecology, and history. These materials will also encourage the visitor to practice a conservation ethic and respect private property rights. Further, this information will encourage all users and partners to preserve the byway's unique qualities and foster a sense of joint ownership.

Goals and Objectives of the Grand Mesa Byway

1. The Grand Mesa Scenic and Historic Byway will ensure opportunities for ongoing public participation in byway planning and activities.

Objectives:

- Provide notification of Byway Association meetings.
- Hold public meetings annually.
- Provide information about the byway and meetings, and activities via news releases.
- Publish and distribute informational and educational materials.

2. Evaluate existing services and plan, as needed, for an increase in local, state, national and international visitors due to national byway designation.

Objectives:

- Consider needs of multi-lingual and multi-cultural populations.
- Evaluate visitor services annually.
- Monitor visitor impact.
- Evaluate safety along the byway annually.

3. Ensure long life for the Byway Association.

Objectives:

- Develop and/or strengthen partnerships on the north end of byway.
- Develop partnerships with ranchers because of the historical importance of ranching and a need to preserve this history.
- Develop or strengthen partnerships with public and private recreation providers.

- Develop mutually beneficial relationships with concessionaires.
- Cultivate interaction with byway communities to determine impacts, desired and otherwise.

Inform potential partners about the meaning of designation as a national scenic byway.

4. Establish byway corridor management recommendations for preservation, enhancement and/or improvement of resources, infrastructure and facilities.

Objectives:

- Plan for long-term maintenance of byway resources, facilities and infrastructure.
- Establish short term and long term project priorities and determine funding resources.
- Meet requirements of Americans With Disabilities Act (ADA).
- Develop interpretive media to promote resource preservation and protection of the byway.
- Develop recommendations for a comprehensive trail plan on the Grand Mesa.
- Provide information on easements and land acquisition as tools to be used along the byway.
- Work with existing laws and regulations for preservation, enhancement and improvement of the byway.

5. Market and promote the byway's unique attributes and year-round opportunities.

Objectives:

- Consider resource impact in the marketing plan and promote shoulder-season use.
- Identify desirable target populations, define key markets, and take capacity into consideration.
- Maintain current marketing plan.
- Increase focus on winter use.

6. Ensure quality operation and maintenance of all byway information centers for the benefit of byway visitors and operating agencies.

Objectives:

- Provide adequate volunteer training on an annual basis.
- Plan for long-term maintenance of byway information centers.
- Bring Lands End Observatory up to modern standards while maintaining character if that is what the Forest Service wants or plan for preservation of Land's End Observatory and Raber cabins.
- Provide adequate visitor services at byway information centers.
- Follow existing business plans and update as needed.
- Develop an income and expense budget annually.

7. Provide information to educate and inform corridor users, enhance scenic and recreational experiences, and encourage a safe experience for all visitors.

Objectives:

- Provide adequate and accurate informational signage.
- Design marketing materials to inform visitors of the levels and varieties of experiences available throughout the byway before they arrive.
- Provide adequate volunteer training so volunteers can appropriately direct visitors to byway areas and activities best suited to their needs and interests.
- Use interpretive media to enhance the experience of corridor users and encourage safety.

8. Instill a sense of history and perspective in visitors.

Objectives:

- Research and provide information about historical land acquisition, water rights and recreational use via interpretive media.
- Maintain interpretive media at Lands End Observatory.

Public Participation

The Byway Association prepares local public notices and press releases in electronic and print media with information on recent accomplishments, scheduled events, and other pertinent information to keep area residents informed and interested in the byway. Media representatives are always invited to byway meetings. Public comment on plans or documents such as this corridor management plan, helps the Byway Association understand and monitor its role and position in surrounding communities. Personal contacts and open meetings also contribute to the public's understanding of the issues and plans developed by the byway. State, national, and international press, usually in the form of travel or feature articles, brings more attention and visitation to the byway. These articles should be given careful attention to ensure they match the byway's management goals and objectives. Section 3 of this plan includes local, state, national, and international publicity about the Grand Mesa Scenic and Historic Byway.

Inventory of intrinsic resources

Introduction

Incorporating unique geology, four diverse ecosystems, and 10,000 years of human history, there is a rich selection of intrinsic resources found along the Grand Mesa Scenic and Historic Byway. The total land encompassed by Grand Mesa is nearly as big as half of the state of Rhode Island. With elevations ranging from 4,500 feet at the base to more than 11,000 feet at the summit, the mesa supports a wide diversity of ecosystems and offers a unique chance to view climactic change in a relatively small area. Water is by far the mesa's most important resource, with 300 lakes holding 58,000 acre-feet of water utilized by seven municipalities and a host of agricultural enterprises in the Grand Valley. The value of recreational resources is also significant, as the mesa is a popular "great escape" for both residents of the Grand and Surface Creek Valleys, and outside visitors. Several of the Grand Mesa Scenic and Historic Byway's intrinsic resources are covered briefly in this section.

Geology

The Grand Mesa, created during the past 100 million years, has been shaped by glaciers, volcanoes, and wind and water erosion. A hard and resistant basaltic lava that once lay at the bottom of a great sea now caps the mesa. The lava prevents extensive weathering and gives the mesa its unique flat top and sheer sidewalls.

The lava flows occurred about 10 million years ago, when this region was an ancient river valley. Volcanic activity in the nearby Elk and West Elk Mountains caused the mesa to shift. Unlike many lava flows, there is no volcanic cone or crater associated with the Grand Mesa. Instead, the lava rose through fissures in the surface of the mesa, creating the mesa's high point of Leon Peak at 11,234 feet. Geologists have identified 25 individual flows ranging in thickness from less than 10 feet to more than 70 feet. The total thickness of the lava cap of the Grand Mesa ranges from 200 to 600 feet.

Erosion in the last 10 million years has removed the softer rocks that surrounded the harder lava-filled valleys. This created the lava-capped terrain as a high plateau. Other geologic sediments under the lava include alternating layers of sandstone, siltstone, claystone, and shale. The Mancos shale, a 5,000-foot thick layer, is the foundation of the mesa and the basis for the rich soils in the Grand and Gunnison valleys.

During the Wisconsin ice age, 100,000 to 50,000 years ago, glaciers formed on Grand Mesa. Some of these glaciers flowed down the north side of the Mesa, over the area where the Powderhorn Ski Area is now located and into the valley of Plateau Creek. The town of Mesa is built upon glacial gravels and many of the lava boulders in Plateau Canyon were deposited by a glacial river much larger than the present day Plateau Creek.

Grand Mesa is underlain with several seams of coal used by humans from early times to the present as an efficient heating and cooking source.

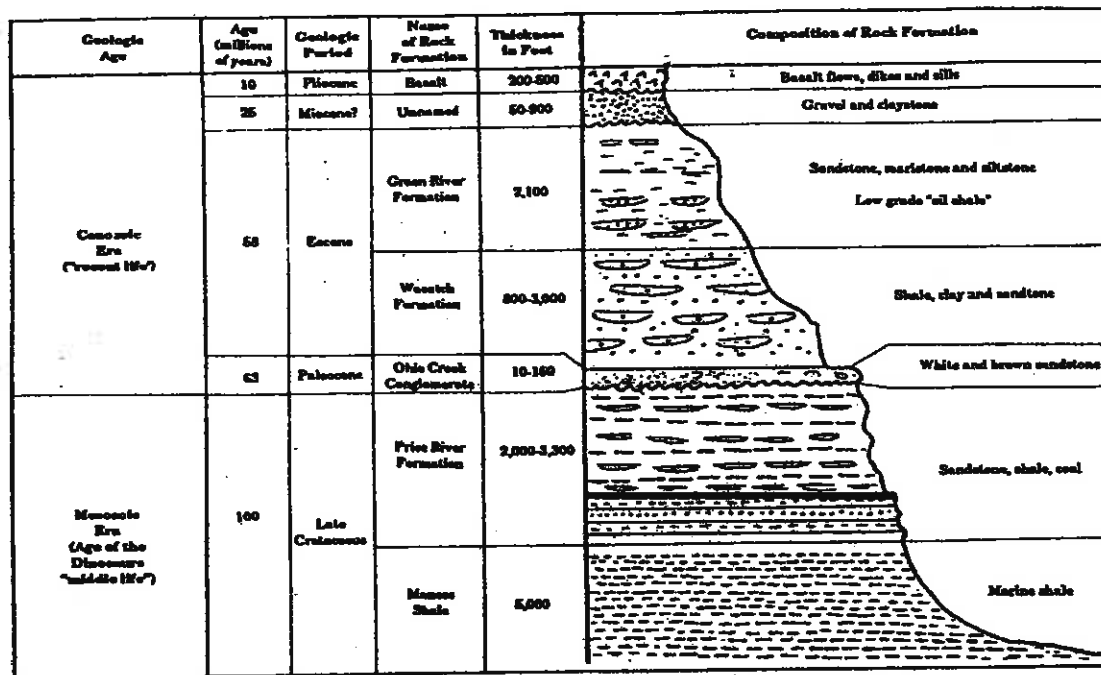
Life Zones

Beginning at Cedaredge, on the southern end of the byway at just over 6,000 feet, Colorado Highway 65 ascends to more than 10,000 feet and then descends on the north side to Plateau Creek Canyon at 5,000 feet. Many ecological transitions can be observed in these elevation changes.

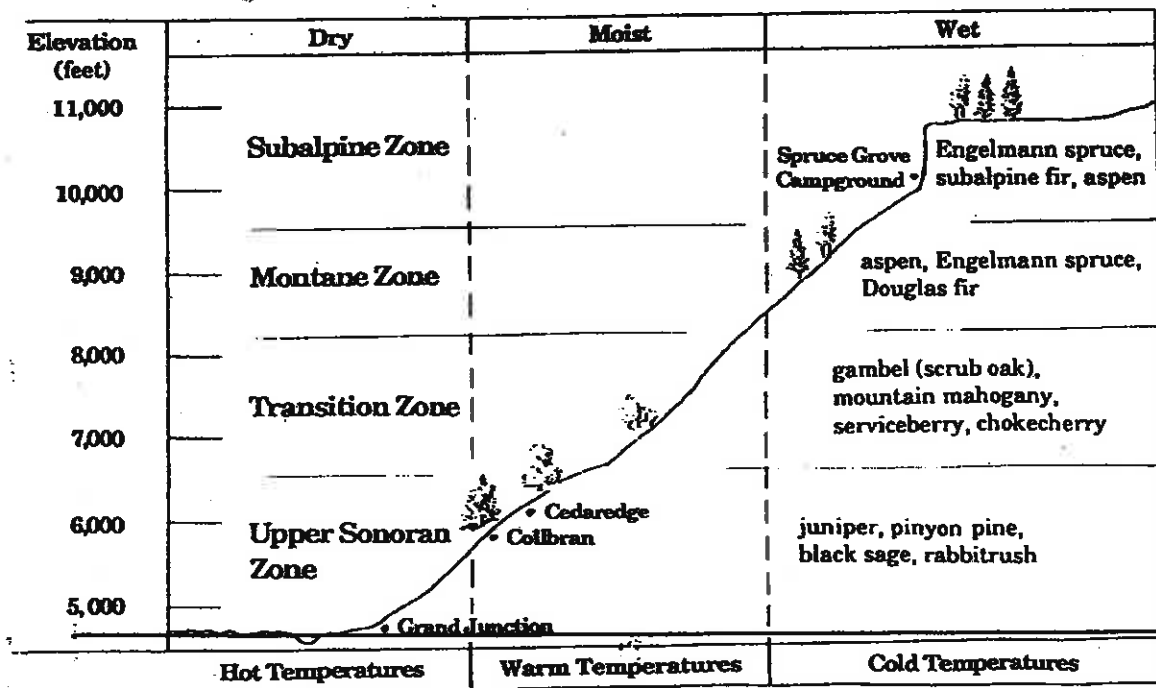
Ecological lifezones blend into one another, rather than providing a definite boundary between elevations. The Upper Sonoran Zone is found at the lower elevations of the mesa, from 4,500 to 6,500 feet, marked by greasewood, sage, and rabbitbrush at the lower elevations, and piñon pine, juniper, and black sage at higher elevations. The Transitional Zone, from 6,500 to 8,000 feet supports Gambel (scrub) oak, mountain mahogany, serviceberry and chokecherry, while the Montane Zone, from 8,000 to 9,500, sustains quaking aspen, Englemann spruce, and Douglas fir. At the highest elevations, 9,500 to 11,500, is the Subalpine zone, with Englemann spruce, subalpine fir, and aspen trees. A breathtaking variety of native wildflowers and grasses thrive in each zone.

Grand Mesa provides an excellent habitat for approximately 60 species of wildlife, and animals move throughout each of the mesa's lifezones according to the seasons. Animals include mule deer, elk, coyote, nocturnal gray fox, bobcat, mountain lion, black bear, striped skunk, snowshoe hare, white tail jackrabbit, beaver, and numerous other small animals. Home to a multitude of birds, the mesa is ideal for birdwatching, with golden and bald eagles, several hawk species including red-tailed hawks, great horned owls, violet-green swallows, black-billed magpie, American dipper, mourning dove, ptarmigan, grouse, and red-winged blackbird. All birds, except for a few species, are protected by state regulation or the Migratory Bird Treaty between the United States and Canada.

Geologic Layers of the Grand Mesa (taken from *Grand Mesa: World's Largest Flat Top Mountain*, by James Keener and Christine Bebee Keener, Grand River Publishing, 1989)



Life Zones of Grand Mesa (also from *Grand Mesa: World's Largest Flat Top Mountain*)



Water

With over 300 lakes, the mesa has more lakes per square mile than any other location in the western United States. The reason there are so many lakes is because the basalt cap on the mesa “catches” the water. These lakes and reservoirs provide unlimited recreational opportunities and water for municipalities and agricultural lands surrounding the mesa. Grand Mesa is an excellent example of how water in national forests serves a multitude of uses, from wildlife habitat, recreation, and irrigation for agriculture and municipalities.

Water has at times caused great conflict on the mesa, especially because it is critical to survival in this arid region. The first water diversion project was built from the Alexander Lakes area to the Surface Creek Valley on the south end of the mesa. Without these diversions, irrigation of the lands below would be limited. Initially, private companies built and maintained reservoirs. There is a long history of fights, congressional legislation, and permitting systems for the water rights on the mesa.

Today fishing on the mesa is public, regulated by the Colorado Division of Wildlife. But fish management was private on the mesa for many years, beginning in 1885 when William Alexander and Richard Forrest filed legal 160-acre claims to control fishing on several lakes on the mesa. In 1892, with the organization of the Surface Creek Ditch and Reservoir Company, the two men became stockholders in the company, and traded their irrigation water rights for fishing and boating privileges on the lakes. But shareholders in the company could still fish in the lakes, cutting into Alexander and Forrest’s profits. Other anglers simply poached the plentiful waters.

Forrest eventually sold the claims to a wealthy English aristocrat, William Radcliffe, who intended to create a private resort of the lakes and surrounding land. Conflict between shareholders in the ditch company and Radcliffe escalated when Radcliffe obtained exclusive fishing privileges for the lakes. Ranchers and farmers flagrantly ignored these rights, and continued to poach the waters. In 1901, the conflict turned bloody when a guard of Radcliffe’s shot and killed a prominent rancher who refused to stop fishing at one of the lakes. Incensed

community members burned down all of Radcliffe's buildings, including a fishery operated by the federal government, and clamored to lynch the guard. Radcliffe unsuccessfully lobbied the Governor of Colorado to intervene on his behalf, and even threatened war between Great Britain and the United States if he didn't receive monetary compensation for the destruction of his property. He was eventually compensated for a tenth of his original claim.

After many more attempts to privatize fishing in the lakes of Grand Mesa, the courts decided the final outcome. In 1934, the Grand Mesa National Forest filed a suit in U.S. District Court against the Grand Mesa Resort Company for claiming private ownership of federal land. As a result, the court decreed that the state of Colorado would buy the fishing rights from the resort company for \$5,000. The state, through the Colorado Division of Wildlife, has controlled the rights ever since.

The Ancient People of Grand Mesa, Excerpts from a Grand Mesa National Forest document.

Excavations and archaeological "surveys" on Grand Mesa, lands primarily managed by the Forest Service and Bureau of Land Management, have provided clues to the lifeways of Colorado's original inhabitants. Features such as hunting blinds, artifacts such as stone scrapers and spear points, research of more recent hunting and gathering cultures, and the study of animal migration habits, help contribute to an understanding of human use on the world's largest flat-topped mesa.

Archaeological and historic sites are recorded because of compliance by federal agencies with various laws including the Antiquities Act of 1906, the National Historic Preservation Act of 1966, and the Archaeological Resources Protection Act of 1979. When earth-disturbing projects are proposed on lands managed by the government, such as coal mines, well pads, timber sales, and reservoirs, archaeologists methodically walk the land to be affected, usually in parallel "transects" no more than 30 yards apart. When an artifact is found, the area is combed thoroughly, a map of the site is made, photographs are taken, and the site is located on a topographic map. The site is evaluated for eligibility to the National Register of Historic Places, using a set of criteria established to ascertain if the site can provide additional information

important to prehistory or history. If the site is considered eligible, it is avoided by the projects; if not, no protection is offered.

The human history of Grand Mesa, and western Colorado in general, is roughly divided into several stages. The Paleo-Indian Tradition is represented by certain types of spear points: Clovis, used to hunt mammoths, and Folsom, attached to spears that were thrown at giant bison. Although these points were made up to 11,000 years ago, artifacts flaked at later dates rarely exhibit the beautiful craftsmanship of Paleo-Indian spear points. At least two Paleo-Indian points have been observed by Forest Service archaeologists on the top of Grand Mesa.

Archaic people gathered a wider variety of plants to eat and hunted just about any animal that moved. Seed were ground into flour on flat metates with handstones of basalt, sandstone, or quartzite. Hunters used spear points made of chert, locally available at large quarry sites on the mesa. Groups were small, usually consisting of extended families of less than 20 people; if they were any bigger the local resources would play out too soon.

Deep snows and chilling winds discouraged winter occupation of Grand Mesa. Families “holed up” in protected rock shelters and overhangs in the piñon and juniper woodlands along the tributaries and major drainages of the Colorado, Gunnison, and Uncompahgre valleys. When snowmelt swelled the rivers in the spring, the Archaic people left their shelters and houses and set up base camps near areas where berries and roots could be collected. The people “followed” the ripening fruits as they became ready for picking, moving up the slopes of Grand Mesa as the summer progressed. Towards the end of the summer, women were competing with bears on the mesa top for wild strawberries and blackberries. Men hunted deer or chipped rocks from stone quarries to make spear points, scrapers, knives, and other tools. Forest Service archaeologists occasionally find Archaic spear points in campsites or as “isolated finds” on the mesa. The discovery of two buffalo skulls suggests that buffalo once grazed the lush meadows of the mesa and may have provided Archaic and later peoples with warm robes, meat, bone marrow, sinew to sew hide clothing, horn and bone utensils, and perhaps buffalo rib sleds the children could have taken with them to lower elevations for winter fun.

When brilliant hues of yellow and orange tinged the aspen leaves, the people packed their hide tents on poles dragged by dogs and in backpacks supported by forehead “tumplines.” They followed well-worn trails down the ridges and creeks to the piñon/juniper forests where plump piñon nuts were gathered. Baskets were filled with the nutritious nuts and dried deer, rabbit, and perhaps buffalo meat was stored in stone-lined “caches” for the cold winter months ahead.

Later “Fremont” or “Formative” peoples, known further west for their rock art images of large human figures and their part-time farming practices, most likely traveled the old trails to the mesa top to hunt and gather and procure stone tool materials. The stone that was extracted from various local outcrops is a gray/tan smooth rock known as chert. Obsidian, a more dense and preferred rock for tool-making, was traded to the people of western Colorado by those with access to its source in the volcanic regions of New Mexico or Wyoming. After 1400 or 1500, small groups of Ute Indians camped on the mesa. When they became horse-mounted in the 1700s, they dragged tipi poles up the trails and set up tipi villages in the meadows. Their

lifestyle was similar to the people of the Archaic culture, although horses enabled them to range across the Rockies to the Plains to hunt large herds of buffalo.

When miners and ranchers forced the government to reduce the land holdings of the Utes to small reservations, then told them to give up their horses for farming, a few Utes rebelled, resulting in the Meeker Incident northeast of Grand Mesa. Agent Meeker's wife, daughter, and another woman with her children were taken captive and released on the north side of Grand Mesa near the present town of Mesa. The "Meeker Tree," located on a private ranch, marks the camp where the captives were released to the U.S. Army, at the urging of Ouray, leader of the Uncompahgre band of Utes. The settlers' cry, "The Utes Must Go," encouraged the removal of all Northern Ute bands to Utah. Local legends tell of settlers following the old Indian trails over the Grand Mesa into Plateau Valley where they found Ute campfires "still warm." Old-timers recall their parents' stories of great fires set on the north slopes of the mesa by the Indians as they left in protest to their removal.

Prehistoric and Historic Resources on the Grand Mesa Scenic Byway

A search of prehistoric and historic sites and surveys along the Grand Mesa corridor at the Office of Archaeology and Historic Preservation (OAHP) yielded a list of 273 sites and 71 surveys. It should be noted that the search covered only those sites found in sections through which the road passes, and that a search of the entire Grand Mesa would yield significantly greater results. Some of the highlights of this survey are included here.

The byway corridor has 2 sites (Convict's Bread Oven, Land's End Observatory) listed on the National Historic Register and 4 sites (Raber Cow Camp on Lands End Road, Lovett House/Cedaredge Post Office/Log Cabin Inn in Cedaredge, Surface Creek Livestock Company silos, part of Pioneer Town in Cedaredge, and Stockmen's Bank in Collbran) on the State Register. In addition, there are many filed surveys and site forms that can be researched to determine whether more sites along the route are eligible for National or State Historic Site status. There a multitude of archaeological sites, where isolated finds, artifacts, hearths, or other important features have been recorded by forest archaeologists. In addition, historic ranches,

forest service ranger stations, trails, and roads all contribute to a rich historical record of human habitation on the mesa. Two site forms from OAHP are included with this document, but more could be added with further research at OAHP.

The Convict's Bread Oven, listed on the National Register on December 31, 1974, is located 7 and 2/3 miles east of I-70 on Colorado Highway 65. The oven sits in an easement surrounded by private land. Built in 1911 to provide bread to the work crew of convicts building the highway, the oven is a concrete rectangle, nearly hidden by the surrounding brush. It sits near Plateau Creek, and is 150 feet south of the highway, on the former location of the convict's work camp, that operated from April 1911 to July 1912. The oven is the only remaining feature from the prison camp. The prisoners, from the state penitentiary in Cañon City, built the road with pick and shovel, dynamite, wheelbarrow, and wagon. The nomination form also goes into the importance of "primitive" ovens and their history of providing sustenance through many centuries.

The Raber Cow Camp, listed on the State Register of Historic Properties on March 10, 1993, is located on Lands End Road, on 3.3 acres of the northwest quarter of Section 21, Township 12 South, Range 96 West. The United States Forest Service now owns the property of Raber Cow Camp. The two cabins on the property were built using logs from nearby forests from 1931 to 1934. Both are front-gabled, 1-1/2 story one-room log structures with steeply-pitched shake shingle roofs. The extended Raber family used these cabins when bringing their cows to summer pasture. These cabins are representative of several other cow camps still on the Grand Mesa. The Forest Service, with the help of the Raber family, the Grand Mesa Byway, and other partners, has renovated the cabins and provided interpretation describing the history of the Raber Cow Camp.

The Land's End Observatory, built by the Civilian Conservation Corps, was listed on the National Register on February 28, 1997. More information on this resource can be added to this document by obtaining the site file from OAHP, and in these documents: *Administering the National Forest in Colorado: An Assessment of the Architectural and Cultural Significance of*

Historic Administrative Properties and A Cultural Resource Inventory of the Lands End Trail.

The Forest Service uses the historic property as a visitor center during the summer. A joint project of the Grand Mesa Byway, the United States Forest Service, the Colorado Department of Transportation, and the Colorado Historical Society, resulted in a two-panel interpretive exhibit at the observatory, highlighting the significant history of the CCC on Grand Mesa. Other CCC sites, such as campgrounds and roads, have also been surveyed along the byway route, and determined to be officially eligible for state or national status with further research into their significance.

Cedaredge has several historic properties on the survey, and two properties on the State Register. The Lovett House/Cedaredge Post Office/Log Cabin Inn, listed June 14, 1995, is the longest continually-occupied residence in Cedaredge. Built in 1891 from logs and stone, the building is in what is known as the Rustic Style. Also, the Surface Creek Livestock Company Bar I Silos, listed April 25, 1994, are prominent landmarks in Cedaredge's Pioneer Town. The three silos were built in 1916 of stack lumber and with polygonal roofs.

Also on the State Register is Stockmen's Bank in Collbran, now the local branch of the Mesa County Library. It was listed on the register March 8, 1995. This commercial building, with Classical and Romanesque Revival styles, was built in 1929. The original bank safe is still in the building.

Pioneer Town

Located in Cedaredge, this living history museum is operated and maintained by the Surface Creek Valley Historical Society. While not listed on the State Register because many of the buildings in this facility have been moved from other locations, Pioneer Town is an original monument to the early settlers of this region. The members of the local historical society have painstakingly restored many original structures and built others as replicas, and then furnished and outfitted them with artifacts of the period. The main byway welcome center is located on this site.

Transportation

Touring the scenic Grand Mesa has been a local pastime for years, beginning with horse and buggy trips that lasted several days due to the remote ruggedness of the area. Portions of Colorado Highway 65 and Lands End Road were former Indian trails. Completion of the first road through Plateau Canyon in 1895 greatly improved access. Stagecoaches and freight wagons regularly traveled the route. Automobiles first traversed Grand Mesa when the predecessor to Highway 65 was completed in 1925. The Grand Mesa already had a variety of cabins and resorts near Alexander Lake. With the advent of better roads and automobiles, the popularity of Grand Mesa touring has continued to grow.

The Civilian Conservation Corps (CCC), a Depression-era program that put able-bodied men, mostly veterans, to work, had three camps on Grand Mesa. This group, among others, helped build Lands End road, the Collbran road, three ranger stations, the Lands End Observatory, and several campgrounds and picnic areas. Most of the construction done by the CCC is still in use today. Before the CCC worked on Lands End Road, it was a treacherous and precarious trail, with narrow ledges and steep drop-offs.

Ranching and Farming

Ranching has been an important part of life on and around Grand Mesa for many years.

Ranchers understood the importance of this landmark to their ranching business. They also improved many of the trails to allow for greater access to the pasture. During the summers of the 1930s to the 1960s, local cattle families often moved into cabins up on to the mesa, such as those found at the Raber Cow Camp, to monitor their herds on summer pasture. The Raber cabins, which have been restored and feature a series of interpretive signs, were occupied by the Rabers every summer from 1938 to 1966 and represent typical cattle operations on Colorado's western slope.

Range wars occurred on all sides of the Grand Mesa with the introduction of sheep by ranchers in Utah. A number of men and thousands of sheep were killed. The feuding ended with the

establishment of the Battlement Mesa Timberland Reserve in 1892. (The name changed to Grand Mesa National Forest in 1924.) The establishment of grazing allotments regulated the amount and type of grazing on national forest lands. The country's first forest ranger, William Kreutzer, was stationed at Cedaredge.

At the base of the Grand Mesa, the availability of water and conducive air currents provide perfect growing conditions for prize-winning fruit. Present agriculture of the area includes hay, onions, beans, corn, vineyards, and fruit orchards.

Recreation

People have always enjoyed the beauty and recreational opportunities provided by the Grand Mesa.

For centuries the Indians hunted on the mesa to stock up food for winter, and the mesa is still a hunter's paradise for hunting big game such as elk, mule deer, and bear; game birds such as turkey and blue grouse; and waterfowl such as duck and geese.

Skiing on the Mesa dates back to 1939 with the construction of Mesa Creek Ski Area. Relocated in 1964, it is now Powderhorn Ski Area. Snowfall averages 220 inches per year. The ski area has 510 acres with a vertical drop of 1,650 feet. Snowmobiling, alpine and Nordic skiing, and sleigh rides are also popular during the winter, while in the summer, visitors come to hike and bike near the resort.

The Grand Mesa is ideally suited for a variety of year-round recreational activities. During the summer months, Grand Mesa provides relief from the hot, arid valley temperatures and access to more than 300 lakes. Fall colors also attract visitors to the area. Other recreation activities along the byway include boating, hiking, biking, camping, picnicking and viewing wildlife.

Scenic Qualities

The scenery along Colorado Highway 65 and the Lands End Road is spectacular. The route passes through aspen and conifer forests, meadows full of wildflowers, and many streamfed

lakes. From the top, five wilderness areas are visible. Seventy miles to the south, the San Juan Mountains stand majestically in full view. The mysterious and barren Mancos Shale Formations lie to the north. The Lands End Road provides a western view of the Grand Valley including the Uncompahgre Plateau.

Grand Mesa Byway Amenities

Information Centers

Cedaredge Welcome Center
Grand Mesa Visitor Center
Lands End Observatory

Museums and Exhibits

Grand Mesa Visitor Center
Cedaredge Welcome Center
Lands End Observatory
Pioneer Town
Raber Cow Camp

Interpretive Signs/Kiosks

Views Interpretive Trail at Lands End Observatory
Discovery Trail-Grand Mesa Visitor Center
Raber Cow Camp Interpretive Site/Trail
Land O' Lakes Trail (overlook)
North End/Plateau Valley
Grand Mesa Visitor Center

Boat Ramps & Trailheads

Ward Creek Reservoir Boat Ramp/
County-line Cross-Country Ski Trailhead
Crag Crest West Trailhead
Crag Crest East Trailhead
Lands End Road Snowmobile Trailhead
Skyway Winter X-Country Ski Trailhead
West Bench Trailhead

Camping/Picnic Areas

Jumbo Campground
Glacier Spring Picnic Area
Mesa Lakes Boating/Picnic Area
Spruce Grove Campground
Island Lake Campground
Little Bear Campground
Cobbett Lake Campground
Ward Lake Campground
Ward Way Picnic Area
Grand Mesa Visitor Center Picnic Ground

Recreation

Driving for pleasure
Camping
Picnicking
Downhill skiing
Groomed X-Country skiing
Snowmobiling
Snow Shoeing
Island Lake Boat Ramp
Fishing
Hunting
Hiking Trails
Golf
Horseback Riding
Snow play
Boating

Mesa Lake Back Country Ski Trailhead

County Line X-Country Ski Trailhead

Viewing Wildlife

Photography

Bicycling

Off Highway Vehicles (OHV)

Lodging

Wagon Wheel Lodge - Mesa

Mesa Lakes Resort - Grand Mesa

Grand Mesa Lodge - Grand Mesa

Powderhorn Ski Resort - Grand Mesa

Spruce Lodge - Grand Mesa

CedarEdge Llama Bed & Breakfast - Cedaredge

Aspen Trails RV Campground - Cedaredge

Shady Creek RV - Cedaredge

Cedaredge Lodge - Cedaredge

Eagles Nest Lodge - Cedaredge

Howard Johnson Express - Cedaredge

Tri-R Motel - Cedaredge

Alexander Lake Lodge - Grand Mesa

Restaurant/Dining/Cafe

Wagon Wheel Lodge- Mesa

Padilla's Mesa Grande - Mesa

Powderhorn Resort - Grand Mesa

Alexander Lodge Restaurant - Grand Mesa

Spruce Lodge -- Grand Mesa

Mountain Fountain (Ice Cream) - Cedaredge

The Flour Garden - Cedaredge

Aspen Trails - Cedaredge

Apple Orchard - Cedaredge

Pizza to the Limit - Cedaredge

Blue Sky Restaurant - Cedaredge

The Ole Bakery Cafe - Cedaredge

Scheduled Events

Color Sunday

Heritage Day/Welcome Center Opening

Management Considerations

Funding

Efforts to secure funding for the implementation of byway management projects is coordinated between the public agencies. In some instances, the costs of projects may be shared between local governmental agencies and private businesses.

Funding has come from the Delta County Tourism Cabinet, the communities of Cedaredge and Delta, Mesa and Delta Counties, the U.S. Forest Service, the Bureau of Land Management and the Intermodal Surface Transportation Efficiency Act (SAFETY). Future sources of funding for many of the proposed projects include ISTEA, Great Outdoors Colorado, the Colorado Historical Society, Land and Water Conservation Fund, fundraising events, and local donations.

Operation, safety, and maintenance

The Grand Mesa Scenic and Historic Byway route can be traveled year-round in less than two hours over well maintained roads, all paved except for part of the Lands End spur. The Lands End road is a well graveled summer use route only.

The Byway Association has placed some priority in the redesign of the entry to the Welcome Center in Cedaredge. The corner where it is located was poorly designed and the group is looking at a possible acquisition for redesign. Town of Cedaredge acquired land and will reconfigure entrance in the near future. This is one of the few places along the route where concern exists regarding traffic safety.



United States
Department of
Agriculture

Forest
Service

Grand Mesa,
Uncompahgre and
Gunnison
National Forests

2250 Highway 50
Delta, CO 81416
Voice: 970-874-6600
TDD: 970-874-6660

File Code: 1580-2

Date: SEP 29 2004

William Miller
President
Grand Mesa Scenic & Historic Byway
P.O. Box 122
Cedaredge, CO 81413

Dear Mr. Miller,

Enclosed is an executed copy of Memorandum of Understanding # 04-MU-11020402-050. The purpose of this agreement is to exchange information, share knowledge, and keep the public informed of activities along the Highway 64 corridor and Land's End Road by linking web sites.

Brenda Winfrey is the project manager for this agreement. If you have any questions please call her at (970) 242-8211.

We look forward to working with you on this project.

Sincerely,

KEVIN T. RIORDAN
Acting Forest Supervisor

Enclosures

cc: Brenda Winfrey, Patty Hemphill



Caring for the Land and Serving People

Printed on Recycled Paper



MEMORANDUM OF UNDERSTANDING
BETWEEN
GRAND MESA SCENIC AND HISTORIC BYWAY ASSOCIATION
AND
UNITED STATES DEPARTMENT OF AGRICULTURE FOREST SERVICE
GRAND MESA, UNCOMPAHGRE AND GUNNISON NATIONAL FORESTS

This MEMORANDUM OF UNDERSTANDING is hereby made and entered into by and between the Grand Mesa Scenic and Historic Byway Association, hereinafter referred to as Byway, and United States Department of Agriculture Forest Service, Grand Mesa, Uncompahgre and Gunnison National Forest, hereinafter referred to as Forest Service.

A. PURPOSE:

To cooperate in exchanging information, sharing knowledge, and keeping the public informed of activities and opportunities along the Highway 65 corridor and the Land's End Road (Forest Service Road 100) by linking to each entities' website.

B. STATEMENT OF MUTUAL BENEFIT AND INTERESTS:

To enhance the forest visitor's stay on the Grand Mesa, Uncompahgre and Gunnison National Forest by supplying information that will enable them to plan for and anticipate the happenings associated with the Grand Mesa Scenic and Historic Byway.

C. FOREST SERVICE SHALL:

1. Consistently maintain and update their web site.
2. Maintain a link to the Grand Mesa Scenic and Historic Byway website located on the GMUG Forest Service website.

D. GRAND MESA SCENIC AND HISTORIC BYWAY SHALL:

1. Consistently maintain and update their web site.
2. Maintain a link to the USDA Forest Service website located on the Grand Mesa Scenic and Historic Byway website.

E. IT IS MUTUALLY UNDERSTOOD AND AGREED BY AND BETWEEN THE PARTIES THAT:

1. FREEDOM OF INFORMATION ACT (FOIA). Any information furnished to the Forest Service under this instrument is subject to the Freedom of Information Act (5 U.S.C. 552).

2. **PARTICIPATION IN SIMILAR ACTIVITIES.** This instrument in no way restricts the Forest Service or the Cooperator(s) from participating in similar activities with other public or private agencies, organizations, and individuals.
3. **COMMENCEMENT/EXPIRATION/TERMINATION.** This MOU takes effect upon the signature of the Forest Service and the Byway and shall remain in effect for five years from the date of execution. This MOU may be extended or amended upon written request of either the Forest Service or the Byway and the subsequent written concurrence of the other(s). Either the Forest Service or the Byway may terminate this MOU with a 60-day written notice to the other(s).
4. **RESPONSIBILITIES OF PARTIES.** The Forest Service and the Byway and their respective agencies and office will handle their own activities and utilize their own resources, including the expenditure of their own funds, in pursuing these objectives. Each party will carry out its separate activities in a coordinated and mutually beneficial manner.
5. **PRINCIPAL CONTACTS.** The principal contacts for this instrument are:

Forest Service Project Contact

Brenda Winfrey
Visitor Information Specialist
Grand Valley Ranger District
2777 Crossroads Blvd., Unit A
Grand Junction, CO 81506
Phone: (970) 242-8211
FAX: (970) 263-5819
E-Mail: bwinfrey@fs.fed.us

Cooperator Project Contact

Bill Miller
President
Grand Mesa Scenic & Historic Byway
P.O. Box 122
Cedaredge, CO 81413
Phone: (970) 856-5001
FAX: (970) 856-7292
E-Mail: bmiller66@aol.com

Forest Service Administrative Contact

Merna Fehlmann
Grants & Agreements Specialist
GMUG National Forest
2250 Highway 50
Delta, CO 81416
Phone: (970) 874-6606
FAX: (970) 874-874-6698
E-Mail: mfehlmann@fs.fed.us

Cooperator Administrative Contact

Donna Ferganchick
Executive Director
Grand Mesa Scenic & Historic Byway
3167 Ridge Road
Delta, CO 81416
Phone: (970) 874-0293
FAX: (970) 874-0293
E-Mail: drferg@tds.net

6. **NON-FUND OBLIGATING DOCUMENT.** Nothing in this MOU shall obligate either the Forest Service or the Byway to obligate or transfer any funds. Specific work projects or activities that involve the transfer of funds, services, or property among the various agencies and offices of the Forest Service and the Byway will require execution of separate agreements and be contingent upon the availability of

FS Agreement No.
Cooperator Tax ID No.
Cooperator Agreement No.

04-MU-11020402-050

9/7/04

appropriated funds. Such activities must be independently authorized by appropriate statutory authority. This MOU does not provide such authority. Negotiation, execution, and administration of each such agreement must comply with all applicable statutes and regulations.

7. **ESTABLISHMENT OF RESPONSIBILITY.** This MOU is not intended to, and does not create, any right, benefit, or trust responsibility, substantive or procedural, enforceable at law or equity, by a party against the United States, its agencies, its officers, or any person.
8. **AUTHORIZED REPRESENTATIVES.** By signature below, the cooperator certifies that the individuals listed in this document as representatives of the cooperator are authorized to act in their respective areas for matters related to this agreement.

THE PARTIES HERETO have executed this instrument.

GRAND MESA SCENIC AND
HISTORIC BYWAY ASSOCIATION

USDA FOREST SERVICE
GRAND MESA, UNCOMPAHGRE &
GUNNISON NATIONAL FOREST

William L. Miller 9/9/04
BILL MILLER DATE
President

Kevin T. Riordan 9/10/04
KEVIN T. RIORDAN DATE
Acting Forest Supervisor

The authority and format of this instrument has been reviewed and approved for signature.

Menna Tehlman 9/7/04
Agreements Coordinator DATE
FS Agreements Coordinator

Grand Mesa Byway Interpretive Plan

Introduction

The Grand Mesa Scenic and Historic Byway Association contracted with Interpretive Management Associates (IMA) to develop an interpretive plan. This plan recommends mostly non-personal interpretive services but the continued use of personal services, such as guided walks, hikes and talks by the Forest Service interpreters and Pioneer Town, Scenic Byway and Western Colorado Interpretive Association volunteers will only serve to enhance interpretive services.

Media that are recommended at various sites along the byway include: wayside exhibits in low profile and kiosk mounts, self guided brochures, interactive video and interactive exhibits, printed brochures, maps and guides. Interpretive recommendations are elaborated on in a site-by-site list included in the attached interpretive plan. Project phasing is recommended in order to focus on priorities and to acquire the funding needed to complete the project. The complete interpretive plan is included here.

Marketing Plan

Introduction

Marketing will inform the public about byway opportunities and promote interest in the byway according to the needs identified by the Association. This marketing will be consistent with resource protection and the maintenance of the desired byway character. Successful marketing will maintain interest and a sense of ownership among byway users and supporters. Marketing efforts will maintain a high level of communication, cooperation, and awareness concerning the byway between the agency managers and the users. Efforts to market recreation and interpretive resources should remain consistent with the capacity of the byway to accommodate use and maintain safety.

Protection and Preservation

Introduction

The Grand Mesa Scenic and Historic Byway Association is committed to preserving the unique qualities of the byway, including the historic, recreational, cultural, archeological, and natural features of this diverse and unique landscape. Of particular importance is the agricultural and pastoral nature of the land that defines the character of the byway. The Byway Association contracted with Mike Strugar of the Land Use Resource Center, Center for Public-Private Sector Cooperation at the University of Colorado for the development of a protection and preservation plan. The following is a summary of that plan.

This section includes strategies to conserve the byway's intrinsic qualities while balancing development initiatives for tourism, economic development, and user enjoyment. The communities and public agencies responsible for the long-term character of the byway are dedicated to preserving the integrity of this scenic resource.

The Association recognizes that areas along the byway may require different strategies for protection and preservation and is implementing site-specific analyses to determine the best tool for each area. For example, protection of areas with the highest levels of visual integrity and attractiveness may require strategies different from areas appropriate for development.

Incentives and Benefits

As an important step toward accomplishing the preservation and the protection goals of this byway, the Association has examined and considered a comprehensive list of regulatory and non-regulatory tools and techniques used by other communities around the country.

The Association is particularly committed to pursuing tools and techniques that present landowners with incentives and benefits to help preserve and protect this special area. Landowners on the scenic corridor could be presented with unique opportunities to benefit economically while protecting their rural and agricultural lifestyle. These types of tools and techniques may include conservation easements, that can provide landowners with significant

financial gain, decrease annual taxes on property, and still allow landowners to continue to work the land.

Next Steps and Action Items

The following is a list of next steps and action items the Association will undertake in order to ensure that protection and preservation tools are applied to appropriate portions of the byway, and that an effective management strategy is developed to balance new development requirements while protecting and preserving the intrinsic qualities of the byway.

1. Education

Education of the community and the public at large is a very important component of a protection and preservation strategy. In order to encourage ownership and understanding of the values of this community resource, the Association should educate the public about the byway as well as potential protection strategies. In particular, the public will be informed about incentive-based opportunities that could be made available to landowners on the byway corridor. Once certain incentive-based tools have been chosen, particular landowners may be approached to consider them for their property. Educational materials that compliment the byways efforts will also be used in interpretation.

2. Site Specific Analysis

The Association believes protection efforts would benefit from a more site-specific analysis of lands along the byway. This analysis, already under way, includes: a detailed inventory of the properties along the byway, a ranking of the level of importance of the property to preserving the intrinsic qualities of the byway, and an investigation into properties in immediate danger of development that could be in conflict with the goals of the byway. These site-specific analyses will then lead to the selection of the best preservation and protection tools for specific lands, as well as a timeline for implementing these tools. Because most of the land within the corridor is managed by the USFS, the Association and public will only analyze private landholdings within the corridor. It is critical that the byway include a plan to assure ongoing public participation in this process. To this end, the Association will seek funds from ISTEAs, GoColorado, and any other appropriate funding source.

3. Agricultural Preservation

Considerable attention is focused on preserving agricultural lands around the country. The Association recognizes that agricultural land along the byway is inextricably linked to the scenic and cultural qualities of the byway. Therefore, the Association will coordinate with current agricultural preservation efforts, such as the American Farmland Trust and the Colorado Cattlemen's Land Trust, which protect agricultural lands in Colorado and across the country.

4. Land Trusts

Significant land protection strategies are implemented by land trusts to help protect land resources for public benefit. The association will work with existing land trusts to protect lands identified as requiring immediate and/or long-term preservation strategies. In particular, the Association will work cooperatively with the Mesa County Land Conservancy and the Three Rivers Land Conservancy in Delta County to investigate the purchase of critical agricultural land in fee simple, purchase of development rights, and/or the purchase of conservation easements.

5. Inter-County Cooperation

The Association has already experienced the benefit of inter-county and inter-agency cooperation. In order to ensure the successful implementation of the byway management plan this cooperation must continue. Therefore, the Association intends to work cooperatively with Mesa and Delta counties to guarantee coordination with all local planning agencies. More specifically, the Association will ensure that any comprehensive plans and land management techniques such as zoning, easements, and economic incentives are compatible with, and support, the byway's visions and goals. An Intergovernmental Agreement will be created to guarantee compatible development and that protection techniques are adopted and enforced.

6. Public Agency Cooperation

Much of the land along the byway is managed by the United States Forest Service (USFS) and the Bureau of Land Management (BLM). The Association will continue to work with these agencies to ensure public input in their comprehensive planning process and land management techniques. In order to ensure this cooperation, the Association created a Memorandum of Understanding (MOU) with the USFS. The Association will pursue a MOU with the BLM.

The Association also recognizes that land exchanges may be another way to work cooperatively with these public agencies to protect byway resources. The Association will work with the USFS and BLM to determine if land exchanges are a viable option for this byway.

7. Design Guidelines, Assistance, and Review

Design guidelines and assistance are important to ensure development along the byway does not undermine the scenic qualities the byway strives to protect. To this end, the Association will seek funding to create design guidelines and assistance for those developing in the byway corridor or view shed. The Association will also investigate the possibility of creating a design review commission with representatives from each jurisdiction. This is another way in which communities work together to encourage development sensitive to the vision and goals of the byway.

Business Plans for Information Centers

Introduction

The Grand Mesa Byway contracted with Yvonne Piquette, University of Colorado, Center for Community Development, to develop business plans for the Lands End, Grand Mesa, and Cedaredge visitor information centers. These plans contain a summary of a survey conducted with several visitor centers throughout Colorado, comments and recommendations, goals and objectives, and budget proposals. The complete plans are included here.

Grand Mesa National Forest Capital Improvement Projects

The Grand Mesa National Forest Capital Improvement Projects plan summarizes all proposed recreational improvements needed on the Grand Mesa within forest boundaries. Some of the projects have been completed already, as the plan was approved in 1992. But the information included is important as it outlines future needs for improvements in Forest Service amenities, especially to be prepared for increased interest and visitation on the byway. The Grand Mesa Byway group can use the information in this CIP plan to prioritize projects and apply for funding for future improvements. 1992 cost summaries provide a starting point for estimating current project costs.

INTERPRETIVE GOALS, OBJECTIVES AND STRATEGIES

A series of goals, objectives and strategies have been developed for the Grand Mesa Scenic Byway. Progress can be measured, tasks assigned, grants written or sequences of actions determined by tracking these goals, objectives and strategies. They have been layered into a hierarchy that provides a comprehensive look at the interpretation recommendations elaborated on in the site-by-site inventory. This format should give the byway committee specific tasks to accomplish along with the knowledge of why that particular task is being undertaken and what benefit the task will be to the overall interpretive program once it is accomplished.

Goals are the expected outcomes of the interpretive program. They answer the question, "Why are we doing this?" Four goals have been developed:

Provide an opportunity for all byway visitors to take advantage of information, interpretation and recreational activities and to understand where and how to access these activities and information.

Instill an understanding and appreciation of the Grand Mesa's natural, cultural and recreational resources and encourage stewardship of these resources.

Communicate the availability of area recreational and cultural activities so that visitors either visit these attractions, take advantage of the activities, extend their stay or return during another season.

Instill an understanding of the U.S. Forest Service and Bureau of Land Management land management practices that affect lands adjacent to the byway and how private-public partnerships benefit those lands.

To accomplish each goal, several objectives have been developed. They present ideas on how the goals can best be accomplished in this particular situation. Objectives answer the question, "How do we know we are achieving the goal?" They are specific, measurable and trackable and will give guidance in determining what task to undertake next.

Finally, strategies were developed to give concrete alternatives to make certain the goals and objectives are fulfilled. Strategies answer the question, "What do we need to do?" They are the specific actions that will move the byway committee from "where we are" to "where we want to be." They can be viewed as options selected to solve certain problems or actions taken to address desired changes. Layered beneath some of the strategies are bulleted items that identify more specific actions that could take place.

GRAND MESA GOALS, OBJECTIVES AND STRATEGIES

Goal 1.

Provide an opportunity for all byway visitors to take advantage of information, interpretation and recreational activities and to understand where and how to access these activities and information.

Objective 1.a. Provide orientation at byway entrances

Strategy 1.a. (1)

There are four entrances to the byway:

1. I-70 and Hwy 65
2. Land's End Observatory off of Highway 50
3. FS Road 121
4. Welcome Center in Cedaredge.

Provide information at the entrances by means of panels, pamphlets, maps, personal contact, etc. Visitors will then know where the byway is, how long it is and some of the amenities and activities available on byway before they travel along it for a very long distance.

Strategy 1.a. (2)

Provide byway information to local Chambers of Commerce, Tourist Information Stations, to both tourism regions, regional places of business and other locations outside the bounds of the byway so visitors understand about the byway before they arrive.

Strategy 1.a. (3)

Develop an interactive video for major entrances (and at locations where visitors congregate) that includes all available activities along and adjacent to the byway so that visitors can tailor their information-gathering to their specific experience desires.

Strategy 1.a. (4)

Install byway identification signs at approaches and along the byway.

Objective 1.b. Provide orientation, information, and interpretation in a variety of media to meet the various learning avenues preferred by the wide variety of publics.

Strategy 1.b (1)

Develop personal services that address themes in this interpretive plan.

- Use this interpretive plan as a guide; inventory of significant resources and statement of significance would make ideal themes for interpretive programs.
- Hire seasonal staff with experience an/or interest in interpretation (Welcome Center).
- Train staff in local natural and cultural history and refresh interpretive techniques annually.

Strategy 1.b (2)

Develop non-personal services interpretive programming that addresses the themes identified in this interpretive plan.

- Develop wayside exhibits at sites that will be effective in orientation and interpretation and will communicate information germane to specific sites along the byway.

Objective 1.c. Provide training for USFS staff, lodge employees and Welcome Center and Pioneer Town volunteers that contains instruction on activities and information pertaining to the byway.

Strategy 1.c. (1)

Contract with professional interpretation trainers.

Objective 1.d. (1) Provide orientation and information at visitor and welcome centers.

Strategy 1.d (1)

Develop means that orient visitors to the byway and activities associated with it.

Strategy 1.d. (2)

Train staff about the byway so they are able to answer visitors' questions.

Strategy 1.d (3)

Locate orientation kiosks outside welcome center so visitors can become oriented when the center is closed.

Goal 2.

Instill an understanding and appreciation of the Grand Mesa's natural, cultural and recreational resources and encourage stewardship of these resources.

Objective 2.a. Communicate to visitors through interpretive media that humans are part of the ecosystem on Grand Mesa and the ramifications for all human actions affect the ecosystem.

Strategy 2.a. (1)

Incorporate the latest research (USFS or other scientific information) into interpretive programs.

Strategy 2.a (2)

Establish personal services that emphasize resource management.

- Hire staff with interpretation experience (Welcome Center)
- Train employees in the "big picture" of the Forest Service and some of its activities on the Grand Mesa and adjacent forests that illustrate resource management techniques and how they are benefiting the ecosystem.
- Emphasize positive behaviors toward the resources on Grand Mesa.
- Incorporate the "big picture" of ecosystems into messages that visitors can take with them and integrate into their own situation at home.

Strategy 2.a. (3)

Develop non-personal services that emphasize specific resource management projects.

- Develop temporary and/or traveling exhibits at sites where resource management practices can be seen “in action.”
- Develop visitor center exhibits that highlight resource management successes.

Objective 2.b. Incorporate “gee-whiz” information about the natural and cultural resources of Grand Mesa into interpretive media.

Strategy 2.b. (1)

Train seasonal staff to develop programming at more depth than introductory levels and on a wide variety of topics.

Strategy 2.b. (2)

Incorporate “grabber” information into wayside exhibit text and self-guided brochures.

Strategy 2.b. (3)

Incorporate “grabber” designs into wayside exhibit text and brochures.

- Contract with a professional graphic artist with experience in developing wayside exhibits and brochures.

Strategy 2.b. (4)

Develop a variety of personal services beyond the usual interpretive walks and ranger talks.

- Experiment with programming using different sites, time and approaches.
- Utilize individuals with interpretive skills.

Goal 3.

Communicate the availability of area recreational and cultural activities so that visitors either visit these attractions, take advantage of the activities, extend their stay or return during another season.

Objectives 3.a Include a broad spectrum of activities in orientation media.

Strategy 3.a. (1)

Develop interactive video to include the widest possible variety of locations and activities available in the area and update the software as activities change.

- Install this video at locations where visitors naturally congregate, such as visitor and welcome centers.

Strategy 3.a. (2)

Incorporate into existing means information on where visitors can go for further information on activities happening year-round.

Strategy 3.a. (3)

Develop a communication strategy (such as a byway event calendar) for all organizations and agencies along the byway so that everyone who may come into

contact with visitors understands what is happening along the byway and communicates the same information to visitors.

Objective 3.b. Make certain visitors are able to find their way around the byway and to locations of special activities.

Strategy 3.b. (1)

Install byway directional signage.

Strategy 3.b. (2)

Install kiosks at visitor centers so visitors can get orientation after hours.

Goal 4.

Instill an understanding of the U.S. Forest Service Mission and management that affect land administered by the Forest Services.

Objective 4.a. Provide visitors with information about agency missions and how this affects management practices on Grand Mesa.

Strategy 4.a (1)

Make the message of agency identification one that is part of every visitor contact.

Strategy 4.a (2)

Think about the audience receiving the message; make it interpretive, not bureaucratic.

Strategy 4.a. (3)

Communication between field staff and administrative personnel needs to include status of current USFS projects, especially when the project impacts the visitor center or other visitor services.

Objective 4.b. Provide personal services that project a positive and professional image of the agency represented.

Strategy 4.b (1)

Hire energetic staff with good people skills who will promote a professional image to the public.

- Write detailed job descriptions.
- Advertise widely for staff
- Establish a staff evaluation criteria
- Establish staff identification at Welcome Center (i.e. hats, vests, badges).

Strategy 4.b. (2)

Train staff toward this objective.

- Ensure quality seasonal training.
- Set high expectations
- Provide support for professional development.
- Provide mid-season follow-up to seasonal training.
- Conduct exit interviews at end of season.

Grand Mesa Interpretive & Exhibit Plan

Submitted by

Grand Mesa Scenic Byway Association

And Updated by Committee

2003-2004

Introduction

In 2004 the Grand Mesa Byway Interpretive Plan was reviewed and updated.

Media that are recommended at various sites along the byway include: wayside exhibits in low profile and kiosk mounts, self-guided brochures, interactive video and interactive exhibits, printed brochures, maps and guides. Interpretive recommendations are elaborated on in the site-by-site list included in the attached interpretive plan. Project phasing is recommended in order to focus on priorities and to acquire the funding needed to complete the project. The complete interpretive plan is included here.

Executive Summary

The Grand Mesa Scenic and Historic Byway Associate, Inc. was established to participate in the management, marketing and the implementation of interpretive services along the Grand Mesa Scenic and Historic Byway.

In 1996, the association contracted with Interpretive Management Associates (IMA) to develop an interpretive plan. The plan will include supporting exhibits that will interpret services along the byway and the exhibit concepts for the Welcome Center in Cedaredge and the Grand Mesa Visitor Center.

This plan recommends mostly non-personal interpretive services but the continued use of personal services will only serve to enhance interpretive services.

Media that are recommended at various sites along the byway include: wayside exhibits in low profile and kiosk mounts, self-guided brochures, interactive video and interactive exhibits.

This document shall become an integral part of the Byway Corridor Management Plan and will serve the goals and objectives to be implemented in the plan.

This document was developed in cooperation with the following agencies and organizations: The United States Forest Service and Grand Mesa Scenic and Historic Byway.

Interpretation Glossary

Interpretation – Based in natural and cultural history, this communication process gives visitors an insight into, an appreciation of, and a relationship with the world around them by using a wide variety of methods.

Exhibit – One of many media for interpreting natural or cultural history for visitors. Exhibits may be visitor center type, wayside (trail/roadside), interactive or static.

Interactive Touchscreen Video – A medium in which a computer monitor is programmed to react to visitors' touch to change screens. Visitors may, by selecting more and more specific topics, gain a message tailored to their special needs and interests.

Kiosk – An upright, sometimes multi-sided, stand that houses one to several interpretive exhibit panels.

Low-Profile Wayside Exhibits – Wayside exhibits that are mounted singly in stanchions angled at 30 degrees toward the viewer and having the front edge of the exhibit between 32" and 34" above the ground. There are several standard sizes for low profile wayside exhibits.

Non-Personal Services – Those interpretive activities that communicate messages through the use of media such as exhibit panels, brochures, audio tapes, etc.

Personal Services – Those interpretive activities that communicate messages through the use of one-to-one (or one-to-many) communication between visitors and staff.

Self-Guided Tour – An interpretive medium that may use a brochure correlated to numbered stakes, an audio device or other medium to interpret specific resources at designated stops along a designated route.

Stanchion – A framing and mounting system that supports one interpretive exhibit panel.

Wall-Mounted Exhibit – An interpretive exhibit mounted and framed vertically to a wall.

The Planning Process

Guiding Interpretive Services

Interpretive master planning provides a framework and process to guide the design, development and operation of interpretive services. It places the goals of the project within the mission of the Byway Association, incorporates operational procedures with interpretive opportunities and visitors to develop site-derived objectives. Though broad in scope, planning connects goals, management and resource requirements, with interpretation.

By taking into account budgetary and site constraints, an interpretive plan can pare the list of potential interpretive sites to those most feasible for development or re-design. By assessing audience, fiscal resources and interpretive stories, the plan can recommend alternatives called interpretive media.

Further, interpretive planning will identify sites that offer excellent opportunities for interpretation. By taking the entire project into consideration, the plan strives to spread use among various sites, avoiding problems of traffic flow, overcrowding and resources damage. Existing facilities, such as parking lots and overlooks can be used, if appropriate, without impacting natural or cultural resources.

An interpretive plan also serves as an ongoing instrument to evaluate the scope, relevance and proper content for future services that may be planned. The planning document should foster creativity, set priorities, and give focus to present and future interpretive initiatives. The plan should be considered a "fluid document". It is a snapshot in time and takes into consideration only the current situation. Should the situation change, new interpretive opportunities arise or the audience change, the plan should be revisited to reflect the new situation. It is recommended that interpretive sites be visited yearly and revised every five years.

The Process

This interpretive plan was developed by first determining an inventory of significant resources. This inventory was a statement about the byway and adjacent land describing how is it different from the other byway, park, forest or interpretive sites. They can be related to natural history, cultural history or recreational resources. They are those special traits that make visitors want to visit. From this list, statements of significance were developed by the interpretive committee and consolidated into inventory statements, then into categories. From these categories themes were developed. Themes are statements that affirm certain overall characteristics about the location.

From here, goals were established. Goals are designed to provide a general framework that can guide interpretive efforts. They give overall direction to the project and will support the purpose of the interpretation efforts.

Each goal, in order to get accomplished, needs objectives. These are general tasks that, once achieved, will have served to accomplish the goal. Each objective has been assigned specific strategies, which are concrete tasks that will move the project closer toward the goal.

The interpretive plan will guide interpretive services by determining themes, locations and media best suited for interpretive stories, given the parameters for development and implementation set forth by the Grand Mesa Scenic Byway Association. Since the site covered by this plan crosses property boundaries, the plan will make recommendations for interpretive services at appropriate sites along the corridor, each of which will be the responsibility of the managing agency, organization or the Association to implement. It is the purpose of this plan to recommend sites and media and not to determine how much of the funding share should be sustained by each partner. It is understood that grants, donations and other funds, none of which have been identified at this point, will make up the bulk of the funding base.

Interpretive Sites

This plan recommends the selection of existing facilities and pullouts for interpretive media rather than putting funding into the construction of new pullouts. Furthermore, it recommends clustering media at the sites identified in this plan rather than spreading it out along the byway. This will allow for vistas without interpretation. This is important because people need the opportunity to enjoy vistas without interpretation.

For that reason, several sites that have been studied in developing this plan and the draft plan developed by the USFS have been eliminated from this plan. This is not to say that these sites should be eliminated from consideration, in the future, for other uses in the Byway Corridor Management Plan. Specific sites and reasons for their elimination at this time are:

Skyway Overlook

This site is very close to both the Grand Mesa Visitor Center and the Lands End turnoff, where this plan has made specific more in-depth interpretive messages. Ingress/egress meeting the standards of the Colorado Department of Transportation would be difficult to accomplish without developing a new pulloff/overlook.

Old Ski Area Overlook

This site is close to the pullout with the USFS sign, which will be a more appropriate site for stopping and being out of the line of traffic for vehicles traveling the byway.

Orientation on the North End of the Byway

The north end of the byway is configured in such a way and land ownership is such that there remain problems with visitor orientation.

IMA staff looked at five potential sites for orientation at the north end of the byway. This chosen site will be the visitor's first introduction to the byway, reassurance that they, indeed did make the correct turn to get on the byway and the site for initial orientation to the byway. Each of these sites, however, has inherent problems and none is the ideal location. Byway committee members would like to eventually have a welcome center on the north end of the byway, as there is in Cedaredge. The major concern with this is lack of agency and volunteer support in that geographic area. There is not a pool of residents from which to recruit volunteers to operate the center and the Bureau of Land Management lands do not include any of these sites.

1. Gay Johnson's

This should be considered as a supplemental location for byway information but since it does not attract all byway visitors, should not be considered as the main orientation site.

2. Island Acres State Recreation Area

This site is too far removed from the end of the byway and should not be considered as the main orientation site. The main benefit is that there is State Park staff on hand to answer questions.

3. Large pull-out near I-70 and Highway 65 (at existing Information sign)

Signs were installed in 2004.

4. Public Fishing Access Site (adjacent Plateau Creek where I-70 east exit begins)

Ownership of this site is unclear. If this obstacle could be overcome, this site would be well-suited as an orientation site. An issue to consider is that by placing an orientation kiosk at this site, the byway committee will be introducing visitors with a different focus than the anglers who currently use the site.

5. 4.17 Acre Site at Highway 330, Collbran Turn-off

Since the beginning of this project, byway committee members have looked into the possibility of purchasing this site from its current owner and were quoted a price for the property that is out of line with comparable local properties. The committee has dismissed this site from consideration at this time.

Orientation Site Requirements:

- Orientation kiosk (at minimum)
- Trash receptacle
- Byway ID sign
- Regular trash pick-up
- Restrooms

Objectives of This Site:

The messages presented at this site will allow visitors to:

- Become oriented to the byway.
- Be encouraged to visit byway sites.

- Understand wildlife viewing ethics.
- Realize that they will be passing through several life zones on the byway and to look for signs of change in vegetation to indicate these zones.
- Recognize the importance of natural corridors to human transportation.
- Realize the importance of canyons in providing transportation corridors.

Topics for Interpretation:

- Orientation/Information (with map)
- Recreational Opportunities
- Watchable wildlife
- Life Zones
- Prehistory and History of Transportation Corridors

Site Themes:

- There is a lot to see and do along the Grand Mesa Scenic Byway.
- Life zones are compacted on the Grand Mesa and even the casual observer will be able to discern the differences in vegetation while driving to the top of the Mesa.
- Wildlife is abundant along the byway and the best way to get a good view of it is to follow a few basic standards of wildlife viewing.
- The Canyons that cut the flanks of Grand Mesa provided wildlife and human transportation corridors (trails followed streams) and many of these trails are still in use.

Subthemes Addressed Here:

4, 5, 6

Cost to Implement Interpretation:

2-Sided Kiosk with interpretive panels

\$18,441



WELCOME CENTER

Site #1

Mile = 0.0 / 49.6

Site Description:

Just west of Highway 65 in the town of Cedaredge, at the edge of Pioneer Town

Site Purpose:

Orientation

Information

Interpretation

Issues to Consider:

- Attract and increase visitation to the Welcome Center and Pioneer Town
- Marketing of the site
- Better utilization of the interior space of the center
- Exterior maintenance of the building
- Recruitment and retention of volunteers

Recommendations:

- Design and fabricate exhibits more appropriate to the space available
- Develop a traveling exhibit
- Introduce visitors to the Pioneer Town story of preserving old buildings in the valley
- Develop interesting facility plan
- Seek additional grants from sources outside of byway funding
- Conduct periodical marketing workshops
- Develop an exterior and interior maintenance schedule
- Aggressive volunteer outreach and training

Objectives of This Site:

The messages presented at this site will allow visitors to:

- Obtain byway information and orientation
- Understand resources along the byway
- Learn how land management agencies work with the public and private sectors to accomplish their mission
- Obtain information and orientation for Pioneer Town
- Obtain information for current and future tourism opportunities

Topics for Interpretation:

- Pioneer Town
- Orientation / Information about the Byway
- How the USFS manages the Grand Mesa National Forest
- 4 season recreational opportunities along the byway
- Life zones and natural resources

Site Themes:

- Pioneer Town consists of historic buildings from the Surface Creek Valley that might not have been preserved on their original site. The Surface Creek Historical Society has brought them to this site to preserve the structures and interpret their significance.
- The Grand Mesa Scenic and Historic Byway has been designated as a National Scenic and Historic Byway in Colorado. There are a variety of activities for visitors along the byway.
- The Grand Mesa is known as a 4-season area with different recreational activities taking place year round.
- Life zones are visible through the variety of native vegetation that each contains. Those zones are compacted altitudinal on the Mesa. Look for life zones and notice the difference between them.
- Grand Mesa provides a variety of natural resources.

Notes:

- See floor plan on the following page and exhibit concepts on page?

CEDAREdge OVERLOOK

CEDAREGE OVERLOOK

Site #2

Mile 12.8

Site Description

- Scenic overlook taking in the Surface Creek Valley, the West Elk Mountains, the San Juan Mountains and the LaSalle Mountains (Utah)
- Parking on west side of Highway 65 just before the Grand Mesa National Forest boundary sign.

Site Purpose:

- Orientation / Information
- Interpretation
- Parking area / Rest stop without toilet facility
- Viewing / Camera Opportunities

Issues to Consider:

- Interpretive Panels needed
- Parking area needs striped
- Small trail needed below highway if geographically possible
- Rename site to "Surface Creek Valley Overlook" with signage

Recommendations:

- Seek funding for interpretive panels
- Approach CDOT for striping of parking area
- Design and fund small trail below parking area

Objective of this Site:

The messages presented at this site will allow visitors to:

- Park and view scenic vistas and camera opportunities
- Learn and understand the view area and its importance to the area

Topics for Interpretation:

- Surrounding mountain ranges
- Surface Creek Valley, the settling and establishment of the valley
- Natural resources
- Agricultural vistas with its needs for water from the Mesa
- West Elk, San Juan and LaSalle mountain ranges and the Uncompaghre Plateau

Site Themes:

- Surface Creek Valley plus surrounding mountain ranges and plateaus

Possible Partnerships

- Delta County
- Surface Creek Valley Historical Society



WARD CREEK RESERVOIR

Site #3

Mile 14.6 / 35.2

Site Description:

- Small reservoir on southeast side of Highway 65
- Trees and Hillsides across the reservoir
- Visible headgate on creek flowing into reservoir from the north
- Parking adjacent to Highway 65 is access to the reservoir
- Boat ramp and restrooms
- Cross country skiing on east side of Highway 65
- Winter snow play is common in the adjacent area

Site Purpose:

- Orientation
- Information
- Outdoor Recreation

Issues to Consider:

- Maintenance and upkeep of kiosk
- Cleanliness of toilet facilities
- Adequate parking for winter recreation use
- Toilet facility is not accessible in winter

Recommendations:

- Seek partnerships and volunteers for maintenance
- Seek funding for maintenance of kiosk and toilet

Objectives of this Site:

- Provide parking and comfort station
- Recreational opportunities such as:
 - ✓ Fishing
 - ✓ Cross country skiing
 - ✓ Boating

Topics for Interpretation:

- None needed

Site Themes:

- None

GRAND MESA VISITOR CENTER

Site #4

Mile=16.4 / 33.5

Site Description:

- Log Visitor Center adjacent to Cobbett Lake at the intersection of FS 121 and Highway 65
- Treed setting with view of lakes to the south and north
- Year round heated restroom facilities with flush toilets

Site Purpose:

- Information
- Interpretation with displays and signage
- Picnicking
- Short interpretive trails
- Year round programs
- Interpretive materials sold

Issues to Consider:

- Outdated interpretive panels
- Building too small for attendance records set at programs
- Brochures of poor quality
- Maintenance of interior and exterior of building
- Parking lot maintenance
- Short trail development

Recommendations:

- Re-write Discovery Trail Brochure
- Re-design book sales area
- Develop site plan for all short trails in vicinity
- Schedule upgrading and refreshing of interpretive panels
- Encourage and promote new partnerships for all issues
- Seek funding and grants for all above issues
- Educate ourselves to other forms of interpretation
- Seek and retain volunteers
- Consider keeping the center open on weekends during the late fall, winter and spring

Objectives of this Site:

The messages presented at this site will allow visitors to:

- Understand history and present use of water resources and how important resource management is to water issues
- Understand the mission of the USFS and how it relates to the Grand Mesa
- Access and understand interpretive and educational material
- To find answers to questions and concerns of the forest visitor
- Understand various recreation opportunities

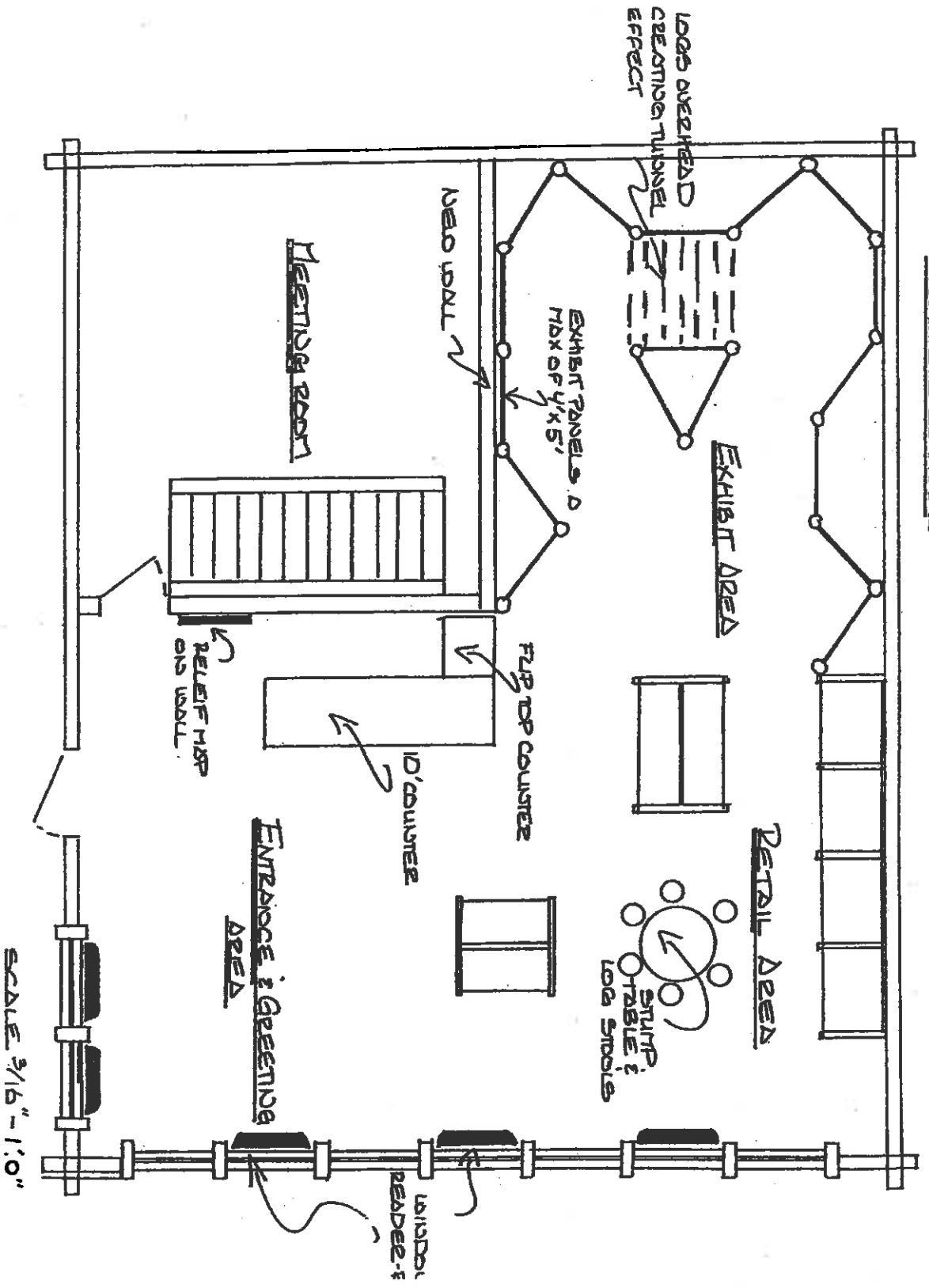
Topics for Interpretation:

- History on the Grand Mesa
- Rotating display with a variety of natural resource topics

Site Themes:

- History
- Natural resources
- Recreational Opportunities
- Water

VISITOR CENTER



CRAG CREST TRAIL

Site #5

Mile = 17.3 / 32.6

Site Descriptions:

- West trailhead just east of Hwy 65
- East trailhead south of FS Rd 121
- Large parking lot and restrooms adjacent to west trailhead

Site Purpose:

- Interpretation
- Outdoor Recreation
- Trail Map/Information

Issues to Consider:

- Update existing sign message
- Update East Trailhead
- Conversion of the General Trail to Trailhead/Picnic Area

Recommendations:

- Update existing signage
- Explore opportunities to use West Trailhead for winter parking area

Objectives of this Site:

The message at this site will allow visitors:

- Picnic area (west trailhead)
- Understand the significance of the National Trails System and know the Crag Crest Trail is part of this national system
- Trail usage

Topics for Interpretation:

- National trail system
- View from Crag Crest portion of trail

Site Themes:

- The Crag Crest Trail has been designated as part of a larger system of national trails, the National Trail System.



LAND OF LAKES OVERLOOK TRAIL

Site #6

Mile = 18.6 / 31.0

Site Description:

- West side of Hwy 65
- Paved path leading from paved parking area to overlook the panoramic view
- Picnic Area

Site Purpose:

- Interpretation
- Outdoor recreation
- Viewing
- Trailhead

Issues to Consider:

- Approach signage off Hwy 65 is poor
- Need trailhead sign

Recommendations:

- Install signs indicating the start of the trailhead
- Upgrade CDOT signs on Hwy 65 to include "Land of Lakes Trail"
- Re-route trailhead to improve the accessibility

Objectives of this Site:

The message presented at this site will allow the visitors to:

- Understand where they are in relation to some of the more prominent landmarks on the Mesa
- Know the importance of the water storage viewed from this site

Topics for Interpretation:

- Landmark finder



SUMMIT TRAILHEAD (also known as Lands End Turn Off)

Site #7

Mile = 20.8 / 29.0

Site Description:

- Near junction of Hwy 65 and Land's End Road
- Site will be relocated to an area ½ mile south of the current site
- Site will include paved parking, restroom and changing rooms
- Site will serve as a trailhead for winter snowmobile use and summer mountain bike use

Site Purpose:

- Outdoor recreation

Issues to Consider:

- Interpretation
- Signage

Recommendations:

- Use the site for summer visitors as well as winter recreation
- Install several wayside exhibits if approved by USFS

Objectives of this Site:

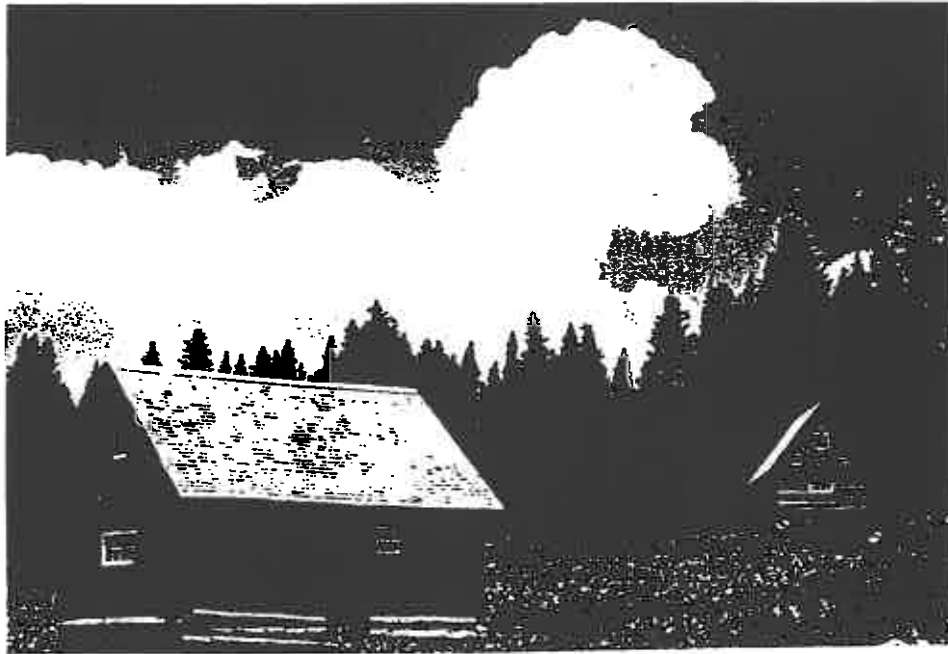
- Recreation
- Trail access

Topics for Interpretation:

- Spruce/fir forests

Site Themes:

- There are special qualities that a spruce/fir forest has and you can experience these by taking a short walk into the trees.



RABER COW CAMP

Site #8

Mile = LE 4.9

Site Description:

- Two cabins on the north side of Lands End Road
- Open space
- Spring

Site Purpose:

- Interpretation

Issues to Consider:

- Upgrading of the trail
- Upgrading of the signage

Recommendations

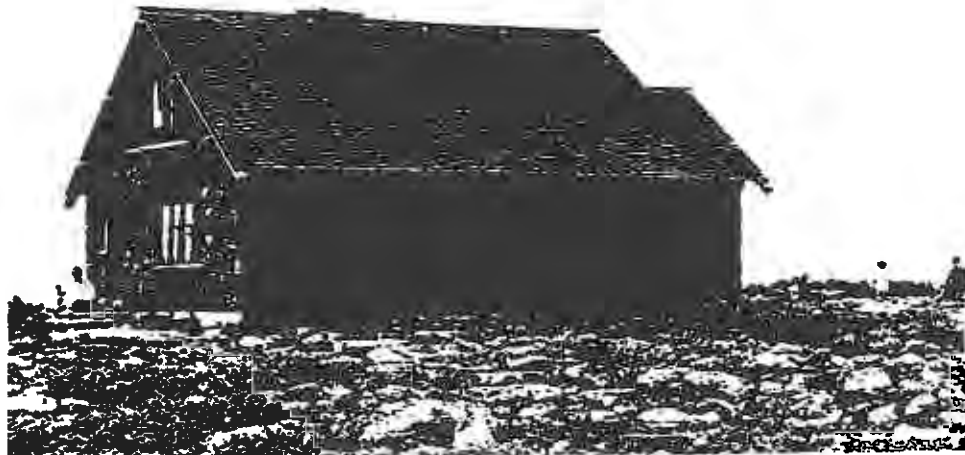
- Furnish the interior of the cabins

Topics for Interpretation:

- Cow camps during their heyday in the forties and fifties
- Cabin restoration
- Spring House
- Range management

Site Themes:

- History of grazing on the Grand Mesa
- History of cow camps



LAND'S END

Site #9

Mile = LE 11.4

Site Description:

- Stone building on edge of the Mesa
- Restrooms below visitor center, down stone steps (not handicap accessible)
- View of surrounding valley, Colorado National Monument and La Sal Mountains in Utah

Site Purpose:

- Interpretation
- Outdoor Recreation
- Overlook of the Grand and Gunnison Valleys

Issues to Consider:

- Valley View trailhead sign with brochure rack
- Review of current Valley View and Trail brochure
- Safety of visitors
 1. The trail located on the edge of an extreme drop-off invites visitors into a dangerous situation by having them walk the view trail. Alternatives need to be discussed.
 2. Feeding wildlife is an inappropriate activity visitors expect to engage in at Land's End.
- Parking area and gate access to road (improve for visual reasons)
- Accessibility and sanitation of restroom facility
- Restoration of historic building
- Restoration of the soils around facility

Recommendations:

- Build new base for information kiosk
- Restore the interior of the cabin to what it was in the CCC days
- Discussion on wildflower identification signage in the meadow
- Consolidated history of the building and use for reference to be used by staff for visitors' questions
- Interpretive stories of CCC and WPA for use in the center's interior
- Seek grants and new partners

Objectives of the Site:

The message presented at this site will allow visitors to:

- Interpret the history of the site
- Interpret the view
- Interpret the road construction of Land's End
- Settlement of the Grand Valley
- Municipal watersheds seen from site

Topics for Interpretation:

- WPA and CCC projects
- Panoramic view
- Land's End Hill climb

Site Themes:

- History of the site and its uses

MESA CREEK SKI AREA

Site #10

Mile = 29.4

Site Description:

- South side of Hwy 65
- Large parking lot
- Snow play is common adjacent to this site
- Restroom

Site Purpose:

- Recreation
- Interpretation
- Rest stop

Issues to Consider:

- Hwy 65 signage is poor
- Safety on Hwy 65 concerning snowboarders hitchhiking
- Safety of sledding/snowboarding
- Trash, restroom condition and obstacles left by users
- Restroom maintenance
- Restroom are inadequate (need larger vault)

Recommendations:

- More visibility of Forest Service and Highway Patrol Personnel
- Winter weekend monitoring by USFS or Volunteers
- Inventory trails made and used by the public
- Seek grants and new partners
- Evaluate existing site for the need to develop system trail

Objectives of the Site:

The message presented by this site will allow the visitor:

- Enjoy the recreation

Topics for Interpretation:

- History of the site

Site Theme:

- History of the site



BATTLEMENT OVERLOOK

Site #11

Mile = 29.6/20.4

Site Description:

- North side of Hwy 65
- Two entrances
- Entering Grand Mesa National Forest sign
- View of Battlement Mesa to the north

Site Purpose:

- Interpretation

Issues to Consider:

- Signage is poor with little warning of the upcoming pull-off from either direction

Recommendations:

- Replace plywood USFS sign
- Clean up the site (i.e. vegetation encroaching sidewalk)
- Paint parking lines and install handicapped parking space
- Vista clearing to north
- Install side cuts for accessibility from parking lot to sidewalk
- Remove old stanchion that has no wayside exhibit in it

Objectives of This Site:

The messages presented at this site will allow visitors to:

- Interpret the Battlement
- Interpret the Plateau Valley

Topics for Interpretation:

- Battlement reserve
- Development of the Plateau Valley
- Ute use of the Mesa and adjacent wintering grounds
- Re-growth of fire areas

Theme of the Site

- History of the site and views

GRAND MESA NATIONAL SCENIC AND HISTORIC BYWAY

BYWAY MARKETING PLAN

of the Grand Mesa Scenic Byway Association

August 2004

Prepared by the

Grand Mesa Scenic Byway Marketing Committee

Submitted: August 27, 2004

Approved: _____

Date: _____

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INTRODUCTION

From late 2003 through the summer of 2004, the newly formed Grand Mesa Scenic Byway Marketing Committee met to strategize new marketing and promotional efforts for the period 2004 to 2009. Following an analysis of current marketing activities, the committee constructed a Byway Promotion Plan that entails new collateral literature, new Byway themes and graphics, increased emphasis on internet marketing, and a comprehensive publicity strategy.

Since the initial Byway Marketing Plan was written in 1997, several new interpretive projects have been unveiled along the Grand Mesa Scenic Byway. Indoor and outdoor interpretive exhibits have been added at the Cedaredge Welcome Center, Grand Mesa Visitor Center, Raber Cow Camp, Land's End Observatory, and the I-70/Hwy. 65 junction. In addition, 5 Byway videos were produced for DVD presentation at 2 Visitor Centers. A new map & guide has been introduced, with further publications in progress. With considerable interpretive content now in place, marketing the Byway is easier and simplified.

This marketing and promotion plan is designed with three objectives:

- 1 - To successfully achieve the marketing goals in light of the unstable funding common to the national scenic byway program,
- 2 - To fund future Byway marketing activities from newly-created revenue streams, and
- 3 - To attempt to become financially self-sufficient, as an organization, by the year 2009.

I. GRAND MESA BYWAY ASSOCIATION MARKETING MISSION

Increase visitor numbers, provide visitors with a safe and enjoyable experience, and promote economic development while enhancing and preserving the natural, historical, and cultural resources of the Grand Mesa National Scenic and Historic Byway.

GRAND MESA BYWAY MARKETING GOALS

The Grand Mesa Scenic and Historic Byway Association is committed to expanding its byway marketing program consistent with the capacity of the land and small communities to handle additional visitors and use along the Byway.

Colorado and communities in Western Colorado have been growing rapidly since 1986. This rapid growth places substantial pressures on recreational resources and communities and is changing the character of the communities and the land. Many citizens are concerned that this increased growth is beginning to affect the quality of life in the area. New efforts to attract additional visitors to the area should be done carefully so the qualities that attract people to the Byway are not destroyed in the effort to grow the local economies.

The specific marketing goals of the Grand Mesa Scenic and Historic Association are:

1. **Increase visitation and visitor expenditures for existing businesses along the Grand Mesa National Scenic & Historic Byway.**
2. **Promote the Byway to the communities along or near the route as a means for economic development.**
3. **Coordinate tourism promotional efforts with partnership agencies and the capacity of the resources along the Byway.**

II. TARGET MARKETS

Effective marketing cannot occur without targeting the high priority markets. Target marketing reduces promotional costs and aims promotional messages at markets appropriate for the Grand Mesa Byway and selectively promotes the Byway to these markets to carefully manage the numbers of people using this extraordinary resource. Three major groups of visitors have been identified as target markets:

AUTO VACATIONERS

Auto vacationers are often older, more affluent, and do not use the outdoor resources typical of recreationalists (Source: Colorado and Grand Mesa Visitor Profiles). Sightseeing, photography, interpretive tours, museum visits, even dining experiences mark the auto vacationer's itinerary. And, although some lodging and tickets are pre-arranged, the auto vacationer tends to leave a portion of their trip flexible, which offers distinct opportunities for merchants along the Byway corridor.

Visitor 'capture surveys' conducted in the late '90's verified that over 70% of summer visitors are local residents. Many auto vacationers are day-travelers from the surrounding counties of Mesa, Delta, Garfield, and Montrose. Over 200,000 residents in this region periodically use the Grand Mesa for 3 to 6 hour getaways, and typically purchase food and gas, at minimum.

Grand Junction and the surrounding area are a major draw for visitors who typically stay in area motels to attend meetings and visit area attractions. Some of these are passing through while others have Grand Junction and the vicinity as their destination. These people often visit regional visitor centers, so a sound Byway literature distribution system is imperative.

FAMILY & FRIENDS

Significant numbers of visiting family and friends are reported by lodging proprietors in the towns surrounding the Byway region. Reunions, graduations, weddings, etc. contribute solid numbers year in, and year out. As destination visitors, they are an excellent target market, since inexpensive, short auto trips are family friendly and encourage Byway economic activity.

OUTDOOR ENTHUSIASTS

Western Colorado is abundant in outdoor recreational opportunities. From true wilderness experiences to world-class resorts, visitors come for every reason in every season. Attracting outdoor enthusiasts to the Grand Mesa Scenic Byway, away from Colorado's formidable inventory of tourism activities, would require a serious campaign that may be cost-prohibitive. However, the Byway's natural strengths in fishing & boating, and a host of winter sports, suggest concentrating on these sub-categories of the outdoor enthusiast target market.

III. PROMOTION PLAN

Grand Mesa has outstanding summer and winter recreational resources. Grand Mesa has been an important recreational area for many decades. Communities and businesses have conducted tourism promotional campaigns and developed informational and directional infrastructure for many years. This assessment lists collateral materials and visitor centers, which contribute to the byway visitor's image of the Grand Mesa area. Coordination of existing promotional materials is critical if the Grand Mesa is to create a strong image in the tourism marketplace.

COLLATERAL MATERIALS

As of this writing, new collateral materials have been developed to serve the 5-year strategy implemented for the Grand Mesa Scenic Byway.

PRINT MATERIALS

- **Official Map & Guide** - see Appendix A
- **Byway News** - see Appendix B
- **Itinerary Insert** - see Appendix C

Print Material Distribution: **See Appendix D**

At minimum, enough quantities of the Official Map & Guide and seasonal inserts should be maintained to keep the visitor centers presented in APPENDIX D fully stocked, year 'round.

FUTURE PRINT MATERIALS

- Exploded area maps - 4
 - List of accommodations and campgrounds
 - Hiking trails
 - Snowmobile trails
 - Cross country and snowshoeing trails
 - Activities and other resources
- Interpretive Guidebooks for resale
- Foreign Language Translations

BYWAY VIDEO

- The Grand Mesa Tour
- Summer on the Grand Mesa
- Winter on the Grand Mesa
- Water from the Grand Mesa
- 1999 Archeological Excavation

Current Video Venues

1. Grand Mesa Scenic Byway Welcome Center (Cedaredge)
2. Grand Mesa Visitor Center (Hwy 65 at Trickel Park R)

Future Video Venues

1. Fruita Welcome Center
2. Rifle Welcome Center
3. Delta Visitor Center
4. Mesa Welcome Center
5. Grand Junction Visitor Center

BYWAY OUTDOOR SIGNAGE

- I-70 Exit Signage
- Plateau Canyon Wayside Exhibit
- Temporary Mesa Visitor Information Banner
- Colorado Scenic Byway Signs
- Blue Highway Directional sign - Delta (Hwy. 50)

FUTURE OUTDOOR SIGNAGE

New Plateau Canyon Wayside Sign
Permanent Mesa Visitor Center Sign
I-70 Debeque Area Sign - Westbound
Completion of Colorado Byway Signage

PUBLICITY

With no consistent funding mechanism in place for promotion of the Byway, the full use of publicity techniques is recommended until new revenue streams are created. In no other manner can the Grand Mesa Scenic Byway attract visitors and protect resources better than through the use of a sophisticated publicity campaign. Most of these mass media services are free of charge, except for the time and effort it takes to organize, develop, and place messages. By taking full advantage of the not-for-profit status of the Byway, and the considerable numbers of potential visitor market media, the Byway can substitute limited ad dollars with organized effort.

The Byway will maintain a consistent, seasonally-tuned schedule of promotions via press releases, media partnerships and public/private sector partnerships. The Byway Coordinator position should administer the duties of maintaining a database of contacts, issuing press releases throughout the year, and fulfilling requests for media kits. APPENDIX G is a sample Media Hit List designed to help manage staged press releases which should be initiated at least two weeks in advance of an event.

Media Kit: The Grand Mesa Byway Association should develop a media kit that can provide information to select media outlets and travel writers. This press packet should include:

1. Official Map & Guide
2. Press releases describing important winter and summer recreational resources and events;
3. Mini video CD's or DVD's presenting the Grand Mesa Tour production.
4. Local tourism contacts that can help media complete their articles via interviews.

Media Kits should be sent to regional news outlets, select media on the Front Range of Colorado, and any organization requesting Byway information.

Media Contacts: Contacts for Radio, TV, newsprint, regional periodicals, and travel writers, will be the primary recipients for periodic press releases for Byway information and activities. Of course, the managing database will need routine updating, but are key to free promotion of the Byway.

Regional media can be a strong ally of the Byway by creating partnerships that keep both recreation and protection messages in front of the general public. A series of public information messages delivered through an on-going partnership with local television and newsprint media is a powerful tool for Byway promotion. News, weather, and sports segments on local television broadcasts are good candidates for sponsorships that present Byway public service announcements.

Public Sector Contacts: Contacts for Government officials, visitor information centers, VCB's, chambers of commerce, State and Federal Highway administration staff. Periodic mailings of Byway information will keep the Byway at the 'top of the mind' for staff and volunteers of public sector entities.

Closer coordination with these agencies can dramatically improve both the image and promotion of the Grand Mesa Scenic Byway. In time, it is expected that the Byway will be a solid contributor in the annual training of tourism volunteers by these agencies in the surrounding four counties. Both the Byway Coordinator and Byway Board members can build bridges to these organizations until increased marketing funds permit contracting local service providers.

The USDA Forest Service is a major partner with the Grand Mesa Scenic Byway. Continued Board coordination with this important federal agency is imperative to ensure responsible promotion of the Byway and its resources.

Private Sector Contacts: Contacts from lodging, restaurant, and select retail outlets in the surrounding counties of Mesa, Delta, Garfield, and Montrose. There are very few facilities and businesses along the Byway. A great potential exists in forming 'tourism packages' partnerships with these establishments as they capture the majority of the Auto Vacationer and Outdoor Enthusiast 2 target markets.

Powderhorn Resort is a major partner in the promotion of the Byway, and clearly improves the Byway's chances of increasing winter visitation. Enlarging the number of promotions with Powderhorn Resort is recommended, as is the continued Board coordination with Powderhorn administrators.

On-site Visitor Interface A critical component of any marketing campaign is the front-line contact between the visitor and the Grand Mesa Scenic Byway representative. Much effort has been expended to create interpretive exhibits along the Grand Mesa Scenic Byway. Both indoor and outdoor displays, videos, and maps add to a visitor's experience. Volunteers and staff must be trained annually to know the cadre of natural and created Byway resources. Members of the Grand Mesas Scenic Byway Marketing Committee are encouraged to assist the Byway Coordinator position in training curricula.

Cross-promoting the various interpretive venues along the Byway is a proven technique that helps visitors slow down and truly connect with the Byway and its resources. Several formulas for tracking referrals are available, including: coupon programs, Byway circuit certificate programs, and photography contests.

Familiarization Tours: 'Fam tours' for travel writers, visitor center employees, select lodging front desk staff, local media personalities, and volunteers should be expanded and scheduled each year in the spring. Media kits with prepared news articles/stories, entertainment, and food should be provided.

INTERNET PROMOTION

As the internet becomes an important tool in visitors' travel plans, the Grand Mesa Scenic Byway will benefit by focusing money and efforts on a sophisticated website presence. From 2004 - 2009, the Grand Mesa Scenic Byway website (www.grandmesabyway.org) will be maintained by contracted service providers who will be directed by the Byway Board of Directors. Similar to publicity, internet promotion has many opportunities that are free of charge, but not effort. An organized approach to take advantage of literally hundreds of link opportunities should be a priority for both the Byway Board and the website service provider.

The 2004 website revision in design, layout, and function should be retained for at least 3 years to allow the new 'family' of themes and images to work together as a package. Monthly maintenance of events lists, link management, new features, and new promotions will be required throughout the campaign.

PAID ADVERTISING

Advertisements are paid promotional messages aimed at Byway target markets. Since advertising funds for the Byway are quite limited, and the focus of this Marketing Plan is on a strong publicity effort, functional website presence, and cutting-edge collateral materials, ad purchases should be confined to regional, drive-market visitor publications which are cost-effective.

Some examples include:

- Vacationland (A special supplement to *The Daily Sentinel*)
- Colorado Vacation Guide
- Delta County Tourism Visitor Guide
- DCI Summer Supplement

Cooperative advertising is an effective way to stretch ad dollars, and show partnerships with other agencies. Many opportunities arise each year to 'co-op' with private and public sector entities. Each placement should be reviewed by the Byway Board or Byway Marketing Committee. The Byway should allocate funding to conduct cooperative advertising testing. Tracking the effectiveness of paid advertising is critical to the success of ad placements.

Direct mail marketing is generally a costly, labor intensive endeavor when attempted by small organizations. However, limited direct mail campaigns aimed at select, desired groups such as snowmobile clubs, civic organizations, schools, etc. is recommended.

Regional/National Tourism Conferences & Trade shows: Participation in tourism-related events can reap many benefits by building new promotional partnerships for the Byway. Presented as a recommendation in the original Byway Marketing Plan, the Byway Board should keep abreast of upcoming tourism events that may apply. Examples include the annual Colorado Governor's Tourism Conference, GoWest Summit, Outdoor Adventure Expo, Grand Junction and Western Slope tourism conferences/events, Front Range snowmobile shows, National Byway conferences, etc.

Local conferences and events: The Byway should distribute flyers in local conference and events packages. Conference or events attendees are prime candidates for short discovery trips and follow-up visits.

For this Byway, **International Marketing** is available via the Federal Highway Administration (FHWA) which is scheduled to initiate projects that will help expand the international marketing efforts for all nationally designated Byways. Preparation for expanding the Byway's role in international marketing is best served by creating foreign language versions of existing collateral materials.

SPECIAL EVENTS

Color Sunday - The last Sunday in September marks one of the older events coordinated by the Grand Mesa Scenic Byway. Visitor numbers strong and activities are well received by the general public. Color Sunday is the best candidate for local television and newsprint sponsorship under the publicity campaign.

Pardi Gras Winter Snowfest - As of this writing, this one-day winter outdoor sports festival is now coordinated with the Grand Mesa Nordic Council in February or March. Numerous winter sports activities for children and adults are offered along the top of the Byway. This event is expected to grow and become a significant reminder of the year 'round winter access/maintenance of the Byway.

The Byway Board is looking to continue to test a variety of Byway special events that can attract visitors across all seasons, and promote Byway messages and resources. For example, aiming new special events at the regional children's market is recommended as parents and children can enjoy the resources, and become mass buyers of goods and services along the Byway.

EVALUATION

Evaluation is a critical component of any marketing and promotional effort. Evaluation helps determine if the expenditures for tourism promotional efforts are effective in generating visitation and visitor expenditures. The Grand Mesa Byway Association will evaluate its marketing and promotional efforts by following these simple items over the next five years.

1. Visitor counts at welcome centers and important attractions: An annual count of visitors to area attractions and visitor centers are a good method for changes in visitor numbers. Centers and area attractions should continue to compile and report this information by month and year.

2. Highway Vehicle Counts: The Grand Mesa Association will ask the Colorado of Transportation to begin annual counts at two locations along Grand Mesa Byway. Highway counts are an indirect method to monitor the trends of visitors but are only estimations. However, these counts can help evaluate the change in visitor use along the byway.

3. Internet Activity: Measurement of website activity can be tricky with 'hits' and 'sessions'. However, establishing baseline data and consistent tracking over time will reveal increases and decreases in website activity.

4. Financial Review Many of the initiatives presented in this Marketing Plan are designed to return revenue to the Byway in order to first defray promotional expense, then to exceed it. When marketing expenses are 100% covered by Byway revenue surpluses, the three objectives of this plan will be achieved.

MARKETING COORDINATION

Without question, the execution phase of these marketing initiatives is paramount to the success of this marketing plan. The Byway Coordinator part-time position should perform the administrative duties necessary to organize and execute the Publicity and Evaluation components of the Byway Marketing Plan.

Byway Collateral Materials, Internet Promotion, Paid Advertising, and Specialty/Novelty Merchandising should be administered by the Byway Marketing Committee, contracting local service providers when specialized or technical skills are required.

IV. FINANCING PROMOTIONAL EFFORTS

The Grand Mesa Scenic Byway Association has no dedicated funds for marketing and promotional efforts. Participating federal, state, and local organizations fund most byway investments and programs. In order to ensure a stable source of revenue for future marketing needs, the Byway will experiment with alternative revenue-generating initiatives.

Specialty/Novelty Merchandising

Using the proven track record of select merchandise, opportunities exist for the Byway to enjoy returns on their retail experiments. From plush toys to caps and mugs, memorabilia purchases are important expenditures for vacationers and day-trip family outings. Children are not alone in this category, as collectibles and branded merchandise are generally adult pursuits. Gross profit margins on most specialty/novelty items is between 40% - 60% which quickly returns any upfront investment in inventory.

Interpretive publishing

As of this writing, an Interpretive Guidebook is being developed for resale. By self-publishing the lore of Grand Mesa, the Byway Association can control costs and distribution, while generating revenues for Byway management. The archive of Byway stories and features is substantial which encourages additional publications for resale.

CD's and DVD's of Grand Mesa's photo libraries and videos are another opportunity to find revenues in previously-expensed interpretive material.

Grantwriting

Grantwriting efforts should continue when and where available. The Byway should maintain a database of local, state, and federal funding agencies to make certain the Byway Association receives their requests for proposals during each funding round.

V. SUMMARY

This Marketing Plan is designed to guide the Grand Mesa Scenic Byway Association's marketing efforts for the next 3 to 5 years, and will require both dependable revenue streams and consistent staff and volunteer execution.

Fortunately, the costs of leisure travel (lodging, meals, fees, rentals) are all a tremendous value along the Grand Mesa National Scenic & Historic Byway. Visitors who travel the relatively short distance (4 to 5 hour drive) from Denver will reap the benefit of great vacation values throughout this region. Success in promoting the Byway's resources, and its interpretive and protective messages, is a matter of systematically telling the Grand Mesa Byway story, using mass media to attract new visitors.

With increased funding, the Byway can test more promotions, events, and partnerships, and contract specialized services when needed.

APPENDIX

APPENDIX A - OFFICIAL MAP & GUIDE

APPENDIX B - BYWAY NEWS

APPENDIX C - ITINERARY INSERT

APPENDIX D - PRINT MATERIAL DISTRIBUTION LIST

1. Grand Mesa Scenic Byway Welcome Center (Cedaredge)
2. Grand Mesa Visitor Center (Hwy 65 at Trickel Park R)
3. Lands End Visitor Center
4. Grand Junction Visitor Center (1-70 at Horizon Drive)
5. Delta Visitor Center
6. Rifle Welcome Center (1-70 at the Rifle exit)
7. Parachute Visitor Center (1-70 at Parachute exit)
8. Colorado Welcome Center (1-70 at Fruita exit)
9. U.S. Forest Service (Delta)
11. U.S. Forest Service (Grand Junction)
12. U.S. Forest Service (Collbran)
13. Bureau of Land Management Office (Grand Junction)
14. Colorado Division of Wildlife (Grand Junction)
15. Colorado Division of Parks and Recreation (Grand Junction)

APPENDIX E - GRAND MESA BYWAY AUTO ITINERARIES

- 1 - INTERPRETIVE TOUR - See all the Grand Mesa Interpretive exhibits in 4 hours. 4 hours
Plateau Creek Canyon - Mesa Creek Ski Area - Land's End Observatory - GM Visitor Center - Cedaredge Welcome Center/Pioneer Town Museum
- 2 - ANCIENT PATHWAYS TOUR - Interpretive exhibits about ancient peoples and archaeological digs. 3 hours
Cedaredge Welcome Center - Land's End Observatory
- 3 - BEST VIEWS TOUR - 'Can't miss' views for binoculars and cameras. 3 hours
Skyway Point - Land's End Observatory - Land O'Lakes - Cedaredge Overlook
- 4 - PIONEER SPIRIT TOUR - Excellent exhibits about local settlement our. 3 hours
Cedaredge Welcome Center/Pioneer Town Museum - GM Visitor Center
- 5 - WILDFLOWER TOUR - Travel through different vegetation zones and their natural bouquets. 3 hours
Ward Creek - GM Visitor Center - Crag Crest Trail - Land's End Road
- 6 - THE FISHING RALLY - Actually, its pretty easy! 2 - 4 hours
Catch a fish in each of 3 lakes - Mesa Lakes - Island Lake - Ward Lake
- 7 - GRAND MESA GEOLOGY TOUR - Learn how Grand Mesa and its 300 lakes were formed. 4 hours
Cedaredge Welcome Center - GM Visitor Center - Crag Crest Trail - Land O'Lakes - Skyway Point - Plateau Creek Canyon
- 8 - COLOR SUNDAY TOUR - Stunning colors on every side of Grand Mesa - Bring your camera! 4 hours
Powderhorn Ski Area - Skyway Point - Land's End Observatory - Land O'Lakes - Cedaredge Overlook

9 - KIDS ADVENTURE TOUR - See the sites and pick you your Fun Pack at the Visitor Center
Pioneer Town - Visitor Center - Land's End

3 hours

10 - HISTORIC BARN TOUR - The Old West is still standing from Mesa to Collbran
Plateau Valley - Mesa - Collbran

2 hours

APPENDIX F - MAJOR GRAND MESA BYWAY ATTRACTIONS

1. Plateau Canyon Wayside Exhibit
2. Mesa Welcome Center
3. Powderhorn Ski Area
4. Mesa Lakes Resort
5. Skyway Point
6. Lands End - Raber Cow Camp
7. Summit Trailhead
8. Land O' Lakes
9. Crag Crest Trail
10. Grand Mesa Visitor Center
11. Cedaredge Welcome Center
12. Pioneer Town A collection of original, restored, and replica structures furnished and with artifacts of the early Colorado settlement era.

APPENDIX G - SAMPLE MEDIA CONTACT HIT LIST

APPENDIX H - BYWAY WEBSITE

Protection and Preservation

Introduction

The Grand Mesa Scenic and Historic Byway Association is committed to preserving the unique qualities of the byway, including the historic, recreational, cultural, archeological, and natural features of this diverse and unique landscape. Of particular importance is the agricultural and pastoral nature of the land that defines the character of the byway. The Byway Association contracted with Mike Strugar of the Land Use Resource Center, Center for Public-Private Sector Cooperation at the University of Colorado for the development of a protection and preservation plan. The following is a summary of that plan.

This section includes strategies to conserve the byway's intrinsic qualities while balancing development initiatives for tourism, economic development, and user enjoyment. The communities and public agencies responsible for the long-term character of the byway are dedicated to preserving the integrity of this scenic resource.

The Association recognizes that areas along the byway may require different strategies for protection and preservation and is implementing site-specific analyses to determine the best tool for each area. For example, protection of areas with the highest levels of visual integrity and attractiveness may require strategies different from areas appropriate for development.

Incentives and Benefits

As an important step toward accomplishing the preservation and the protection goals of this byway, the Association has examined and considered a comprehensive list of regulatory and non-regulatory tools and techniques used by other communities around the country.

The Association is particularly committed to pursuing tools and techniques that present landowners with incentives and benefits to help preserve and protect this special area. Landowners on the scenic corridor could be presented with unique opportunities to benefit economically while protecting their rural and agricultural lifestyle. These types of tools and techniques may include conservation easements, that can provide landowners with significant financial gain, decrease annual taxes on property, and still allow landowners to continue to work the land.

Next Steps and Action Items

The following is a list of next steps and action items that Association will undertake in order to ensure that protection and preservation tools are applied to appropriate portions of the byway, and that an effective management strategy is developed to balance new development requirements while protecting and preserving the intrinsic qualities of the byway.

1. Education

Education of the community and the public at large is a very important component of a protection and preservation strategy. In order to encourage ownership and understanding of the values of this community resource, the Association should educate the public about the byway as well as potential protection strategies. In particular, the public will be informed about incentive-based opportunities that could be made available to landowners on the byway corridor. Once certain incentive-based tools have been chosen, particular landowners may be approached to consider them for their property. Education materials that compliment the byways efforts will also be used in interpretation.

2. Site Specific Analysis

The Association believes protection efforts would benefit from a more site-specific analysis of lands along the byway. This analysis, already under way, includes: a detailed inventory of the properties along the byway, a ranking of the level of importance of the property to preserving the intrinsic qualities of the byway, and an investigation into properties in immediate danger of development that could be in conflict with the goals of the byway. These site-specific analyses will then lead to the selection of the best preservation and protection tools for specific lands, as well as a timeline for implementing these tools. Because most of the land within the corridor is managed by the USFS, the Association and public will only analyze private landholdings within the corridor. It is critical that the byway include a plan to assure ongoing public participation in this process. To this end, the Association will seek funds from ISTEA, GoColorado, and any other appropriate funding source.

3. Agricultural Preservation

Considerable attention is focused on preserving agricultural lands around the country. The Association recognizes that agricultural land along the byway is inextricably linked to the scenic and cultural qualities of the byway. Therefore, the Association will coordinate with current agricultural preservation efforts, such as the American Farmland Trust and the Colorado Cattlemen's Land Trust, which protect agricultural lands in Colorado and across the country.

4. Land Trusts

Significant land protection strategies are implemented by land trusts to help protect land resources for public benefit. The Association will work with existing land trusts to protect lands identified as requiring immediate and/or long-term preservation strategies. In particular, the Association will work cooperatively with the Mesa County Land Conservancy and the Three Rivers Land Conservancy in Delta County to investigate the purchase of critical agricultural land in fee simple, purchase of development rights, and/or the purchase of conservation easements.

5. Inter-County Cooperation

The Association has already experienced the benefit of inter-county and inter-agency cooperation. In order to ensure the successful implementation of the byway management plan this cooperation must continue. Therefore, the Association intends to work cooperatively with Mesa and Delta counties to guarantee coordination with all local

planning agencies. More specifically, the Association will ensure that any comprehensive plans and land management techniques such as zoning, easements, and economic incentives are compatible with, and support, the byway's visions and goals. An Intergovernmental Agreement will be created to guarantee compatible development and that protection techniques are adopted and enforced.

6. Public Agency Cooperation

Much of the land along the byway is managed by the United States Forest Service (USFS) and the Bureau of Land Management (BLM). The Association will continue to work with these agencies to ensure public input in their comprehensive planning process and land management techniques. In order to ensure this cooperation, the Association created a Memorandum of Understanding (MOU) with the USFS. The Association will pursue a MOU with the BLM.

The Association also recognizes that land exchanges may be another way to work cooperatively with these public agencies to protect byway resources. The Association will work with the USFS and BLM to determine if land exchanges are a viable option for this byway.

7. Design Guidelines, Assistance, and Review

Design guidelines and assistance are important to ensure development along the byway does not undermine the scenic qualities the byway strives to protect. To this end, the Association will seek funding to create design guidelines and assistance for those developing in the byway corridor or view shed. The Association will also investigate the possibility of creating a design review commission with representatives from each jurisdiction. This is another way in which communities work together to encourage development sensitive to the vision and goals of the byway.

**UNITED STATE FOREST SERVICE
INFORMATION CENTERS**

LAND'S END

and

GRAND MESA VISITOR CENTER

BUSINESS PLAN

December, 1995

prepared by

Yvonne Piquette

University of Colorado, Center for Community Development

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EXHIBITS:

Volunteer time-line/check list
Colorado Department of Transportation
Fruita Colorado Visitor Center - visitation
Office of Energy Conservation Heating Cost Comparisons
Colorado Visitor Center - Information

COMMENTS AND RECOMMENDATIONS

* Both centers have the advantage of being located on the Grand Mesa Scenic and Historic Byway. The Colorado Department of Transportation's reported increase in traffic on Highway 65, indicates that the Grand Mesa is a popular attraction and the information centers can make the traveler's visit a positive and memorable experience.

* The Centers must be able to provide the visitors with desired and needed information, delivered by a knowledgeable and well-trained staff, with information that is relevant and up-to-date.

* The Western Colorado Interpretive Association materials can be an important source of information; selecting items with the target market in mind, is necessary. Center personnel should be familiar with the inventory and be able to promote and recommend items that may be of interest to or can assist the visitor while in the area.

* A center that is clean, attractive, and promotes a friendly atmosphere, will help to set the stage for the visitor's opinion of the Grand Mesa and the Byway.

* The Grand Mesa Scenic and Historic Byway is in the process of developing a marketing plan and interpretive plan, which will be sub-documents of the management plan for the entire Byway. These sub and master documents will include the USFS information centers.

* The goals and objectives of this plan focus on the future enhancements, restoration/repair, and the forming of new partnerships. Partnerships can assist with the marketing, events, and possible operation of the centers.

* Volunteers are a viable part of center operations. Care must be taken to not burn-out valuable volunteers and work to recruit new volunteers. Volunteers can be given a variety of duties as warranted which can help to alleviate burn-out. Acknowledgment of the volunteer is very important. This can be accomplished in a variety of ways: the manner is not as important as just making sure that some form of recognition occurs on a regular basis.

* A Volunteer coordinator for the centers might be considered. A coordinator would be responsible for developing a time-schedule for volunteer recruitment, training, scheduling, and recognition event(s) for both centers. (example for time-line check list, attached)

GRAND MESA VISITOR CENTER
LAND'S END VISITOR CENTER
BUSINESS PLAN

General Description:

The Colorado visitor center can be a "welcome stop" for the traveler. Information about local and state activities, recreation maps, special attractions and events, and local lodging and dining help to give the visitor the desired assistance and incentive to spend time and money in a specific area. Equally important, is the friendly face(s) of the staff and/or well-trained volunteer(s).

Amenities for the visitor can prolong the stop, giving the visitor a positive view of the community and an opportunity to contribute to the local economy. Amenities are diverse and can be unique to the visitor center. The common amenities include restroom facilities, pay telephone, and picnic areas. Local museums, in some cases, are located on or near the premises.

Colorado visitors are on the increase with the Fruita Colorado Visitor Center reporting an increase of 17% from 1992 to 1994. The Department of Transportation reports an even more dramatic increase along the Grand Mesa Historic and Scenic Byway with an increase of 94% in Cedaredge, 62% at Land's End, and 118% at the Junction of Highway 65 and Ward Lake, from 1991 to 1993. Obviously, Colorado visitors are finding our area of the state attractive and a visitor center can certainly help to create a positive experience for the day, weekend or week(s) vacation traveler.

Center descriptions:

The purpose of both centers is to enhance, improve, and educate the visitor's recreational experience on the Grand Mesa Historic and Scenic Byway. Both centers provide visitor orientation, information, interpretation materials, and the opportunity to ask questions of a well-trained center representative. Land's End purpose extends beyond that of an information center: it is a historical site, access to a spectacular view and the Land's End Trail, abundant plant life and the opportunity to feed the numerous chipmunks.

Both centers are open, weather permitting, from Memorial Day to Labor Day, seven days a week, from 9:00 - 5:00. (Land's End closes at 4:30) (100 day operating season)

Restroom facilities are available twenty four hours a day, and have heat and light.

Restrooms are available as long as there is access.

Centers are managed by volunteers, paid interns, and non-Forest Service paid personnel. The optimum is to have two staff people at the Grand Mesa Center and one at Land's End. Center staff are trained by Forest Service personnel. Future training will be coordinated with the Cedaredge Welcome Center in order to assure that all trainees will receive the same Byway information necessary to assist visitors.

The USFS partnerships include the Western Colorado Interpretive Association, Colorado Department of Transportation, and the Grand Mesa Scenic and Historic Byway Association.

Grand Mesa Visitor Center:

The Center is located along Colorado Highway 65 on top of the Grand Mesa. The Center is owned and maintained by the United States Forest Service. Funds for the \$212,000 construction came from the Forest Service, Colorado Department of Transportation and the Grand Mesa Byway Association.

Future plans include: interpretive water displays for the Center, an adjoining thirty space picnic area, and information signs on Highway 65 to alert the traveler of the Center's location.

Visitors numbered 3,861 for the 1995 season which got off to a late start due to cold weather and deep, lingering snow. There are donation boxes at both centers and \$79.70 was the 1995 total for the Grand Mesa Center.

Land's End Center:

Land's End Center is located at the end of the Land's End Road off Colorado Highway 65, overlooking the east side of the Grand Mesa. The Center was built by the CCC and/or the WPA.(need more information)

Future plans include ADA access to the restroom facilities as the number one priority, historical designation of the facility, roof repair and restoration of the building. Once the building has state designation it becomes eligible for Colorado Historical Society grant funding.

There were 2,096 visitors at the Center and donations totaled \$206.04 for the 1995 season.

COMPARABLE FACILITIES

Methodology: A telephone survey of twenty four visitor centers located in Colorado, four of which are state visitor centers. Questions asked were: location, number of years in operation, season, restroom facilities and open time, picnic area, museum nearness, number of visitors for 1994, busiest months, number of paid employees, number of volunteers and if they had been trained for the job, and how the center was funded. A request was made to send O&M budgets, however very few (3) responded to the request. Budgets from the state visitor centers (7) were obtained. Twenty of the centers contacted were centers that were part of a similar survey in 1990, conducted by the Colorado Center for Community Development. A comparison of change over the last five years was made. Following are the results of that survey.

COLORADO VISITOR CENTER

PHONE SURVEY RESULTS, SEPTEMBER, 1995

Twenty four Colorado visitors centers were contacted by telephone. Twenty one of centers were part of a similar survey in 1990. Following are the cumulative results from the 1995 survey. Comparisons of the two surveys are made where warranted.

Location:

- 73% of the centers are located on major US highways. The remaining can be easily accessed in their communities.

Years of operation:

- The centers ranged from 5 - 73 years, with Eagle being the newest center interviewed, and Monte Vista the oldest. 38% have been operating for at least 15 years.

Season:

- 92% are open year-round. This is a 9% increase from 1990, where 83% were open on a year-round basis.

Restroom facilities:

- Del Norte and Fort Collins do not have visitor restroom facilities. Three centers have facilities that are open 24 hours a day: Burlington, Eagle and Julesburg. The remaining centers (79%) provide restroom access during operating hours.

Picnic area:

- 75% have picnic areas at their centers. There is a wide variation, where the picnic area might be one table next to the center, or there may be a park, playground, and multiple recreational activities available.

Museum:

- The survey question may not have been well defined as there was some confusion as to just how close the museum had to be to be considered as "near by." 75% responded that there was a museum as part of the facility, next door, or "near by."

Visitors (1994):

- The range of visitors varied from 2,000 in Monte Vista to over 400,000 in Estes Park. Fruita had the highest number of visitors of all the state visitor centers, with 231,000. Four centers: Durango, Fort Collins, Sterling, and Walsenburg reported a decrease from the 1990 survey. The 1990 survey showed 1,188,000 visitors went to a visitor's center in Colorado. There was an overall increase of 22% of visitors from 1990 to 1994, for a reported total of 1,519,000.

Note: Two of the centers counted in 1990 were not contacted, and 3 centers not included in the 1990 survey were added to the 1994 survey. However, except for the 4 centers reporting a decrease, there were notable increases in most of the centers. Greeley and Nederland did not have visitor counts for 1994.

Busiest month(s):

- All centers reported the summer months to be the busiest; Estes Park, Fort Collins, and Vail said that June-Sept. were their busiest and the remaining 87%, said that July and/or August had the highest number of visitors.

Paid Personnel:

- All the state operated centers have paid employees. Five (22%) centers: Durango, Fort Collins, Grand Junction, Gunnison, and Vail hire additional employees during the busiest months. Nine (38%) have 1-2 employees. Del Norte and Nederland were the only centers without paid personnel.

Volunteer:

- 39% of the centers reported that they do not use volunteers. All the state centers have a large number of volunteers ranging from 30 in Cortez to 74 at the Fruita center. Grand Junction lists 80 volunteers working at their visitors center.

Volunteer training:

- Of those centers using volunteers, 4 (17%) do not provide any formal training, such as FAM tours. One volunteer answering the survey, felt that his training was inadequate which left him ill-equipped to greet visitors.

Funding:

- **State funded:** Burlington, Cortez, Fruita, Trinidad, and Julesburg which is in the transition period of becoming a state visitors center.
- **Chamber of Commerce:** Walsenburg, Pueblo, Glenwood Springs, and Estes Park.
- **Chamber of Commerce plus other funding:**
Six centers are supported by local chambers of commerce and a variety of other sources, including city, county, fund-raisers, and in Eagle's case the DOW and U.S.F.S. are contributors.
- **Lodging tax:** Durango, Fort Collins, Grand Junction, Greeley, Pagosa Springs, and Sterling; Pagosa Springs (events) and Sterling (city/county) receive additional funding.
- **Public funding:** The Georgetown center is part of the local community center; Idaho Springs and Vail are funded by the towns.
Note: Vail brings in additional income by receiving a 15% commission from area lodging facilities by making "last minute, walk-in" reservations for visitors. The hotels and motels call the center each morning with special rates if they have extra rooms they want rented for that night. The visitors center does not make advance reservations.

Summary of Budget Information:

Visitor Centers responding to the request for budget information was minimal. Budget information comes from the seven state supported centers and three locally supported centers.

Personnel:

State centers allotted more for personnel than those supported by local communities. Locally supported Grand Junction Visitor Center was the lowest with 25% of the total budget for personnel and Monte Visita, the highest with 42%.

Of the seven state supported centers, Burlington was the highest with 91%, Fruita with 76% and the remaining five center ranging from 55% to 59%.

Operation & Maintenance:

State supported centers allow for 41% to 45% for O&M except for Burlington (9%) and Fruita (24%) where Colorado Department of Transportation (CDOT) pays for maintenance. Community supported centers allotted more for O&M than personnel (51% to 65%) except for Grand Junction, who budgets 10% for O&M. (Note: Grand Junction VC budgets 65% of the total budget is for marketing.)

	A	B	C	D
1	VISITOR CENTER	PERSONNEL %	O & M %	total budget
2				
3	GRAND JUNCTION	2-5 .25	0.1	859255
4	FORT COLLINS	3 .30	0.65	282700
5	MONTE VISITA	1 .42	0.51 APP.	41000
6	BURLINGTON**	2 .91	0.09	56000
7	CORTEZ*	3 .55	0.45	43000
8	DINOSAUR*	? .55	0.45	38000
9	FRUITA**	2 .76	0.24	89000
10	JULESBURG*	4PT .59	0.41	39000
11	LAMAR*	? .59	0.41	39000
12	TRINIDAD*	2 .56	0.44	46000
13				
14				
15	*STATE SUPPORTED			
16	**STATE SUPPORTED & MAINTENANCE PD BY CDOT			

1995 VC SURVEY RESULTS

[illegible]

1990 VC SURVEY RESULTS

Table 1: Visitor Center Survey Results

Town	Loc	Long Oper	Season	Rest R	Picnic	Mus	# Vis (000's)	Most Vis	# Pd Empl	Vol	Train	Fund
Burlington	I-70	3 yrs	year round	24 hr	yes	photos	144	July	1	52	yes	State
Cortez	Town	1 yr	year round	8-5	yes	near	24	July	1	30	yes	State
Del Norte	US 160	14 yrs	June-Nov	no	no	near	5	Jul-A	0	15	yes	ChCom
Durango	US 160	4 yrs	year round	8-5	soon	no	151	Jul-A	8	0	yes	Lodg.Tax
Estes Park	US 34	28 yrs	year round	8-9	limit	yes	250	Jul-A	3ft,6pt	6	yes	NPS
Ft. Collins	City	2 yrs	year round	8-5	no	no	20	Jul-A	3	14	yes	ChCom
Fruita	I-70	2 yrs	year round	24-hr	yes	photos	130	Jul-A	1		yes	State
Georgetown	Town	inconsis	year round	9-4	no	no	N/A	Jul-A	1	var	no	ChCom
Glenwood Springs	Town	29 yrs	year round	24-hr	yes	no	40	Jul-A	2	0	no	ChCom
Grand Junction	I-70	3 yrs	year round	no	no	no	N/A	Jul-A	1-2	var	no	Vis Conv B
Greeley	Town	7 yrs	year round	24-hr	no	near	53	Jun-Jl	2	80	yes	Lodg.Tax
Green River UT	I-70	8 yrs	year round	9-10	no	this year	26	Jul-A	3	0	no	State
Idaho Spgs	Town	2 yrs	year round	9-5	yes	no	30	July	4	0	no	City
Julesburg	I-70	5 yrs	May-Sept	near	no	near	9	Jul-A	3	20	yes	ChCom
Monte Vista	US 160	68 yrs	year round	8-4	yes	no	2	July	1	0	no	ChCom
Nederland	Town	2 yrs	Jun-Oct	24-hr	no	near	10	July	0	30	yes	ChCom
Pagosa Springs	US 160	20 yrs	year round	sum	yes	near	22	Jul-A	2	16	yes	Lodg.Tx
Parachute	I-70	7 yrs	year round	24-hr	yes	no	182	Jul-A	0	50	no	City
Pueblo	US 50	16 yrs	May-Sept	9-5	yes	no	18	Jn, A	1	68	yes	ChCom
Sterling	I-76	1 yr	year round	9-5	soon	near	14	Jl-A	0	60	yes	City/Co
Timnath	I-25	4 yrs	year round	8-6	yes	photos	120	July	1	70	yes	State
Vail	Town	15 yrs	year round	8-6	no	no	136	Jl-A	6	0	no	Town
Walsenburg	Town	2 yrs	year round	8-5	yes	yes	10	Jl-A	1	17	yes	ChCom

GRAND MESA VISITOR'S CENTER
BUDGET PROPOSAL

	1996	1997	1998
INCOME:			
Donations	\$ 80	\$ 100	\$ 150
Grants :(see summary explanation)			
Partnerships:(see summary explanation)			
total income			
EXPENSES:			
Personnel (2)	\$4,166	\$4,374	\$4,593
Electricity	1,853	1,946	2,043
Phone	462	485	509
Maintenance	<u>1,575</u>	<u>1,654</u>	<u>1,737</u>
total expenses	\$8,056	\$8,459	\$8,882

LAND'S END VISITOR CENTER
PROPOSED BUDGET

1996 1997 1998

INCOME:

Donations	\$210	\$250	\$300
Grants:(summary)	GOCO	CHS	
Partnerships:(summary)	X	X	X

EXPENSE:

Personnel (1)	\$2,083	\$2,187	\$2,297
Maintenance	\$2,000	\$2,100	\$2,205
Handicap access	GOCO		
Roof repair		CHS	
Restoration		CHS	
Other improvements/enhancements (summary)		X	X
Promotion/marketing expense (summary)X		X	X

BUDGET ASSUMPTIONS AND RECOMMENDATIONS

The Forest Service centers' staff are a combination of volunteers, SCSEP, and MSC interns. At this time it is assumed that USFS personnel will not be included as staff members.

1.	<u>Visitor Center & Land's End Personnel:</u>	<u>% TIME</u>	<u>EXPENSE</u>
	USFS Seasonal employees (GS3) @ 7.40 =		\$ 0
	Volunteers =	25%	\$ 0
	SCSEP (seniors) @4.75 =	25%	\$2,850
	MSC Interns 5 @ \$500 =	50%	\$2,500
	MSC training 6 @ \$150		<u>\$ 900</u>
			\$6,250

Note: hours are based on an average 100 day operating season,
@ 8 hours per day = 800 hours X 3 = 2400 hours

2 persons at the Visitor Center and 1 person at the Land's End center

Note: does the USFS reimburse for staff travel to and from the information centers?

2. Expenses are based on the assumption of a 5% annual increase in the cost of services, utilities and personnel.
3. The Visitors Center is heated by electricity and a pellet stove (attachment - Office of Energy Conservation - comparison of heating alternatives such as the cost of electricity and LP gas)
4. Future repairs and enhancements for both centers may be funded by grants.
The Forest Service cannot apply for a grant but the Byway Association or other non-profit organization can.
Examples: Roof repairs and restoration for the Land's End center could be funded by a Colorado Historical Society grant. GoCo grants could fund the picnic area at the Visitor Center and ADA facilities access for Land's End.
6. Donation boxes are at both centers.

7. **Future Sponsorships/Partnerships could be a source of income**, for example the Nordic Council and Audubon Society might be interested in having both centers as an outlet for supplies and information.
8. **Sponsorships and Partnerships could also be a source for marketing** the centers such as brochures, maps, or any other informational or interpretive materials that is presently being paid for by the USFS.
Special events or special activities could be paid for by sponsorships such as lectures and tours promoted by the USFS.

GOALS & OBJECTIVES

Goal # 1: Provide an introduction and information to the natural, historical and cultural resources of the Grand Mesa and Grand Mesa Scenic and Historic Byway (same as Cedaredge Welcome Center)

Objective # 1:

Develop an extensive training program for all information center personnel, in order to give accurate, relevant, and up-to-date information to all visitors for the 1996 season.

Strategy # 1:

Coordinate training with the Cedaredge Welcome Center.

Strategy # 2:

Training will be provided on an on-going basis as needed.

Strategy # 3:

A USFS volunteer coordinator will develop a time-line and will oversee the scheduling, training, and volunteer events.

Objective # 2:

Interpretive inventory will be kept current and relevant to the area throughout the season(s).

Strategy # 1:

Interpretive stock will be purchased, using the target market and Center locations as a guide. Inventory supplies will be overseen by the USFS and WCIA.

Goal # 2: Obtain funding for enhancements, repairs, and restoration of both centers.

Objective # 1:

Assess repair and restoration needs for the Land's End Center; and construct ADA access to the restroom facilities by the 1997 season.

Strategy # 1:

Apply for a Colorado Historical Society grant through the Grand Mesa Byway Association.

Objective # 3:

Build a thirty-space picnic area adjacent to the Grand Mesa Center for the 1996 season.

Strategy # 1:

Apply for a Great Colorado Outdoors grant through the Grand Mesa Byway Association.

Goal # 3: Build partnerships with organizations sharing an interest in the Grand Mesa and Grand Mesa Scenic and Historic Byway

Objective # 1:

Develop partnerships with organizations who will sponsor exhibits, special events, volunteers, and will contribute to the operation of the Centers, beginning with the 1996 season.

Strategy # 1:

Contact organizations that may want to sponsor an event on the Grand Mesa, using the Center(s) as a central location. Example: Nordic Council, runners club, mountain bike club, Audubon Society, history and geology clubs, other

Strategy # 2:

These same organizations may have members willing to volunteer hours to the Centers.

Strategy # 3:

Partnerships can provide marketing information for both centers in the form of their printed materials.

EXHIBITS

VOLUNTEER TIME-LINE

MARCH

Develop Training Schedule - Coordinate with the Cedaredge Welcome Center

- Contact Instructors
- Where Will Training Take Place?
- Number of Sessions Needed

Determine Number of Volunteers Needed for the Operating Season

- Hours Open for Each Center
- Volunteers Needed for Each Center
- Total Volunteers Needed - Allow for Holidays and Special Events
- Recruitment

APRIL

Finalize the Training Schedule

- Facilities
- Instructors
- Materials
- Tours - Transportation
- Continue Recruitment

MAY

Train Volunteers

- FAM Tours
- Interpretive and Other Information Materials
- Events, Services, and Recreation
- Center Operation and Maintenance
- Expectations of a Center Volunteer
- Begin Planning for Volunteer Recognition(s)

OPERATION SEASON

Up-date Training as Needed

Finalize Volunteer Recognition Event(s) and Awards

Implement Event(s)

EVALUATION

DETERMINE:

- Was the training adequate, if not what changes need to be made
- Was the number of volunteers sufficient for the operating hours and visitor demand.
- Did the volunteers remain interested and enthusiastic about their jobs.
- What if any, was the visitor feedback on the operation of the centers.
- What if any, changes need to be made.
- **DOCUMENT ALL ASPECTS OF THE VOLUNTEER PROGRAM FOR FUTURE REFERENCE.**

JOB DESCRIPTIONS

To ensure effective utilization of volunteers, it is necessary to define the volunteer tasks in writing. Volunteer job descriptions should describe: a title for the position, the purpose of the assignment, the scope of the work to be done (potential and limits), the training and supervision plan, necessary time frames, and qualifications.

In writing job descriptions, define specifically what is to be accomplished, time required and accountability. Be appealing by featuring elements which are unique, essential, rewarding and fun. Job descriptions should be reviewed with potential volunteers and shared with staff. Update job descriptions as necessary. The job description should include the following elements:

- Position Title - helps to give sense of identity.
- Purpose of Job - helps volunteer and staff to understand role in agency.
- Duties and Responsibilities - outlines specific tasks volunteer will be responsible for.
- Qualifications - list specific skills necessary for job.
- Minimum Time Commitment - be specific and include special requirements, seasonal needs or dates.
- Training - details on location, date and training which will be provided for the job.
- Evaluation Procedure and Frequency - state how and when evaluation will occur.
- Fringe Benefits - could include documentation of hours, letters of reference, organization's social events, discounts, etc.
- Transportation - list transportation provided if applicable or if required by the volunteer job.

AGREEMENT FOR SPONSORED VOLUNTARY SERVICES
(Act of May 18, 1972, P.L. 92-300, as amended)

1. Name of Sponsor/Organization (Print)

BOOKCLIFF MIDDLE SCHOOL

Address (Street, City, State, ZIP Code)

1935 ORCHARD AVE. GRND JCT., CO. 81502

3. We desire to make available the volunteer services of the following person(s) to assist with Forest Service work:

7TH GRADE CORE OF CHERI KAME & JOE WHALIN

(If more space is needed, use reverse)

4. Description of work to be performed:

PICK UP TRASH

5. The above-described work will be contributed to the Forest Service. Except as provided below, the work performed by the participants will not confer on them or on our employees, or officers, the status of federal employees.

6. We will provide the Forest Service with a list of participants and man-hours contributed to accomplish the work in item 4 above.

7. We will obtain parental or guardian consent for each individual under 18 years of age and will comply with child labor laws.

8. JOE WHALIN is hereby designated to serve as our liaison with the Forest Service in day-to-day operations under this agreement.

9. We understand that either the Forest Service, or we, may cancel this agreement at any time by notifying the other party.

10. Remarks:

(If more space is needed, use reverse)

11. Signature (Designated Liaison for Sponsored Group/Organization)

Joe Whalin

12. Date

8-31-95

ACCEPTANCE FOR THE FOREST SERVICE

The Forest Service agrees, while this agreement is in effect to:

1. Provide such materials, equipment, and facilities as are available and needed in performing the work described above.
2. Provide necessary incidental expenses of sponsored participants to the extent such expenses cannot be borne by the sponsor, and to the extent Forest Service funds are available. The maximum Forest Service funding of such incidental expenses shall be set forth on the reverse of this form or in an accompanying plan for each fiscal year or portion of a fiscal year.
3. Consider the participants as federal employees for the purpose of tort claims and compensation for work injuries, to the extent not covered by the sponsor.
4. Authorize sponsored participants to operate federal motor vehicles when necessary, provided participants are licensed to operate a motor vehicle.

5. Signature (Forest Service Officer)

6. Title

7. Unit

8. Date

Forest Service reimbursement for sponsored participants' necessary incidental expenses are as follows:

Yes No

a. Subsistence

() ()

(amount if yes)

remarks:

b. Transportation Allowance

() ()

(rate if yes)

remarks:

c. Provide Lodging

() ()

remarks:

d. Other:

DEPARTMENT OF TRANSPORTATION

GRAND MESA BYWAY

1988-91 1991-93

(DOT annual average, daily traffic - increase/decrease)

1) 065 Jct. I 70 interchange 065 Rd N	+52%	+21%
2) 065 Rd W., Mesa	-29%	+41%
3) 065 Rd.SW (CO Rd. SW.40) Skyway	+6%	+75%
4) 065 Rd SW (CO Rd. FS.00) Lands End	+6%	+62%
5) 065 Rd. E (CO Rd. AA.50) Ward Lk	+6%	+118%
6) 065 Rd. Rd. E & W (CO Rd U.50)	+2%	+106%
7) 065 Rd. E & W (Main St.) Cedaredge	+6%	+94%
8) 065 Rd. E & W (CO Rd. N.00) Eckert PO	+9%	+13%
9) 065 Rd. E (CO Rd. J.25 Dr) Orchard City	+21%	-8%
10) 065 Jct. SH 92	+19%	+4%

FRUITA VISITORS CENTER

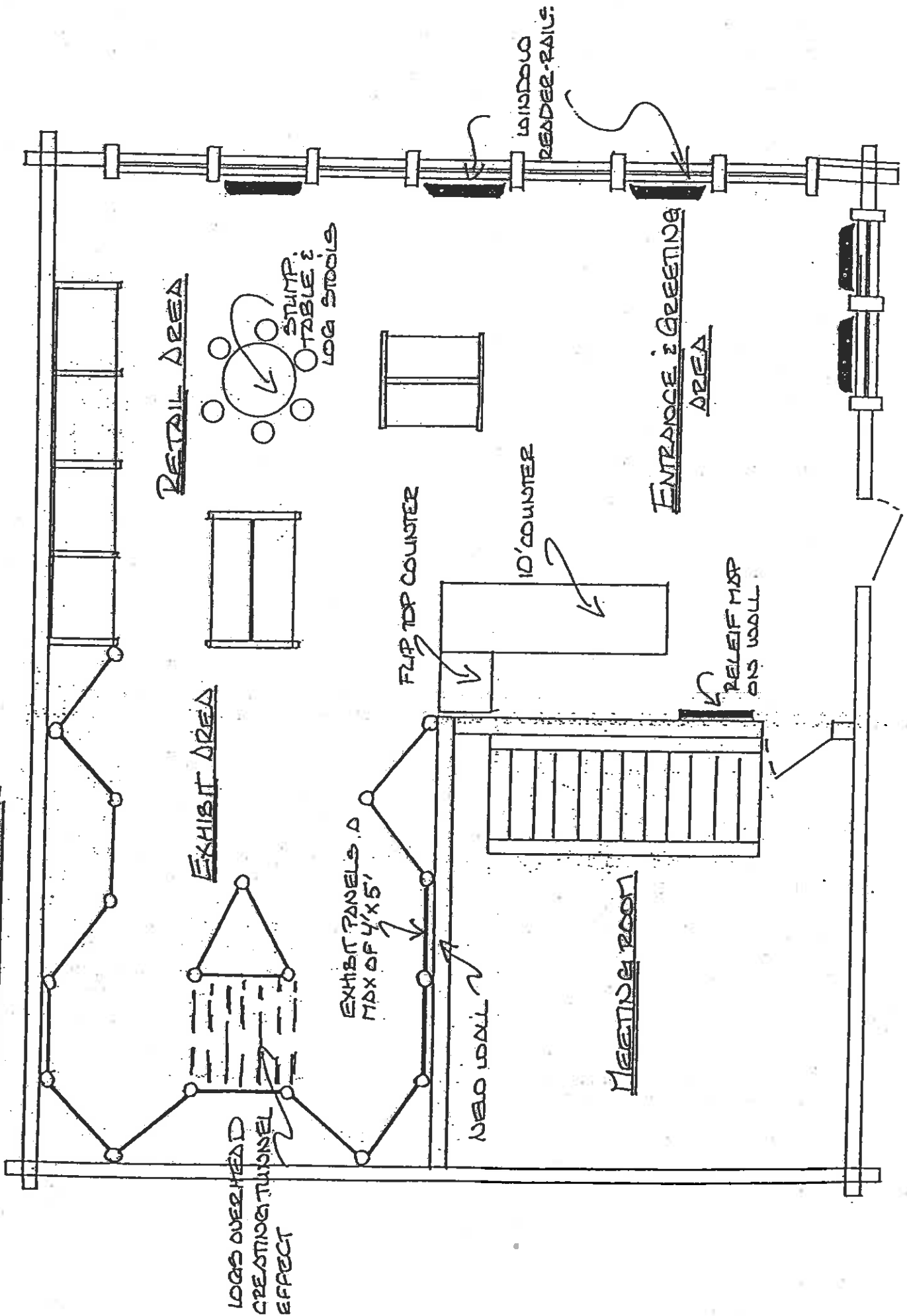
- Visitor increase from 1988 to 1990	65%
- Visitor increase from 1990 to 1992	16%
- Visitor increase from 1992 to 1994	17%

The Center provided a monthly count for each year. The six months from May through October showed an increase in the number of visitors with June through September being the highest.

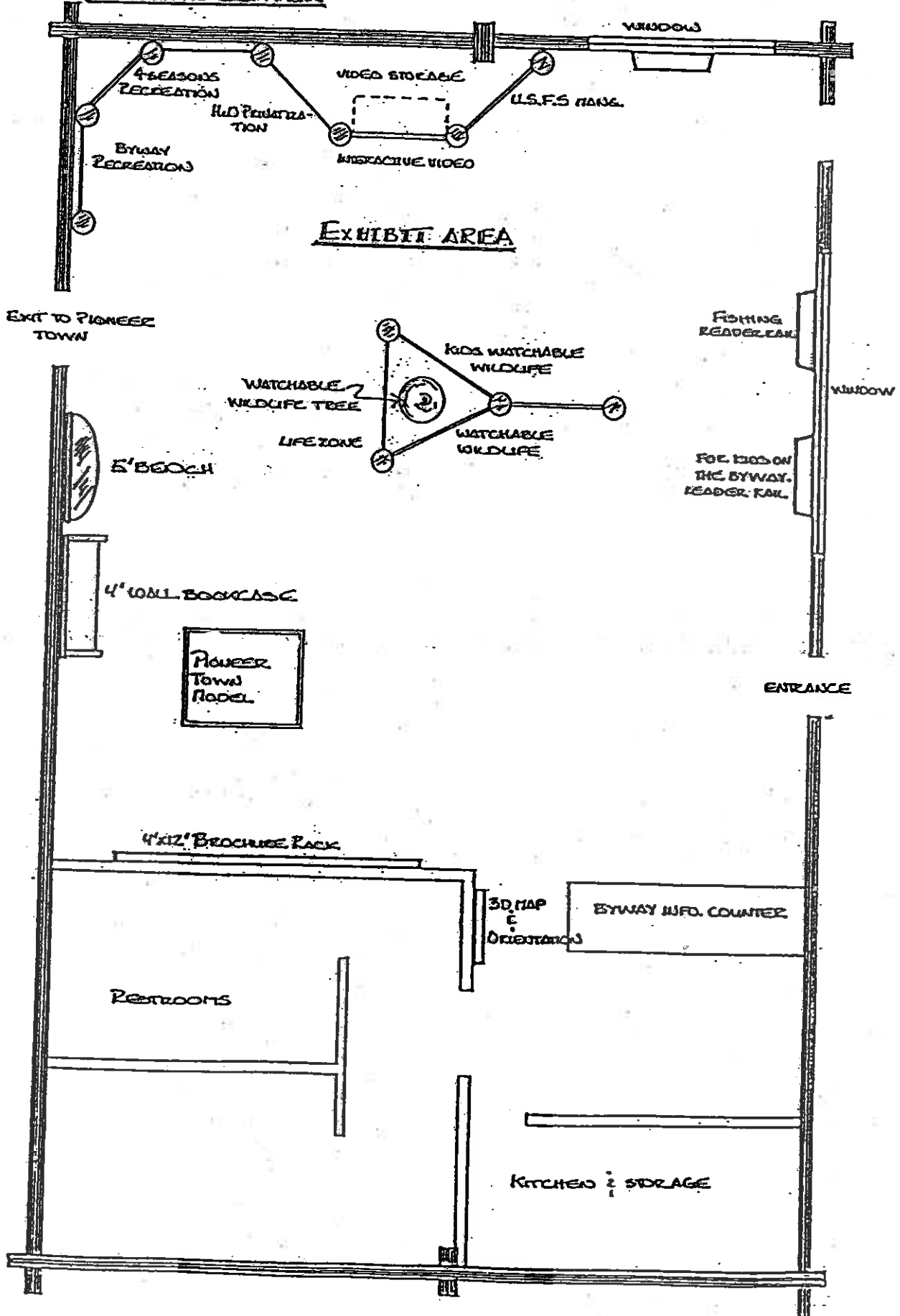
NAME OF BYWAY	HIGHWAY JUNCTIONS POINT ON MAP	ANNUAL AVERAGE DAILY TRAFFIC 1988	ANNUAL AVERAGE DAILY TRAFFIC 1990	ANNUAL AVERAGE DAILY TRAFFIC 1991	ANNUAL AVERAGE DAILY TRAFFIC 1992	ANNUAL AVERAGE DAILY TRAFFIC 1993
Grand Mesa Byway	1) 065 JCT 1 TO INTERCHANGE	0	0	0	0	0
	065 RD N (CO RD 15.50)	1250	1050	1900	1550	2300
	2) 065 JCT SH 330	1250	1050	1800	1450	2150
	065 RD E (CO RD 18.00) RD Y	1300	760	920	1130	1650
	3) 065 RD Y (CO RD 18.00) MESA	1200	700	850	1000	1200
	4) 065 RD SY (CO RD SY.10), SETPAT	300	310	320	380	560
	065 RD SY (CO RD FS.00) LAMOS RD RD	300	310	320	380	560
	065 RD E (CO RD AA.50) YARD LT	300	310	320	380	560
	065 RD S (CO RD 21.00)	300	310	320	380	560
	065 RD E AND Y (CO RD U.50)	500	550	510	600	800
	065 RD Y (CO RD 5.00)	1100	1300	1200	1200	1050
	5) 065 RD E AND Y (MAIN ST) CEDAREDGE	1700	1900	1800	1850	2000
	065 RD Y (Q.25/11TH AVE) CEDAREDGE	3750	4600	4300	4100	3900
	065 RD E AND Y (CO RD X.00) CEDAR PO	3750	4600	4300	4100	3900
	065 RD S (CO RD 21.00)	3750	4600	4300	4100	3900
	6) 065 RD E AND Y (CO RD 21.00)	3750	4600	4300	4100	3900
	065 RD N (CO RD 11.5)	3750	4600	4300	4100	3900
	7) 065 JCT SH 92	3750	4600	4300	4100	3900
Silver Thread Byway	1) 149 RD S (LIGHT AND HALF ST) LAKE CITY	8800	770	8800	1100	1050
	149 RD S (CO RD 523) KIDOLE CR RD	500	430	380	480	510
	149 RD E (CO RD 406) DEEP CR RD	500	430	380	480	510
	149 RD WY (CO RD 501) KINGS CR RD	500	430	380	480	510
	2) 149 RD SE AND Y (LAUREL RD) CEDAR	810	1150	1100	1000	1150
	149 RD SE (CO RD 15)	1100	1450	1350	1450	1550
	3) 149 JCT SH 160 SOUTH FORK	1550	2050	1750	1750	1850
Unaverted/Taber/Quiche Byway	1) 141 N JCT SH 50 WHITETATEX	2900	3500	3600	3950	4200
	2) 141 RD SY JOHN BROWN CR RD CATEPAT	320	480	400	350	470
	3) 141 RD S CO RD 18.30 RD UELPAH	310	460	300	200	300
	4) 141 JCT SH 50 SY VANDORUM	300	330	270	180	290
	5) JCT SH 91 N NATURALITY	1400	1750	1850	1650	2300
	6) 145 RD E SUMMIT STS331 MARYWOOD	1750	1450	1600	1400	1800
	145 RD N CO RD 17-2 SAMPSON PARK RD	880	930	1650	1750	2100
	7) 145 JCT SH 62 W2	880	930	1500	1600	1700
Test Blk Loop	1) 133 JCT SH 92 NOTCHWISS	3500	3700	4000	4150	5450
	2) 133 RD SY CO RD 31 FOMERSET	850	1100	1200	1300	1250
	3) 133 RD SE TO CR BUTTE (REBEL PASS)	800	650	720	950	870
	4) 133 RD WY CO RD 365 TO COLLARIN	800	650	720	910	860
	5) 133 RD SE CO RD 3 TO MARELS	1000	850	910	1350	1150
	6) 133 RD E CO RD 3 REDSTONE BLVD REDSTONE	1800	1550	1800	1800	2000
	133 RD E AND Y MAIN ST CARBONVILLE	7700	9000	9600	9650	9900
	7) 133 JCT SH 52	7700	9000	9600	9650	9900
	135 RD Y WHITETATEX AVENUE CEDARSTED BUTTE	1750	3450	0	4200	4550
	8) 135 RD N 6TH ST RD E Y BLK CR BUTTE	2150	0	3500	0	0
	9) 050 JCT SH 135 N RD S MAIN ST CUMWISON	5600	6050	6700	9750	7750
	10) 050 JCT SH 52	2100	2300	2000	2000	2300
	11) 052 RD N PUR AVENUE CHAYFORD	1000	950	1000	1200	1150

GIRARD MESA

VISITOR CENTER



GRAND MESA
WELCOME CENTER



Business Plans for Information Centers

Introduction

The Grand Mesa Byway contracted with Yvonne Piquette, University of Colorado, Center for Community Development, to develop business plans for the Lands End, Grand Mesa, and Cedaredge visitor information centers. These plans contain a summary of a survey conducted with several visitor centers throughout Colorado, comments and recommendations, goals and objectives, and budget proposals. The complete plans are included here.

CEDAREGE WELCOME CENTER

BUSINESS PLAN

December, 1995

prepared by

Yvonne Piquette

University of Colorado, Center for Community Development

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EXHIBITS:

Welcome Center Plans

Visitor Gift Shop information

Colorado Department of Transportation

Fruita Welcome Center - visitation

Tourism information

Visitor Center - survey

Colorado Visitor Center Design

COMMENTS AND RECOMMENDATIONS

- The Cedaredge Welcome Center has many positive factors that can lead to a successful business venture. The new facility and it's location on the Grand Mesa Scenic and Historic Byway are definitely, favorable components.
- The Welcome Center must be able to provide the visitor with needed information, delivered by a knowledgeable and well-trained staff, with material that is updated and relevant to the area.
- The Western Colorado Interpretive Association materials can be an important source of income; selecting the items with the target market in mind is important. Center personnel should be familiar with the inventory and be able to promote and recommend items that may be of interest to or can assist the visitor while in the area.
- Gift shop items should be considered as a possible source of income. Other visitor centers in Colorado report net sales of \$5,000 to \$20,000 annually. Items such as T-shirts, mugs, postcards and posters all specific to the area, are popular items. (attachment)
- A center that is clean, attractive, and promotes a friendly atmosphere, will help to set the stage for the visitor's opinion of the community and the Byway. This may be a deciding factor as to how much time and money is spent in the area.
- The goals and objectives of the business plan, focus on increasing income to the level of being self-sufficient, capable of paying operating and maintenance expenses and hiring a part-time manager by the 1997 season.
- The marketing of the Byway and Center should be wide-spread in both Mesa and Delta counties. The marketing plan will be a separate document, prepared by Marshall Business Advisors.

- A Welcome Center board or committee should be appointed and serve as a sub-committee to the Byway Board of Directors. The committee should be directly involved in all aspects of the Center.
- Partial public on-going funding of the Welcome Center should be a priority goal. Delta and Mesa counties and surrounding communities all profit from the Grand Mesa Byway in a variety of ways. The Welcome Center should be considered as a major liaison between Byway visitors and those entities.
- Memberships are very important in terms of long-term, on-going funding. However, the Mesa-side-of-the-Byway member may want to know how the funds are used and may want to know that their membership is beneficial to the entire Byway and not just the Welcome Center. There must be an understanding that the Center is an asset promoting the entire Byway and it's communities.
- A goal is to hire a part-time manager for the center, however volunteers are and will continue to be a viable part of center operations. Care must be taken to not burn out valuable volunteers and work to recruit new volunteers. Volunteers can be given a variety of duties as warranted, helping to alleviate burnout. Acknowledgment of the volunteer is very important. This can be accomplished in different ways; the manner is not as important as just making sure that some form of acknowledgment occurs on a regular basis.
- The volunteer base can be increased by a couple of different strategies; increased use of Retired Senior Volunteer Program (RSVP) participants; marketing/tourism/business interns, and by working with the local high schools to get marketing/tourism or business students needing credit in their major field.
- Financial records for the Welcome Center and the Byway should continue to be separate. A local accountant may be willing to donate time helping to establish a recommended form of financial accounting procedures for the Byway and Center; time may also be donated to assist with annual reports and legal procedures.
- Interpretive Management Associates have been contracted to develop an interpretive master plan for the byway. Interpretive exhibits and signage will be developed specifically for the Welcome Center. The plan will be completed in December, 1995.

General Description:

The Colorado visitor center can be a "welcome stop" for the traveler. Information about local and state activities, recreation maps, special attractions and events, and local lodging and dining help to give the visitor the desired assistance and incentive to spend time and money in a specific area. Equally important, is the friendly face(s) of the staff and/or well-trained volunteer(s).

Amenities for the visitor can prolong the stop, giving the visitor a positive view of the community and an opportunity to contribute to the local economy. Amenities are diverse and can be unique to a visitor center. The common amenities include restroom facilities, pay telephone, and picnic areas. Local museums, in some cases, are located on or near the premises.

Colorado visitors are on the increase with the Fruita Colorado Visitor Center reporting an increase of 17% from 1992 to 1994. The Department of Transportation reports an even more dramatic increase along the Grand Mesa Historic and Scenic Byway with an increase of 94% in Cedaredge, 62% at Land's End, and 118% at the Junction of highway 65 and Ward Lake, from 1991 to 1993. Obviously, Colorado visitors are finding our area of the state attractive and a visitor center can certainly help to create a positive experience for the day, weekend or week(s), vacation traveler.

Cedaredge Welcome Center:

Mission: To operate the Welcome Center in a professional manner to meet the needs of the visiting public by providing an introduction to the natural, historical, and cultural resources located along the Grand Mesa Scenic and Historic Byway.

Location: The Cedaredge Welcome Center is located at the south entrance to Cedaredge on Highway 65. The doors opened to the 1500 square foot, log building for the 1995 summer season on Memorial Day. Adjacent to the Center is Pioneer Town, a popular tourist attraction, owned and operated by the Surface Valley Historical Society. Pioneer Town is a collection of early 1900's buildings, moved from their original locations and now depicting a frontier mainstreet.

Funding: Funds for building construction came from a \$120,000 Intermodal Surface Transportation Efficiency Act (ISTEA) grant and a \$35,000 local match. The land is owned by the Surface Creek Historical Society and leased to the Center for \$1.00 per year for the next twenty five years. There is no out-standing debt for the construction of the building.

Management: The Welcome Center is owned and operated by the Grand Mesa Scenic and Historic Byway non-profit corporation. The Byway corporation was formed on October 29, 1992. A Byway management plan will be completed in the Spring of 1996, providing the corporation with a professional operating plan to protect and/or enhance Byway resources. Goals and objectives will be developed specific to the Byway. The management plan is also a qualifying prerequisite for some grant funding agencies. The business plan for the Welcome Center is a sub-document of the Byway management plan.

Operation: The Welcome Center staff are trained volunteers. The first season, sixteen volunteers operated the Center. The season ran from Memorial Day to October 7, 1995. Operating hours were from 9:00 A.M. to 6:00 P.M., seven days a week. Ultimately, the goal is to hire a Welcome Center professional manager, beginning on a part-time basis and eventually going to full-time. A part-time custodial person was hired mid-season.

Partnerships:

- Pioneer Town - the Welcome Center is adjacent to Pioneer Town; volunteers for both entities are housed in the Center. Visitors enter the Welcome Center for admission to Pioneer Town.
- Surface Creek Valley Historical Society - the land on which the Center is built, belongs to the Society.
- Town of Cedaredge - pays the sewer and water for the Center, however this is not a contract agreement.
- United States Forest Service - professional input regarding the facility and Byway
- Bureau of Land Management - professional input regarding the facility and Byway
- Western Colorado Interpretive Association - provides interpretive materials for sale in the Center.
- University of Colorado, Center for Community Development - technical assistance for the Center and the Byway.

SWOT Analysis

Strengths:

- Grand Mesa Scenic and Historic Byway
- Accessible location
- Partnership with Pioneer Town
- Building is paid for
- Well-trained volunteers
- Dedicated Byway committee
- Diverse and professional Byway committee
- Development of a Byway Management Plan
- Development of a Byway Interpretive Plan
- Partnerships
- Strong support from the Cedaredge area
- Development of a Business Plan
- Ability to:
 - build partnerships with Byway residents and businesses
 - increase memberships for future income
 - increase the volunteer base
 - become a clearing house for Byway activities and events
 - increase the number of participants on the Byway committee
 - increase the number of items for sale in the Center

Weaknesses:

- Lack of long-term financial planning
- Need professional staff
- Support is mainly from the Cedaredge side of the Byway
- Lack of support from the Mesa side of the Byway
- Possibility of not having funds to operate in the future
- When the present Byway committee retires will there be professional, dedicated members to replace them?

Opportunities:

Become the clearing house for all Byway activities and events for both sides of the Grand Mesa

Become an important entity to the community as well as to the Byway visitor

Threats:

Drop in the tourism industry

Granting agencies decrease funding

Governmental agencies decrease local assistance and funding

Comparable Facilities:

Methodology: A telephone survey of twenty four visitor centers located in Colorado, four of which are state visitor centers. Questions asked were: location, number of years in operation, season, restroom facilities and open time, picnic area, museum nearness, number of visitors for 1994, busiest months, number of paid employees, number of volunteers and if they had been specifically trained for the job, and how the center was funded. A request was made to send O&M budgets, however, very few (3) responded to the request. Budgets from the (7) state visitor centers were obtained. Twenty of the centers contacted were centers that were part of a similar survey in 1990. A comparison of change over the last five years was made. Following, are the results of that survey.

COLORADO VISITOR CENTER

PHONE SURVEY RESULTS, SEPTEMBER, 1995

Twenty four Colorado visitors centers were contacted by telephone. Twenty one of centers were part of a similar survey in 1990. Following are the cumulative results from the 1995 survey. Comparisons of the two surveys are made where warranted.

Location:

- 73% of the centers are located on major US highways. The remaining can be easily accessed in their communities.

Years of operation:

- The centers ranged from 5 - 73 years, with Eagle being the newest center interviewed, and Monte Vista the oldest. 38% have been operating for at least 15 years.

Season:

- 92% are open year-round. This is a 9% increase from 1990, where 83% were open on a year-round basis.

Restroom facilities:

- Del Norte and Fort Collins do not have visitor restroom facilities. Three centers have facilities that are open 24 hours a day: Burlington, Eagle and Julesburg. The remaining centers (79%) provide restroom access during operating hours.

Picnic area:

- 75% have picnic areas at their centers. There is a wide variation, where the picnic area might be one table next to the center, or there may be a park, playground, and multiple recreational activities available.

Museum:

- The survey question may not have been well defined as there was some confusion as to just how close the museum had to be to be considered as "near by." 75% responded that there was a museum as part of the facility, next door, or "near by."

Visitors (1994):

- The range of visitors varied from 2,000 in Monte Vista to over 400,000 in Estes Park. Fruita had the highest number of visitors of all the state visitor centers, with 231,000. Four centers: Durango, Fort Collins, Sterling, and Walsenburg reported a decrease from the 1990 survey. The 1990 survey showed 1,188,000 visitors went to a visitor's center in Colorado. There was an overall increase of 22% of visitors from 1990 to 1994, for a reported total of 1,519,000.

Note: Two of the centers counted in 1990 were not contacted, and 3 centers not included in the 1990 survey were added to the 1994 survey. However, except for the 4 centers reporting a decrease, there were notable increases in most of the centers. Greeley and Nederland did not have visitor counts for 1994.

Busiest month(s):

- All centers reported the summer months to be the busiest; Estes Park, Fort Collins, and Vail said that June-Sept. were their busiest and the remaining 87%, said that July and/or August had the highest number of visitors.

Paid Personnel:

- All the state operated centers have paid employees. Five (22%) centers: Durango, Fort Collins, Grand Junction, Gunnison, and Vail hire additional employees during the busiest months. Nine (38%) have 1-2 employees. Del Norte and Nederland were the only centers without paid personnel.

Volunteer:

- 39% of the centers reported that they do not use volunteers. All the state centers have a large number of volunteers ranging from 30 in Cortez to 74 at the Fruita center. Grand Junction lists 80 volunteers working at their visitors center.

Volunteer training:

- Of those centers using volunteers, 4 (17%) do not provide any formal training, such as FAM tours. One volunteer answering the survey, felt that his training was inadequate which left him ill-equipped to greet visitors.

Funding:

- **State funded:** Burlington, Cortez, Fruita, Trinidad, and Julesburg which is in the transition period of becoming a state visitors center.
- **Chamber of Commerce:** Walsenburg, Pueblo, Glenwood Springs, and Estes Park.

- **Chamber of Commerce plus other funding:**

Six centers are supported by local chambers of commerce and a variety of other sources, including city, county, fund-raisers, and in Eagle's case the DOW and U.S.F.S. are contributors.

- **Lodging tax:** Durango, Fort Collins, Grand Junction, Greeley, Pagosa Springs, and Sterling; Pagosa Springs (events) and Sterling (city/county) receive additional funding.

- **Public funding:** The Georgetown center is part of the local community center, Idaho Springs and Vail are funded by the towns.

Note: Vail brings in additional income by receiving a 15% commission from area lodging facilities by making "last minute, walk-in" reservations for visitors. The hotels and motels call the center each morning with special rates if they have extra rooms they want rented for that night. The visitors center does not make advance reservations.

Summary of Budget Information:

Visitor Centers responding to the request for budget information was minimal. Budget information comes from the seven state supported centers and three locally supported centers.

Personnel:

State centers allotted more for personnel than those supported by local communities. Locally supported Grand Junction Visitor Center was the lowest with 25% of the total budget for personnel and Monte Visita, the highest with 42%.

Of the seven state supported centers, Burlington was the highest with 91%, Fruita with 76% and the remaining five center ranging from 55% to 59%.

Operation & Maintenance:

State supported centers allow for 41% to 45% for O&M except for Burlington (9%) and Fruita (24%) where Colorado Department of Transportation (CDOT) pays for maintenance. Community supported centers allotted more for O&M than personnel (51% to 65%) except for Grand Junction, who budgets 10% for O&M. (Note: Grand Junction VC budgets 65% of the total budget is for marketing.)

	A	B	C	D
1	VISITOR CENTER	PERSONNEL %	O & M %	total budget
2				
3	GRAND JUNCTION	2-5 .25	0.1	859255
4	FORT COLLINS	3 .30	0.65	282700
5	MONTE VISITA	1 .42	0.51 APP.	41000
6	BURLINGTON**	2 .91	0.09	56000
7	CORTEZ*	3 .55	0.45	43000
8	DINOSAUR*	? .55	0.45	38000
9	FRUITA**	2 .76	0.24	89000
10	JULESBURG*	4PT .59	0.41	39000
11	LAMAR*	? .59	0.41	39000
12	TRINIDAD*	2 .56	0.44	46000
13				
14				
15	*STATE SUPPORTED			
16	**STATE SUPPORTED & MAINTENANCE PD BY CDOT			

12

[illegible]

1990 VC SURVEY RESULTS

Table 1: Visitor Center Survey Results

#n	Loc	Long Oper	Season	Rest R	Picnic	Mus	# Vis (000's)	Most Vis	# Pd Empl	Vol	Train	Fund
Burlington	1-70	3 yrs	year round	24 hr	yes	photos	144	July	1	52	yes	State
Cortez	Town	1 yr	year round	8-5	yes	near	24	July	1	30	yes	State
Del Norte	US 160	14 yrs	June-Nov	no	no	near	5	Jul-A	0	15	yes	ChCom
Durango	US 160	4 yrs	year round	8-5	soon	no	151	Jul-A	8	0	yes	Lodg.Tax
Estes Park	US 34	28 yrs	year round	8-9	limit	yes	250	Jul-A	3ft,6pt	6	yes	NPS
Ft. Collins	City	2 yrs	year round	8-5	no	no	20	Jul-A	3	14	yes	ChCom
Fruita	I-70	2 yrs	year round	24-hr	yes	photos	130	Jul-A	1		yes	State
Georgetown	Town	inconsis	year round	9-4	no	no	N/A	Jul-A	1	var	no	ChCom
Glenwood Springs	Town	29 yrs	year round	24-hr	yes	no	40	Jul-A	2	0	no	ChCom
Grand Junction	I-70	3 yrs	year round	no	no	no	N/A	Jul-A	1/2	var	no	Vis Conv E
Hayden	Town	7 yrs	year round	24-hr	no	near	53	Jun-Jl	2	80	yes	Lodg.Tax
Green River UT	I-70	8 yrs	year round	9-10	no	this year	26	Jul-A	3	0	no	State
Idaho Spgs	Town	2 yrs	year round	9-5	yes	no	30	July	4	0	no	City
Julesburg	I-70	5 yrs	May-Sept	near	no	near	9	Jul-A	3	20	yes	ChCom
Monte Vista	US 160	68 yrs	year round	8-4	yes	no	2	July	1	0	no	ChCom
Nederland	Town	2 yrs	Jun-Oct	24-hr	no	near	10	July	0	30	yes	ChCom
Pagosa Springs	US 160	20 yrs	year round	sum	yes	near	22	Jul-A	2	16	yes	Lodg.Tx
Parachute	I-70	7 yrs	year round	24-hr	yes	no	182	Jul-A	0	50	no	City
Pueblo	US 50	16 yrs	May-Sept	9-5	yes	no	18	Jn, A	1	68	yes	ChCom
Sterling	I-76	1 yr	year round	9-5	soon	near	14	Jl-A	0	60	yes	City/Co
Trinidad	I-25	4 yrs	year round	8-6	yes	photos	120	July	1	70	yes	State
Vail	Town	15 yrs	year round	8-6	no	no	136	Jl-A	6	0	no	Town
Walsenburg	Town	2 yrs	year round	8-5	yes	yes	10	Jl-A	1	17	yes	ChCom

CEDAREDGE WELCOME CENTER
GOALS AND OBJECTIVES

Goal # 1:

To provide an introduction and information to the natural, historical and cultural resources of the Grand Mesa Scenic and Historic Byway

Objective #1:

Provide interpretive and informational materials specific to the Byway and local cultural events and activities, in the form of brochures, handouts, and information kiosks. These materials should be available in the Center for the 1996 season.

Strategy #1:

The center will be stocked with: an up-to-date calendar of Byway events, handouts, brochures, recreational opportunities, maps, and lodging and dining information for both sides of the Byway. Western Colorado Interpretive Association will supply interpretive materials for sale. This will be overseen by the Byway President, an appointed individual or committee.

Objective #2:

Provide professional training for all volunteers, in order for them to give accurate, up-to-date information to all visitors. This will be accomplished by the 1996 opening.

Strategy #2:

All volunteers will be provided with specific training, enabling them to better serve the visitor's needs. The training will be overseen by the Byway President, appointed individual, or committee. Training will need to be on-going as the need arises.

Goal # 2:

To operate the facility in a responsible and professional manner.

Objective # 1:

The Welcome Center will operate as a business, maintaining a budget and accurate financial records. Record keeping will be kept current using standard accounting procedures beginning with the 1996 operating season.

Strategy # 1:

Records should be kept in one location and up-dated on a regular basis.

Objective # 2:

Hire a professional manager, at least part-time by the 1997 operating season.

Strategy # 1:

A Welcome Center committee will be appointed to oversee Center operations; the committee should be in-place, well in advance of the 1996 season in order to develop management plans.

Strategy # 2:

Research funding possibilities: local, state, and federal, and earned income in order to obtain the necessary funding to hire a professional manager by the 1997 season.

Strategy # 3:

A job description will be developed by the Welcome Center Committee by the end of the 1996 season.

Goal # 3:

Develop a Byway membership to pay for operation and maintenance expense for the Welcome Center.

Objective # 1:

Begin an on-going membership campaign in order to create a supportive membership that will provide the necessary funds, beginning in early 1996.

Strategy # 1:

Appoint a membership committee to begin an aggressive membership campaign. The campaign will focus on both sides of the Byway, including Mesa County, City of Grand Junction, businesses, corporations, individuals, and local grant foundations.

CEDAREGE WELCOME CENTER
BUDGET PROPOSAL

<u>INCOME</u>	<u>YEAR 1</u> (1996)	<u>YEAR 2</u> (1997)	<u>YEAR 3</u> (1998)
Membership:			
Patron (15 @ \$100)	\$1,500	\$1,800	\$2,000
Business (25 @ \$50)	1,250	1,500	1,750
Individual (30 @ \$20)	600	900	1,200
Sales (net)	200	200	200
Public Funds	0	1,500	1,500
Brochure Sales	<u>1,500</u>	<u>1,500</u>	<u>1,500</u>
 total income	 \$5,050	 \$7,400	 \$8,150
 <u>EXPENSES:</u>			
Wages	0	\$3,840	\$4,032
Benefits	0	116	121
Electricity	420	441	463
Natural Gas	55	58	61
Sewer & Water (pd)	(90)	(95)	(100)
Telephone	180	189	198
Insurance	940	987	1,037
Custodial Service	650	683	715
Supplies	250	263	276
Printing (non-brochure)	250	263	277
Services	200	200	200
Other	<u>300</u>	<u>300</u>	<u>300</u>
 total expenses	 \$3,245	 \$7,340	 \$7,680
 net profit(loss)	 \$1,805	 \$ 60	 \$ 470

BUDGET ANALYSIS/COMMENTS

All income and expense figures are estimates and should be used as such.

This budget proposal is meant to be used as a planning guide and figures can be adjusted as warranted. Funding for a part-time manager is a definite possibility, but may be contingent upon membership numbers and public funding.

- Membership estimates are minimal and the actual memberships should be considerably higher in all categories.
- The Welcome Center is open from Memorial Day to the first week in October; wages and benefit calculations were based on 24 weeks @ 20 hours per week, @ \$8 per hour. Benefits were based on 3% of wages. The wage is only an estimate and will need to be adjusted accordingly for experience and responsibilities.
- Assumed increases for personnel, utilities, services, etc. are calculated @ 5% per yr.
- Public funding will be an important source of funding when looking at the hiring of a part-time manager and operation and maintenance.
- Sewer and Water are presently being paid by the Town of Cedaredge, however there is no formal agreement or long-term commitment.
- The present insurance costs are \$1163 annually; this budget is based on one insurance quote of \$940 annually, and there may be the possibility of an even lower premium.
- Non-brochure printing covers special events, etc..
- Sales is estimated net income from interpretive materials after all costs have been deducted.
- Western Colorado Interpretive Assoc. gives a 20% discount and the Welcome Center adds 20% to the price of the item. The sales tax on the interpretive stock is 6.5%. First year sales have been approximately one-half of inventory purchases, however if items are selected for the target market, this should prove to be an important source of income.

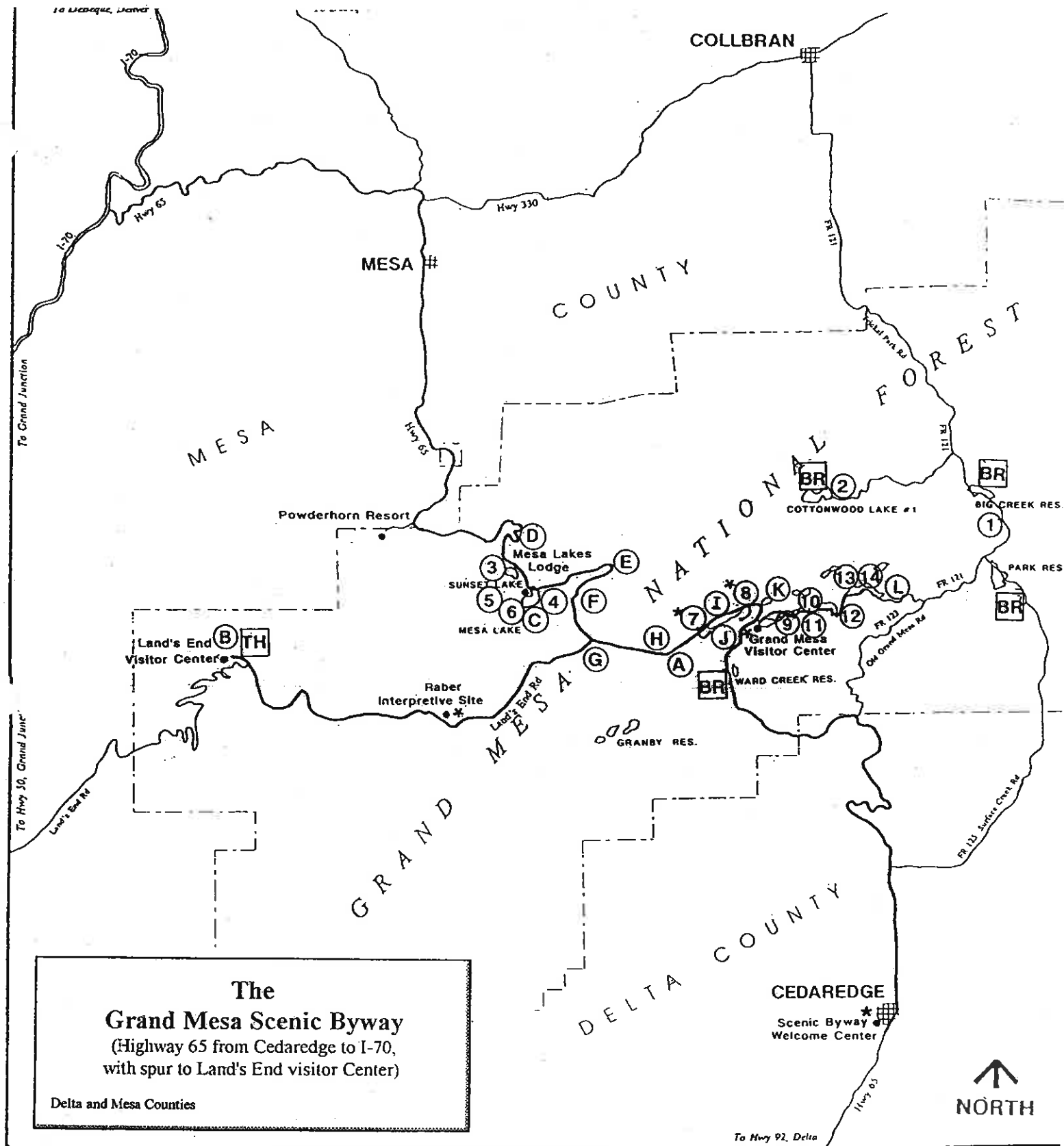
- Gift shop items need to be a consideration. Visitor centers in Colorado supplement income with popular gift shop items. (see attachment)
- Possible funding could come from Pioneer Town revenue. Has attendance increased since the opening of the Welcome Center? If Pioneer Town attendance does increase, a percentage of income might be due to the Welcome Center as it is used by Pioneer Town volunteers as an entrance to the town.
- Brochure sales are to the Forest Service and Visitor Center.
- Byway newsprint brochures have not been included, as ads equal expenses; this could be a means of additional income by expanding the number of ads sold.

GRAND MESA SCENIC AND HISTORIC BYWAY-OPERATING STATEMENT

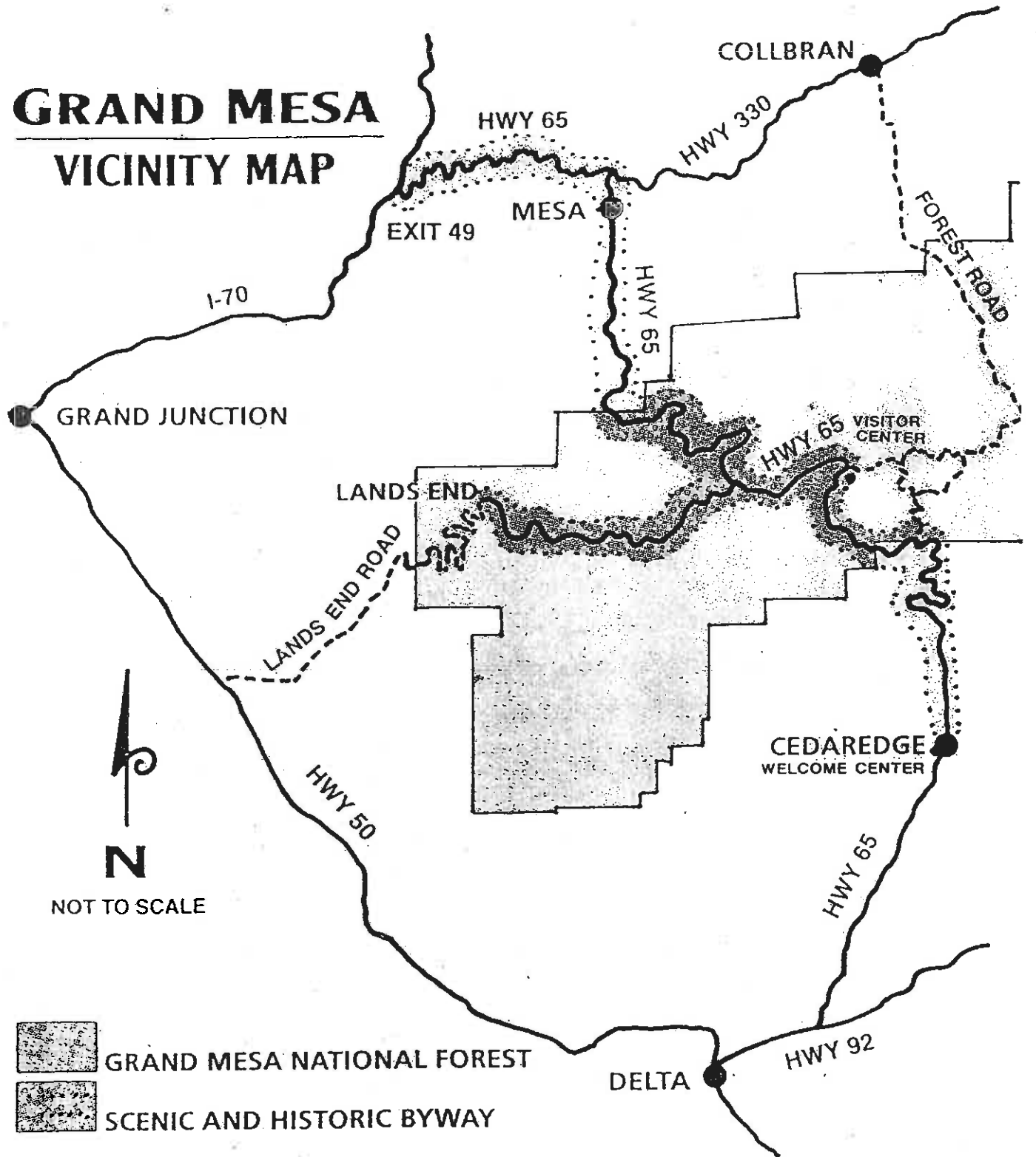
Income	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Totals
Sales			205.42	159.25	218.50	139.80			722.97
Donations	95.42	280.00	3.91	1,500.00	126.6	14.00			2,019.93
Memberships	300.00	600.00	600.00	400.00	400.00				2,300.00
Brochures				1,000.00	920.00				1,920.00
Other									
Totals	395.42	880.00	809.33	3,059.25	1,665.10	153.80			6,962.90
Expenses									
Electricity		9.17	99.44	104.53	101.01	76.78			390.93
Natural Gas		9.82	15.25	14.18	13.63				52.88
Telephone		24.47	38.10	38.10	38.10	39.85			178.62
Janitorial			110.00	120.00	130.00	30.00			390.00
Supplies	38.89	186.17		6.97					232.03
Sales Material			220.44	141.32	1,207.40				1569.16
Printing				232.52					232.52
Services				105.00	70.00				175.00
Other		8.00		214.31		469.20			691.51
Totals	38.89	237.63	483.23	976.93	1,560.14	615.83			3,912.65
Profit	356.53	642.37	326.10	2,082.32	104.96	-462.03			3,050.25

GRAND MESA SCENIC AND HISTORIC BYWAY-OPERATING STATEMENT 1995

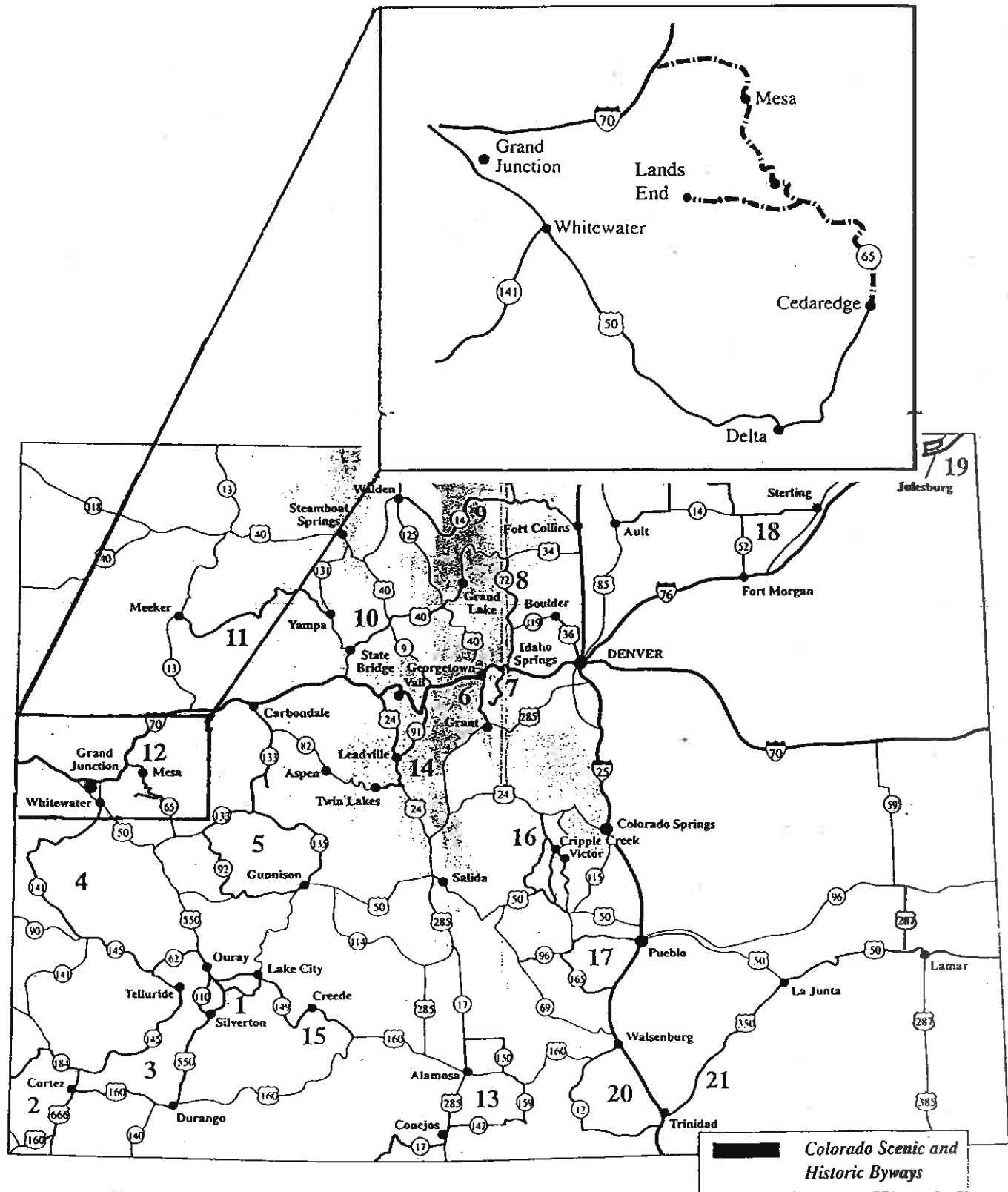
Income	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Totals
Sales			205.42	159.25	218.50	139.80			722.97
Donations	95.42	280.00	3.91	1,500.00	126.60	19.00			2,024.93
Memberships	300.00	600.00	600.00	400.00	400.00				2,300.00
Brochures				1,000.00	920.00	3,331.00			5,251.00
Other									
Totals	395.42	880.00	809.33	3,059.25	1,665.10	3,489.80	0		10,298.90
Expenses									
Electricity		9.17	99.44	104.53	101.01	76.78			390.93
Natural Gas		9.82	15.25	14.18	13.63	32.34			85.22
Telephone		24.47	38.10	38.10	38.10	39.85			178.62
Janitorial			110.00	120.00	130.00	30.00			390.00
Supplies	38.89	186.17		6.97			37.34		269.37
Sales Material			220.44	141.32	1,207.40		42.35		1611.51
Printing				232.52		3,331.00			3,563.52
Services				105.00	70.00	70.00			245.00
Sales Tax						36.43	6.76		43.19
Insurance						469.20			469.20
Other		8.00		214.31		975.00			1197.31
Chamber						129.03			129.03
Totals	38.89	237.63	483.23	976.93	1,560.14	5,189.63	86.45		8,572.90
Balance	356.53	642.37	326.10	2,082.32	104.96	-1,699.83	-86.45		1,726.00



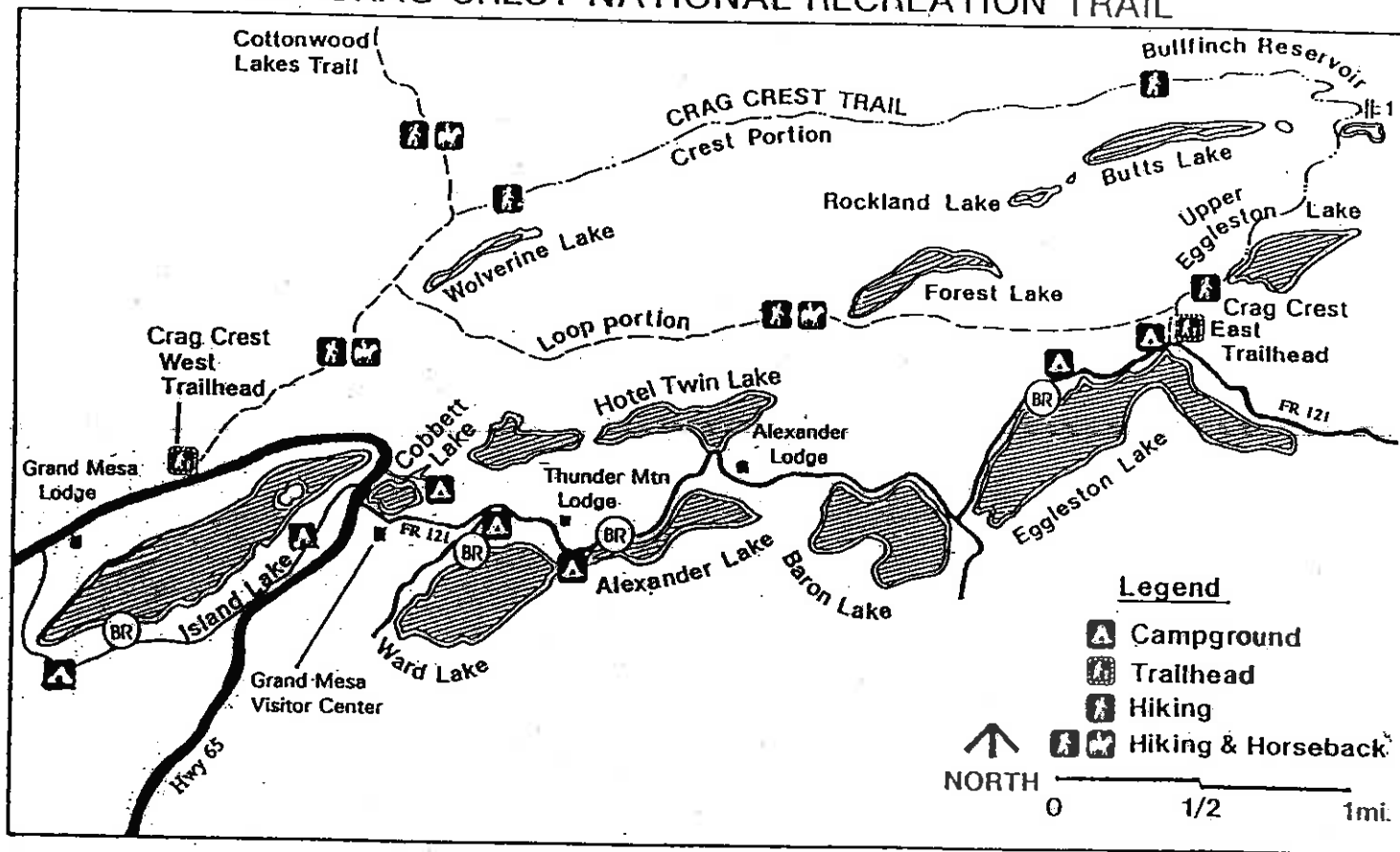
GRAND MESA VICINITY MAP

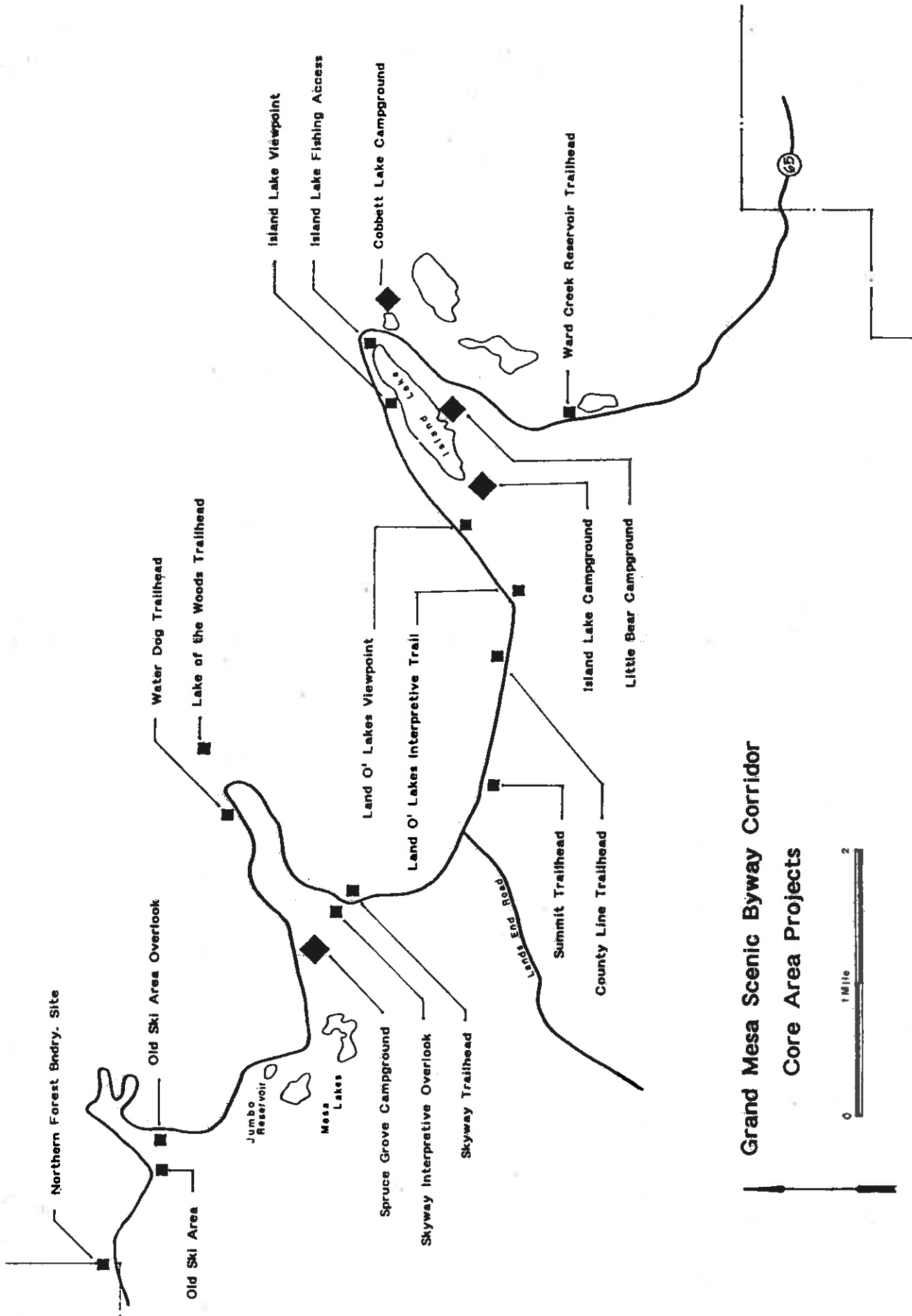


GRAND MESA SCENIC AND HISTORIC BYWAY LOCATION MAPS



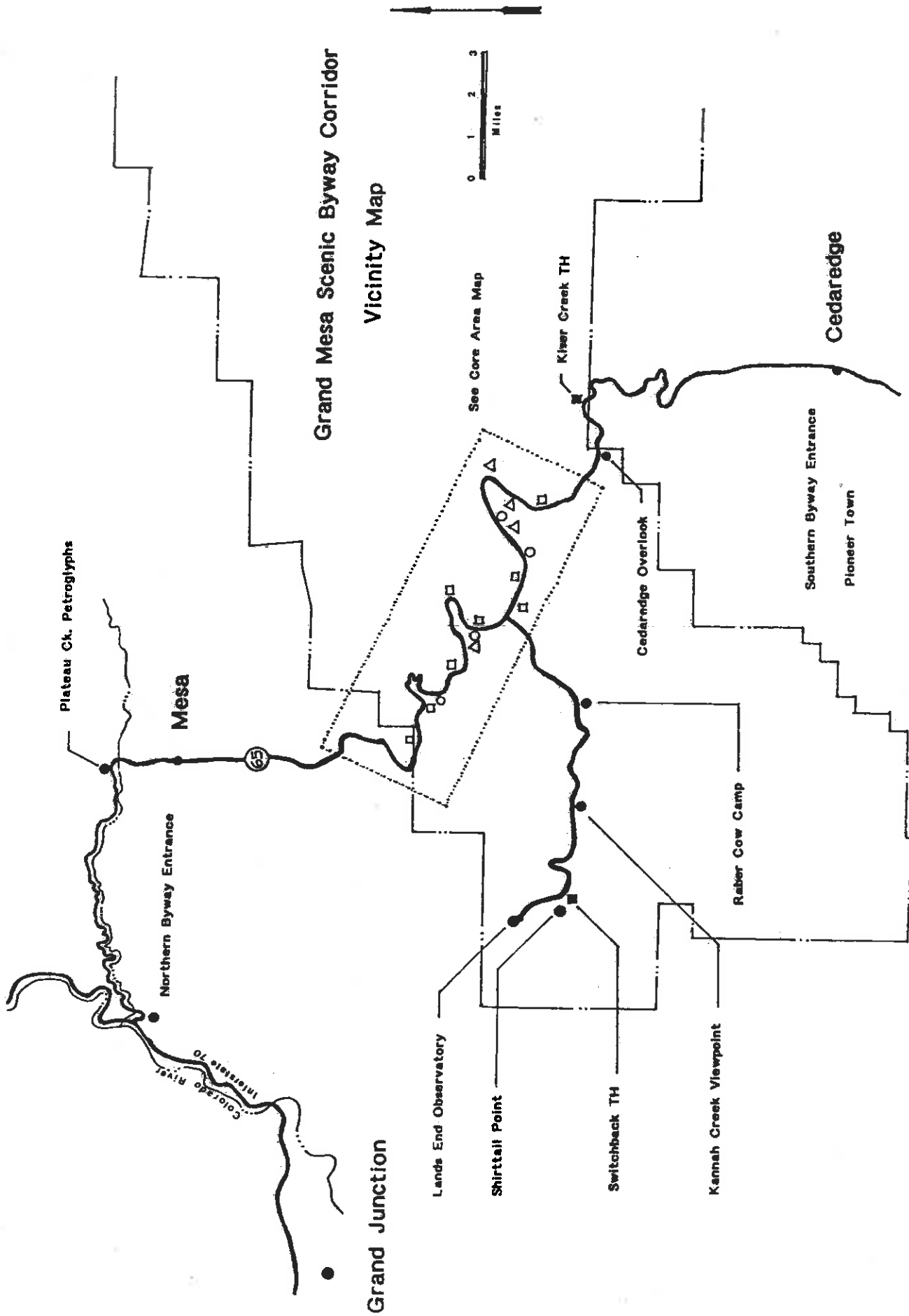
TRICKEL PARK ROAD (FR 121) and CRAG CREST NATIONAL RECREATION TRAIL





Grand Mesa Scenic Byway Corridor

Core Area Projects



GRAND MESA SCENIC BY-WAY

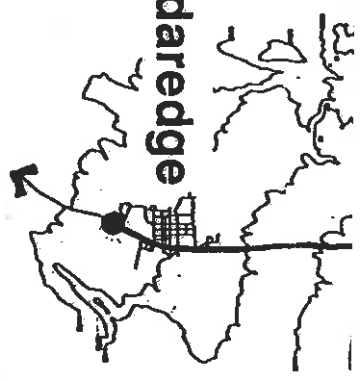


To Rifle



Cedaredge

To Delta



**Grand Mesa Scenic and Historic Byway
Funding for Projects in Action Plan**

CAPITAL IMPROVEMENTS

Project	Amount	Funding Source	Year
Grand Mesa Interpretive Materials Various interior interpretive displays and interactive video for Cedaredge and Grand Mesa visitor centers; installation of outdoor information kiosk at north end of byway	\$67,000	\$53,600 ISTEА; \$13,400 local.	1996
Land's End Observatory Roof	\$12,000	State Historical Fund	1997
Corridor Management Plan Public review document. Cost depends on length, number of copies, graphic and printing quality.			1998
Phase I Marketing Plan: 1/4-time staff, public relations package, interpretive displays, rack cards, information packets, design and printing of promotional materials, Internet expansion, outdoor kiosks, FAM tours, and photo log	\$67,000	ISTEA 80%, Mesa and Delta counties 20%.	1998
Grand Mesa Byway Trail Complex Planning			
Phase II Marketing Plan: 1/4-time staff, direct mail marketing, interpretive displays, information packets, promotional material printing, cooperative marketing, video, outdoor kiosks, FAM tours.	\$61,000	ISTEA	1999
Phase III Marketing Plan: 1/4-time staff, direct mail marketing, promotional materials printing, brochure & rack card, cooperative marketing, video, outdoor kiosks, FAM tours	\$56,000	ISTEA	2000
Further repairs or restoration to Land's End Observatory			
Implementation of interpretive plan Interpretive exhibits, books, audio tapes, or other media			
Protection and Preservation Plan Implementation Acquiring easements at key sites; developing financial incentives for easements.			
Other Projects			

**Grand Mesa Scenic and Historic Byway
Funding for Projects in Action Plan**

ANNUAL COSTS

Project	Amount	Source	Year
1/2-time staff person Staff time expenses materials, etc.	\$15,000	Memberships	1998
Annual Byway Operating Costs Visitor center maintenance byway promotion annual newspaper meeting expenses printed materials for new and existing members		New membership categories	1998
Informal and Formal Surveys and Evaluations Byway visitor surveys impact monitoring system for resources, environment, and economy; preparing detailed reports with results.			
Other Projects			

Action Plan Summary

Based on the goals and objectives stated in the Corridor Management Plan, the Grand Mesa Scenic Byway Association agreed to develop an action plan with strategies for future management of the byway. The association will prioritize its action plan according to the stated need for each goal, as expressed by group consensus.

To benefit fully from the corridor management plan, the Grand Mesa Scenic and Historic Byway Association should prepare a schedule and listing of all agency, group, and individual responsibilities in the implementation of the corridor management plan. To monitor the progress of partners, the association should develop a description of enforcement and review mechanisms, including a schedule to review how well those responsibilities are being met. The group should also prepare a plan to ensure the public will participate in stages of implementation of the corridor management plan objectives.

Overall Goal and Objectives of this Action Plan:

Goal: Establish short-term and long-term priorities for projects included in the goal worksheets.

Objectives:

1. Discuss projects with partners and rate according to need; decide which to begin and create committees to conduct work.
2. Create one list of selected projects for short-term, and one for selected projects for long-term; update list as needed semi-annually.
3. Estimate project costs.
4. Determine funding resources.
5. Review short-term and long-term priorities annually and revise according to group consensus and amount of work completed.

Agency Partner	Address/Phone	Abbreviation
Bureau of Land Management	764 Horizon Drive, GJ, 81506, 244-3025	BLM
Colorado Center for Community Development	222 S. 6th St. Room 409, GJ, 81501, 248-7312	CCCD
Colorado Department of Transportation	222 S. 6th St., GJ, 81501	CDOT
Delta County	301 Main Street, Delta, CO, 81416, 874-7566	DC
Grand Junction Visitor and Convention Bureau	740 Horizon Drive, GJ, 81506, 244-1480	GJVCB
Grand Mesa Board	PO Box 688, Cedaredge, CO, 81413, 856-7200	GMB
Lodge Owners	various	LO
Mesa County	750 Main Street, GJ, 81501, 244-1650	MC
Powderhorn Ski Area	PO Box 330, Mesa, CO 81643, 268-5700, X2034	PSA
United States Forest Service, Grand Junction office	764 Horizon Drive, GJ, 81506, 242-8211	USFS
United States Forest Service, Delta office	2250 Highway 50, Delta, CO 81416	
United States Forest Service, Collbran	PO Box 330, Collbran, 81624, 487-3534	
Visitor Centers	various	VC
Western Colorado Interpretive Association	1433 Highway 65, Eckert, CO 81418	WCIA

**Grand Mesa Scenic and Historic Byway
Action Plan and Funding Worksheet
January 26, 1998**

Goal One: PUBLIC PARTICIPATION

Ensure opportunities for ongoing public participation in byway planning and activities.

Goal Two: MONITOR VISITOR IMPACT

Evaluate existing visitor services and determine impacts of increase in local, state, national, and international visitors resulting from national byway designation.

Goal Three: ADMINISTRATION

Ensure long life for the byway association.

Goal Four: PRESERVATION AND PROTECTION

Preserve and protect the intrinsic resources of the byway.

Goal Five: MARKETING AND PROMOTION

Market and promote the byway's unique attributes and year-round opportunities.

Goal Six: OPERATIONS AND MAINTENANCE

Ensure quality operation and maintenance of all byway information centers for the benefit of visitors and operating agencies.

Goal Seven: VISITOR ORIENTATION

Provide orientation signage and materials to inform corridor users, enhance scenic and recreational experiences, and encourage a safe experience for all visitors.

Goal Eight: INTERPRETATION

Interpret the significance of Grand Mesa's intrinsic resources and instill a sense of history and perspective in visitors.

GOAL ONE: PUBLIC PARTICIPATION

Goals and Objectives	Priorities and Strategies	Responsible Party	Short-or long-term
<p>1. Ensure opportunities for ongoing public participation in byway planning and activities.</p> <p>Objectives:</p> <p>Notify public of byway meetings, plans, and projects, and the meaning of designation as a national scenic byway</p>	<p>Priority:</p> <p>Strategies:</p> <ol style="list-style-type: none"> 1. Write news releases and prepare calendar items with information about the byway, its meetings, and activities 2. Publish monthly meeting minutes in local newspapers 3. Publish an annual or quarterly newsletter for byway partners, state, city, and partners county, COG, and other interested partners. 4. Publish an annual newspaper to be distributed the first week of May, when welcome center opens 	<ol style="list-style-type: none"> 1. 1/2-time staff 2. 1/2-time staff 3. 1/2-time staff 4. 1/2-time staff and Lloyd Snider 	
<p>Hold public meetings annually to determine public perception of impacts on byway, desired and otherwise.</p>	<ol style="list-style-type: none"> 1. Sponsor annual public meeting in the spring of each year 2. Hold corridor management plan review meetings in Cedaredge and Mesa 	<ol style="list-style-type: none"> 1. GMB 2. GMB 	

GOAL TWO: MONITOR VISITOR IMPACT

Goals and Objectives	Priority and Strategies	Responsible Party	Short-or long-term
<p>2. Evaluate existing visitor services and plan, as needed, for an increase in local, state, national, and international visitors due to national byway designation.</p> <p>Objectives: Consider needs of multi-lingual and multi-cultural populations</p>	<p>Priority:</p> <p>Strategies:</p> <ol style="list-style-type: none"> 1. Compile annual survey of international visitors, including numbers each year, home countries, and their comments or evaluations. 2. Develop interpretive materials in different languages. 	<ol style="list-style-type: none"> 1. LO, VC, GJVCB 2. GMB/marketing consultant 	Dec. 1998
Evaluate visitor services	<ol style="list-style-type: none"> 1. Conduct annual informal byway visitor survey and evaluation of byway services. 2. Conduct formal byway visitor survey and evaluation every 3-5 years. 	<ol style="list-style-type: none"> 1. VC, LO 2. VC, LO, GJVCB 	
Monitor visitor impact to byway resources, environment, and economy	<ol style="list-style-type: none"> 1. Work with Small Business Assistance Center (SBAC) to monitor visitor impact on byway. 2. Evaluate adequacy of lodging and camping services annually. 3. Determine use and condition of trails, recreation facilities, and other infrastructure. 4. Evaluate road safety annually. 5. Write a grant biannually to hire intern or firm to monitor impact and prepare detailed report. 6. Set up impact monitoring system, similar to model created by GJVCB, assessing tourism's economic impact on byway. 7. Compile monthly traffic counts from Highway 65 to determine overall motor vehicle numbers per season and year, compare annually. 8. Annually evaluate surveys and reports to determine effectiveness, usefulness, and accuracy of information collected. 	<ol style="list-style-type: none"> 1. GMB, CCCD 2. USFS, LO 3. USFS 4. CDOT 5. GMB, CCCD 6. GJVCB, SBAC 7. DC, MC, CDOT 8. GMB/SBAC/1-2 time staff 	

GOAL THREE: BYWAY ADMINISTRATION

Goals and Objectives	Priority and Strategies	Responsible Party	Short-or long-term
3. Ensure long life for the byway association.	Priority:		
Objectives: Create new membership category with fees to raise funds for 1/2-time staff position to develop and maintain byway membership and manage byway projects.	Strategies: 1. Create membership committee. 2. Conduct membership and fundraising drive. 3. Write job description. 4. Interview and select staff person. 5. Determine other needs of funds raised by membership drives; prioritize projects.	GMB	
Develop and/or strengthen partnerships with individuals on byway	1. Meet monthly to keep members informed, hold special committee meetings when necessary. 2. Interact with byway communities to determine impacts, desired or otherwise. 3. Encourage membership from local clubs, towns, counties, chambers, lodges, businesses, ranchers, farmers, and private land owners. 4. Strengthen and enhance existing partnerships and memberships. 5. Focus especially on increasing membership on north end of byway. 6. Mail meeting minutes to DOW, CDOT, State Parks, other agencies that need to be informed. 7. Seek formal commitment from Mesa County. 8. Encourage CDOT participation.	GMB	
Develop or strengthen partnerships with organizations that provide public and private recreational services on byway	1. Work with Nordic Council to disseminate information to skiers 2. Work with snowmobile groups to disseminate info to snowmobilers 3. Plan interpretive programs at Powderhorn	1. LO, marketing consultant 2. LO, marketing consultant 3. PSA, USFS	
Develop mutually beneficial relationships with concessionaires, lodge owners, and recreation groups.	Develop marketing or promotion plan for services, lodges, and recreation opportunities	USFS, GMB	

GOAL FOUR: PRESERVATION AND PROTECTION

Goals and Objectives	Priority and Strategies	Responsible Party	Short-or long-term
<p>4. Preserve and protect the intrinsic resources of the byway.</p> <p>Objectives:</p>	<p>Priority:</p> <p>Strategies:</p> <ol style="list-style-type: none"> 1. Meet with all local trail groups for their recommendations. 2. Re-apply for State Trail Plans Grant 3. Apply for \$50,000 match from Great Outdoors Colorado for Crag Crest Trail. 		
Develop recommendations for a comprehensive trail plan	<ol style="list-style-type: none"> 1. Identify all landowners along byway. 2. Review Protection and Preservation plan and revise as needed. 3. Review Mike Strugar's "toolbox" manual for preservation easements 	GMB, USFS, BLM, Club 20, staff person	
Provide information on easements and land acquisition as tools to be used on byway.	<ol style="list-style-type: none"> 1. Develop financial incentives for use of easements on byway 2. Choose key sites for possible easements 3. Begin working with landowners to acquire easements. 	1/2-time staff, GMB, Land Conservancy groups	
Work with existing laws and regulations to preserve, enhance, and improve the byway.	<ol style="list-style-type: none"> 1. Develop financial incentives for use of easements on byway 2. Choose key sites for possible easements 3. Begin working with landowners to acquire easements. 	1/2-time staff, Land Conservancy Groups, GMB	
Use interpretive media to instill in visitors a desire to protect and preserve resources of byway	Choose recommendations from interpretive plan and implement.	GMB	

GOAL FIVE: MARKETING AND PROMOTION

Goals and Objectives	Priority and Strategies:	Responsible Party	Short-or long-term
5. Market and promote the byway's unique attributes and year-round opportunities. Objectives: Complete marketing plan in 1997	Priority: Strategies: 1. Consider resource impact and selective marketing techniques. 2. Identify desirable target populations (scenic, recreation) define key markets, and take capacity into consideration, according to GJVCB model. 3. Identify existing resources on byway in marketing plan.	1. CCCD 2. CCCD 3. CCCD	1. Complete 2. Complete 3. Complete
Promote shoulder-season use.	1. Promote scenic touring during shoulder seasons with events such as the annual Color Sunday to encourage fall visitation 2. Identify available services during winter with a brochure rack card (eat, stay, do). 3. Increase/change distribution of brochure and annual newspaper to attract wider audience 4. Create ski packages with local lodges and Powderhorn Ski Area.	1. GMB 2. Lloyd Snider/CCCD 3. Lloyd Snider 4. PSA, LO	
Develop marketing materials	1. Hire 1/4-time staff or consultant to implement marketing plan. 2. Produce maps according to user interest (biking, hiking, fishing, driving, etc.) 3. Develop common design for promotional materials, including lure brochure & rack cards, 4. Develop press kit and public relations materials 5. Develop photo log 6. Build outdoor kiosks in Mesa and Cedaredge with tourist information 7. Develop byway information displays for visitor centers. 8. Develop foreign language rack cards (German and Spanish) 9. Expand Internet site. 10. Conduct FAM tours for visitor centers and hotel staff	1. GMB 2-10. staff/consultant	short-term pending ISTE A grant approval

GOAL SIX: OPERATIONS AND MAINTENANCE

Goals and Objectives	Priority and Strategies:	Responsible Party	Short- or long-term
6. Ensure quality operation and maintenance of all byway information centers for the benefit of byway visitors and operating agencies.	Priority:		
Objectives:	Strategies:		
Develop membership category to fund 1/2-time staff position for daily management of byway projects.	<ol style="list-style-type: none"> 1. Create membership committee. 2. Conduct membership and fundraising drive. 3. Write job description. 4. Interview and select staff person. 5. Determine other needs of funds raised by membership drives; prioritize projects. 	GMB	
Develop an annual income and expense budget for byway.	Determine annual cost for maintenance, promotion, marketing, newspaper, and other operational expenses.	GMB	
Annually provide adequate volunteer training	Hold training sessions and FAM tours for volunteers at beginning of season	USFS, VC, WCIA	
Plan for short- and long-term maintenance of byway information centers.	<ol style="list-style-type: none"> 1. Prepare list of ongoing operations and maintenance costs at byway information centers. 2. Choose long- and short-term maintenance projects. Determine appropriate membership fee to contribute funds to visitor center operation and maintenance. 	<ol style="list-style-type: none"> 1. VC 2. GMB 	
Bring Lands End Observatory up to modern standards while maintaining character	<ol style="list-style-type: none"> 1. Raise funds to complete further renovations to the structure. 2. Prepare condition assessment of structure, feasibility study, and improvement plan. 3. Complete State Historical Fund project to repair roof. 	USFS, GMB	
Provide adequate visitor services at byway information centers.	<ol style="list-style-type: none"> 1. Build interior exhibits and displays to visitor centers. 2. Build outdoor kiosks at Cedaredge and Mesa to provide information when visitor centers are closed. 3. Annually evaluate services offered at byway centers through visitor comments and surveys. 	<ol style="list-style-type: none"> 1. Delta consultant 2. marketing person 3. VC staff 	July 1999
Bring roads and facilities up to modern standards while maintaining character	<ol style="list-style-type: none"> 4. Assess critical problem areas on roads and condition of facilities 5. Discuss impacts of Statewide Transportation Improvement Plan (STIP) on byway 	<ol style="list-style-type: none"> 4. CDOT, USFS 5. CDOT, CCCD, GMB 	
Follow existing business plans for visitor centers and update as needed	<ol style="list-style-type: none"> 6. Create finance committee 7. Review and revise business plans annually. 	GMB	

GOAL SEVEN: VISITOR ORIENTATION

Goals and Objectives	Priority and Strategies:	Responsible Party	Short-or long-term
7. Provide orientation signage and materials to inform corridor users, enhance scenic and recreational experiences, and encourage a safe experience for all visitors.	<p>Priority:</p> <p>Strategies:</p> <ol style="list-style-type: none"> 1. Apply orientation sign recommendations in interpretive plan 2. Improve information in Grand Mesa kiosk at Mesa Lakes. 3. Build outdoor information kiosks at Cedaredge and Mesa for visitors seeking information when visitor centers are closed. 4. Re-do main entry sign off of Interstate-70. 	<ol style="list-style-type: none"> 1. GMB 2. VC, USFS 3. GMB, marketing person 4. GMB, Plateau Valley COC 	
Meet ADA requirements	Do ADA assessment including recommendations to meet requirements for recreational sites and long-term costs.	USFS, WCIA	
Train volunteers to direct visitors to areas and activities best-suited to their needs and interests.	<ol style="list-style-type: none"> 1. Annually conduct volunteer training and FAM tours. 2. Provide visitor centers and businesses with a "tear-away" map to aid referrals in visitor orientation and direction to Grand Mesa 	<ol style="list-style-type: none"> 1. USFS, VC, WCIA 2. marketing person 	
Design marketing materials to inform visitors of the levels and varieties of experiences available on the byway before they arrive.	<ol style="list-style-type: none"> 1. Prepare map/flyer in "tear-away" notebooks for local businesses and visitor centers to answer visitor questions and provide visitor orientation. 2. Prepare lure brochure and seasonal rack cards for byway visitors. 	marketing consultant/staff	

GOAL EIGHT: INTERPRETATION

Goals and Objectives	Priority and Strategies	Responsible Party	Short-or long-term
8. Interpret the significance of Grand Mesa's intrinsic resources and instill a sense of history and perspective in visitors.	Priority:		
Objectives: Choose portions of interpretive plan to implement on byway.	Strategies: 1. Study and update report according to present needs and/or interests of byway. 2. Conduct additional research if necessary	1. GMB, staff 2. GMB, staff	
Choose priorities for interpretation: historical land acquisition, resource protection, ranching, farming, water rights, and recreational use.	1. Develop partnerships with cattle ranchers (Plateau Valley Cattlewomen) to interpret and preserve ranching history; select appropriate site, message, and/or media. 2. Develop partnerships with farmers (Orchard growers) to interpret and preserve farming history; select appropriate site, message, and or media. 3. Determine means of interpreting importance of water on byway and develop partnerships with water users and agencies to interpret water history, select site, message, and/or media.	USFS, GMB	
Finalize priorities and prepare action plan to install or develop interpretive devices along byway.	1. Choose sites, elements, media, and topics. 2. Prepare detailed budget. 3. Apply for funding to implement interpretation 4. Hire contractors to implement plan.	GMB, staff, USFS, CDOT	
Create personal interpretive services as needed	Develop interpretive walks, talks at campgrounds	USFS	
Interpret Land's End Observatory with outdoor exhibit; determine additional interpretation inside building or as needed.		USFS, GMB, Colorado Historical Society	complete
Interpret Raber Cow Camp site; determine additional interpretation as needed		USFS	complete

Strategic Planning Outline Examples

Mission/Purpose:

Reason to exist

"To create a healthy downtown"

Problem/Issue:

Situation that is undesirable

"Parking spaces downtown are inadequate"

Goal:

Desired future state

"Provide sufficient, convenient parking for retail activity"

Objective:

Quantifiable statement
of whats and whens

"Add 50 parking spaces downtown
within the next 12 months"

Strategies:

Set of actions to achieve the objective

"Convert parallel parking to angle
parking on south side of main st.

"Demolish old police station and
pave lot for parking"

Action Steps:

The "to do" list

- Obtain city council authorization for demolition
- Conduct engineering study for costs and specs on demolition
- Obtain funding
- Design parking lot
- Design parking lot
- Solicit bids
- Demolish police station
- Construct parking lot

Grand Mesa Partnerships

Improvement

Partner \$

Partner

**Possible
date**

Past and Present Partnerships

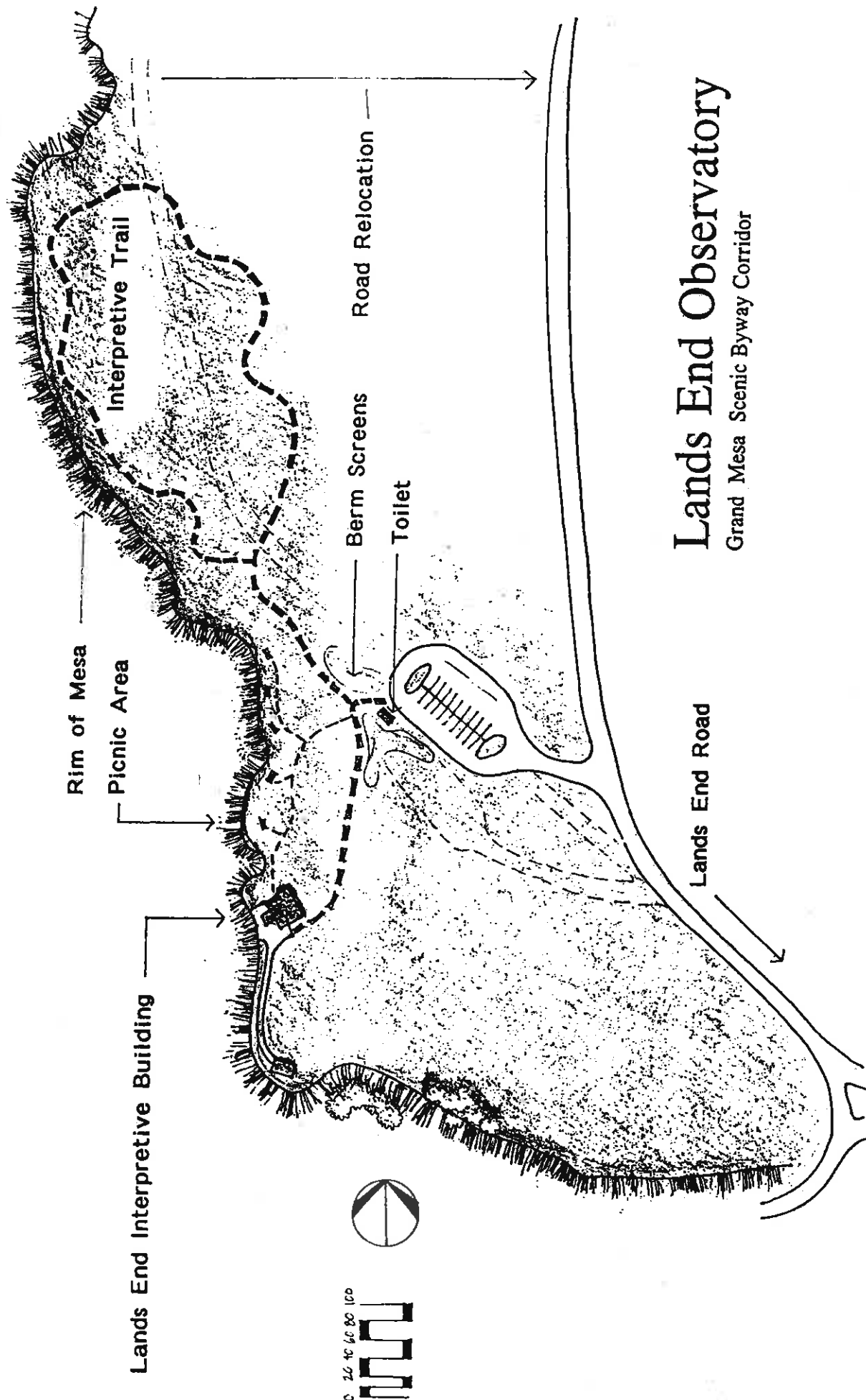
Grand Mesa Visitor Center -Interpretation	\$ 50,000 \$ 20,000 \$ 7,500	Delta County Colo State Dept. of Trans DOW, T.U.	1990-92
Grand Mesa Ski Trails	\$ 20,000	Grand Mesa Nordic Council	1990-92
Total	\$ 97,000		

First Phase Partnerships

Island Lake Day Use and Island Lake Access Road	\$ 400,000	DOW	1995-97
Lands End Observatory ** -Restoration, Interpretation	\$ 157,000	Co. Historical Society, Co. Heritage Foundation, DOW	1995-97
Ward Cr. Res. Trailhead & Snowplay	\$ 45,000	DOW	1995-97
Pioneer Town Info Center bldg & Kiosk *	\$ 40,000	Surface Cr. Valley Historical Society	1995-97
North End Kiosk*	\$ 25,000	Mesa Community Club	1992-95
Plateau Creek Petroglyphs**	\$ 30,000	Mesa Community Club	1992-95
Raber Cow Camp**	\$ 15,000	Co. Cattleman's Assoc., Mesa Cattleman's Assoc. Co. Heritage Foundation	1995-97
Total	\$ 712,000		
*Byway structures located off the National Forest.			
** Potential Partnerships			

Second - Forth Phase Potential Partners

Trickle Park road, day use and fishing access	\$1,005,000	DOW	1995-2000
Winter Parking Maintenance	\$ 300,000	Nordic Council, Mesa Co., Delta Co., Snowmobile clubs. Dept. of Local Affairs, Co. State Parks.	1995-2000
Total	\$1,305,000		



Lands End Observatory

Grand Mesa Scenic Byway Corridor



0 20 40 60 80 100

Grand Mesa National Forest Capital Improvement Projects


The Grand Mesa National Forest Capital Improvement Projects plan summarizes all proposed recreational improvements needed on the Grand Mesa within forest boundaries. Some of the projects have been completed already, as the plan was approved in 1992. But the information included is important as it outlines future needs for improvements in Forest Service amenities, especially to be prepared for increased interest and visitation on the byway. The Grand Mesa Byway group can use the information in this CIP plan to prioritize projects and apply for funding for future improvements. 1992 cost summaries provide a starting point for estimating current project costs.

GRAND MESA SCENIC BYWAY CORRIDOR

Prepared by:


Craig Magwire, Project Manager Mike Hoch, Landscape Architect
Jim Jacobson, Project Manager Frank Robbins, Engineer
Steve Hemphill, CIP Coordinator Ray Kingston, Recreation Planner
Jeff Ulrich, NEPA Coordinator

RECOMMENDED BY:


for James W. Carson, Forest Recreation Staff Officer
Grand Mesa, Uncompahgre and Gunnison N.F.

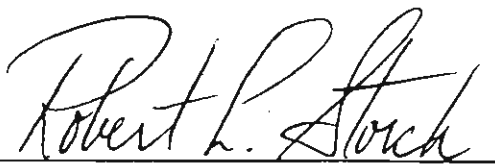
DATE: 3/17/92

RECOMMENDED BY:


Tom L. Condos, Forest Engineering Staff Officer
Grand Mesa, Uncompahgre and Gunnison N.F.

DATE: 3/17/92

APPROVED BY:


Robert L. Storch, Forest Supervisor
Grand Mesa, Uncompahgre and Gunnison N.F.

DATE: 3/17/92

GRAND MESA SCENIC BYWAY CORRIDOR

CAPITAL INVESTMENT PROJECT SUBMITTAL PACKAGE

AMERICA'S GREAT OUTDOORS

COLLBRAN & GRAND JUNCTION RANGER DISTRICTS

GRAND MESA, UNCOMPAHGRE AND GUNNISON NATIONAL FORESTS

MARCH 1992



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EXECUTIVE SUMMARY

Introduction

For travelers entering Colorado from the west on Interstate 70, the 386,000 acre Grand Mesa National Forest is the gateway to the National Forests of the Rocky Mountain Region. The Mesa has always been known as a "Mecca" for fishing, but is now exploding in popularity as a statewide center for world class cross country skiing and snowmobiling along with camping, hiking, picnicking and trail riding.

Based on road counts, annual visits have increased 30% since 1986 to a total of 640,000 visits in 1991. Designation of Colorado Hwy 65, and part of the Lands End Road, as a Scenic Byway in 1991, will accelerate this trend.

A Recreation Strategy has been developed for the Grand Mesa National Forest which addresses the future needs for all seasons of the year. This strategy establishes the Scenic Byway corridor as the area of first priority for enhancement of recreation opportunities and future development of visitor information and interpretation services.

This priority is reflected by three already approved CIP projects which focus on the two hubs of activity which lie within this Byway corridor - the Mesa Lakes project, the Grand Mesa Visitor Center and the Twilight R.V. project.

This CIP proposal will address the remaining needs of the Byway corridor. The individual elements of this proposal are specified as implementation items of the Grand Mesa Recreation Strategy and the recently completed Grand Mesa Interpretive Plan.

Why this proposal?

The Grand Mesa has been an attraction for years. Most of the facilities were built over 30 years ago. Visitation has increased year round with the increasing popularity of ATVs, cross country skiing and snowmobiles. With the designation of Highway 65 as a Scenic Byway, even more visitation is expected. Provisions are needed to handle this increased interest, allow for public safety, enjoyment and aid resource protection.

What's the Recreation Strategy?

The **Recreation Strategy** for the Grand Mesa addresses the recreation needs as four phases in three major zones of the Mesa.

First Phase

Scenic Byway Corridor

- Emphasis on developed, full service and accessible overnight and day use facilities.
- Emphasis on visitor information and interpretation facilities.
- Restoration / Interpretation of historic Lands End Observatory, Raber Cow Camp.
- Emphasis on winter trailhead facilities.

Second Phase

Trickle Park Corridor

- Emphasis on a mix of developed and dispersed accessible recreation facilities with a moderate level of development.
- Emphasis on day use facilities for fishing access and picnicking.

Third Phase

Dispersed Areas- Trail systems and trailhead facilities

- Dispersed recreation management.
 - Site rehabilitation and hardening.
 - Sanitation facilities.
- Implementation of Travel Management Plan.
- Primitive recreation in Kannah Creek.
- Support Functions
 - Water; MOU's or actual rights acquisition.
 - Right of way acquisitions.

Fourth Phase

Dispersed Areas- Complete dispersed site rehabilitation

- Dispersed recreation management.
 - Site rehabilitation and hardening.
 - Sanitation facilities.

What is being proposed?

This CIP proposal addresses the first phase of the Recreation Strategy. It includes the following general elements.

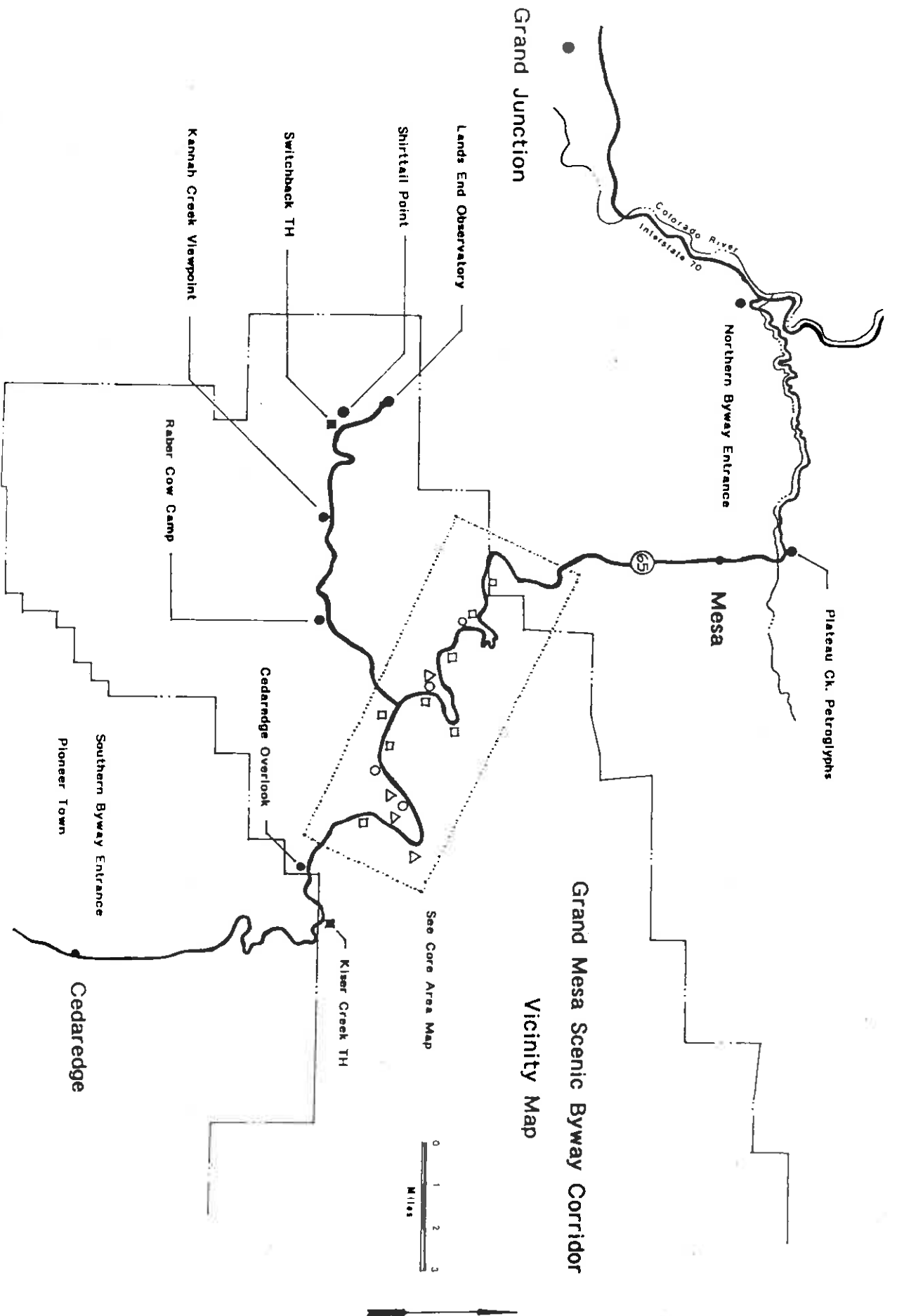
Project	Total
Develop interpretative and information sites, view points and dispersed sites.	\$ 641,800
Lands End Observatory. Renovation and interpretation; Improve accessibility.	\$ 312,300
Improve parking and facilities at 11 trailhead locations.	\$ 997,600
Island Lake day use facilities, Island Lake loop road.	\$ 568,780
Improvements to 4 existing campgrounds.	\$1,777,760
Improved Signing and vegetative Management. Lands End Road dust abatement.	\$ 608,000
Preconstruction / Construction Administration.	\$2,170,734

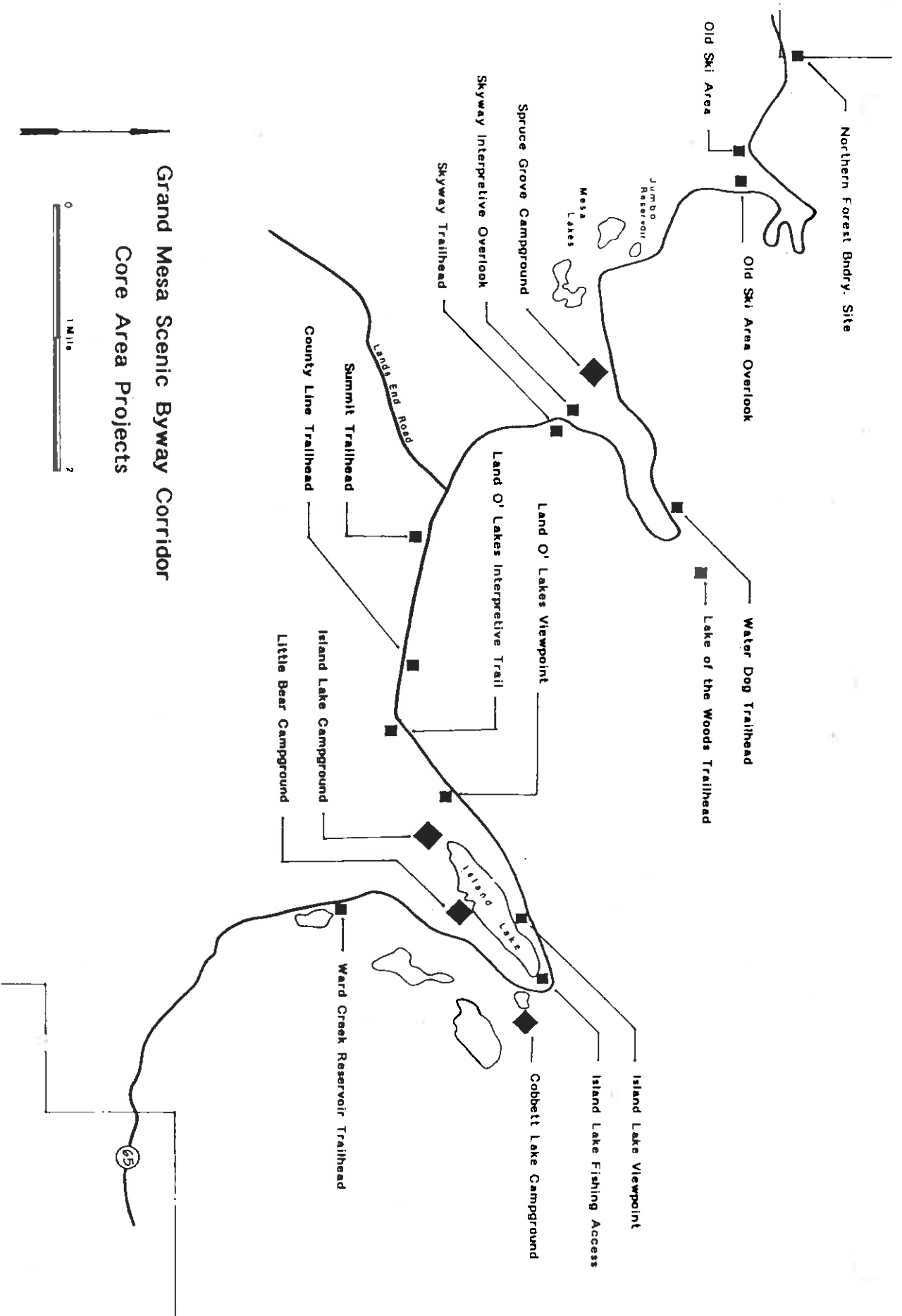
How much will it cost?

Approximately \$ 7,076,974

Who are our Partners?

Public support for this proposal is high. Partnerships have been developed. Commitments have been made to maintain sanitation facilities and trails. Donations of possible equipment and time, as well as cost sharing toward construction of developments has been promised. Already, the **Colorado Division of Wildlife** has committed over **\$445,000** toward phase one and an additional \$1,000,000 for future components of the Grand Mesa Recreation Strategy . Other partners for various projects include: Cedaredge Historical Society, the Cedaredge Chamber of Commerce, Trout Unlimited and Mesa Community Club. These partners will also take the lead in funding facilities needed for the Byway projects that are located off the National Forest.





Grand Mesa Scenic Byway Corridor Core Area Projects

Byway Partnerships

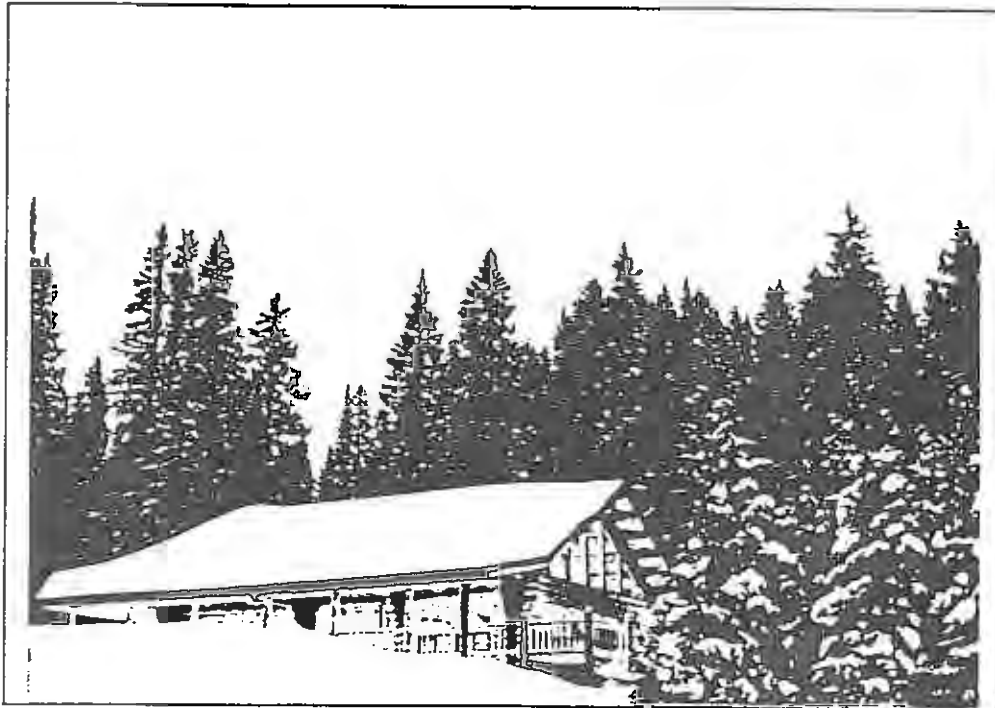
There is a high interest level from outside the Forest Service in the Grand Mesa project. There are already numerous partners on related projects on the Mesa. Delta County is a major partner in the Grand Mesa Visitor center by Carp (Cobbett) Lake. Trout Unlimited, and the D.O.W. are also partners for interpretive displays for this center.

The Grand Junction Nordic council is a cooperator in maintaining cross country ski trails. There are several local motorcycle clubs and snowmobile clubs that help maintain trailheads and help with trail maintenance. Colorado Parks and Outdoor Recreation assists in this effort as well. Over 40 community groups have adopted lakes on the Mesa to keep shorelines clean.

For the Grand Mesa Scenic Byway corridor project, the Colorado Division of Wildlife is seeking \$445,000 in funding assistance for the Island Lake day use and the Ward Creek Reservoir facilities. The Colorado Heritage foundation will be a partner for interpretation at the Lands End Observatory. The D.O.W. is also assisting with an interpretive trail at the Lands End Observatory.

The Surface Creek Historical Society, the USFS, and the Cedaredge Chamber of Commerce are cooperating on an information building and kiosk to be located at the Cedaredge Pioneer Town as a southern terminus for the Byway.

Partnerships will play a major role in overall development of the entire length of the Byway and all the related projects. A coalition of groups and individuals from numerous agencies, counties, towns and groups have formed a byway association and is developing partners for key projects.



New Grand Mesa Visitor Center.

Grand Mesa Partnerships

Improvement

Partner \$

Partner

Possible
date

Past and Present Partnerships

Grand Mesa Visitor Center -Interpretation	\$ 50,000 \$ 20,000 \$ 7,500	Delta County Colo State Dept. of Trans DOW, T.U.	1990-92
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WILDLIFE COMMISSION, George VanDenBerg, Chairman • Robert L. Freidenberger, Vice Chairman • William R. Hegberg, Secretary
Eldon W. Cooper, Member • Rebecca L. Frank, Member • Dennis Luttrell, Member • Gene B. Peterson, Member • Larry M. Wright, Member



SURFACE CREEK VALLEY HISTORICAL SOCIETY, Inc.

March 6, 1992

Box 906 — Cedaredge, Colorado 81413

Forest Supervisor, Bob Storch
Grand Mesa Uncompahgre Gunnison National Forest
2250 Highway 50
Delta, Colorado 81416

Re: Partnerships

Dear Mr. Storch:

Surface Creek Valley Historical Society has entered in a partnership on the Grand Mesa Scenic and Historic Byway with the Byway Association and the Forest Service. The Surface Creek Valley Chamber of Commerce will also participate and hopefully the Highway Department.

We began by contracting with the Byway Association to be the umbrella organization for financial and postal services.

We are now in the planning and negotiation stage on a building that will house the information center for the Byway and Forest Service along with a main entry point for our historic site of Pioneer Town. The cost of a building 20 by 40 feet is estimated to be about \$40,000.

We are a non-profit organization functioning on donations. Since Pioneer Town is to be the entry and terminus point for the Byway on the Cedaredge side, we are hoping for as much help as the Forest and Highway Departments can manage. We will also be looking at other funding.

Enclosed is a proposed development plan for the highway side of Pioneer Town which I hope will give you a better idea of the area than I can describe.

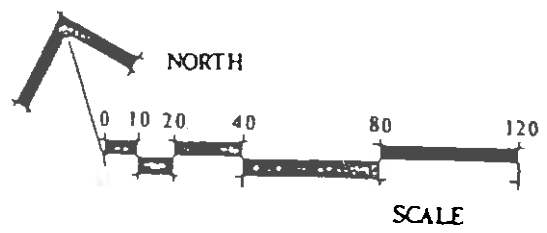
This letter is to help you better understand Surface Creek Valley Historical Society's role and intent in the entire program.

Sincerely,

Mary M. Kiser, President
Surface Creek Valley Historical Society
2276 R Road

FOREST SERVICE 3340 JUNCTION RD RECEIVED		MAY 6 '92			
INFO	ACTION				
DIRECT MANAGER					
MANAGEMENT					
FORESTER					
MANAGER					
WILDLIFE BIO					
ENGINEER					
FORESTER					

Cottonwood Screen



Private Property

Cottonwood Screen

Service Drive

School House

Packing Shed

Main Entry

Future
Addition

Silos

Future
Site

Future
Site

Chamber Info

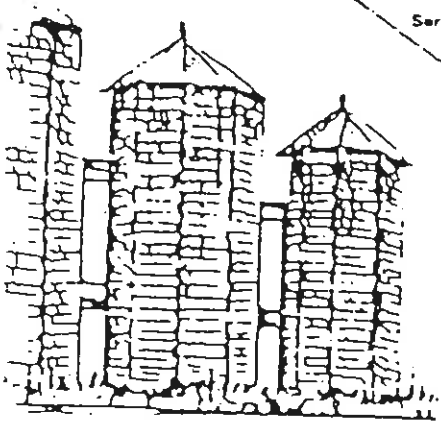
Turtled Island

Service Drive

Parking

2nd St.

* proposed
site
information
center



SURFACE CREEK
VALLEY
HISTORICAL SOCIETY

Proposed development plan
for Pioneer Town
Front section

Hy 65

RECREATION STRATEGY

GRAND MESA NATIONAL FOREST

Collbran and Grand Junction Ranger Districts

I. INTRODUCTION

THE GRAND MESA

For the purposes of this strategy, the planning area includes that part of the Grand Mesa National Forest south of Plateau Creek and encompasses the heavily developed part of the Grand Mesa itself.

The area is almost entirely National Forest System land with less than 1500 acres of scattered private parcels within the area. The principal communities near the area are: Hotchkiss, Cedaredge, Delta, Grand Junction, Mesa and Collbran.

The topography includes rolling lowland areas, steep hillsides with deep canyons, vertical cliffs along the Mesa top and almost flat gently rolling tablelands.

Summer attractions of the area include: the Grand Mesa Historic and Scenic Byway, driving for pleasure, fishing among the 200+ lakes and reservoirs, camping, hiking on the Crag Crest National Recreation Trail, OHV use, picnicking, hunting and use of the Kannah Creek Basin (the only area on the Forest managed as a primitive area). Winter attractions include downhill skiing at Powderhorn Ski Area, cross country skiing on four established ski trail systems, snowmobiling along the Sunlight to Powderhorn Snowmobile Trail.

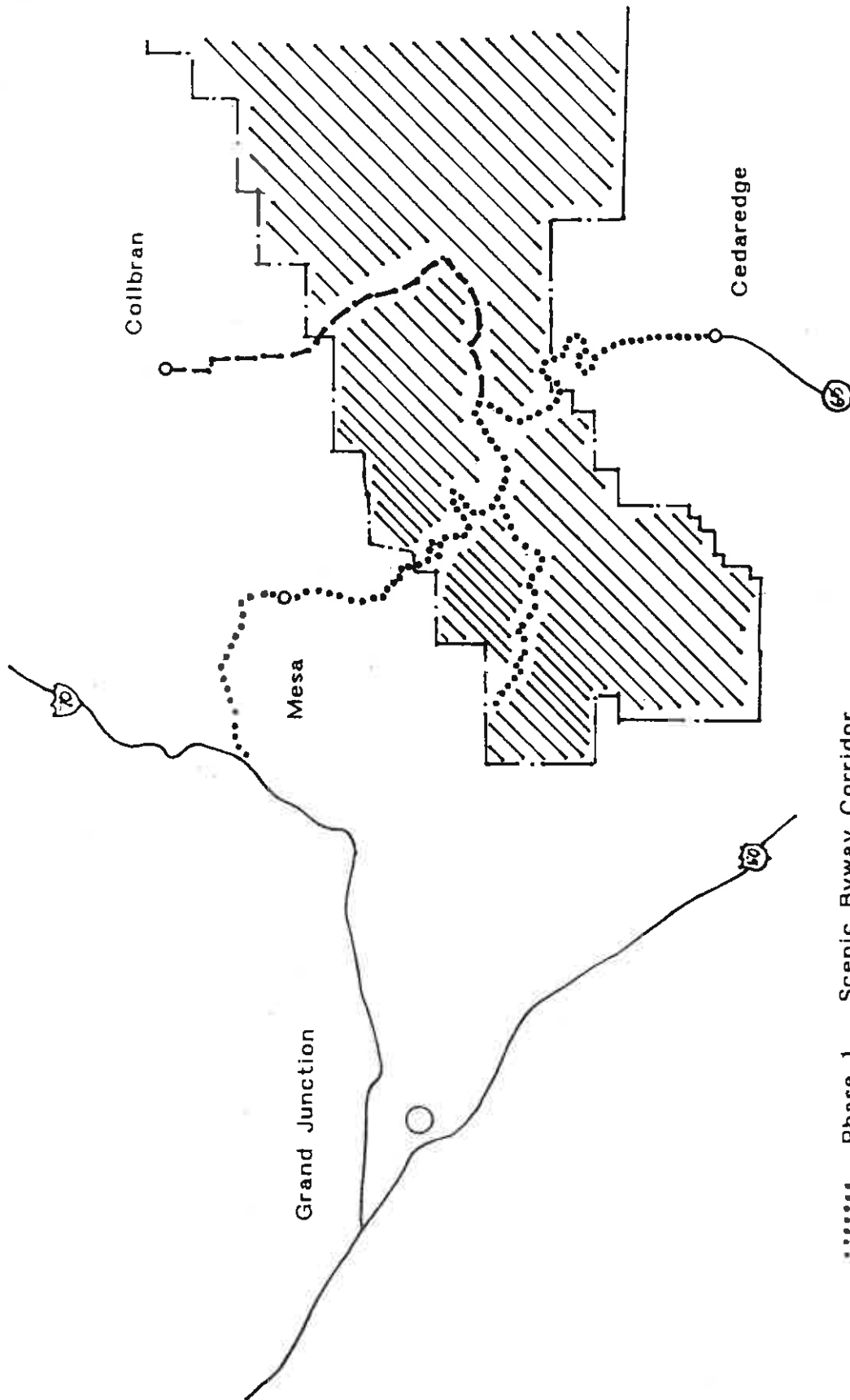
II. RECREATION STRATEGY

A. PHILOSOPHY


The Grand Mesa has several principal values which draw recreation visitors. Driving for pleasure and to view the spectacular scenery, fishing opportunities, general snow play as well as winter sports such as snowmobiling, downhill and cross country skiing are the principal attractions. These are the primary assets which need to be maintained and/or enhanced. Other activities such as hiking, camping, hunting and OHV use are generally associated with and compliment these principal attractions. Funding should be directed at improving, maintaining, interpreting and marketing these primary and complimentary assets.

B. OBJECTIVES

1. Implement a Travel Management System which complements and enhances the scenic values, protects resource values and provides a wide range of recreational opportunity.
2. Implement a travel system that provides for a range of fishing opportunities varying from back country fishing to easily accessible boating opportunities.
3. All developments will be consistent with the Recreation Opportunity Spectrum (ROS) classifications of the affected areas.
4. Continue to develop and use partnerships, CCS, Adopt-A-Trail and Adopt-A-Lake agreements to implement the recreation strategy. Develop partnerships with various community groups, Chambers of Commerce, resorts, etc. to produce marketing strategy for the recreation opportunities of the Mesa. Promote the year round aspect of the recreational opportunities available on the Mesa.
5. Focus efforts on protecting and enhancing the scenic qualities along the designated Grand Mesa Scenic Byway Corridor. Manage the Lands End Road using its two lane graveled condition to provide a different type of viewing opportunity as a part of the Scenic Byway system. (The appropriateness of upgrading and paving the Lands End Road will be reviewed in CY 1994).
6. Use the new Grand Mesa Visitor Center as the focal point in interpretive efforts on the Mesa for both summer and winter visitors.
7. Manage trail, camping and fishing facilities to provide a range of recreating opportunities for the physically challenged.
8. Use the Interpretive Plan recently completed for the Scenic Byway Corridor as the basis for interpretive efforts for both the Byway and the Visitor Centers. Consider and include interpretive opportunities along the corridor outside the Forest Boundary. Use the Interpretive Plan to determine what kind and where interpretive facilities are located. Work with the Western Colorado Interpretive Association in developing and providing interpretive services through the Visitor Information Centers on the Mesa.
9. Work with the lodges/resorts on the Mesa to complement the recreation opportunities. Encourage private enterprise to be the primary sponsors of such things as snowmobile rentals, hut system operations, etc.
10. Provide a full range of developed camping facilities varying from highly developed, full service camping areas to those providing minimal improvements



Phasing of Grand Mesa Recreation Strategy

- Phase 1 Scenic Byway Corridor
- - - - - Phase 2 Trickle Park Corridor
-  Phase 3 and 4 Dispersed Areas

and services. Concentrate the highly developed areas along the Highway 65 corridor. All facilities will be as accessible as feasible.

11. Recognize the shift in user preference from heavily camping oriented use to more day use/fishing excursion types of use. Plan facilities to provide for this type of use (especially near Eggleston, Ward, Island and Youngs Creek Reservoirs).
12. Recognize the change in user preference for mechanical and motorized modes of access and provide reasonable access opportunities for the aged and physically challenged.
13. Improve the water regulation scheduling for the principal fisheries along the Trickle Park Road to enhance the fishing opportunities (Ward Lake, Alexander Lake, Baron Lake, Eggleston Lake, Youngs Creek Reservoirs 1,2,3, Mesa Lakes and Bull Cr. Reservoirs). Investigate opportunities to obtain water rights to protect future options to preserve fisheries values.
14. Upgrade trail systems to provide for safe use and access for a variety of modes of travel (motorized, foot, horse, mountain bike).
15. Develop trailhead facilities which will provide for both summer and winter recreational access and which will provide for a range of access opportunities.
16. Promote increased winter use and provide necessary improvements to enhance these opportunities. Continue to emphasize cross country skiing in the Skyway, Jumbo, Country line and Ward Creek areas, providing for a range of skiing opportunities and skill levels. Provide groomed trails through grooming agreements with interested user groups such as Grand Mesa Nordic Council.
17. Manage for continued and increasing snowmobile use centered around use of the Sunlight to Powderhorn groomed ski trail. Primary access points for this trail will be located near the Lands End Road turnoff, at the Forest Boundary on the Old Grand Mesa Road, on the Surface Creek Road, on the Leon Creek Road and the Bonham Road. The Lands End and Flowing Park areas will continue to be emphasized for snowmobile use. Manage for continued use of the Snowmobile corridor from Lands End Road turnoff to the Cotton wood Lakes.
18. Manage for continued use of the snowplay areas at Ward Creek Reservoir and Old Powderhorn.
19. Manage for continued use of the Powderhorn Ski Area.
20. Manage developed campground facilities with concessionaire operation as a goal.

C. NATIONAL FOREST DIRECTION

This strategy is in compliance with area direction within the Land and Resource Management Plan for the Forest. The Plan provides for a range of prescription areas within this area, including wildlife, range, timber, recreation and riparian emphasis areas. Planned recreation improvements and developments will blend with and comply with the General Direction as well as the Standards and Guidelines for these areas.

The strategy also complements the Recreation Opportunity Spectrum designations for this area (i.e. Roaded Natural, Semi-Primitive Motorized, Semi-Primitive Non-Motorized and Primitive).

D. IMPLEMENTATION

Several funded CIP projects are presently underway for improvements within this area. A project for the Mesa Lakes area will upgrade the camping, interpretive and other facilities at this site. Another project at the Grand Mesa Visitor Center will provide new, fully accessible restroom facilities, interpretive displays and complete the parking area. Another will provide full service R.V. camping and dump station facilities near Ward Lake. All of these are fully consistent and compatible with the future implementation of the recreation strategy.

Develop a comprehensive CIP proposal to upgrade, rehabilitate, replace and improve the existing Grand Mesa recreation facilities on the Collbran and Grand Junction Ranger Districts. The proposal will deal with both developed and dispersed recreational needs and both summer and winter recreational activities. As this will be a very large undertaking, use a "phased" approach. The priority of the projects within the phases will be guided by the following:

PHASE ONE: Emphasis will be on needed changes and improvements primarily along the Highway 65 (Scenic Byway) corridor. Interpretive efforts will be concentrated within this area. Included will be needed improvements related to interpretive objectives along the corridor (including Lands End Road). Rehabilitation efforts will be aimed at improving/enhancing scenic qualities along the Byway.

- Developed recreation facility rehabilitation will be aimed at providing highest quality, full service campgrounds and day use areas within this corridor, bringing them up to a fully accessible status. This area will be managed for the highest density of developed recreational use on the Mesa.

- Winter trail system access points (both snowmobile and cross country ski) will primarily be provided within this corridor.
- Day use and fully accessible hiking trails will be concentrated within this area; motorized trails will be minimized. Boating access to lakes and reservoirs within this area will generally be enhanced.

PHASE TWO: Emphasis will be on needed improvements primarily along the Trickle Park Road including the Weir & Johnson, Big Creek, Bonham and Cottonwood sites. Developments will be aimed at providing a generally lower standard of camping experience and enhancing fishing opportunities provided by the 20+ fishing reservoirs along this corridor. Day use facilities (particularly picnicking and fisherman parking) will be stressed in this area.

- Developments within this area will also provide for access to trail systems on the rest of the Forest. Motorized trails will be present in the area, but will primarily serve as access routes to the heavier trail concentrations outside the area. Construction of highest priority trailhead facilities will begin in this phase, lower priority trailheads are planned for phase 3.
- Also included in phase two will be the rehabilitation and hardening of severely damaged dispersed camping sites, particularly in Leroux and Leon Creek.

PHASE THREE: Primary emphasis is the improvement of trail systems and trailhead facilities on the Forest. Significant investment in construction/reconstruction is needed on the motorized trail system particularly. Trail head needs include 4 primary and 6 secondary sites at various locations on the Forest (Battlements, Cottonwood, Buzzard, Ryan Reservoir, Flowing Park, Womack, Leon, Atkinson, Bonham, and Owens).

- Rehabilitation of less severely impacted dispersed camping sites will be done in Surface Creek and Buzzard Creek.
- Reconstruction of the Surface Creek and part of the Old Grand Mesa Road is planned to provide improved access to the Trickle Park area.
- Schedule right of way acquisition in Plateau and Harrison Creek.

- Improve dam structures of several primary fishing reservoirs to allow for improvement of water regulation schedule. This would enhance fishing opportunities in the major fisheries along the Trickle Park Road. Seek to obtain water rights within certain reservoirs to protect long term fisheries values.
- Reconstruct Anderson Reservoir Road to complete Lands End Interpretive Loop.

PHASE FOUR: Primary emphasis will be to complete dispersed site rehabilitation in the Point, Old Grand Mesa Road, Battlements, Blue Lake, Knox, Trout, Porters and Grandby Reservoirs areas.

- Close, obliterate and rehabilitate Trickle, Fishhawk and Twin Campgrounds.
- Convert Crag Crest and Eggleston Campgrounds to day use areas.
- Construct Trailer/RV camp area near Matt Arch Slough.
- Construct Winter Sports Center near County Line Cross Country Ski area.

GM 301 GRAND MESA

R-2 CAPITAL INVESTMENT PROJECT DESCRIPTION FORM

Forest : GRAND MESA Developed by: Grand Junction R.D. Date Feb. 1992
Collbran R.D.

		Trail Const/Reconst (C/R)			Recreation Access Road C/R
	x	Recreation Development Includes:			Timber Access Road C/R
	x	Recreation Facility C/R			Administrative GP Road C/R
	x	Companion Road C/R			Timber Bridge C/R
	x	Companion Trail C/R			Recreation Bridge C/R
		Companion Road Restoration			Road Maint. Restoration Proj.

Overall Forest Priority 01 State: CO Congressional Dist.: 03

PROJECT DESCRIPTION:

This project entails enhancement of the year round recreation opportunities along the Grand Mesa Scenic Byway Corridor identified as phase I of the Grand Mesa Recreation Strategy. Specific components of this over all project include the following functional areas.

Interpretation / Information and Viewpoints

Provide information and interpretation services to include subjects about: culture, history, management and multiple use. Sites have been identified along the entire length of the byway, both on and off of the National forest proper.

Renovate historic Lands End Observatory main building to original design for a visitor center with accessible restrooms and interpretive facilities.

Restore the historic Raber Cow Camp to serve as interpretive site for past and present grazing management.

Dispersed recreation, Trails and Trailheads

Provide for user safety and convenience at 2 major snow play areas. Provide Island Lake fisherman parking and access.

Improve parking and information facilities with some restrooms at 9 trailheads and day use areas.

Developed Recreation

Modernize existing campgrounds; provide accessibility and user safety. Construct day use picnic ground with restroom and fish cleaning station at Island Lake. Pave 2 miles of access road to Island and Little Bear Campgrounds.

Signing and Vegetative Management

Implement a sign plan to mesh objectives of interpretive plan with need for information and public safety.

Treat existing road cuts and open viewing areas. Prepare vegetative management plan to establish long term visual quality along Byway corridor.

Road Reconstruction

Improve 11.4 miles of existing Lands End Road; gravel and dust abatement.



Northern boundary pullout.

This project is considered the 1st phase submittal. Future phases will address other needed and connected support facilities in conjunction with the Grand Mesa N.F. Recreation Strategy.

Key Attraction:

Billed as the World's largest flat top mountain, the Grand Mesa is a unique land mass offering equal year round recreation opportunities. Located approximately 50 road miles from Grand Junction and 26 miles from I-70, it is the "Playground" for west slope communities. The major access, Colorado highway 65 has been designated as a State Scenic and Historic Byway, nominated for national designation, and provides access to the following recreational opportunities:

- Over 300 lakes.
- A summer National Recreation Trail (10.5 miles).
- A winter National Recreation Trail (12.7 miles).
- Four lodges (3 on NF lands with capacity of 400 PAOT; 1 on pvt. land with a capacity of 100 PAOT).
- 300 recreation residences (42 under Forest Service special use permit, 258 on private land).
- Nineteen camp and picnic grounds (Total capacity of 1635 PAOT).
- An extensive network of World Class cross country and snowmobile trails (50 miles of marked cross country ski trails; 150 miles of groomed snowmobile trails).
- Two visitor centers (estimated capacity of 90 PAOT).
- A complex concentration of water transmission facilities for domestic and irrigation purposes and a full range of life zones from 4,500 feet to over 11,000 feet elevation.

Rational:

The proposed projects are a coordinated effort between two districts to enhance the recreation opportunities on the entire Grand Mesa. They will be designed to interact with other resource management objectives such as wildlife/fisheries programs and cultural resource interpretations. Specific reasons for the proposals are:

- Provide interpretive and information facilities commensurate with the Scenic Byway.
- Provide for public convenience.
- Provide for modernization of facilities to accommodate increased RV use and visitor safety.
- Provide additional day use facilities to meet increased and changing demand.
- Replace deteriorating facilities.
- Prevent further environmental damage.
- Provide facilities for barrier free access.
- Provide for public access where none currently exists.
- Provide for stabilization of water levels in lakes and reservoirs to support recreation opportunities.

Public View & Support:

Public support for modern and safe recreational facilities, roads and trails is positive. This support comes not only from the daily users, but also from county commissioners, Colorado State Highway Department, Chamber of Commerce's, Grand Mesa Lodge owners and Club 20. The area, in general is experiencing growth and many communities and businesses are looking toward recreational opportunities for economic development.

Partnerships with the Colorado State Highway department and both Mesa and Delta Counties are in place concerning road improvement projects. The scenic byway has partnerships with local chambers of commerce, Department of Transportation and the Western Colorado Interpretive Association. A major partnership exists with Delta County to Construct the new Grand Mesa Visitor Center.

Another major partnership exists with the **Colorado Division of Wildlife** for construction of facilities associated with fishing. A total of **\$445,000** is committed to this phase of the CIP proposal and approximately **\$1,000,000** for other phases.

Other partnerships are with the local organized user groups, Colorado Division of Parks and Recreation and Special use permit holders. Some of these partners are as follows: Partners Inc., two ATV clubs, two snowmobile clubs, three motorcycle clubs, two horseback riding clubs, City of Grand Junction, Boy Scouts of America, Colorado DOW, and the Grand Mesa Nordic Council.

Forest Plan Implementation:

The Highway 65 corridor is managed under the 2B management prescription which emphasizes rural and roaded natural recreation opportunities. The Lands End Road portion of the Byway is managed under range and timber emphasis prescriptions. All of the proposed projects comply with the management direction for the areas in which they are located.

As an integrated package, the project is a part of the Forests Recreation Strategy as it responds to the need to modernize existing facilities and increase opportunities and developed site user satisfaction. Barrier free facilities will be provided to meet the needs of disabled individuals.

The Forest Plan, lists Mesa Lakes (Jumbo), Carp (Cobbett) Lake, and Little Bear campground as needed CIP projects.

Project Benefits:

DG ECON and DG-CIP completed and located in appendix A and project files.

Project O&M:

Estimate: Annual O&M cost: Presently = \$ 66,525 Post Const. = \$ 75,770

Annual O&M FTEs: Presently = 7 Ea Post Const. = 10 Ea

Present O & M costs include road maintenance, campground maintenance, and winter administration. Increases in O & M for this project are due mainly to additional interpretive facilities being installed and not operated as a concession, plus more winter administration. However, this will be countered somewhat by increased efficiency gained through concessionaire operation of campgrounds and modernization of existing facilities. Upgrade of 4 campgrounds and the addition of 10 restrooms will continue to need O & M.

Additional Comments:**Costs:**

USFS Share \$ 6,631,974 + Partnership Share \$ 445,000 = Total **\$7,076,974**

Development Gates:

EA/Decision Notice Date = Feb. 1992

R-O-W Acquired Qtr. & FY = NA

Project Proposal Includes (check):

- | | | | | |
|---|--|----|--|--------------------------------------|
| x | Design Narrative or Road Management Objective Form | | | One Slide To Best Market The Project |
| x | Design Concept On Physical Feature Map | 11 | | No. Of Pictures Submitted(Optional) |
| x | Project Entered Into DG-CIP | x | | DG-Econ Analysis Completed |

DESIGN NARRATIVE

GRAND MESA SCENIC BYWAY CORRIDOR

INTRODUCTION

The Grand Mesa project consists of the first phase of capital improvements as identified to enhance year-round recreation opportunities on the Grand Mesa in accordance with the Grand Mesa National Forest Recreation Strategy and the Grand Mesa Interpretive Plan. The Recreation Strategy and Interpretive Plan were developed for the Grand Junction and Collbran Districts to address the needs for rehabilitation and modernization of existing recreation facilities; provide fully accessible facilities and provision for new interpretive services for the newly designated Grand Mesa Scenic Byway. All components of the project are directly accessible to the Scenic Byway.

OBJECTIVES

- Provide for user safety.
- Upgrade facilities to modern standards-uniformity in construction standards in the Highway 65 corridor.
- Design to meet winter plowing demands AND summer use and visual requirements.
- Fully accessible facilities.
- Incorporate log construction theme whenever possible.
- Projects where partners may be involved, i.e. interpretive pullouts provide space/place to recognize partners.
- Where barriers are needed, use native rock vs. log or cement structures.

PROJECTS IN THE GRAND MESA NATIONAL SCENIC BYWAY CORRIDOR

A. INTERPRETATION, INFORMATION, VIEWPOINTS

Existing Conditions: Currently there are only limited interpretative facilities along the Highway 65 corridor. Over the years, road side parking areas for viewing scenery have been developed without design or facilities appropriate for today's needs.

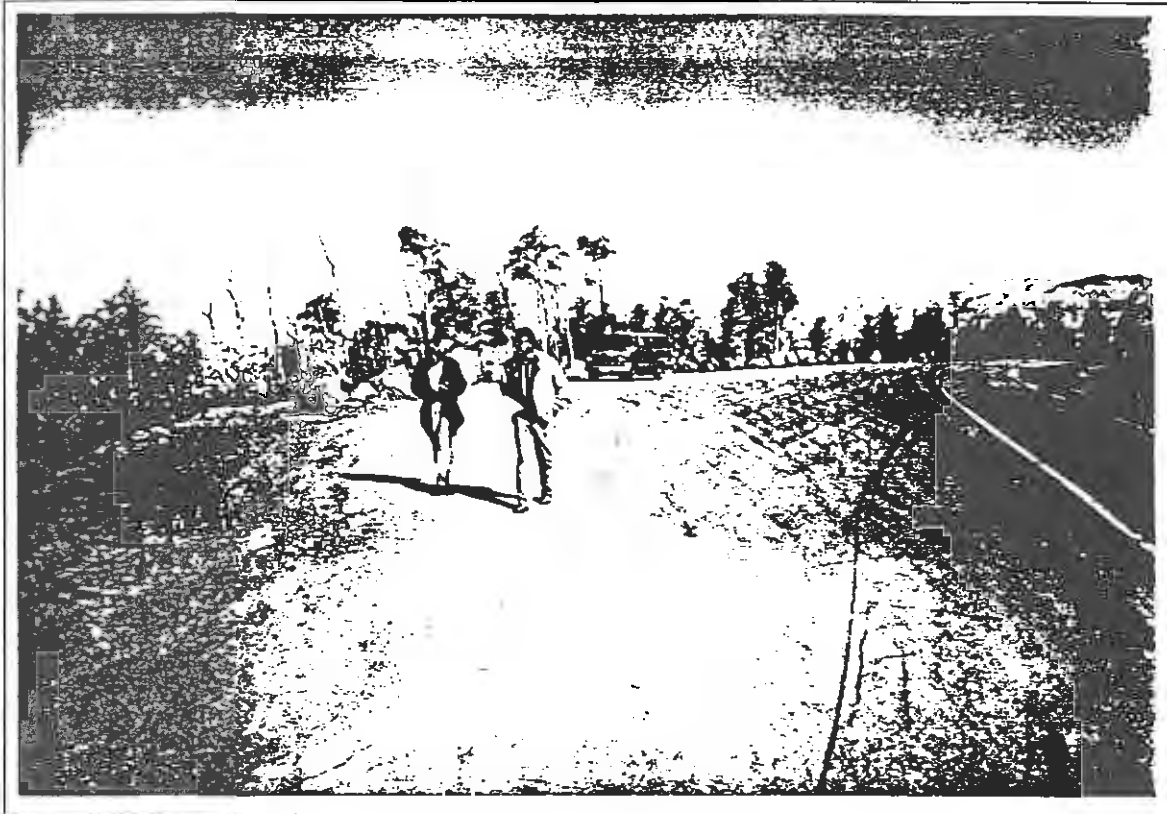
Strategy: Provide interpretive facilities for the Scenic Byway as per the Grand Mesa Interpretive Plan(see interpretive plan section); develop defined, winter and summer parking and viewing areas with fully accessible facilities. Provide for Historic buildings restoration.

Proposal:

1. Highway 65 sites

- Pioneer Town Information Center/Entry Kiosk.
(Funding primarily by outside partners)
- Cedaredge Valley Interp. Overlook
Paved parking area.
interp. signs
Compost Toilet.
- Island Lake Viewpoint
Removal of power line.
Definition of parking.
- Land O' Lakes Interpretive trail
Replace old signs
Reconstruct trail.
- Land O' Lakes Viewpoint
definition of parking (10 vehicles).
paving.
tree removal.
- Mesa Lakes Viewpoints (3)
Provide safe, paved parking for 2 to 3 vehicles each.
Interpretative signs.

- Skyway Interpretive Overlook / Picnic Ground
 - Parking for fifteen vehicles.
 - Visual and sound screening from Hwy 65.
 - Interpretive trail, accessible.
 - Interpretive signs.
 - Paved and accessible.
 - New Toilet; Vault or Compost.
 - Construct 5 picnic sites.



Old Ski Area Overlook.

- Old Ski Area Overlook Interpretive Site
 - Define edge and size of parking to provide space for ten vehicles in each of two parking areas.
 - Paved parking.
 - Interpretive signs.

- Northern Forest Boundary Viewpoint

- Parking for five vehicles.

- Replace Forest Bdy sign.

- Accessible parking and ramps/walk.

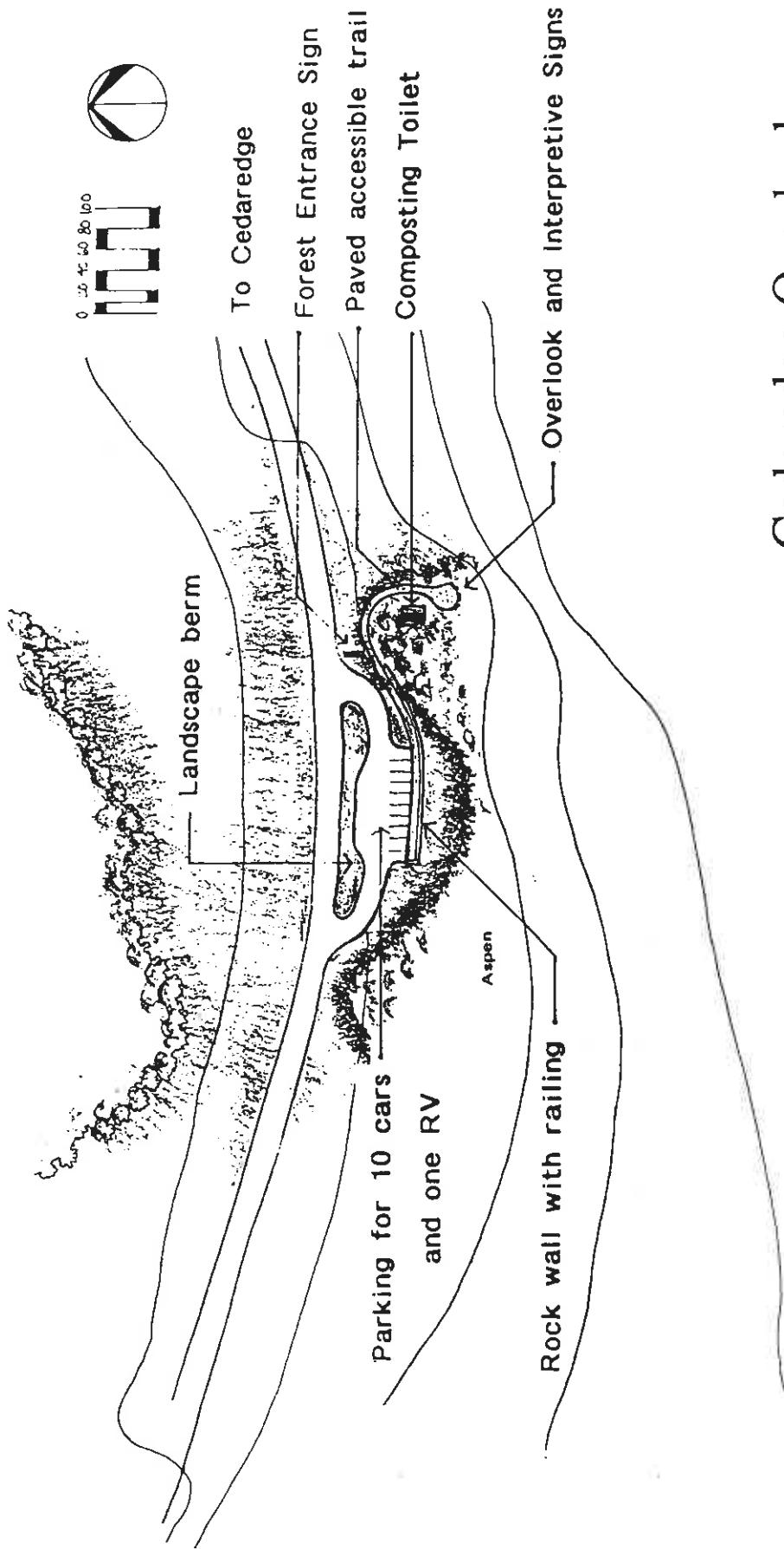
- Veg. mgt. - remove decadent aspen in foreground.

- Reshape paved parking.

- Provide surfaced walkways.

- Plateau Creek Petroglyphs (Plateau Canyon - off N.F. land)
(Funded by outside partners)

- North End Entry Kiosk (Junction of Co. high 65 and I-70 - off N.F. land)
(Funded by outside partners)



Cedaredge Overlook

Grand Mesa Scenic Byway Corridor

Picnic tables above escarpment

Accessible Trails

Toilet and Kiosk

Parking for 15 cars
and 2 RV's

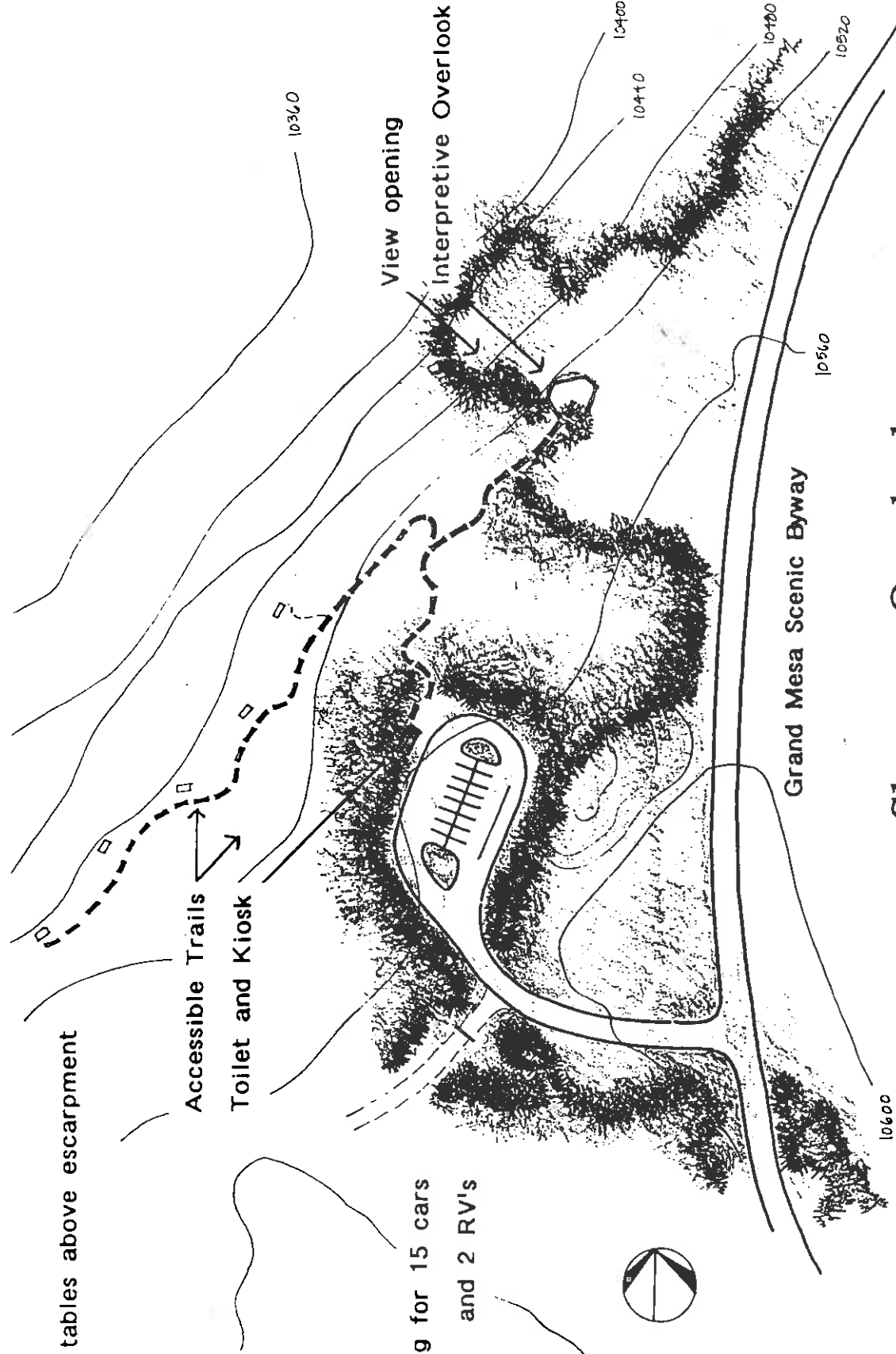
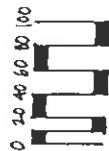
View opening

Interpretive Overlook

Grand Mesa Scenic Byway

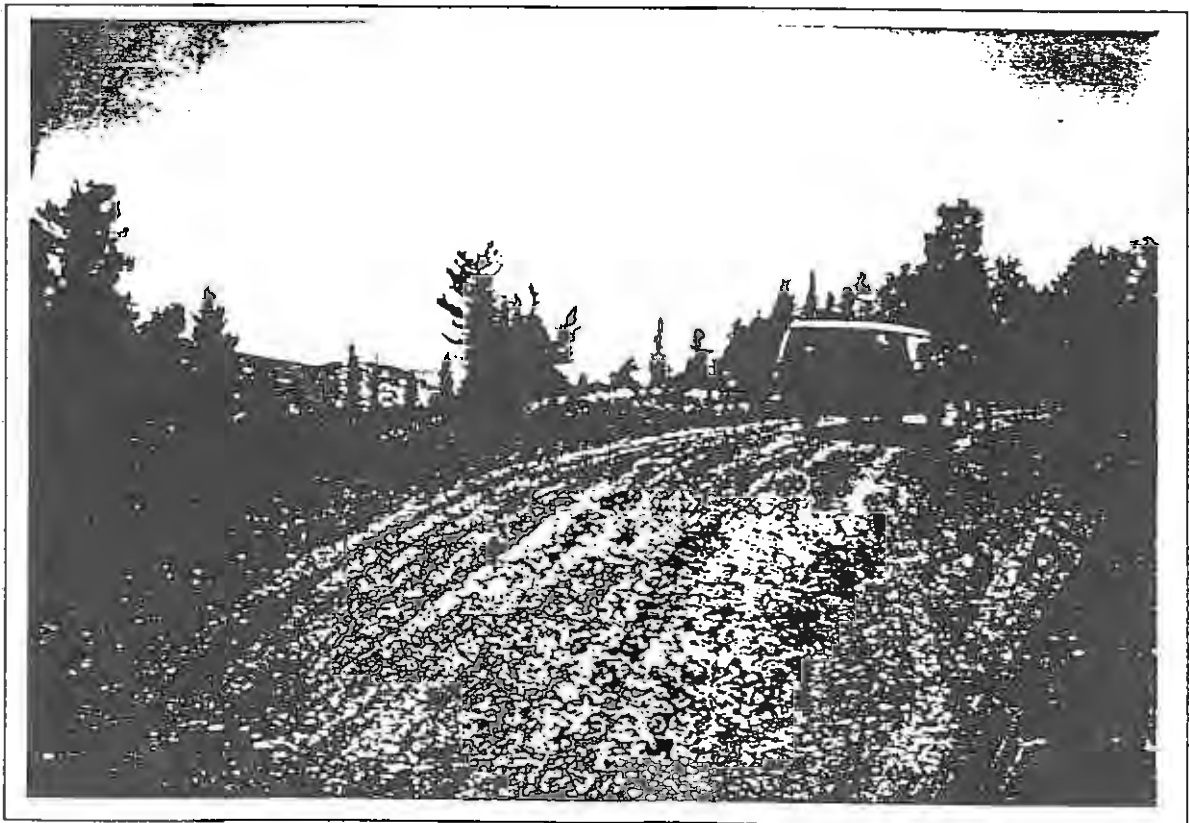
Skyway Overlook

Grand Mesa Scenic Byway Corridor

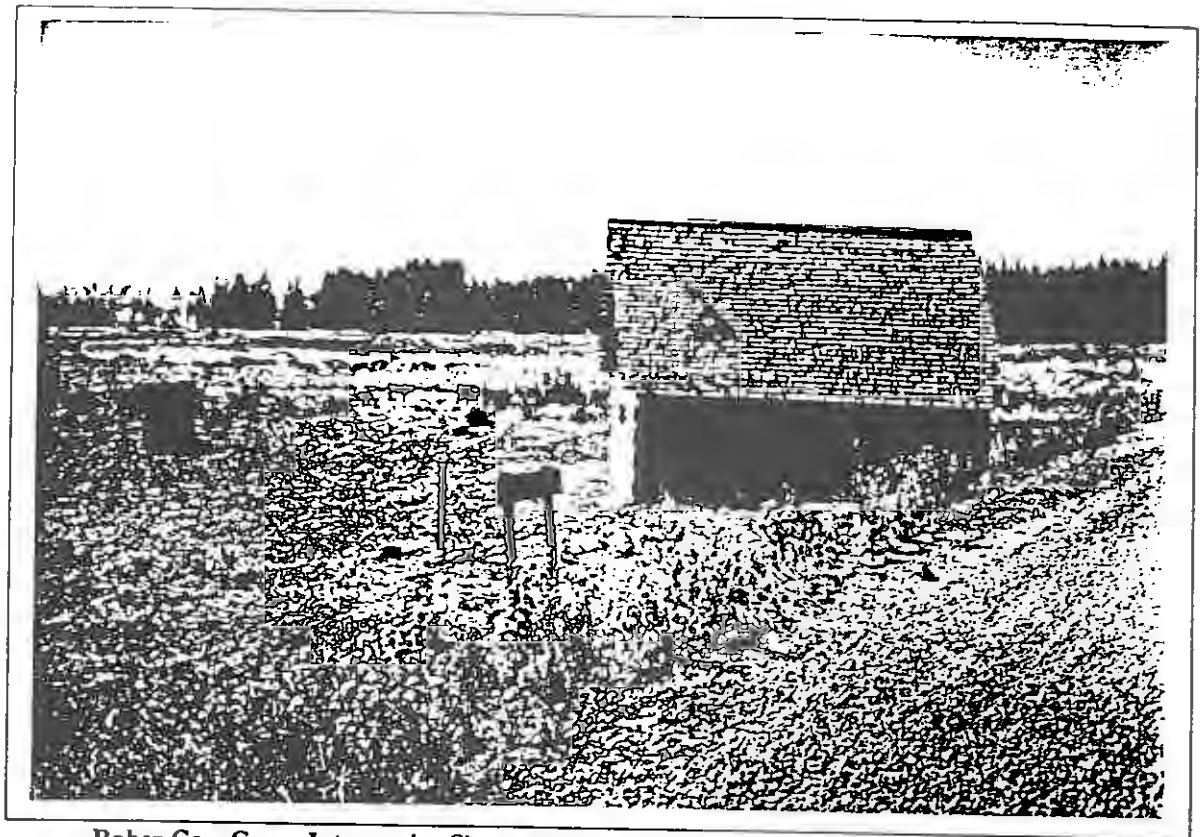


2. Lands End Road and Observatory Interpretive sites

- Raber Cow Camp Cabin Interpretation and Trailhead
Building Restoration.
Gravel parking.
Trailhead kiosk.
interp. signs for line cabins.
- Kannah Creek Viewpoint
Gravel parking for 5 vehicles.
Construct trail and safe pedestrian overlook.
Construct 3 picnic sites.
- Shirttail Point Interpretive Overlook
Rehab. road.
Provide accessible trail to overlook (hard surface).
Parking for 5 vehicles.



Kannah Creek View Point.



Raber Cow Camp Interpretive Site.



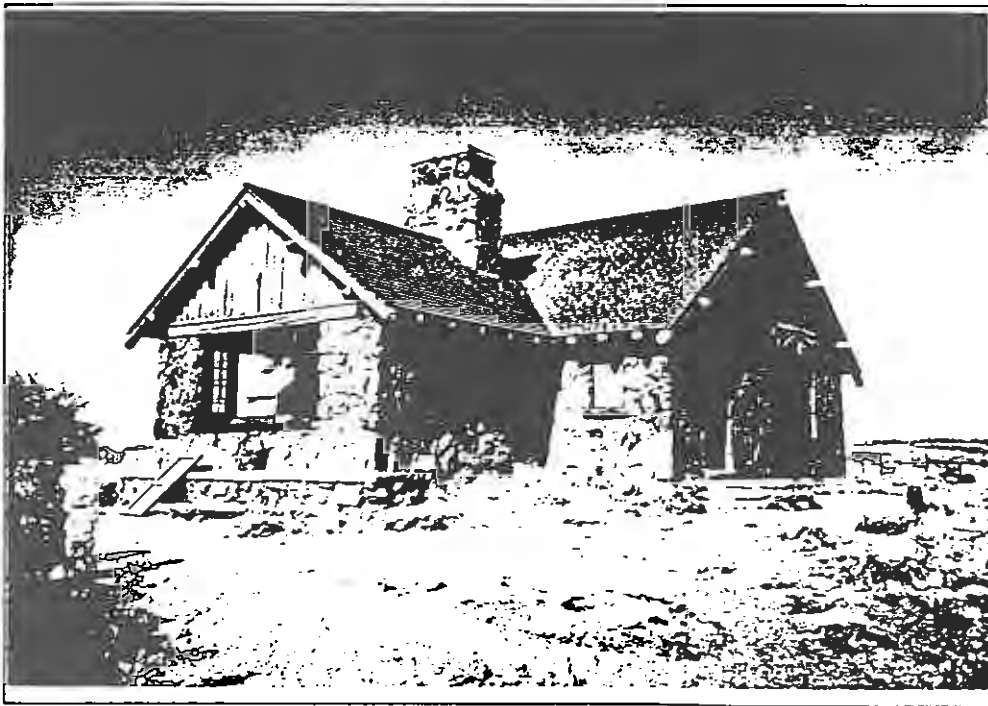
Shurtail Point Interpretive Site.

Lands End Observatory

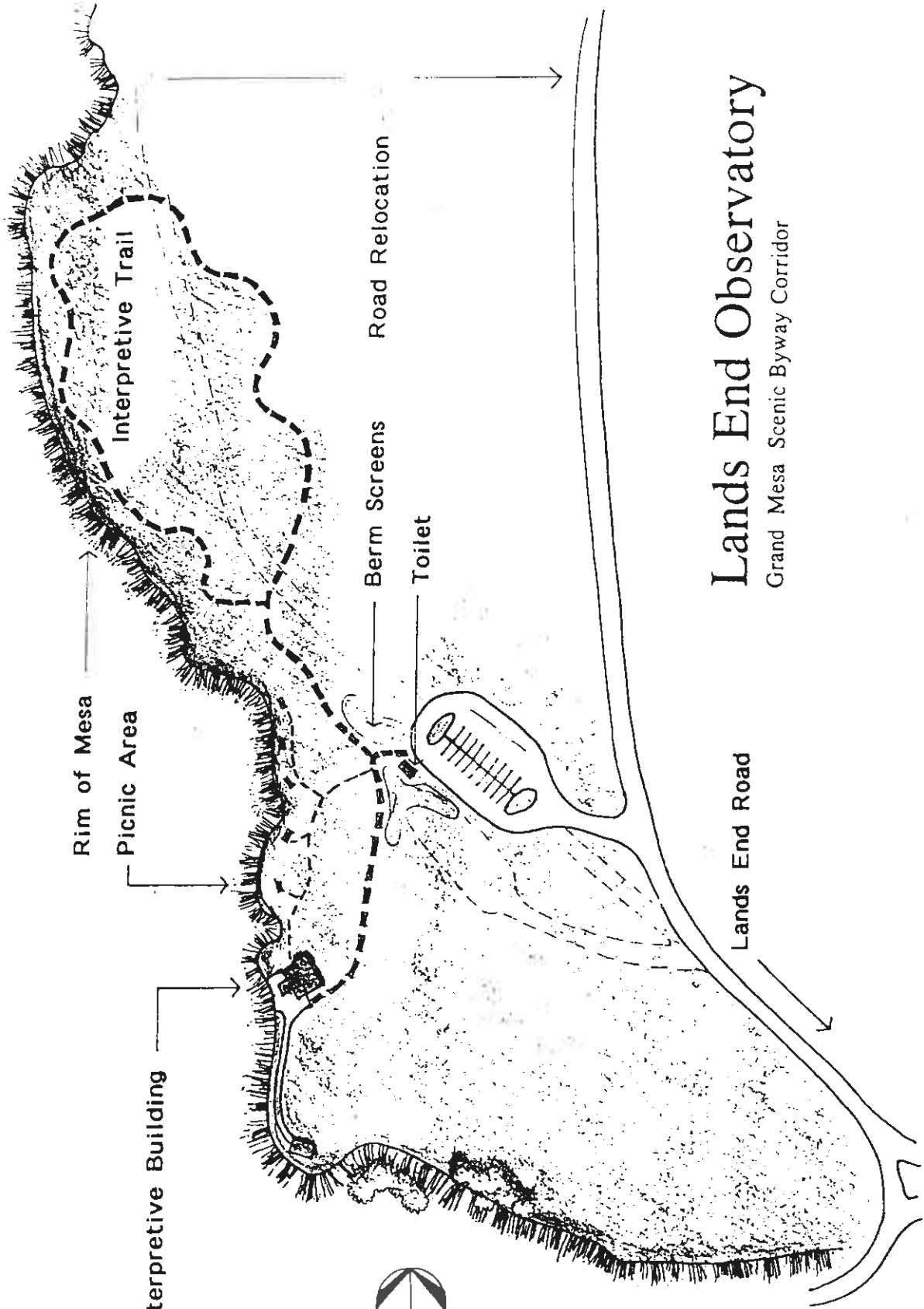
The Lands End Observatory, a popular viewing area of the Grand Valley has been in place for nearly 60 years. Little has been done to upgrade the facility, as it is inaccessible and inconvenient for most people to use. There is no interpretation or information available on-site, even though it is one of the most spectacular and popular viewing sites on the Grand Mesa.

The strategy is to develop the observatory as a visitor information center as part of the Scenic Byway and upgrade the facility in the design concept of the original construction. Specific elements include:

- Construct accessible restroom facility compatible with historic site.
- Renovate main visitor center to original design.
- provide accessible walkways.
- restore patio area between wall and visitor center.
- design interpretive trail to north of building.
- Provide Interior Interpretive Facilities.



Lands End Observatory.



Lands End Observatory

Grand Mesa Scenic Byway Corridor

Lands End Interpretive Building

Rim of Mesa

Picnic Area

Interpretive Trail

Berm Screens

Toilet

Road Relocation

Lands End Road

© 2004 GRC



B. DISPERSED RECREATION / TRAILS AND TRAILHEADS

Existing Conditions: Over the years, areas for road side parking have been developed for winter sports and summer trailheads but are lacking in design and facilities appropriate for today's needs. The use of many of the trailheads in the winter has not been addressed adequately in terms of providing needed toilets, information and other facilities.

Strategy: Provide winter and summer trailhead facilities along the Byway to provide, recreation ethics information, additional toilet, parking and barrier free access. Construct new day use facilities; improve parking and provide for user safety and conveniences at existing day-use sites.

Proposal:

- Kiser Creek Trailhead
 - Provide winter parking for vehicles with trailers
 - Winter / Summer kiosk
- Ward Creek Res. Trailhead and snowplay Area
 - Construct 20 car parking right side and left side of road (paved).
 - Provide winter trailhead kiosk both sides of road.
 - Double toilet; Vault or Compost; accessible.
 - Vegetation management and run grooming to enhance safety.
 - (Major partnership with DOW)
- Island Lake Fisherman parking and access
 - Paving and parking definition for 10 vehicles.
 - Access trail to lake (not fully accessible).
- Old Grand Mesa Ski Area Snow Play Area
 - Maintain existing parking size; paved surface.
 - Define edge of parking.
 - Provide accessible restroom.
 - Vegetation management and run grooming to enhance safety.
 - Winter kiosk.
- Grandby's Trailhead and Access Road
 - Provide ATV unloading.
 - Parking for 10 vehicles with trailers.
 - Summer trailhead kiosk.
 - Construct access road to bypass campground.

- * County Line Trailhead
 - New toilet; vault or compost.
 - Provide summer/winter kiosk.
 - Paved Parking for 25 vehicles.

- * Summit Trailhead/Picnic Area/Interp. Trail (new Construction)
 - New Toilet; Vault or Compost.
 - Provide winter parking for 20 vehicles with trailers designed for winter plowing.
 - Provide picnic area screened from road with 6 picnic sites.
 - Kiosk.
 - Accessible interpretive trail (1/4 mile).
 - Construct 2 miles of accessible dispersed trail with 3 campsites- Challenge level 2.

- * Craig Crest Trailhead
 - New toilet; vault or compost.
 - Paved Parking.
 - Improve access for winter plowing.
 - Kiosk for winter/summer.

- * Switch back Trailhead
 - Trailhead kiosk (summer only).
 - Parking area for 5 vehicles.

- * Skyway Trailhead
 - New double unit toilet.
 - Provide paved summer parking 10-15 vehicles.
 - Kiosk for winter/summer.
 - Winter plowing for 30 vehicles parking.

- * Waterdog Trailhead
 - Information kiosk (log theme) for winter/summer.
 - Paved parking.
 - Barriers and signs.

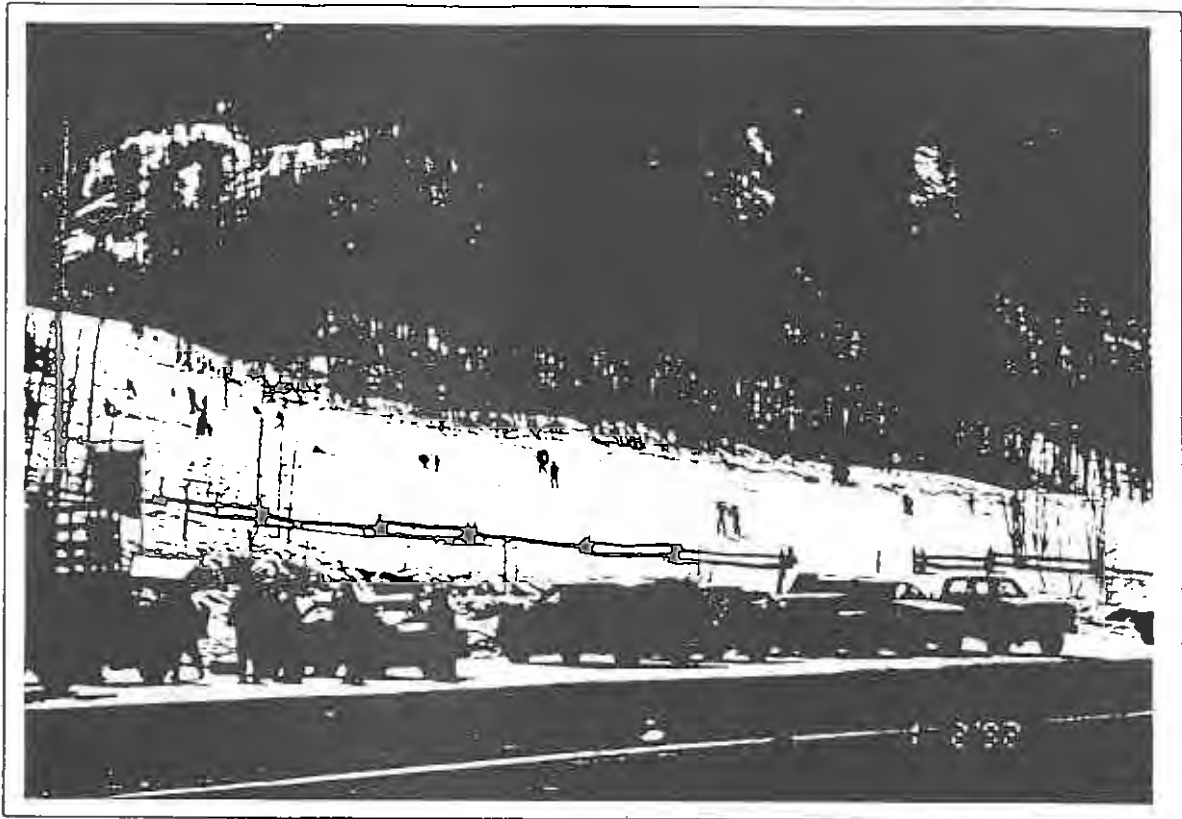
- * Lake-of-the-Woods Trailhead
 - Information kiosk (log theme) for winter/summer.
 - Paved parking.
 - Barriers and signs.



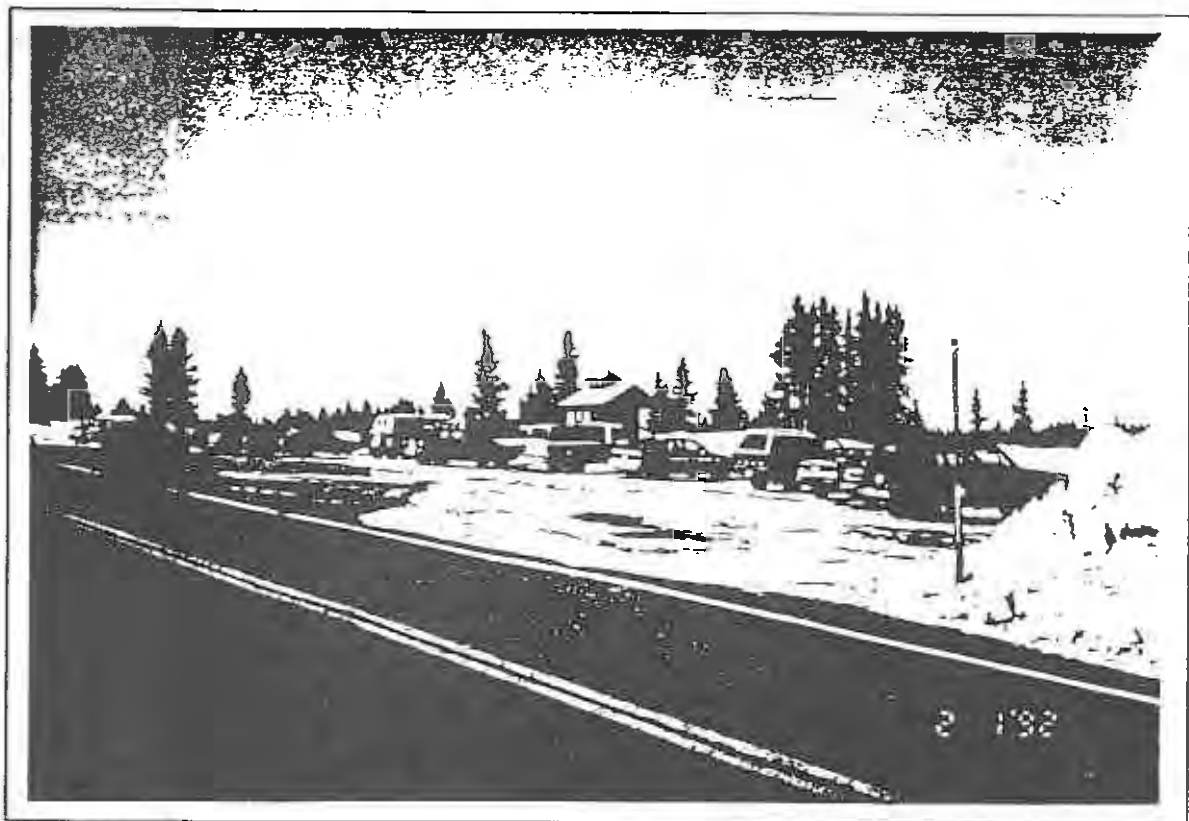
Skyway Trailhead (winter).



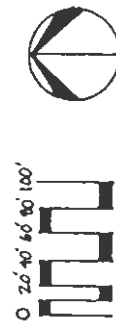
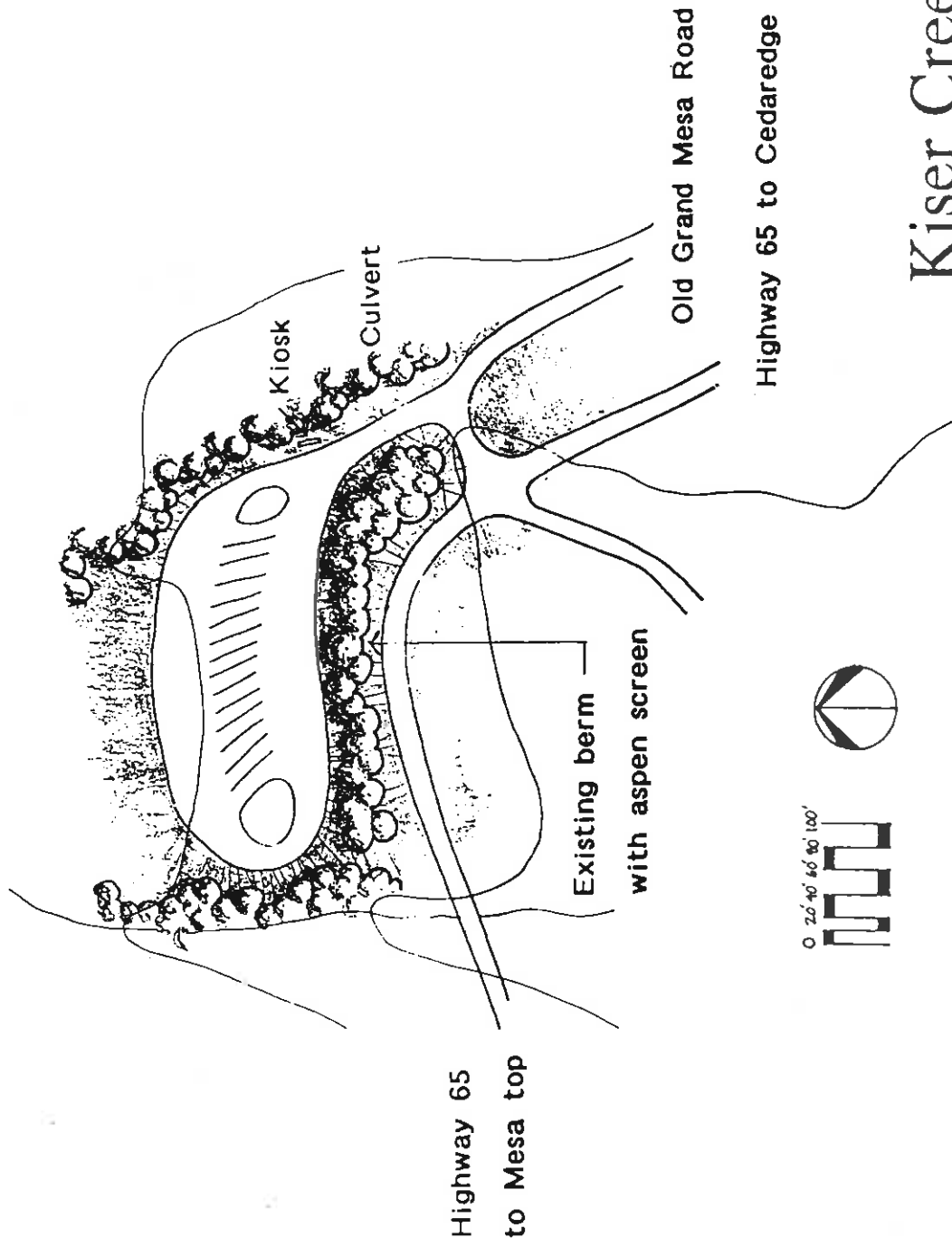
Skyway Trailhead (summer). Large parking area used mainly in winter.



Old Grand Mesa Ski area snow play area.

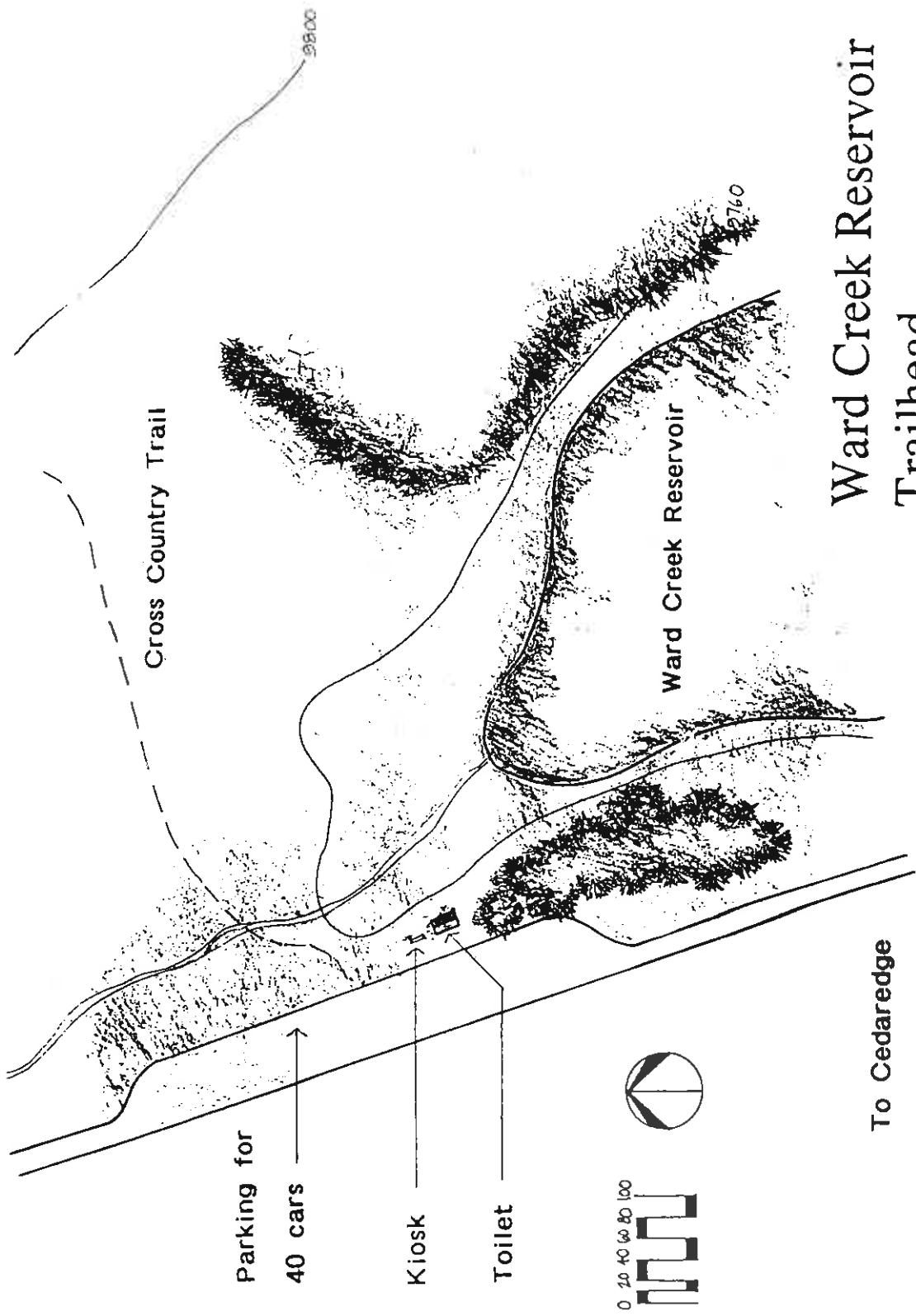


County Line Trailhead.



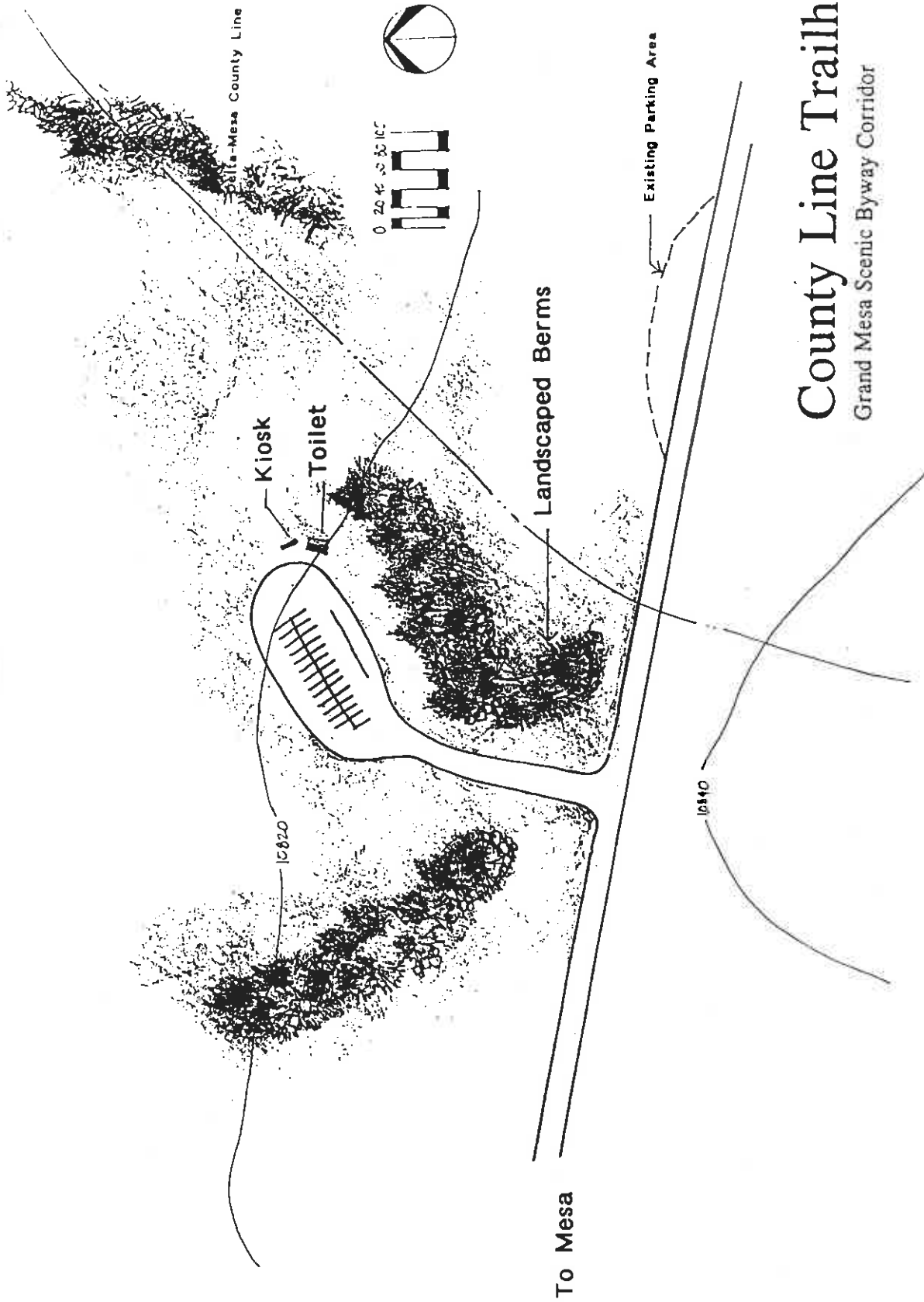
Kiser Creek Trailhead

Grand Mesa Scenic Byway Corridor



Ward Creek Reservoir Trailhead

Grand Mesa Scenic Byway Corridor



County Line Trailhead

Grand Mesa Scenic Byway Corridor

To Lands End
and Skyway

Grand Mesa Scenic Byway

To County Line

Parking for 25 Vehicles
with trailers and 10 cars

Summit Trailhead and Picnic Area

Grand Mesa Scenic Byway Corridor



Toilet

Kiosk

Challenge Trail

Picnic area

10720

C. DEVELOPED RECREATION

Existing Conditions: All of the Campgrounds along the Scenic Byway were built in the 60's and are not compatible with modern camping needs and R.V.'s. They are lacking enough space, level spurs and the needed facilities to accommodate today's vehicles. Improvements are needed to keep pace with today's and tomorrow's needs. Only one campground has accessible facilities. Other approved CIP projects that coordinate with this proposal include the Twilite dump station, Trickle Divide Road improvement, Mesa lakes recreation complex, and the Grand Mesa Visitor Center. Day use facilities are not adequate to meet current demands.

Strategy: Modernize existing campgrounds to current standards, including fully accessible facilities. Reduce dust in campgrounds. Construct additional facilities for day use and fishing activities. Provide additional day use areas, and trails to access lakes adjacent to campgrounds.

Proposal:

Standard C.G. items common to all campgrounds.

- Replace tables and fire rings.
- Install accessible drinking fountains.
- Construct paved trail to access units to toilets-drinking fountains.
- Vegetation Management-transplants, mulch over tree roots that are exposed.
- Construct worm fences - Cattle guard.
- Bulletin board, fee tube, gate.
- Host unit-all utility hook-ups, holding tank, storage shed.
- Pave roads and spurs.

Cobbett lake C.G.

- Maintain existing number of units (20);
- Spur re-alignment.
- Replace (2) existing toilets with flush design. Log construction; fully accessible.
- Construct barrier free fishing pier.
- Fish cleaning station.

Island Lake C.G.

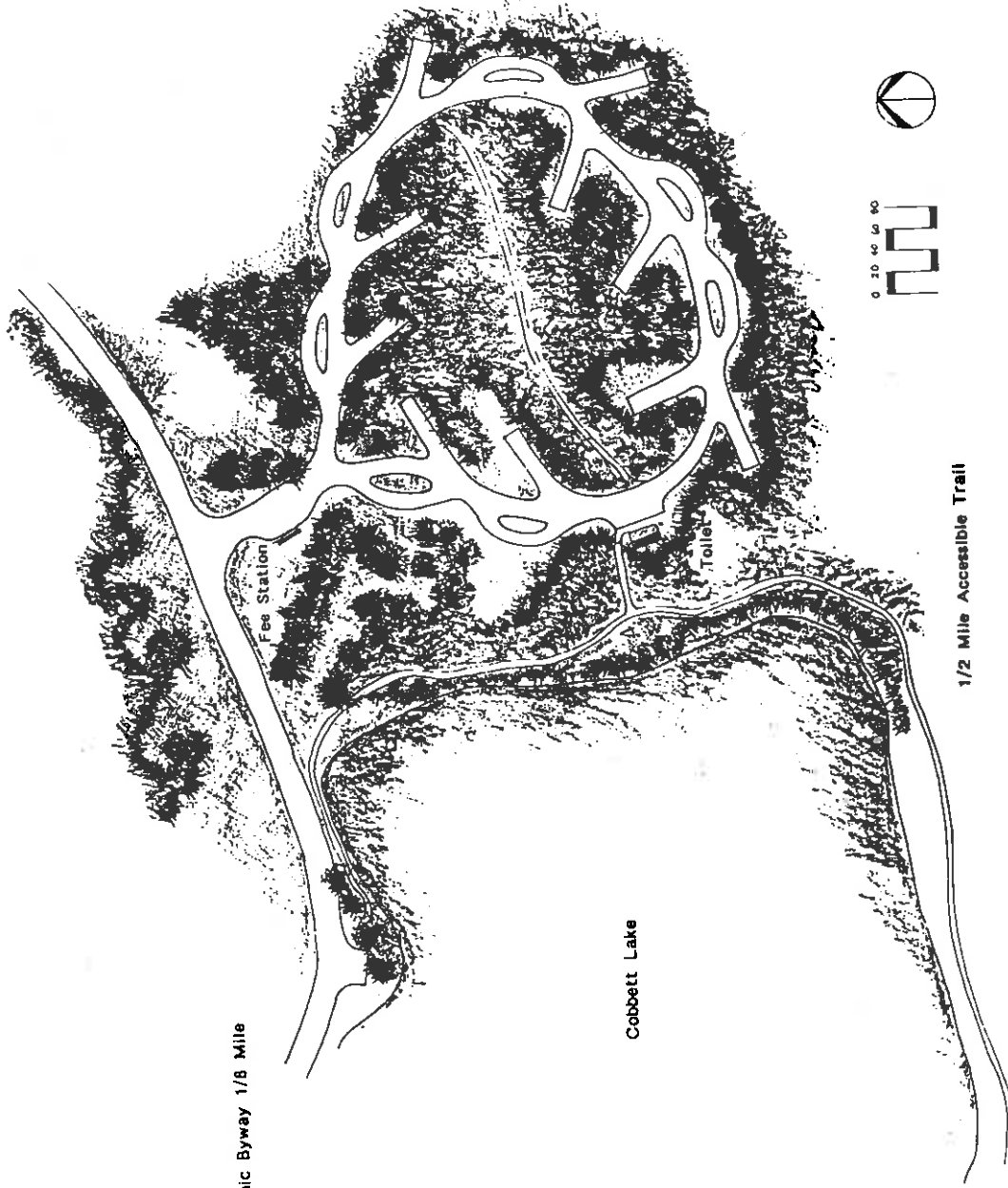
- Redesign campground as full service RV campground for approximately 37 units.
- Replace existing flush toilet and add 1 new flush toilet. Log construction design.
- (Major partnership with DOW)

- Separate Horse Use camping area associated with Island Lake C.G.
 - 9 sites.
 - 2 flush toilets.
 - Hitching posts.
 - Feeders.
- Island Lake Access Road Paving
 - Reconstruct to 2 lane standards with asphalt surface; 2.0 miles existing road.
- Island Lake Day Use (new)
 - Construct 10 picnic units with pedestal grills.
 - Construct 1 flush toilet ; log construction, fully accessible.
 - Construct fish cleaning station-associated water and electrical lines.
 - Paved parking, access road (1/2 mile); boat launch, accessible trail.
 - (Major partnership with DOW)**
- Little Bear C.G.
 - Maintain existing number of sites (40).
 - Re-align spurs.
 - Replace existing flush toilets and add new accessible flush toilets; log construction.
 - Enlarge fishing pier.
 - Fish cleaning station.
- Spruce Grove C. G. (16 existing sites)
 - Redesign interior roads and provide 15 modern sites.
 - Construct new pull through sites.
 - Construct new spur sites.
 - Add flush toilet, log construction, fully accessible.
 - Interpretive trail.

Scenic Byway 1/8 Mile

Cobbett Lake

1/2 Mile Accessible Trail



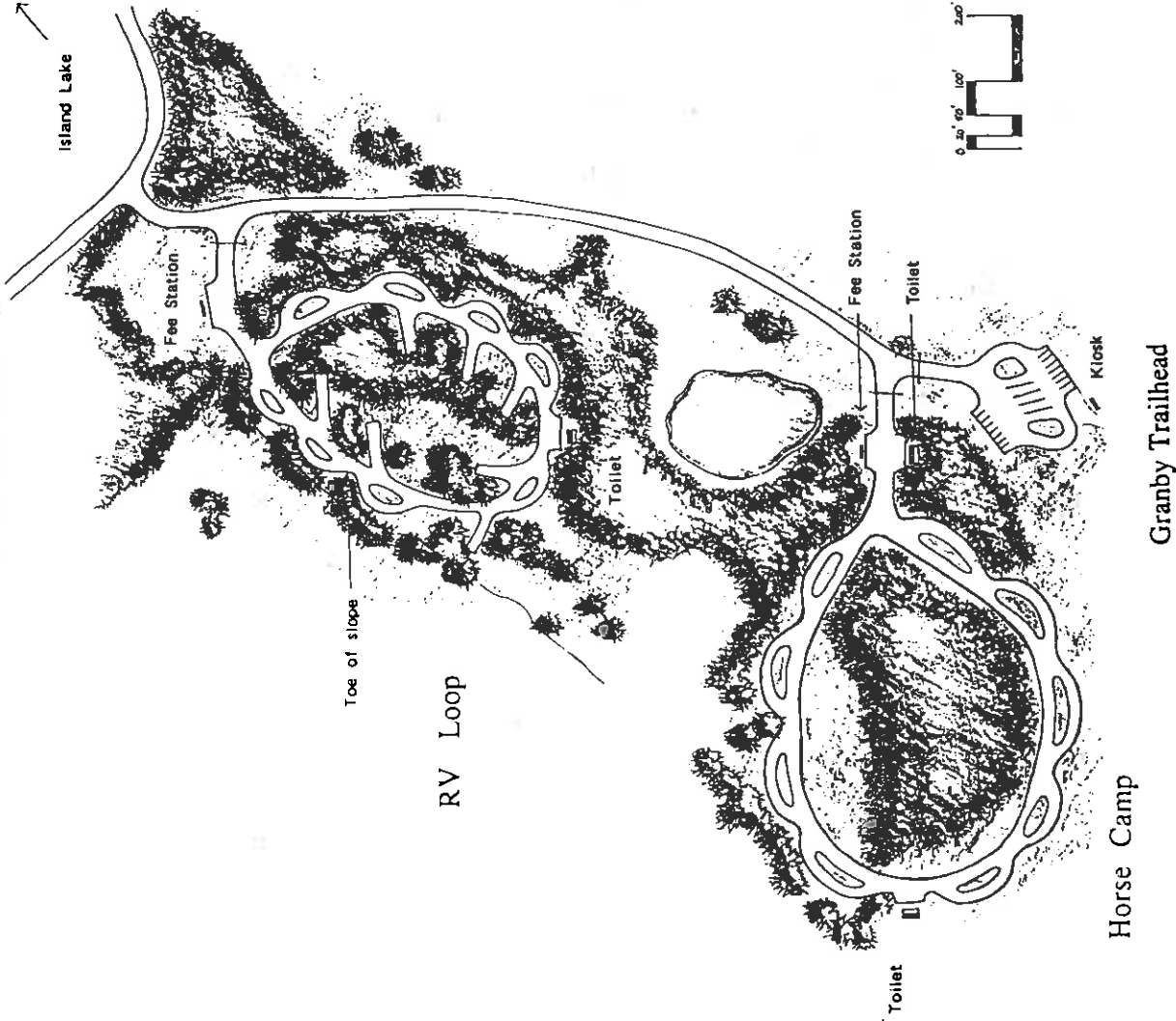
Cobbett Lake Campground

Grand Mesa Scenic Byway Corridor

Designed By: Nicholas 3/4/92
Landscape Architect Date

Reviewed By: James S. Smith 3/4/92
Forest Landscape Architect Date

Grand Mesa Scenic Byway

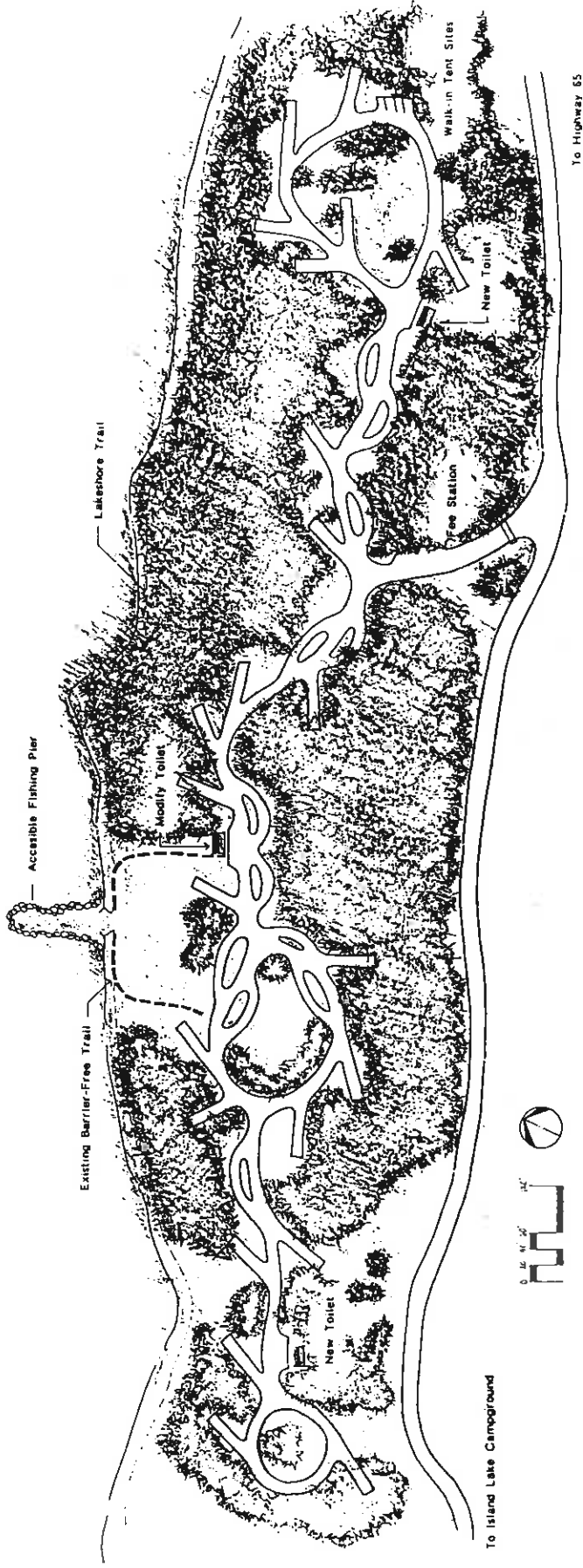


Island Lake Campground

Grand Mesa Scenic Byway Corridor

Designed By: Nick Hobbs 3/4/22
Landscape Architect Date

Reviewed By: John Quinn 3/4/22
Forest Landscape Architect Date



Little Bear Campground

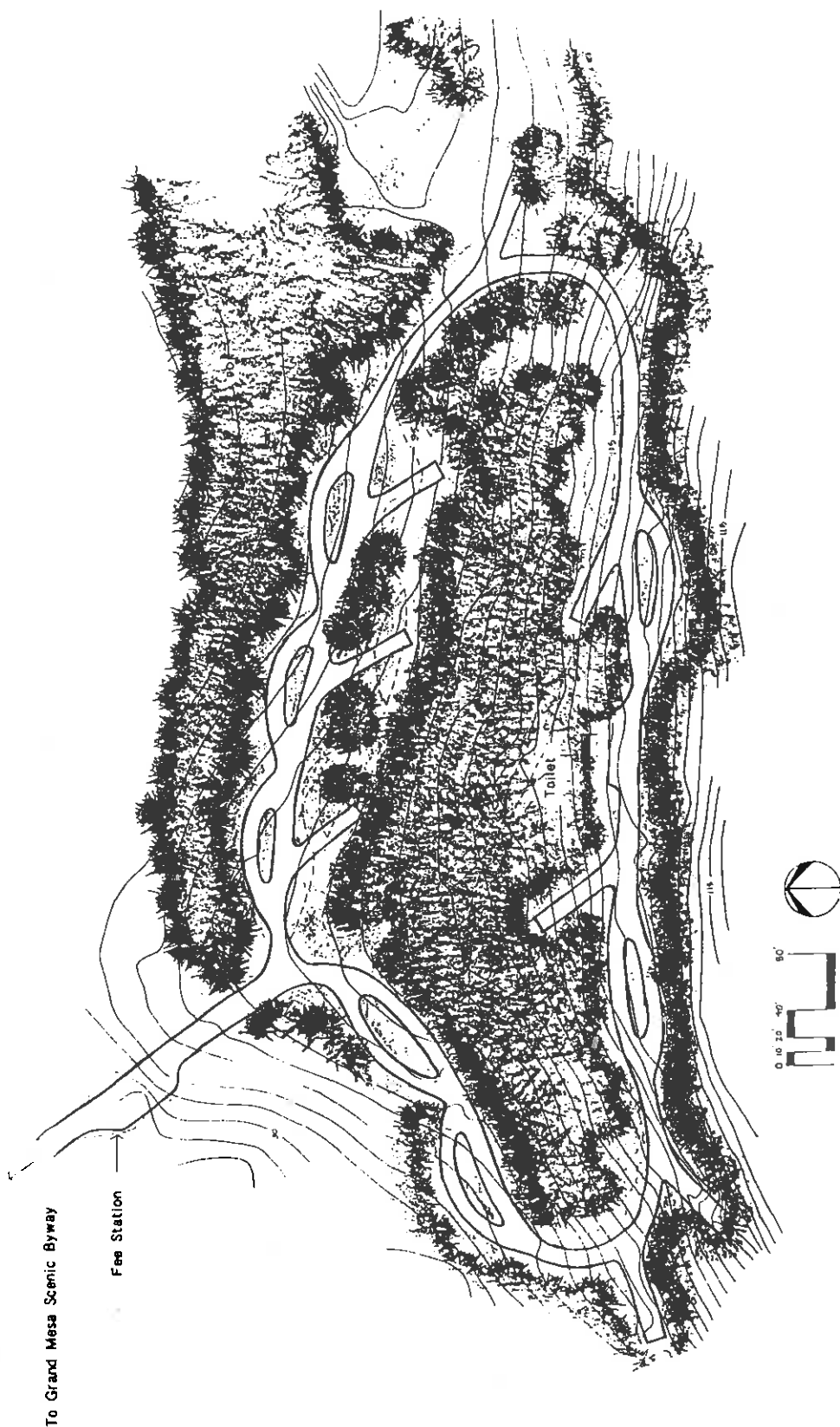
Grand Mesa Scenic Byway Corridor

Designed By John H. H. H.
Landscape Architect

Date

Reviewed By John H. H. H.
Forest Landscape Architect

Date



Spruce Grove Campground

Grand Mesa Scenic Byway Corridor

Designed By: W. T. H. H. B. 3/1/92
Landscape Architect Date

Reviewed By: J. H. H. H. B. 3/1/92
Forest Landscape Architect Date

D. SIGNING AND VEGETATIVE MANAGEMENT

Existing Conditions: Little attention has been given in the past to the overall location, content and design of signs placed on the Grand Mesa. Most signs have been placed on an as needed basis to correct an immediate concern.

Currently there is not a specific plan that addresses vegetation management objectives along the Byway corridor. Cutbanks from original road construction are visually unattractive and are in need of stabilization and revegetation. Some viewpoints can be improved through removal of trees.

Strategy: Develop sign plan for the corridor that meets the needs of a Scenic Byway including; information, safety, clear displays for the recreation and interpretive facilities along the byway and other administrative uses.

Develop vegetation management Plan for the scenic byway corridor to maintain and improve visual quality. Rehabilitate area where road construction and other activities have caused loss of vegetative cover.

Proposal:

- Overall sign plan to meet Scenic Byway
 - Develop one sign plan for Grand Mesa to mesh objectives of Interpretive plan with objective of getting information to public on recreation opportunities; locations of campgrounds, trailhead, etc.
 - Consider incorporation of log theme.
 - Include road/hwy signs, crosswalks, trailhead signs, information signs.
 - Develop for compatibility for summer and winter seasons.
- Vegetation Management along Scenic Byway.
 - Rehab road cuts along Hwy. 65.
 - Clear trees to provide more open vistas at existing pullouts.
 - Redesign existing pullouts to meet winter plowing and summer view point needs.
 - Identify foreground, middle ground and background areas and future management objectives for vegetative management plan.
- Lands End Road/Hwy 65 jct. rehabilitation
 - Remove existing toilets.
 - Site rehabilitation and Landscaping.



Lands End Road / Highway 65 Rehabilitation.

E. LANDS END ROAD

Existing Conditions: The segment of the Lands End Road considered in this project is currently a double lane gravel road approximately 11 miles long that connects the lands end Observatory to Highway 65.

Strategy: Provide an ROS setting less developed than that of Hwy 65 itself. Maintain the road as a gravel road and provide for dust abatement.

Proposal:

Reconstruct and add four inches of gravel surface to the 11 miles of double land road. Use Mag Chloride for dust abatement on the entire length of road.

GRAND MESA SCENIC BYWAY CORRIDOR

	CNRN \$	CNFC \$	CNTR \$	TOTAL \$
A. INTERPRETATION/INFORMATION & VIEWPOINTS				
INTERPRETIVE SIGHTS				
Skyway Interpretive Overlook				
500' Dbl. Lane Paved Road	21,000			21,000
25,000 sq ' Paved Parking Area	45,000			45,000
AC/DC Lanes	170,000			170,000
1000' Accessible Trail			6,000	6,000
Kiosk			1,500	1,500
4 Interp. Signs		4,000		4,000
Concrete Pad, Rock Wall & Railing		9,200		9,200
5 Picnic Tables		2,500		2,500
Double Lane Gate	7,000			7,000
Clearing for View		2,000		2,000
New Vault Toilet, Log		45,000		45,000
total	243,000	62,700	7,500	313,200
Cedaredge Valley Interpretive Overlook				
3,000 sq ' Paved Parking Area	5,300			5,300
300' Dbl. Lane Paved Access Rd	13,000			13,000
Concrete Pad, 6'x8'		200		200
2 benches & 1 Table		1,000		1,000
300' Accessible Paved Trail			3,000	3,000
175' Large Berm		5,000		5,000
24" Rock Wall, 150' Long		15,000		15,000
18" High Railing on Rock Wall		3,000		3,000
Move For. Bdy. Sign to Here		12,000		12,000
Compost Toilet, Single Unit		20,000		20,000
total	18,300	56,200	3,000	77,500
Old Ski Area Interpretive Overlook				
Pave 2 Existing Parking Areas	14,000			14,000
Define Area for 10 Veh. Each	1,500			1,500
200' Paved Access. Trail			2,000	2,000
1 Interpretive Sign		3,500		3,500
Foreground Landscaping		7,500		7,500
total	15,500	11,000	2,000	28,500
Raber Cow Camp Restoration & Trailhead				
Const. & Gravel Parking, 5 Veh.	6,000			6,000
Trailhead Kiosk			1,500	1,500
Building Restoration		20,000		20,000
2 Interp. Signs for Line Cabins		11,000		11,000
total	6,000	31,000	1,500	38,500

GRAND MESA SCENIC BYWAY CORRIDOR

	CNRN \$	CNFC \$	CNTR \$	TOTAL \$
Shirttail Point Interpretive Overlook				
1000' Dbl Lane, Surface Road	12,000			12,000
Const. & Gravel Parking, 5 Veh.	6,000			6,000
4 Interpretive Signs		20,000		20,000
Access. Trail to Overlook			2,500	2,500
total	18,000	20,000	2,500	40,500
Land O' Lakes Interpretive Trail				
Replace 3 Signs		3,600		3,600
0.2 Mi. Sgl Lane Rd Chip Seal	2,000			2,000
Chip Seal 20,000 sq' Parking Area	5,000			5,000
1/4 Mi. New Trail, Pave			15,000	15,000
1/4 Mi. Trail Reconst., Pave			10,500	10,500
total	7,000	3,600	25,500	36,100
LANDS END OBSERVATORY (ALL FACILITIES ACCESSIBLE)				
New Dbl. Toilet, Stone & Log Const		55,000		55,000
1700' New Hardened Interp. Trail			18,700	18,700
7 Interp. Signs		28,000		28,000
900' Buck & Pole Fence		5,400		5,400
5 New Picnic Tables		2,500		2,500
Building Renovation, Interior & Structural		20,000		20,000
Restore Patio Area		6,000		6,000
New Water System		39,000		39,000
Electricity Development, Solar		45,000		45,000
Interpretive Facilities		36,000		36,000
Landscaping, 3 Acres		11,700		11,700
2750' New Sgl Lane Gravel Road	21,000			21,000
Reveg 3000' Sgl Lane Road	8,000			8,000
17,000 sq' New Gravel Parking Area	9,000			9,000
Reveg 10000 sq' Old Parking Area	1,000			1,000
Const. 555 cy of Berm		6,000		6,000
total	39,000	254,600	18,700	312,300
VIEWPOINTS				
Two Scenic Photo Pullouts				
2 Viewpts., 2-3 Veh. Each, Pave	6,000			6,000
total	6,000	0	0	6,000
Northern Forest Boundary Pullout				
Repair Existing Asphalt Pullout	20,000			20,000
Reduce in Size to 5 Vehicles	5,000			5,000
New For Bdy Sign & Base		12,000		12,000
Veg Mgt, Remove Dead Aspen		1,000		1,000

GRAND MESA SCENIC BYWAY CORRIDOR

	CNRN \$	CNFC \$	CNTR \$	TOTAL \$
Remove & Reconst. Existing Sidewalk	7,000			7,000
Access. Parking & Sidewalks	10,000			10,000
total	42,000	13,000	0	55,000
Three North Side Existing Viewpoints				
3 Viewpts., 2-3 Veh. Each, Pave	9,000			9,000
total	9,000	0	0	9,000
Kannah Creek Viewpoint				
Const. & Gravel Parking , 5 Veh.	6,000			6,000
3 Picnic Tables		1,500		1,500
Const. Trail & Pedest. Overlook			5,000	5,000
total	6,000	1,500	5,000	12,500
Land O' Lakes Viewpoint				
Pave Existing Parking, 10 Veh.	5,000			5,000
Const. Observation/Photo Viewpoint		5,000		5,000
Tree Removal		2,000		2,000
total	5,000	7,000	0	12,000
Island Lake Viewpoint				
Bury 1000' Existing Powerline		8,000		8,000
Pave Existing Parking, 10 Veh.	5,000			5,000
total	5,000	8,000	0	13,000
B. DISPERSED REC., TRAILS, & TRAILHEADS				
Old Grand Mesa Ski & Snow Play Area				
Pave Existing Parking Area	25,000			25,000
Define Edge of Parking	1,500			1,500
New Access. Double Toilet		45,000		45,000
Winter Kiosk		1,500		1,500
Veg. & Area Grooming for Safety		5,000		5,000
total	26,500	51,500	0	78,000
Ward Creek Reservoir Trailhead				
20,000 sq ' Paved Parking Area	27,000			27,000
Vegetation & Hazard Tree Removal		2,000		2,000
Rock Removal		2,000		2,000
Kiosk		1,500		1,500
New Double Vault Toilet		45,000		45,000
total	27,000	50,500	0	77,500

GRAND MESA SCENIC BYWAY CORRIDOR

	CNRN \$	CNFC \$	CNTR \$	TOTAL \$
Kiser Creek Trailhead				
52,500 sq ' Paved Parking Area	94,000			94,000
150' Dbl. Lane Paved Access Rd	6,400			6,400
Install 2 Culverts	4,000			4,000
Kiosk		1,500		1,500
Double Lane Gate	7,000			7,000
total	111,400	1,500	0	112,900
Summit Trailhead				
New Vault Toilet		45,000		45,000
60,000 sq ' Paved Parking Area	107,000			107,000
300' Dbl. Lane Paved Road	13,000			13,000
1/4 Mi. Access. Interp. Trail			14,500	14,500
Kiosk		1,500		1,500
6 Picnic Tables		3,000		3,000
2.0 Mi. Access. Gravel Interp. Trail			60,000	60,000
500' Snowmobile Trail			2,500	2,500
1500' Mtn Bike Trail Connection			2,500	2,500
Double Lane Gate	7,000			7,000
3 Access. Tent Pads along Trail		2,400		2,400
3 Accessible Tables & Fire Rings		2,700		2,700
Signing along Trail (50)			2,500	2,500
total	127,000	54,600	82,000	263,600
County Line Trailhead				
25,000 sq ' Paved Parking Area	45,000			45,000
New Vault Toilet, Log		45,000		45,000
2 Large Berms 400' Ea, 3000cy		30,000		30,000
Tree Planting & Rock Placement		3,500		3,500
Kiosk		1,500		1,500
300' Dbl. Lane Paved Access Rd	13,000			13,000
Double Lane Gate	7,000			7,000
Remove & Rehab Toilet Area		4,000		4,000
Rehab Parking Area	1,000			1,000
total	66,000	84,000	0	150,000
Island Lake Fisherman Parking & Access				
Increase Parking to 10 Vehicles	5,000			5,000
Pave Parking Area	5,000			5,000
Const. 1000' Trail			8,000	8,000
total	10,000	0	8,000	18,000

GRAND MESA SCENIC BYWAY CORRIDOR

	CNRN \$	CNFC \$	CNTR \$	TOTAL \$
Granby Trailhead (New)				
12,000 sq. ' Paved Parking Area	21,000			21,000
300' New Dbl. Lane Paved Rd.	13,000			13,000
Provide ATV Unloading		500		500
Information Kiosk		2,000		2,000
New Double Lane Gate	7,000			7,000
total	41,000	2,500	0	43,500
Waterdog Trailhead				
20,000 sq ' Paved Parking Area	36,000			36,000
Information Kiosk		1,500		1,500
Vegetative Mgt		2,500		2,500
Barriers & Signs		1,500		1,500
total	36,000	5,500	0	41,500
Lake-of-the-Woods Trailhead				
20,000 sq ' Gravel Parking Area	9,600			9,600
0.4 Mi. Sgl. Lane Gravel Road	16,000			16,000
Information Kiosk		1,500		1,500
Barriers & Signs		1,500		1,500
total	25,600	3,000	0	28,600
Skyway Trailhead				
New Double Unit Toilet		45,000		45,000
30,000 sq ' Paved Parking Area	40,000			40,000
Information Kiosk		1,500		1,500
total	40,000	46,500	0	86,500
Switchback Trailhead				
Information Kiosk		1,500		1,500
Const. & Gravel Parking, 5 Veh.	6,000			6,000
total	6,000	1,500	0	7,500
Crag Crest Trailhead				
20,000 sq ' Paved Parking	36,000			36,000
Replace Dbl Toilet, Vault		49,000		49,000
Replace Barriers	5,000			5,000
total	41,000	49,000	0	90,000
C. DEVELOPED RECREATION				
Little Bear Campground				
3 Flush Toilets, 2 Drain Fields		160,000		160,000
Remove 2 Toilets		8,000		8,000

GRAND MESA SCENIC BYWAY CORRIDOR

	CNRN \$	CNFC \$	CNTR \$	TOTAL \$
4 Walk-in Campsites		14,000		14,000
4 Parking Spaces, Pave	4,000			4,000
2220' Access Trail			24,420	24,420
Lengthen 8 Spurs & 7 Pull-thrus	8,000			8,000
10 New Spurs & 3 New pull-thrus	19,200			19,200
19 New Tent Pads		15,200		15,200
Reveg 120' of Entrance Road	1,800			1,800
Reveg 160' Campground Road	1,600			1,600
2300' of Buck & Pole Fence		13,800		13,800
Replace 39 Tables & Fire Rings		35,100		35,100
Pave 2100' Double Lane Road	71,000			71,000
Pave 960' Single Lane Road	16,400			16,400
New Cattleguard, Double Lane	8,000			8,000
Const. 4 T.O.'s for Toilets & Fee Sta.	10,000			10,000
Const. Paved Fishing Pier, 100'		20,000		20,000
6 Access. Drinking Fountains		15,000		15,000
New Entrance Sign	2,000			2,000
Fee Sta. (board, tube, gate)		11,300		11,300
Host Unit, Electric & Sewer		5,500		5,500
Fish Cleaning Station		30,000		30,000
3000' Powerline Access		24,000		24,000
Mulch Exposed Tree Roots		8,200		8,200
Vegetative Mgt-Transplants, 3 Acres		22,500		22,500
total	142,000	382,600	24,420	549,020
Cobbett Lake Campground				
Pave 1200' Single Lane	25,000			25,000
Pave 120' Double Lane	4,500			4,500
17 New Tables & Grills		15,300		15,300
8 New Tent Pads		6,400		6,400
4 Access. Drinking Fountains		10,000		10,000
Mulch Over Exposed Tree Roots		3,600		3,600
Fish Cleaning Station		30,000		30,000
1 Flush Toilet w/Drain Field		55,000		55,000
Reveg 20 Existing Sites		14,000		14,000
Reveg 700' Existing Road	10,500			10,500
1/2 Mi. Paved Access. Trail			26,400	26,400
1440' Paved CG Trail			15,840	15,840
New Barrier Free Fishing Pier		5,000		5,000
Remove 20 Tables & Fire Rings		6,000		6,000
Fee Sta. (Board, Tube, Gate)		11,300		11,300
2632' of Buck & Pole Fence		15,800		15,800
Host Unit, Electric & Sewer		5,500		5,500
New Cattleguard, Double Lane	8,000			8,000

GRAND MESA SCENIC BYWAY CORRIDOR

	CNRN \$	CNFC \$	CNTR \$	TOTAL \$
New Campground Sign		2,000		2,000
Veg. Mgt, Transplant, Protection, 2 Acres		15,000		15,000
total	48,000	194,900	42,240	285,140
Island Lake Campground				
1500' New Dbl. Lane Paved Rd.	64,000			64,000
2200' Access. Paved Campground Trail			24,200	24,200
New Entrance Sign	2,000			2,000
Vegetative Mgt-Transplant 3 Acres		22,500		
Reveg 41 Sites, Island Lake CG.		41,000		41,000
Reveg 1250' Road, Island Lake CG.	18,750			18,750
total	84,750	63,500	24,200	172,450
RV Area (New)				
150' New Dbl. Lane Paved Rd.	6,500			6,500
1000' New Sgl. Lane Paved Rd.	21,500			21,500
Water & Electricity to Each Site		70,000		70,000
Mulch Over Exposed Tree Roots		3,200		3,200
Cattleguard, Double Lane	8,000			8,000
4000' of Buck & Pole Fence		24,000		24,000
Host Unit, Electric & Sewer		5,500		5,500
8 New Pull Thru Sites	22,000			22,000
6 New Spur Sites	10,500			10,500
15 Tables, Fire Rings, Tent Pads		24,000		24,000
1 Flush Toilet w/Drain Field		55,000		55,000
3 Acres of Rock Removal		11,700		11,700
2 Accessible Drinking Fountains		5,000		5,000
RV Campground Sign	1,000			1,000
Fee Sta. (Board, Tube, Gate)		11,300		11,300
2 Pullouts for Toilets & Fee Sta.	5,000			5,000
total	74,500	209,700	0	284,200
Horse Camping Area (New)				
1250' New Sgl. Lane Paved Rd.	27,200			27,200
9 Pull Thru Sites	24,750			24,750
9 Tables, Fire Rings, Tent Pads		14,400		14,400
2 Flush Toilets w/Drain Fields		110,000		110,000
2 Accessible Drinking Fountains		5,000		5,000
9 Hitching Posts & Feed Racks			13,500	13,500
2, 32'x64' Corrals			5,000	5,000
Horse Camping Area Sign	1,000			1,000
Fee Station (Board, Tube, Gate)		11,300		11,300
200' New Dbl Lane Paved Road	8,700			8,700
2 Pullout for Toilet & Fee Sta.	5,000			5,000
total	66,650	140,700	18,500	225,850

GRAND MESA SCENIC BYWAY CORRIDOR

	CNRN \$	CNFC \$	CNTR \$	TOTAL \$
Island Lake C. G. Total	225,900	413,900	42,700	682,500
Spruce Grove Campground				
Const. 5 New Pull Thru Sites	13,750			13,750
Const. 5 New Spur Sites	8,750			8,750
Lengthen 2 Existing Sites	1,100			1,100
15 New Tables & Fire Rings		13,500		13,500
300' Double Lane Paved Road	12,800			12,800
1540' Single Lane Paved Road	33,000			33,000
Pave all 15 Spurs	15,000			15,000
Reveg 750' Road	11,000			11,000
Reveg 9 Existing Sites		9,000		9,000
New Well, Tank, & Lines		30,000		30,000
3 Access. Hydrants		7,500		7,500
New Flush Toilet, Log Const.		55,000		55,000
Host Unit, Electric & Sewer		5,500		5,500
Mulch Exposed Tree Roots		3,200		3,200
1/4 Mi. Access. Interp. Trail			13,200	13,200
1400' Interior Access. Trail to Toilets			14,000	14,000
Interior Campground Signs	2,000			2,000
2 Approach Signs	1,500			1,500
New Fee Sta. (Board, Tube, Gate)		11,300		11,300
total	98,900	135,000	27,200	261,100
Island Lake Day Use				
Pave 0.5 Mi. Sgl. Lane	37,200			37,200
Pave Parking Lot, 100'x240'	26,600			
1 Single Lane Cattleguard	4,000			
Const. 10 Picnic Units, 3 w/Covers		30,000		30,000
Flush Toilet, Log Const., Access.		55,000		55,000
Const. Paved Boat Launch	2,000			2,000
View Shed Opening		1,500		1,500
Covered Group Picnic Area, 12'x24'		10,000		10,000
800' Paved Access. Trail			8,800	8,800
New Entrance Sign	2,000			2,000
1 Mile Buck & Pole Fence		31,680		31,680
Const. Fish Cleaning Station		30,000		30,000
total	71,800	158,180	8,800	238,780
Island Lake Loop Road				
2.0 Mi. Double Lane Paving	330,000			330,000
total	330,000	0	0	330,000

GRAND MESA SCENIC BYWAY CORRIDOR				
	CNRN \$	CNFC \$	CNTR \$	TOTAL \$
D. SIGNS & VEGETATIVE MANAGEMENT				
Signing				
Sign Costs		35,000		35,000
total	0	35,000	0	35,000
Vegetative Mgt Along Scenic Byway				
Reveg Existing SH 65 Cuts&Fills,20 Ac.	150,000			150,000
Clear Trees At Existing Viewpts.		10,000		10,000
total	150,000	10,000	0	160,000
Lands End/Hwy 65 Jct. Rehab				
Remove 2 Toilets		8,000		8,000
Rehab Area		4,000		4,000
total	0	12,000	0	12,000
E. LANDS END ROAD				
11.4 Mi. Dbl Lane Surfacing, 4"	345,000			345,000
11.4 Mi. MgCL	50,000			
1 Interpretive Sign		6,000		6,000
total	395,000	6,000	0	401,000
Contract Total	2,438,900	2,166,280	301,060	4,906,240
Preconstruction Total - 6%	146,334	129,977	18,064	294,374
A & E Design Total - 20%	487,780	433,256	60,212	981,248
Value Analysis Total	0	7,500	0	7,500
Sign Plan Total	2,000	0	0	2,000
Vegetative Mgt Plan total	25,000	0	0	25,000
Const. Admin. Total - 8%	195,112	173,302	24,085	392,499
Contract Modifications Total	20,000	20,000	8,000	48,000
Common Services Total - 5%	121,945	108,314	15,053	245,312
Project Manager	30,000	30,000	0	60,000
Snow Plowing Equipment	50,000	0	0	50,000
Pioneer Town Entry Kiosk	0	20,000	0	20,000
Pioneer Town Building	0	15,000	0	15,000
Biological Eval. Total	0	4,000	0	4,000
Interp. Design , Signs & Kiosk	0	20,000	0	20,000
CRM Survey Total	0	5,800	0	5,800
Grand Total	3,517,071	3,133,429	426,473	7,076,974

**GRAND MESA SCENIC BYWAY CORRIDOR
COST SUMMARY**

	CNRN \$	CNFC \$	CNTR \$	TOTAL \$
A. INTERPRETATION/INFORMATION & VIEWPOINTS				
Interpretive Sights				
Skyway Interpretive Overlook	243,000	62,700	7,500	313,200
Cedaredge Valley Interp. Overlook	18,300	56,200	3,000	77,500
Old Ski Area Interpretive Overlook	15,500	11,000	2,000	28,500
Raber Cow Camp	6,000	31,000	1,500	38,500
Shirttail Point Interpretive Overlook	18,000	20,000	2,500	40,500
Land O' Lakes Interpretive Trail	7,000	3,600	25,500	36,100
total	307,800	184,500	42,000	534,300
Lands End Observatory	39,000	254,600	18,700	312,300
Viewpoints				
2 Scenic Photo Pullouts	6,000	0	0	6,000
Northern Forest Boundary Pullout	42,000	13,000	0	55,000
North Side Existing Viewpoints	9,000	0	0	9,000
Kannah Creek Viewpoint	6,000	1,500	5,000	12,500
Land O' Lakes Viewpoint	5,000	7,000	0	12,000
Island Lake Viewpoint	5,000	8,000	0	13,000
total	73,000	29,500	5,000	107,500
B. DISPERSED REC, TRAILS, TRAILHEADS				
Old Grand Mesa Ski & Snow Play Area	26,500	51,500	0	78,000
Ward Cr. Res. Trailhead & Snow Play	27,000	50,500	0	77,500
Kiser Creek Trailhead	111,400	1,500	0	112,900
Summit Trailhead	127,000	54,600	82,000	263,600
County Line Trailhead	66,000	84,000	0	150,000
Island Lake Fisherman Parking & Access	10,000	0	8,000	18,000
Grandby Trailhead	41,000	2,500	0	43,500
Waterdog Trailhead	36,000	5,500	0	41,500
Lake-of-the-Woods Trailhead	25,600	3,000	0	28,600
Skyway Trailhead	40,000	46,500	0	86,500
Switchback Trailhead	6,000	1,500	0	7,500
Crag Crest Trailhead	41,000	49,000	0	90,000
total	557,500	350,100	90,000	997,600
C. DEVELOPED RECREATION				
Little Bear Campground	142,000	382,600	24,420	549,020
Cobbett Lake Campground	48,000	194,900	42,240	285,140
Island Lake Campground	225,900	413,900	42,700	682,500
Spruce Grove Campground	98,900	135,000	27,200	261,100
Island Lake Day Use	71,800	158,180	8,800	238,780
Island Lake Loop Road	330,000	0	0	330,000
total	916,600	1,284,580	145,360	2,346,540

**GRAND MESA SCENIC BYWAY CORRIDOR
COST SUMMARY**

[illegible]

GRAND MESA INTERPRETIVE PLAN

Grand Mesa, Uncompahge and Gunnison National Forest

Grand Junction and Collbran Ranger Districts

DRAFT

This interpretive plan meets the intent and guiding policies of Forest Service Manual 2300, the Forest Service Management Plan for the Grand Mesa, Uncompahge and Gunnison National Forest, and Interpretive Strategies for Grand Junction and Collbran Ranger Districts. The purpose of this plan is to guide the development, design, and implementation of interpretive services and media for the Grand Mesa Scenic Byway, Grand Mesa Visitor Center, Lands End Visitor Center and various interpretive trails on the Mesa.

Prepared by: Linda Hecker, Interpretive Specialist
USFS Rocky Mountain Region - Public Affairs Office

Recommended by: _____
Recreation Staff

Date

Approved by: _____
USDA Design Center

Date

Approved by: _____
District Ranger

Approved by: _____
District Ranger

Date

INTERPRETIVE THEMES

THEMES

TOPIC: GRAND MESA'S INFLUENCE ON HUMAN SETTLEMENTS IN THE REGION

THEME: The unique combination of geologic formations of the Grand Mesa has played an important role in the life and settlement of the geographic region from prehistoric times to the present day.

A Geological Stew

An enormous amount of geological activity has taken place in the creation of Grand Mesa -- inland seas, fishers, uplifting, glaciation, erosion, slumping. All of these factors have combined and resulted in Grand Mesa, the world's largest flat-top mountain.

B Water's Role

Grand Mesa's unusual geological features allows water to be captured and stored in natural reservoirs despite semi-desert and desert conditions in the surrounding valleys. Early inhabitants utilized the area for its water and as an escape from nearby desert environments. Today the Mesa provides the watershed for 11 local water district and contributes to other communities including the Los Angeles basin.

C Governmental Control

Prior to the Mesa's incorporation into the Forest Reserve system, the area was being overutilized by early ranching. Fishing and water rights were in private ownership and being used only for personal gains. Although uneasy truces generally maintained peace, disputed use rights occasionally led to violence and even to murder. Not until the Mesa came under government control were long-time disputes settled, and the area's resources allowed to gradually recover.

D Forest Service- Land of Many Uses

The Forest Service manages natural resources for use today and availability for tomorrow. Management activities strive to create a healthy and diverse forest community that sustains wildlife, domestic livestock grazing, timber harvesting, watershed protection, recreation, and oil and gas production.

TOPIC: ORIENTATION TO THE WORLDS LARGEST FLAT TOP MOUNTAIN

THEME: Visitors to the Grand Mesa require information regarding natural resources, recreational opportunities and facilities in order to make informed decision and improve their overall stay.

A General inventory of recreation opportunities and facilities

- a. Scenic byway
- b. Campgrounds and picnic areas
- c. Hiking Trails
- d. Visitor Centers
- f. Fishing Opportunities
- g. Cultural Resources
- i. Natural Resources

B Regulations, Safety, and Low Impact Information

Regulatory information will allow visitors to make informed decision which will keep them safe and protect the resources.

GOALS

- 1 To instill a sense of history and perspective in visitors. Visitors should come away feeling that they are part of a "segment in time," with the understanding that people came before them and people will come after them. The Mesa will remain -- yet the way people utilize its resources will continue to change over time. Our role as people is to develop land ethics and stewardship towards the land and its resources.
- 2 To provide visitors with information which will allow them to make informed recreational choices to better utilize their time and energy. This information should help visitors select recreational activities that meet their expectations.
- 3 To promote awareness and appreciation of stewardship, including the National Forests' role in conservation.
- 4 To help visitors understand what goes on in a forest and why. Explain the inter-relationships between resources, humans impact and responsibility. Using the water story to illustrate the inter-relationship locally and geographically (--from the forest, to the locals, to L.A.).
- 5 To encourage safe experiences in the forest.
- 6 To encourage a one-on-one relationship between the visitor and the environment.
- 7 To reduce user conflict.

OBJECTIVES

- 1 Visitors will feel they received quality information about the Mesa during their visit.
- 2 Visitors will gain an understanding of multiple use and the inter-relationship. Water's significance and water recreation.
- 3 Visitors will feel they have visited a special place.
- 4 Visitors will gain a basic understanding of land ethics and a sense of stewardship.

The Resource

Grand Mesa is located in Western Colorado near the Utah border. The Mesa has a complex geological history from ancient seas to volcanic activity to glaciation. Resulting in the current 10,000 feet of sedimentary deposits topped off by a 200 to 600 feet Basalt lava cap, known to many as the largest Flat Top Mountain in the World.

The climate of the area is semi-arid. Receiving less than 15 inches of precipitation annually. Mean annual temperatures vary from summer to winter. The summer average high is 75 and lows are in the 40's. Winter highs are in the the 50's lows in the teens.

The flora and fauna on the mesa varies greatly with the elevation. From the valley floor to the summit the four life-zones of upper sonoran, transition, montane and subalpine are present.

Access and Facilities

Currently Grand Mesa has three major roads -- Highway 65, Trickle Park Road and Lands End Road. Visitors may access Grand Mesa from the towns of Cedaredge, Collbran, Mesa and also from Highway 50.

Existing structures include Mesa Lakes Resorts, Lands End Visitor Center, the new Grand Mesa Visitor Center, Powderhorn Ski Area, Sunlight to Powderhorn snowmobile/cross country ski trail, Forest Boundary Pullout, Crag Crest National Hiking Trail, Six developed campgrounds, Grand Mesa lodge and cabins, and the Grand Mesa Scenic Byway.

Signs

The Mesa does not currently have any guidelines for sign construction. The variety of signs used on the Mesa are inconsistent in design and format.

Establishment of sign guidelines would help give interpretive efforts on the Mesa the uniformity they need to be effective.

Visitation

80% of the Mesa visitors are from Colorado. Of that 80% approximately 50% are local, from surrounding agricultural communities in the valley, the other 50% are non-local, primarily from cities along the Front Range.

The other 20% are from out of state or foreign countries. The majority of out-of-state visitors come from Texas, California, Utah, and the Great Lake states. Most international visitors come from European countries.

In 1986, approximately 493,800 people visited Grand Mesa. In 1991, 637,137 people visited the Mesa, a 29% increase.

Average length of stay is 2 to 3 days. Longest length is 6 days.

Previous Planning Documents

THE INTERPRETIVE PLAN

The interpretive plan is has 4 components, the Scenic Byway, Lands End Visitor Center, Grand Mesa Visitor Center and accompanying interpretive trails. The components will be designed to give an interrelated interpretive message, reinforcing the interpretive goals and objectives.

SCENIC BYWAY

Introduction:

Grand Mesa Scenic Byway is approximately 65 miles long, located on Hwy 65 between I-70 and Pioneer Town in Cedaredge, and including a portion of the Lands End Road, for 13 miles to the Lands End Visitor Center.

Topic: Passage Through Time

Theme: The unique geological formation of the Grand Mesa created the availability of precious natural resources which have influenced the settlement of the region from prehistoric times to the present day.

Wayside Stops:

1. North End Terminus (Highway 65 and I-70 junction)

Pre-organizer to inform and orient visitors to the Byway. The pre-organizers will consist of a map with facility locations, recreation opportunities, and information about Natural History, Cultural History, Watchable Wildlife, and Geology, identified by a logo to help visitors customize their trip based on time and interest.

Media recommendation:

One sign with above information.

May have a brochure dispenser and donation tube (based on districts ability to maintain).

2 Plateau Creek Petroglyphs (Debeque Cutoff)

This pullout provides visitors the opportunity to view petroglyphs. The petroglyphs have been vandalized providing the opportunity to interpret visitors responsibility to America's cultural history and antiquities.

Media recommendation:

No signs are recommended here because of its location and safety restraints.

Use Byway brochure and audio tape to interpret area.

3. Old Grand Mesa Ski Area Overlook

This site provides excellent visuals of the human impacts throughout time. From the Ute transition route, to Dominguez and Escalante expedition route, to a former CCC work camp and road following the Ute trail to today's private land ownership and wildlife attempting to maintain their migration routes.

Media recommendations:

3 signs, 1): the Native Americans and Dominguez and Escalante expedition. 2): the CCC work camp and road building--following the former Ute trail. 3): the current condition of land ownership in the valley and wildlife's threatened migration routes.

4 Skyway Overlook

This site will be the major pullout on the north side. It provides visuals of the Mesa's geological history and surrounding area, ie: series of ridges, lake formation, oil shale, flat top lava flow, movement of mesa.

The site also provides visuals of the the 4 life zones from upper sonoran desert to sub-alpine.

Media recommendations:

4 signs: Two signs on the geological formation of the Mesa and surrounding area. The other two signs on forest ecology, ecosystems and life zones.

5 Raber Cow Camps

This pullout provides the opportunity to interpret grazing on the National Forest from the historical ranching days before the Forest Service to the present. Topics included a compare and contrast, and controversies surrounding grazing both historically and present.

Media recommendations:

2 signs: 1): sign on the background on the cabins, when they were built, used, how long etc. 2): On historical and present grazing on the National Forest focusing on the Multiple-use mission of the agency.

Living history opportunities are also available at this location.

Excellent opportunity to flesh-out the water story of the Mesa. Visuals are available to illustrate humans management of the water from dams, to treatment plants in the valley to the "Grand Junction" of the Gunnison and Colorado rivers which flow to the Mexican Gulf, providing water and water based recreation all along the way. Significant opportunity to interpret forest watershed management and multiple-use.

Media recommendation:

- 4 signs: 1): Native American use of the water. 2): Illustrate impoundments and the 11 water municipalities.
- 3): From the Mesa to the Sea and all points in between.
- 4): Forest Service watershed management.

7 Cedaredge overlook

Stewardship and Land Ethics go beyond the forest. This site illustrates the interrelationship between the Mesa and surrounding communities. Humans have utilized the water from the Mesa to transform the desert environment into a agricultural area. What did humans gain by this and what did they lose?

Media recommendations:

- 3 signs: 1): On the climate and the desert environment in the valley. 2): On how humans utilizing the Mesa's resources to convert a desert environment into a productive agricultural areas. 3): On trade-offs in the environment from a desert to a agricultural area--how does this affect the environment. Pros and cons.

8. Pioneer Town

This site also serves as an orientation spot to the Byway. Other cultural history activities are provide by the museum. Orientation facilities will be incorporated with the design of a new visitor information center at Pioneer Town.

Media recommendation:

- Have a pre-organizer at this location with the same information as the pre-organizer at Hwy 65 and I-70 junction. This will be a lighted display. Interior displays may include touch screen system.

Grand Mesa Visitor Center:

Grand Mesa Visitor Center is located at Cobbett Lake. The primary function of this site is visitor orientation, information, interpretation, sales outlet, and meeting room.

Lobby

The lobby will function as a information/ orientation site. Components of the lobby include: reception/interpretive sales desk with a marquis behind the desk for weather, hot fishing spots, safety, and general information which is subject to change; trip planning center (incorporating a touch screen system); map orientation center; wood burning stove area; and interpretive sales outlet.

Exhibit Room

The exhibit room will also be used for a multi-purpose room. Design and installation of exhibits will be designed around this constraint. Interpretation in the exhibit room will focus on Forest Service's multiple-use mission focusing on watershed management and water based recreation.

The organization of the exhibits will show the progression of the water on the Mesa, starting with the formation of the Mesa. Then the Native Americans use, and religious beliefs (Thunder Mountain). Followed by early settlers including the 50 years of feuding, murder, arson and lynching attempts. Ending with the Forest Service management of this precious resource.

Water based recreation is the second topic of interpretation for this area. Fishing is a major recreational activity on the Mesa. Exhibits addressing the recreations will include information on number of lakes on the Mesa, type of fish species, the inter-relationship of fish and mosquitos, and catch and release.

To address seasonal interpretive opportunities a section of three felt panels 4' X 4' will be provided. Several seasonal interpretive displays ie: Fall Color Change; Hunting; Skiing; Snowmobiling; seasonal safety tips etc..., will be developed on a need bases.

Kiosk

Have a three panel information kiosk located in the parking lot. It will serve to inform incoming visitors who arrive after hours. Information will include camping, facilities, safety tips and message board with lights.

Nature Trail

The Grand Mesa discovery trailhead is located at the Visitor Center. The trail extends for about a 1/2 mile to the campground and addresses the forest ecology of the Mesa.

LANDS END VISITOR CENTER:

Located at the edge of the Mesa this area provides spectacular views of the valley 6,000 ft below. The present rock structure was built by the CCC. Lands End VC lends itself to many interpretive stories including: CCC history; geology; water; Native American; ecology; and ranching.

Lobby:

Lobby will consist of a reception desk/interpretive sales counter, and interpretive sales area. Posters and other material stapled or taped to walls will be removed. Posters will be displayed in a carousel. Any pictures or items on the wall will be mounted and framed to give a professional image.

South East Exhibit Room:

Develop the CCC story through the use of historical photos and actual items. Convey the story through first person using a letter home from a CCCer to his wife. Start the story when the new recruit gets off the train and transported to his barracks. Through the letter reveal the average age, marital status, WWII vets, work loads, work sites, pay scale, how they were paid, economic condition of the country, etc.

North East Exhibit Room:

Currently this area is being used as a kitchen and bedroom. Propose gutting this area and restoring it to its original design. Utilize the space to develop the natural and human history story of the Mesa. Using a geological time line the story would begin with the geological formation of the Mesa, then the plants and animals, followed by the Native Americans, to the early settlers, Forest Service ownership, CCCer, to current users (water districts, ranching, recreationist, timber -- multiple use).

Kiosk:

A three panel kiosk located in the parking lot to orient visitors to Lands End. Information would include a map of the trails in the area, facilities and safety tips.

Overlook orientation sign:

Provide a sign which informs the visitor about the vista. The sign would identify the various land forms, peaks, canyons, drainages, elk winter range etc. The location of the sign would be next to the rock wall outside the Visitor Center.

Nature trail:

Lands End trail will focus on the geological slumping of the Mesa and the unique plants and animals and their interrelationship with the geology of the area. Trail will be approximately 1/2 to 1 mile loop.

Interpretive Trails

Interpretive trails will be developed to enhance the visitors experience and reinforce the overall interpretive goals and objectives. The overall theme of all the trails will be the natural history of the Mesa--focusing on the plants, animals, geology, climate and management of the resources.

Currently two trails are already in existence, the Land O'Lakes trail and the Crag Crest Trail. The current interpretation for the Land O'Lakes trail is good. Recommendations would include making last sign accessible and making all the sign out of same material and style.

For the Crag Crest Trail, only a trail head sign is recommended. The sign will explain the significance of the trail and why it received national designation.

Mesa Lakes trail will focus on the fish story, fishing tips, techniques, ethics, habitat and ecological interrelationship.

At Highway 65 and Lands End intersection construct a barrier free trail. The theme of the trail will focus on meadow ecology. Trail will be approximately a 1/2 to 1 mile loop and will tie into the purposed picnic and restroom facilities.

Other Interpretive Items

Self-guided brochure and Audio-cassett tape will be developed for the Byway. Theses media will allow for greater detail and address other resources on the Mesa not covered by wayside stops.

POTENTIAL PARTNERSHIPS

Colorado Division of Wildlife
Colorado Tourism Board
Trout Unlimited
National Park Service
Bureau of Land Management
Colorado Department of Highways
Grand Junction Chamber of Commerce
Colorado Historical Society
Grazing Organizations
City of Grand Junction
Delta County
Delta County Tourism Council
Grand Junction Visitor and Convention Bureau
Town of Cedaredge
Surface Creek Valley Chamber of Commerce
Surface Creek Valley Historical Society

BIBLIOGRAPHY

Grand Mesa World's Largest Flat Top Mountain, James Keener and Christine Bebee Keener, Grand River Publishing, Grand Junction, CO., 1989.

Cultural Resources Survey, State Highway 65 in Lower Plateau Canyon, Colorado Department of Highways, September, 1983.

The Hayden Survey and the Grand Mesa, William L. Chenoweth personal notes, Unpublished.

Grand Mesa Scenic Byway Corridor, Capital Investment Project Submittal Package, March 1992.

COST ESTIMATES

Scenic Byway

North Terminus: Pre-organizers (2) 36"x 48", including art work, 3 colors and fabrication @ \$2,500 ea.	\$5,000
Log and Rock frame and support structure.	\$10,000
South Terminus (Pioneer Town): Preorganizers (3)	\$7,500
Log frame housing	\$2,500
Touch screen display	\$10,000
16 fiberglass embedded signs 24"x 36", including artwork, design, 3 colors and fabrication. 16 @ \$1,500	\$24,000
Aluminum frame, 16 @ \$500	\$8,000
Self-guided brochure, full color, center map, 25,000 copies	\$20,000
One hour self-guided auto tape	\$15,000
Sub-total	\$102,000

Grand Mesa Visitor Center:

Design/Development	\$15,000
Engineering	\$2,000
Site Visit	\$1,000
Window Covering	\$2,000
Coat Area	\$1,000
Welcome Sign	\$1,500
Counter/Register Space/Storage/Display	\$5,500
2 Podiums	\$2,000
3 Book Shelves	\$2,500
Map/Trip Planning Area/Literature	\$4,000
2 Relief Photography Map	\$5,000
or 1 Relief Map	
Foam Model w/LAD lights	\$10,500
Fiberglass w/LAD lights	\$12,700
Furniture	\$3,000
Installation	\$4,000
Transportation	\$2,000
Fish Diarama	\$15,000
Historical Photos/Exhibits	\$20,000
Three panel kiosk	\$2,500
Sub-total	\$119,200

Lands Ends Visitor Center:

Lighting	\$3,000
Counter/Register Space/Storage/Display	\$5,500
2 Book Shelves	\$1,500
Furniture	\$1,500
Historical Photos/Exhibits	\$10,000
Three panel kiosk	\$2,500
Mountain peak orientation sign	\$2,000
Installation	\$2,000
Transportation	<u>\$1,000</u>

Sub-total \$29,000

Design/Development	\$5,000
Engineering	\$2,000

Interpretive Trails:

For each fiberglass embedded sign	\$500-1,500
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PARTICIPANTS IN THE PLANNING PROCESS

Craig Magwire, Forester,
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