

2021 SYMPOSIUM

30+ Years of Scenic Vistas & History, One Mile at a Time

SESSION
LINKS



2021 SYMPOSIUM

30+ Years of Scenic Vistas & History, One Mile at a Time



PRESENTATIONS



21 WELCOME

SYMPOSIUM

One Mile at a Time *for the Colorado Scenic Byways*

Though the road
may lead to the highest peaks
or to the oldest settlements
or to petrified trees,

though the road may lead us
to dinosaur footprints
or ancient cliff dwellings
or great sand dunes,

with every route,
every turn, every curve
the road also leads us
deeper into the truth of ourselves—

travelers in history,
stewards of beauty,
characters in a story
even now unfolding.

Past vast herds of elk,
old mining shacks, ghost towns,
through deep twisting canyons
and peach orchards in bloom,

these roads don't just take us
from one place to another,
they offer us the real joy ride—
joy in coming together on the way,

joy in connecting with the land,
joy in exploring our collective past,
joy in this journey in which every moment,
every mile invites us to arrive.

—Rosemerry Wahtola Trommer

CONTENTS



THANK YOU FOR JOINING US TO CELEBRATE BYWAYS AT THE
COLORADO BYWAYS SYMPOSIUM 2021

30+ Years of Scenic Vistas & History, One Mile at a Time.

1

AGENDA

Find the Full Agenda here in
one place for quick
reference.

KEYNOTE

Learn about the Keynote
Speakers and the topics that
they will cover.

3

SPEAKERS

Our speakers are some of the
best in Colorado known for
their expertise in their field.

2

DINING / MAPS

Here is a list of the local
favorites for dining in
Glenwood and Carbondale.

6

TOURS

Self-guided and Guided Tours

4

SPONSORS

Check out the Sponsors and
see how their products and
services can help your Byway.

5

KEYNOTES

SPEAKERS

SPONSORS

HOKKAIDO



AGENDA

May 5, 2021

Sustainable Settings, Carbondale**

3-5 p.m. Opening Reception West Elk Loop Catered by Field 2 Fork Kitchen

4:30 p.m. Opening Remarks
CDOT Executive Director Shoshana Lew,
Carbondale Mayor Dan Richardson,
Creative Industries Deputy Director Christy Costello, &
West Elk Loop Director John Hoffmann

Scenic Highway of Legends & Silver Thread National Designation Public Recognition

5 p.m. Dinner on Your Own

8 p.m. Optional Pool Social afterhours \$10.25 per person

May 6, 2021

Morgridge Commons, Glenwood Springs -2021 Symposium

● A Promotion, ● B Protection/Technical, ● C Partnerships

8:15 a.m. Breakfast - Catered by Local on Cooper
Welcome from Glenwood Springs Mayor Jonathan Godes

9 a.m. Keynote Speaker, Rosemerry Wahtola Trommer, WordWoman

10 a.m. First Sessions

● 1A-Keep the Mission; Change the Focus -Judy Walden

● 1B-Visitor Impacts -Silver Thread, Kathleen Murphy, Creede/Mineral Chamber, Care for Colorado, Barb Bowman, CTO

● 1C-Sustainable Development-Kat Papenbrock, OEDIT, Deana Sheriff, WEEDC & Adam Beh, Central Colorado Conservancy.

11:00 a.m. Break - Byways Virtual Networking

11:15 a.m. Second Sessions

● 2A-Road Trips w/ HeidiTown -Heidi Kerr-Schlaefer

● 2B-National Visual Resources for Byways -John McCarty, BOEM, former BLM

● 2C-Just For Kids -Junior Explorer! & Library Backpacks Charlotte Bumgarner, Gold Belt Byway & Beth Crist, Colorado State Library.

12:30 p.m. Lunch Catered by Local on Cooper

Sharon Strouse, National Scenic Byway Foundation

Keynote Speaker, Matthew Kaskavitch "SocialMatt.com"

AGENDA

May 6, 2021 - Afternoon Morgridge Commons, Glenwood Springs

1:45 p.m. Third Sessions

- 3A-Bicycles & Byways, Oh My!-Deirdre Moynihan, Denver Post, Ride the Rockies & Pedal the Plains
- 3B-Interpretation: Technical Advice & The McElmo Flume Linda Towle, Cortez Historic Preservation,, James Dietrich, Montezuma County & Kelly Oritz, USFS
- 3C-Scenic Byway HOKKAIDO & Colorado Byways Teamwork/Friendship Mr. Hara, Scenic Byway Resource Center, Mr. Ishida, Scenic Byway Community, Japan, & Heidi Pankow, Visit Glenwood

2:45 p.m. Break - Virtual Sponsors Networking

3 p.m. Fourth Sessions

- 4A-Electric Vehicle-Friendly Byways -Diego Lopez, Northern Colorado Clean Cities & Stefan Johnson, CLEER
- 4B-Why Byways & Camp Hale -John Hoffman, West Elk Loop & Nancy Kramer, 10th Mountain Division Foundation
- 4C-Southern Mountain Loop PEL Study-Walt Boulden, South Central Council of Governments

4:15 p.m. Dr. Chris Bowles, History Colorado &
Keynote Speaker, Mark Falzone, Scenic America

AGENDA

May 6, 2021 Evening Awards

6 p.m. National & State Awards Ceremony,
Dinner & Entertainment
Glenwood Vaudeville Revue

2020 National Scenic Byway Foundation Awards
Historic McElmo Flume Overlook
Trail of the Ancients

2021 National Scenic Byway Foundation Awards
Rancho la Luz -Conejos Ranchland Initiative, Los Caminos
Antiguos

Colorado Byways 2021 Awards
Walt Boulden, SCCOG, Southern Mountain Loop PEL Study:
Highway of Legends
Lindsey Morrow, Grand County, Corridor Management Plan,
Colorado River Headwaters
Adam Beh, CCC, Heart of the Arkansas Conservation,
Collegiate Peaks

Thank you sponsors & planning team!

May 7, 2021

Glenwood Caverns Adventure Park, Glenwood Springs

10 a.m. Continental Breakfast, Free Gondola Ride,



KEYNOTE



"Is social media still relevant in 2021? We'll discuss the current state of social media and how individuals involved in tourism can use it for maximum exposure. Even if you've never used social media you'll hear useful tips that will help you understand what makes it a useful tool in spreading your messages to people around the state, country or world."

Matt Kaskavitch
socialmatt.com

Innovator, Digital Marketer, Technologist. Matt Kaskavitch is regarded as one of the original innovators in the field of digital marketing and social media. An alumnus of the University of Wisconsin, Matt created his own degree from scratch; a degree program that would become one of the first digital marketing degrees in the United States. He's been featured as a social media expert in media outlets like CNN, CCTV America, 9News, Denver 7, Fox 31 and the Denver Post. Having consulted with small businesses to large corporations, he has over ten years of digital marketing experience across multiple verticals.

Rosemerry Wahtola Trommer

... lives on the banks of the wild and undammed San Miguel River at the intersection of the San Juan Skyway and Unaweep Tabeguache Scenic Byways with her husband and two children. She served as San Miguel County's first poet laureate (2007-2011) and as Western Slope Poet Laureate (2015-2017) and as Colorado Poet Laureate finalist (2019).

Her most recent collection, *Hush*, won the Halcyon Prize for a poetry on human ecology.

Devoted to helping others explore their creative potential, Rosemerry is the co-host of *Emerging Form*, a podcast on creative process (with Christie Aschwanden), co-director of Telluride's Talking Gourds Poetry Club (with Art Goodtimes) and co-founder of *Secret Agents of Change* (with Sherry Richert Belul).

She believes in the power of practice and has been writing a poem a day since 2006. Her daily poems can be found at <https://ahundredfallingveils.com/>.

Favorite themes in her poems include thriving/failure, parenting, gardening, the natural world, love, science and daily life.

She has 12 collections of poetry, and her work has appeared in *O Magazine* and on *A Prairie Home Companion*, on fences in back alleys and on hundreds of river rocks she leaves around town. In 2017, *Naked for Tea*, was a finalist for the Able Muse Poetry Award. Other books include *Even Now*, *The Miracle Already Happening*, *The Less I Hold* and *If You Listen*, a finalist for the Colorado Book Award.

Favorite activities: Trail running, Nordic skiing, recovering from trail running, camping, baking, knitting, reading, gardening. She's been an organic fruit grower, a newspaper and magazine editor, and a parent educator for *Parents as Teachers*.

She earned her MA in English Language & Linguistics at UW-Madison. One-word mantra: Adjust.

www.wordwoman.com



POET

Mark Falzone, President, Scenic America

Mark Falzone was selected to serve as President of Scenic America in April 2017. Prior to Scenic America, he served as Deputy Director of the National Immigration Forum, and before that was a five-term elected member of the House of Representatives in Massachusetts. As a member of the National Conference of State Legislatures, he was twice elected to the Executive Committee. Mark holds a Bachelor of Arts degree from Boston College and a Master of Public Administration degree from the Harvard University John F. Kennedy School of Government



As a young man, Falzone joined the local conservation club and worked for the betterment of his community. He believes strongly in Scenic America's broadened goals as envisioned in their white paper Taking the Long View: A Proposal for Realizing America the Beautiful. Falzone says he looks forward to leading the implementation of the strategic plan designed to make Scenic America a more effective, viable and visible organization.

"I am honored by the opportunity to lead Scenic America," said Falzone. "At age 14 I joined my first civic organization, local conservation, and open space protection group. In my career and in my life I have worked to protect and improve the visual environment, and I look forward to leading Scenic America to even greater achievements and success."

Since becoming president, Falzone has led Scenic America to a series of victories, most notably the passage of the Reviving America's Scenic Byways Act, which was signed into law by the president in September 2019 and restarted the nomination process for the National Scenic Byways Program.

Scenic America is the only national nonprofit that helps citizens safeguard the scenic qualities of America's roadways, countryside and communities. Taking the Long View was written by the Board of Directors and staff of Scenic America with help from allies and partners in the scenic conservation movement. It was inspired by Scenic America's efforts to recognize the 50th anniversaries of the White House Conference on Natural Beauty and the Highway Beautification Act and honor the legacies of scenic visionaries like President and Lady Bird Johnson and Laurance S. Rockefeller. .

SCENIC AMERICA

BYWAYS COMMISSION



Amanda Barker, Denver At-large



Chad Schneckenburger, Wheat Ridge - US Forest Service



Rep. Barbara McLachlan, Durango State Legislature



Ilana Moir, Grand Junction Land Trust - Open Space



Heidi Colleen Pankow, Ouray Western Byways



Kathleen Bracke, Fort Collins Transportation Commission



Nathaniel David Boyless, Denver Colorado Historical Society



Andrew Grossmann, Denver Colorado Tourism Board



Jack Placchi, Golden BLM



Christine Costello, Denver Council Creative Industries



Cheryl Glanz, Fort Collins Eastern Plains Byways



Christopher Bowles, Thornton History CO State Hist. Fund



Anthony Gurzick, Centennial Dept. Natural Resources



Traci Stoffel, Denver Dept. Local Affairs



Rebecca White, Denver Dept. of Transportation

Shoshana M. Lew

**Executive Director
Colorado Department of Transportation**

Shoshana M. Lew was appointed as the executive director for the Colorado Department of Transportation (CDOT) in December 2018. She is charged with leading the department in planning for and addressing Colorado's transportation needs, and overseeing 3,000 employees statewide and an annual budget this year of approximately \$2 billion.

Prior to coming to Colorado, she served as the chief operating officer (COO) for the Rhode Island Department of Transportation (RIDOT). Also, she was the chief financial officer and assistant secretary for budget and programs for the U.S. Department of Transportation (USDOT), as well as the deputy assistant secretary for transportation policy at the USDOT.

Lew has also worked in other areas of the federal government, including the U.S. Department of the Interior, and the Office of Management and Budget and Domestic Policy Council within the White House. Prior to her federal service, she worked at the Brookings Institution.

She is a graduate of Harvard College with a bachelor's degree in history. Lew also has a master's degree in history from Northwestern University.



Dan Richardson

Mayor of Carbondale

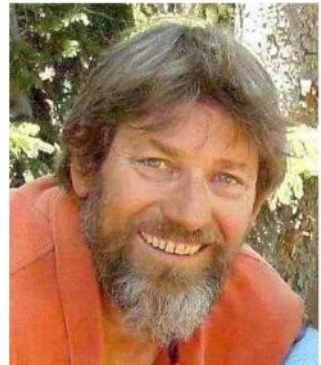
Dan found the sweet spot of politics in 2016 when he became mayor of Carbondale. He served on the Glenwood Springs City Council from 2001-2005. He is also on his second stint as Chairman of the Board for the Roaring Fork Transportation Authority (aka RFTA). His day job is as Chief Operating Officer of Ascendigo Autism Services, a local non-profit. His favorite role is as father to two teenage boys and husband to Holly. He is honored to be a guest.



John Hoffmann

Chairman, West Elk Loop Byway

John specializes in sculpting and architectural iron projects. He serves as the Treasurer for Crystal Valley environmental Association, and is the Chair the West Elk Loop Scenic and Historic Byway Steering Committee. John has been instrumental in numerous preservation, conservation and interpretation projects in the Roaring Fork Valley.



Christine Costello

**Program Manager
Colorado Creative Industries**

Christy Costello (M.L.S., University of Denver) is a Program Manager at Colorado Creative Industries, the state arts agency located within the State Office of Economic Development. She manages the Colorado Creative District program, annual Creative Industries Summit and serves as the accessibility coordinator. Her background includes museum collections management, non-profit fundraising, and event management. She is a graduate of the Colorado Creative Industries Change Leader program, Colorado Business Committee for the Arts (CBCA) Leadership Arts and serves on the CBCA Leadership Arts Alumni network committee.



Jonathon Godes Mayor of Glenwood Springs



Judy Walden President of Walden Mills Group

Change has fueled her own transitions that have moved her from community college administration to the operations of an international tour company, to community development. She currently works with scenic byways and destinations that are pivoting to take advantage of the current climate of nonstop change.



Kathleen Murphy Executive Director Creede/Mineral County Chamber of Commerce

Kathleen relocated to Colorado from Virginia in 2006. She served as an AmeriaCorps/VISTA on the Western Hardrock Watershed Team in Creede from 2008-2011. Under Kathleen's leadership, as President, the Silver Thread was successful in becoming an American Byway. Kathleen and her partner, Will, are raising their three-year-old, Townes, in Creede. As a family they enjoy drives along the Silver Thread, especially during the fall.



Barbara J. Bowman

CEO, Bowman and Associates, LLC

Barbara J. Bowman retired from Visit Grand Junction after 27½ years and now is consulting in Destination Marketing, Management and Tourism. Barb graduated from the University of Colorado with a B.S. in Recreation and a minor in English. She then lived and worked in Germany for eight years, while also traveling extensively in Europe and Africa. Barb has served on the board of the National Tour Association, the Colorado Tourism Board, Tour Colorado and the Colorado Society of Association Executives. She recently worked as the Interim Executive Director for Visit Durango, is a contractor for the Colorado Tourism Office and a member of the CTO International Promotions Committee. Her other professional activities and honors include receiving the 2008 Volunteer of the Year for the National Tour Association, 2008 Supplier of the Year from Colorado Meetings and Events Magazine, Individual Contribution Tourism Award for Colorado in 2000, the Rotary Service Above Self Award in 2018, the Colorado Tourism Office Chairman's Award in 2019. Barb and her husband travel and camp extensively in their free time.



Kat Papenbrock

OEDIT

Kat is the Rural Opportunity Representative for the Western Slope of Colorado for the Office of Economic Development and International Trade. The Rural Opportunity Representatives represent OEDIT and are responsible for overseeing and executing multiple projects to advance Colorado's rural communities. This work includes managing the Rural Technical Assistance Program (RTAP), coordinating rural strategy for their respective regions, working with other OEDIT offices including the Small Business Development Center, Minority Business Office and the Employee Ownership Network and representing OEDIT on Manufacturer's Edge. Prior to joining OEDIT in late 2019, Papenbrock served as the Executive Director for the Ouray Tourism Office. During her tenure, she and her team restructured Ouray's destination marketing, management and development program and successfully participated in several regional destination marketing and economic development collaborations. She also served on the Board and Comprehensive Economic Development Strategy Committee for Region 10 League for Economic Assistance and Planning, the Ouray Community Economic Development Committee and was vice-chair of the Colorado Association of Destination Marketing Organizations. Prior to working with the OTO, she owned and operated a locally-sourced restaurant in Ouray. Papenbrock has a graduate degree in Art History and Museum Studies. She is a passionate advocate for the quality of life, recreational opportunities, incredible food and entrepreneurial spirit of Colorado's Western Slope.



Deana Sheriff

West End Economic Development Corporation

Deana Sheriff is the Executive Director for West End Economic Development Corporation, working under contract through Region 10 League for Economic Assistance, but recently named WEEDC's first employee. Since April 2017, Deana has been working to mitigate the economic effects of both a mine closure and power plant closure. Deana's task is to help the region diversify the economy, and not only survive the impact of the closures and loss of high-paying jobs, but to come out the other side a stronger and more resilient community.

Deana has worked in economic development for over 25 years, working in both metropolitan and rural settings. Deana's passion for rural communities has helped to craft unique solutions that work for isolated regions. She particularly enjoys helping small businesses grow and prosper.

Deana received her Certification in Economic Development (CEcD) in 2016. She loves to travel, and considers herself a Lifelong Learner. She's found that she likes the West End so much, she has permanently relocated to the region, and intends to call this her home long into the future.



Adam Beh

Executive Director for Central Colorado Conservancy

Adam serves as the Executive Director for Central Colorado Conservancy (CCC) in Salida, CO. He has over 23 years of experience leading collaborative conservation and rural development projects in the Rocky Mountain West and abroad (Kenya, Tanzania, South Sudan, Niger, Ghana). Adam provides oversight on all aspects of conservation and development investments in the Arkansas Headwaters region, which currently includes land protection, restoration and natural resource enhancements along both the Collegiate Peaks and Top of the Rockies Scenic Byways. Adam holds a PhD in Human Dimensions of Natural Resources from Colorado State University (2011).



Heidi Kerr-Schlaefer

HeidiTown.com Travel, Festival Blogger

Heidi Kerr-Schlaefer is a freelance writer and founder of HeidiTown.com, a respected travel and festival blog. She is also the author of The Heidi Guide, Mountain Living's guide to travel in the Mountain West. Heidi has a passion for road trips and introducing readers and social media followers to the beautiful and fascinating places that are all around us, including right where we live. With 15 years of experience as a writer and more than a decade of experience in tourism, Heidi has a comprehensive understanding of the travel world and the network of connections within it.



John McCarty

Landscape Architect, BOEM

John McCarty is a landscape architect with the Bureau of Ocean Energy Management's (BOEM) Office of Renewable Energy Programs where he serves as the senior authority on visual resources and impact assessment. John is responsible for development of visual resource policies and procedures that integrate advanced technology, modern research methods and novel principles for visual simulations, resource characterization, and impact analyses. He coordinates with other BOEM resource subject matter experts and advises BOEM leadership on proposed statutory, regulatory, and other policy provisions relating to offshore renewable energy and its effects on visual resources, scenic landscapes and seascapes, cultural resources and historic properties, recreation and tourism, socio-economics, environmental justice, and other related matters.

John joined BOEM in 2020, after 13 years with the Bureau of Land Management (BLM) serving as the BLM's Chief Landscape Architect and National Lead for the Visual Resource Management Program and the BLM's Back Country Byway Program. Prior to the BLM, John was a practicing landscape architect in the public and private sector within Colorado's Roaring Fork Valley, including the Colorado Department of Transportation.



Charlotte Bumgarner

Executive Director for Gold Belt Tour

Charlotte Bumgarner, Executive Director for Gold Belt Tour Scenic and Historic Byway Association since 2000. Prior to becoming ED she was on the committee that formed the Gold Belt organization (1997) and served as their first President. Has been awarded the Southern Colorado Conservation Award 'FRIEND OF OPEN SPACE' and the Mary Kiser Volunteer Service Award from Colorado Byways. Served 5 years on the Colorado State Byway Commission & On the Board of Directors the National Scenic Byway Foundation for 9 years. Charlotte also manages the Old Homestead House Museum in Cripple Creek, CO, where she started as a tour guide in 1996. Instrumental in forming a non-profit group in 1999 to preserve and continue the operation of the House Museum.

She has been involved over the years in many historic restoration projects and is often helping other organizations with Grant writing. She continues to advocate for the Ranching lifestyle and helps to promote Conservation Easements as an option to the family ranches to stay in the family.

She is married and they live on the family ranch in Guffey where they raised 2 daughters. While her daughters were at home she spent 21 years being a 4-H leader for the local club.



Beth Crist

Youth and Family Services Consultant

As the Youth & Family Services Consultant at the Colorado State Library, Beth provides consulting and training on child development, library programming and activities, outreach services, and community collaborations. She supports children, teens and families by coordinating statewide initiatives for early literacy, summer learning, outdoor experiences, and other campaigns.



Deirdre Moynihan

Deirdre Moynihan has been designing and directing Bike Tours and events for over 25 years now. She has directed bike tours in Europe, New England, California and beautiful Colorado. In addition to bike tours, Deirdre has created unique cyclocross races in the Metro Denver area providing the only adaptive cyclocross course in the United States and has directed numerous Junior Cycling Camps and programs through Tri Velo Series. Her love to explore new communities and routes makes her work very enjoyable! Deirdre also leads the Colorado Bike Event Coalition (CBEC) that has been working diligently together this year to ensure there are COVID-safe bike events throughout Colorado. When not organizing bike events, Deirdre is stewarding her four Ethiopian godsons; hanging with Dag the Dog and Bridie the Cat; funky art or gardening. She has recently taken up welding.



Linda A Towle

Linda retired in 2007 as the Chief of Research & Resource Management at Mesa Verde National Park. She served as an archeologist for the National Park Service for 25 years, the last 15 of which were at Mesa Verde. At Mesa Verde, Linda managed the Archeological Site Conservation Program, the Curatorial program, the Natural Resource Program, compliance with Section 106 of the National Historic Preservation Act, and served as a member of the park's Senior Management Team.

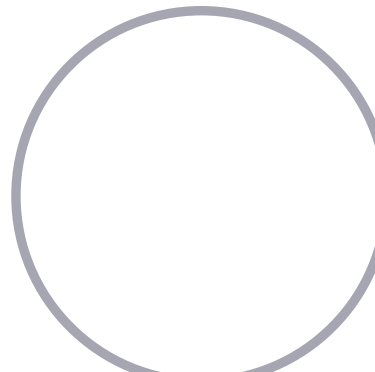
Since her retirement, Linda has volunteered as a Historic Preservation Consultant.

She served as Chairman of the Cortez Historic Preservation Board from 2008-2016. During this time, she wrote the nomination for the City to become a Certified Local Government (CLG) which occurred in 2010. She has served as the Vice Chairman of the Board from 2017 to the present. Achieving CLG status allowed the City of Cortez to apply for grants which did not require matching funds. Linda has written 8 CLG grant applications which have funded inventories of historic properties within the Original Townsite of Cortez. As a result, 50 additional properties have been listed on the City of Cortez Register of Historic Sites.

Linda also spearheaded the effort to save the McElmo Creek Flume, which was listed as a CO Endangered Place in 2011 and on the National Register of Historic Places in 2012. Linda has written numerous grants to preserve and interpret the Flume, including to the CO State Historical Fund, the National Scenic Byways Program, and the Ballantine Family Fund. She raised the required matching funds through grants and presentations to local organizations including the SW Basin Roundtable, the Southwestern Water Conservation District, private donors and local businesses.

Concurrently, a new interpretive stop on the Trail of the Ancients National Scenic Byway (Highway 160) was created at the Flume to tell the story of the history of water and irrigation in the Montezuma Valley. The new stop was dedicated in 2016, and the Flume was declared SAVED in 2018!

Linda has a BA in Economics from Tufts University and an MA in Anthropology/Archaeology from the University of Massachusetts at Amherst.



James Dietrich

James was raised on a farm located east of Greeley, Colorado. He has a degree in Landscape Architecture from the Colorado State University Department of Natural Resources.

James arrived in Southwest Colorado in 1989 as an intern for the Office of Community Services at Ft. Lewis College. He returned every summer until graduation in 1991. From 1991 -2012 James continued his work with Ft. Lewis College. The office of Community Services provided technical assistance to rural communities by building local capacity. Projects included downtown streetscape improvements, recreational infrastructure improvements, and historic preservation. James was involved with some of the preliminary inventory and analysis of the San Juan Skyway.

In 2012 James joined the Montezuma County Natural Resources Department. In this role, James focuses on maintaining rural economic diversity through recreational tourism and expanding rural recreational infrastructure. Montezuma County also emphasizes access to natural resources such as forestry, grazing, and fluid minerals within the context of Productive Harmony.

James is also an avid recreationalist and enjoys as much as two young grandchildren will allow, including everything from river rafting and bicycling to motorcycle riding.



Kelly Ortiz

US Forest Service

Kelly works with Scenic Byways in her region including Los Caminos Antiguos Scenic and Historic Byway and Silver Thread National Scenic and Historic Byway. She is an expert Forest Landscape Architect that has worked with interpretation and recreation planning. Kelly currently works out of the Rio Grande National Forest in Lajara, Colorado.



Fumihiro Hara

Director General of Scenic Byway Community

Ph.D. (Engineering)
Director General of Regional Policy Research Laboratory, Hokkaido Development Engineering Center
Director General of Scenic Byway Resource Center
Director of Japan Scenic Byway Community
He is one of the members who have participated in the project from the concept stage of "Scenic Byway Hokkaido".



Heidi Pankow

Tourism Promotion Project Manager

Heidi Pankow has more than 30 years of tourism marketing experience, most recently responsible for marketing and public relations at the Ouray Tourism Office. She has worked on regional and state tourism collaborations and initiatives including the successful Colorado Historic Hot Springs Loop, as a mentor and contractor for the Colorado Rural Academy for Tourism (CRAFT) and is an alumnus of the Colorado Tourism Leadership Journey class of 2019. She is currently the Western Colorado representative on the Colorado Scenic and Historic Byway Commission.



Diego Lopez

Northern Colorado Clean Cities

Diego Lopez joined Northern Colorado Clean Cities (NCCC) as a Co-Coordinator in August 2018. Lopez now serves as the executive director for Northern Colorado Clean Cities. He is responsible for strategic planning, stakeholder services, education and outreach, public relations, and infrastructure development programs. Lopez has 7 years of experience in the energy and transportation industry and completed a bachelor's degree focused in environmental sciences and geography with a minor in physics from the University of Colorado Denver. With experience as an energy and transportation advisor with a demonstrated history of working with consumers, businesses, municipalities, utilities, and fleets, Lopez is available to assist coalition stakeholders with project development, technical workshops, locating funding opportunities, and supporting funding proposals.



Stefan Johnson

Electric Vehicle-Friendly Byways

Stefan Johnson is CLEER's Transportation Program Manager and a ReCharge Coach for the Colorado Energy Office. Stefan works with local governments, school districts, businesses, utilities, and car-dealerships on EV adoption and infrastructure deployment across Colorado. Stefan is working with CDOT, the Colorado Tourism Office, the Colorado Energy Office, to electrify the state's Scenic Byways and has helped secure grant funding for EV Charging Stations on the Alpine Loop, Top of the Rockies, and West Elk Loop Byways. Before joining CLEER, Stefan served as an Americorps VISTA with Solar Energy International in Paonia, CO. When he's out of the office, Stefan enjoys taking his electric vehicle to find new trailheads and chargers on the Western Slope. Stefan received a Bachelor's Degree in Environmental Policy from Occidental College in Los Angeles.



Nancy B. Kramer

Program Coordinator, Northwest Colorado Cultural Heritage
President, 10th Mt. Division Foundation

Nancy moved to Steamboat Springs from Portland Oregon in 1974 and served as supervisor of the Surgical/Operating Department at Routt Memorial Hospital (RMH) for four years. She then worked as a school and public health nurse for the NW Colorado VNA, before starting the In-Season Bakery Café in 1982. After selling the business in 1989, she returned to RMH to continue her career in surgical nursing and healthcare administration until retiring in 1993 to pursue a new career in the nonprofit sector as Executive Director of the Steamboat Springs Arts Council (SSAC) as Executive Director from 1993 to 2006. She led the way for the arts to flourish in the small rural resort community through managing a \$500,000 capacity building grant from the National Endowment for the Arts. As well, she successfully acquired two State Historical Fund grants that allowed for the city and SSAC to make critical renovations to the Historic 1908 Steamboat Depot. Her current nonprofit leadership role is President and Program Coordinator for Northwest Colorado Cultural Heritage Program. At present, she is working with the Colorado Tourism Office's Destination Development team to further advance NW Colorado's cultural heritage brand and travel experiences with her stakeholder group.



Nancy has served on the 10th Mt. Division Foundation since 2015, contributing her time and talent in honor of her father who served as a medic in the WWII Division. She was elected President of the Foundation Board in 2019. The 10th Mt. Division Foundation is currently engaged in updating interpretive signage on the Top of the Rockies Scenic Byway near the entrance of Camp Hale, the Historic WWII training site of the 10th Mountain Division.

Walter T. Boulden, PhD

Walt was born and raised in Wyoming and has always had a deep love for the Rocky Mountains, the outdoors, and hiking. He completed his first fifty-mile hike in the Bighorn Mountains Cloud Peak Wilderness area at the age of 12.

Area of expertise: Community and Organizational Development, Program Evaluation, Social Justice, Cultural Competency, and Grant Writing.

Walt received his BS and BSW from the University of Wyoming, Laramie WY; his MSW from the University of Denver, Denver, CO; and his Ph.D. in Social Work from the Union Institute and University, Cincinnati, OH. He has over 20 years' experience teaching community development, program evaluation, social justice, and research in both BSW and MSW programs in Wyoming and Missouri.

In 2014, Walt retired from his position as Executive Director of the Resource Development Institute, and adjunct Professor at the University of Missouri Kansas City, and relocated to Trinidad, CO. He and his partner opened "Fumio Sawa Fine Art" on Main Street in Trinidad, and Walt became Executive Director of the South Central Council of Governments in 2015.

Walt is committed to continuous involvement in organizational systems, communities, and planning; with the intent of helping people and communities reach their fullest potential, and alleviate the obstacles that prevent them from accessing the opportunities necessary to do so.



Nathan Boyles

History Colorado

Nathan is the President and CEO of Metcalf, a scientific consulting firm providing services and products to support infrastructure development, public consultation and community-driven education. He earned his B.A. in Anthropology from Northern Arizona University and his Master of Business Administration from the Eller College of Management at the University of Arizona. As a Commissioner, he represents History Colorado to promote the amazing cultural heritage sites and experiences along Colorado byways.



Vicky Nash

With vast tourism industry experience spanning nearly 40 years, Vicky Nash has maintained long-time relationships with destination marketing organizations, convention & visitor bureaus, tourism associations, historic sites, attractions, resorts, hotels, hot springs, and spas. After gaining experience in group tour operation and destination management, Vicky established the tourism communications firm Resort Trends, Inc. 20 years ago and has worked with over 50 clients. Resort Trends also manages and coordinates operations for two collaborative industry trade associations, the Tourism Industry Association of Colorado (TIAC) and the Colorado Association of Destination Marketing Organizations (CADMO).

Specializing in geothermal tourism, Vicky oversees the Colorado Historic Hot Springs Loop and recently founded two businesses, Hot Springs Connection Inc. and Hot Springs of America Inc., thus providing expertise and perspective on the global hot springs industry. She serves as a founding board member for the U.S. Hot Springs Business & Trade Association.



Lenore Bates

Colorado Byways Program Manager, CDOT

Lenore Bates is the Colorado Byways Program Manager for the Colorado Department of Transportation. As the Colorado Byways Program Manager since 2010, she works with 26 Colorado Byways, a 15-member governor-appointed Colorado Scenic and Historic Byways Commission, as well as, various agencies and organizations to provide integrative support, guidance, and training. She is a veteran of the U.S. Army and Colorado Army National Guard and holds a BS and an MBA. She and her husband have been successful small business owners for over 28 years. She has a 14-year old daughter that loves National Parks. A fifth-generation Colorado native, Lenore enjoys travel near and far, many outdoor activities, reading, cooking, and Colorado history.



Thank You

Gold Level Contributors:

ENCOMPASS



Silver Level Contributors:



Copper Level Contributors:



Special Symposium Contributors:



GLENWOOD SPRINGS

Dining Guide

7th St

82

Amtrak-Glenwood Springs

7th St

St

Colorado Ave

Cooper Ave

Blake Ave

8th St

Minter Ave

Minter Ave

Minter Ave

Glenwood Springs

Centennial Park

9th St

10th St

Minter Ave

- | | | | |
|----------|--|--|--|
| 1 | Riviera Restaurant
American
4:30 - 9 p.m. | 7 | Smoke Modern BBQ
Barbecue
4 - 8 p.m. |
| 2 | Slope & Hatch
New American
11 a.m. - 9 p.m. | 8 | Glenwood Canyon Brewpub
Pub
11 a.m. - 9 p.m. |
| 3 | GRIND
Burgers
11 a.m. - 10 p.m. | 9 | Juicy Lucy's Steakhouse
Steakhouse/American
11 a.m. - 9:30 p.m. |
| 4 | Brava Modern Trattoria
Italian
5 - 9 p.m. | 10 | Italian Underground
Italian
4:30 - 9:30 p.m. |
| 5 | Co Ranch House
American
12 - 9 p.m. |  | Morgridge Commons Conference Center |
| 6 | The Pullman
New American
4:30 - 9 p.m. |  | Glenwood Vaudeville Revue |

COLORADFUL



Colorado Scenic and Historic Byways Photo Exhibit

NOTES
 This exhibit showcases Colorado's 26 Scenic and Historic Byways with breathtaking color photography of unique Colorado locations - a Colorado's Scenic Byways video compilation and the stories of their collective past. These photos capture beautifully the scenery experienced by travelers along these historic Colorado roadways. They represent a small portion of the wide diversity offered in the state, which has the most designated byways in the nation. Come experience for yourself the true of our out-of-land state!

2015
Hokkaido Scenic Byway Conference - Photos were exhibited at the Sapporo Airport when our delegates traveled there to attend the Hokkaido Byway Resource Center 10th Anniversary Conference in Sapporo. Our representatives brought back the exhibit idea and presented it to the Colorado Scenic and Historic Byways Commission on January 27, 2017.

2018
May 2018 to October 2018
Denver International Airport (DEN) was proud to show off Colorado's 26 Scenic and Historic Byways in an art exhibit featuring breathtaking color photography of several unique, un-polluted non-Colorado locations. The exhibit was located at the "Literature Gallery" past the A-security checkpoint, May through October 2018.

2019
February 2019 to April 2019
Colorado Creative Industries (CCI) was proud to show off Colorado's 26 Scenic and Historic Byways in the newest art exhibit featuring breathtaking color photography of several unique, majestic and rare Colorado locations. The photos were displayed on the main floor of the Colorado State Capitol for legislators, decision-makers, students, and visitors, February 4 through the end of April 2019.

May 2019 to December 2019
The History Colorado Center showcased 52 photos of the 26 Colorado Scenic and Historic Byways. The Commission hosted the Colorado Byways 20th Anniversary & Photo Exhibition Reception on Thursday, June 27, 2019. The Executive Director of the Colorado Department of Transportation and the History Colorado Executive Director provided opening remarks for this special occasion attended by byway members, Colorado Byways Commissioners, photographers and media to mingle and view this exhibit.

2020
Future Plans - The photo exhibit is tentatively scheduled to move to another venue or airport in 2020.

Acknowledgements: Mike DeWitt, Travis Kravitz, Heather Bell, Heidi Christensen, Cheryl Diana Carter, Joe Hinkle, Holly Park, Jennifer Powell, Steven Taylor, Christina Rasmussen, David Dick, Ron Moore, Dennis Starnes, International Airport, Seth Arneson, Colorado Creative Industries, Bailey Martin, History Colorado, Colorado Scenic and Historic Byways Commission, Colorado Agency & Participants

#ColoradoByways
www.coloradobyways.org





COLORADO BYWAYS

Benefit local communities and the state economy.



VISION STATEMENT

30+ Years of Scenic Views & History, One Mile at a Time.

THE BYWAYS

ROUTES	26
MILES	2,565
CDOT SYSTEM MILES	2,061
OFF-SYSTEM MILES (COUNTY/LOCAL ROADS)	504
DRIVING HOURS	142
COUNTIES	48
DESIGNATED AS AMERICA'S BYWAYS	13
US NATIONAL FOREST BYWAYS	10
BUREAU OF LAND MANAGEMENT BACK COUNTRY BYWAYS	2

FACEBOOK INSIGHTS FOR 2020

LIFETIME POST ORGANIC REACH	361,722
LIFETIME POST TOTAL IMPRESSIONS	386,870
TOTAL LIKES DECEMBER 2020	7,331
TOTAL FOLLOWERS DECEMBER 2020	7,374

GOOGLE ANALYTICS

PEOPLE FOUND YOU ON GOOGLE 2020	1,315,587
TOP SEARCH QUERIES	

#1 ATTRACTIONS #2 SCENIC DRIVES NEAR ME

VISITORS

In 2019, 70% of out-of-town visitors came to Colorado in their own car or truck.**



"Interest in historic places topped the list of specific draws among Colorado visitors in 2019"

followed by an interest in cultural activities and attractions.**

\$24.2 BILLION

Total spending by domestic visitors to Colorado*

** Statistics from Longwoods International, Colorado Travel Year 2019 Report
* Data Source: Colorado Travel Impacts, 2019



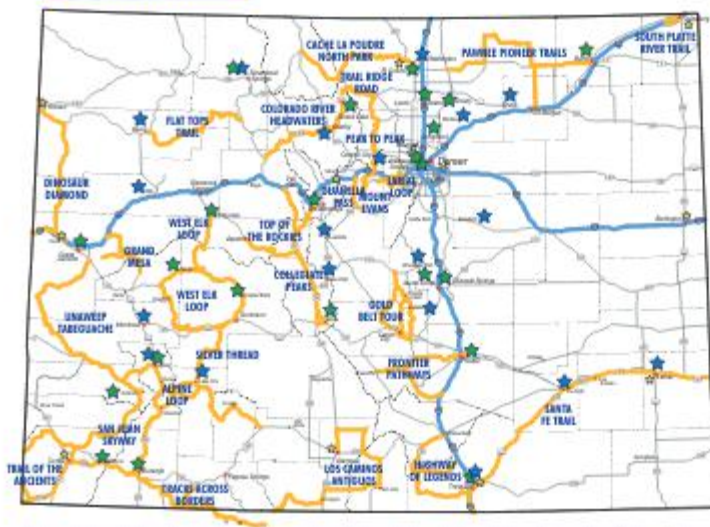
Colorado Scenic Byways Economic Data Analysis Report 2019

National Scenic Byways Discretionary Grants Program



Nationally, 55% of the U.S. outdoor consumer population has taken scenic drives/road trips in the past year. (April 2018, Outdoor Industry Association)

PARTNERS ACROSS COLORADO



PROJECTS & GOALS

BYWAY-RELATED PRODUCTS

Colorado Byways Interpretation 2021
A resource, presentation, brochure, and award-winning website and signage byways and partners.

America's Byways
This national series of byways designated in January 2017, covers 16 states, 100 parks, and 100 towns.

ColoradoByways.com
New resource website hosted by History Colorado and Colorado Tourism Office.

Traveling Photo Exhibit
10th Anniversary and Photo Exhibit displayed at American International Airport, Colorado State Capitol Building, Colorado, and other venues.

BYWAY GOALS BEING PURSUED

- GOAL 1**
Maintain the Colorado Byways system that is beloved by all.
- GOAL 2**
Encourage Colorado Byways system to become an important state asset for economic development and vitality.
- GOAL 3**
Ensure that each local byway is a fully functioning part of an excellent destination system.

LEGEND

- Scenic Byways
- Creative Districts
- Plan Grant Program
- Colorado Welcome Center

Colorado Scenic & Historic Byways Commission established

First 13 Byways designated

1989

1991

1992

1993

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1996

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1999

National Scenic Byways program established

Byways established

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American Revolution Bicentennial

The Colorado Historical Society

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AMAPTO Award: Best State

History Interpretation Program

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ABRTO: Award: Colorado

Discretionary Grant Program

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Southwest Colorado Commission

of Open Space Research, Study, and

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Colorado Byways 20th

Anniversary

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Colorado Byways 10th

Anniversary

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1999

BYWAYS HISTORY

2021

This additional

National

Scenic Byway

Designation

CD Byways

September

2021



HOME

SCHEDULE

ABOUT US

VOLUNTEER

COURSE

Let's Ch

ABOUT US

The Ride of the Ancients was started by the Trail of the Ancients Scenic Byway and Southwest Colorado Canyons Alliance. Trail of the Ancients Scenic Byway serves as a gateway to the Ancestral Puebloan and heritage destinations throughout Southwest Colorado, with a mission to instill appreciation for the cultural continuum represented here. Uninterrupted from ancient times to contemporary society, our enchanted landscapes and enduring people still practice traditional ways that can offer the visitor valuable insight and perspective. Trail of the Ancients aspires to be a pathway for learning from the past and investing those lessons in the future, promoting understanding of this exceptional region and its place in the larger world. Southwest Colorado Canyons Alliance collaborates with Bureau of Land Management to engage the public through education, outreach, and stewardship for the use and enjoyment of the natural and cultural landscape of Canyons of the Ancients National Monument and nearby public lands.



Bicentennial Santa Fe Trail Symposium

The Santa Fe Trail Bicentennial is a commemoration of a living part of the American Experience. The Trail remains crucial to American history in all its many forms: connecting people in commerce, conflict, and culture. The Bicentennial creates opportunities for education, awareness, and exploration of the countless facets of the American Experience past, present, and future.

The keystone event of the 200-year celebration will take place in La Junta, September 23 – 26, 2021. Living history, tours and speakers will tell the story of the trail. For more information and to register click on www.2021sfts.com. The celebration continues, in Trinidad, at the commemorative event on September 27 – October 3, 2021.

THE McELMO CREEK FLUME IS **SAVED!**

The McElmo Creek Flume has been "Saved," but why is this important and how did it happen?

History of the Flume: The McElmo Creek Flume is the ONLY SURVIVING flume of the original 104 flumes on the Montezuma Valley Irrigation system that was constructed in the 1890s. This irrigation system diverted water from the Dolores River via a mile long tunnel, which brought water to the Montezuma Valley in southwest Colorado. This allowed large-scale farming and ranching to develop, and also created the town site of Cortez. James W. Hanna, the original developer of this irrigation project, laid out the town of Cortez as housing for his workers. The McElmo Creek Flume, constructed ca. 1892, was Flume No. 6 on the Highline Lateral, and delivered water to the Ute Mountain Ute Tribe's reservoir north of Towaoc.

The McElmo Creek Flume remained operational until 1992, when McPhee Reservoir and its laterals replaced the original irrigation system. The Flume remained in good shape until a heavy rain in August, 2006, sent debris from the open ditch into the wooden trough and damaged the northern end. Heavy winds in the winter of 2011 caused the southern end to deteriorate.



Saving the Flume: In 2010, the Cortez Historic Preservation Board decided to nominate the Flume to Colorado Preservation Inc.'s Endangered Places List, and John Porter, our local "water buffalo," wrote the nomination. The Flume was listed as an Endangered Place in 2011, and the preservation effort began.

Since the Flume was no longer in use, its ownership reverted to the land owner, which is Montezuma County. The northern end of the Flume is on CDOT property. In 2012, the Flume was listed on the National Register of Historic Places.

Also in 2012, Montezuma County applied for and received the first of 4 Colorado State Historical Fund (SHF) grants to conduct a condition assessment of the wooden trough and the foundation of the Flume. The contract for this work was awarded to Anthony & Associates for the wood assessment, Porter & Associates for the foundation assessment, and the Center of Historic Preservation Research at the University of CO Denver for a LIDAR scan of the entire structure. This assessment recommended further study of the condition of the foundation.

In 2013, the County received a second SHF grant to assess the condition of the steel and concrete in the Flume's foundation. This grant was awarded to Anthony & Associates, Conservation Associates, and Atkinson-Nowland & Associates, who recommended that repairs be made to the concrete piers and steel girders, and prepared engineering drawings. A third SHF grant, awarded in 2014, provided funds to stabilize the southern piers and complete the other foundation work. This contract was awarded to Triad Western Contractors, and was completed in the winter of 2016.



Stop the Spread of Germs

Help prevent the spread of respiratory diseases like COVID-19.



Stay at least 6 feet (about 2 arm lengths) from other people.



Cover your cough or sneeze with a tissue, then throw the tissue in the trash and wash your hands.



When in public, wear a mask over your nose and mouth.



Do not touch your eyes, nose, and mouth.



Clean and disinfect frequently touched objects and surfaces.



Stay home when you are sick, except to get medical care.



Wash your hands often with soap and water for at least 20 seconds.



cdc.gov/coronavirus

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Prize from HeidiTown; One month campaign with HeidiTown.com (worth 2019 price of \$500)

Includes the following:

Phone & email consultations to discuss weekly posts

We can do this at the beginning of each month.

300x300 ad space on HeidiTown.com

Ad links back to your DMO or byways website or any page you wish.

Four posts per month on HeidiTown Facebook page about your destination

Your DMO or Byway will always be tagged in the post

You get to dictate what will be highlighted (state parks, festivals, museums, etc.)

A minimum of eight tweets via @HeidiTown on Twitter per month about your destination

Your DMO or Byway will always be tagged in the tweet.





YOU'LL BE AMAZED!

One of the Top 10 Best Cave Tours!
USA TODAY

GETTING HERE

ONLY
15 miles west of Fall
88 miles west of Aspen
80 miles east of Grand Junction
85 miles east of Summit County
15000 feet above Pikes Peak
Glenwood Springs
Colorado 81601

BEFORE YOU VISIT

Parking is available at the gondola base, but no overnight guests to walk, hike or hike in Glenwood. A light jacket or sweater and comfortable walking shoes are recommended for the park. Some attractions are an ascent or hike up or height restrictions and are not recommended for people with heart issues or who are pregnant. Visit our website for full and more information.

ADVENTURE OPTIONS

GONDOLA TO THE TOP
The Glenwood Gondola takes you up to the Adventure Park. Enjoy the views and grab a meal or a snack.

GONDOLA & CAVE TOURS
Gondola ride and two walking cave tours.

SUMMER SUNDAY TICKET
A full day of fun at one low price!
Because gondola, we have more & most of the park's attractions.

High wind or lightning in close proximity will cause the gondola to alter course and sometimes stop. We may close the gondola for a period of time until the weather passes.

SAFETY MEASURES

We are grateful to be able to welcome you back during these unprecedented times. Visit our website for the most current information about our hours, site accessibility and COVID-19 safety measures. To ensure the safety of our guests and employees, please adhere to the procedures and social distancing requirements listed on the website & at the park. Your patience, loyalty and understanding are appreciated as we work through this together.

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BOUNDLESS LANDSCAPES & SPIRITED PEOPLE

CARBONDALE



Did you know that The Thompson House is one of the few historic house museums in the country featuring contents authentic to its original pioneer ranching family?

Myron Thompson, who lived among the Ute Indians built the house in 1885 for his daughter Hattie and her husband Oscar Holland.

The house, then known as the Holland House, was the hub of the Pleasant View Ranch, one of the largest ranches in the Crystal River Valley and the center of social activity in Carbondale. Social gatherings often included prominent individuals, including John C. Osgood, the wealthy coal baron and founder of the village of Redstone.

After Oscar's death in 1920, Hattie continued the ranching operation and in later years traveled around the world, returning from her trips with unusual items and elegant furnishings that are on display in the house.

When in Carbondale, don't miss the chance to explore this cultural heritage treasure, which is open to the public during the summer for guided tours!

NORTHWEST COLORADO CULTURAL HERITAGE



Did you know that every spring and fall cowboys still drive their herds right through the center of town?

Cattle ranching is an integral part of Carbondale's history. The wide open valley and fertile lands were ideal for raising cattle, establishing the foundation for a vital local economy.

Today the town is still surrounded by ranches and the cowboy tradition is alive and well. Every Thursday, from June through August the Wild West Rodeo takes place at the Gus Darien Arena. Cowboys and cowgirls come from far and wide to compete in team roping, barrel racing, and bull riding. Even the local youngsters get involved with the calf scramble and mutton bustin'. This time honored western tradition and award winning event is fun for the whole family.

NORTHWEST COLORADO CULTURAL HERITAGE



Did you know that Carbondale was once the potato capital of the United States?

Carbondale's climate and fertile soil yielded an abundant supply of potatoes, a profitable cash crop for local farmers from the late 1880s to the 1940s. During both World Wars, tons of potatoes were shipped out to feed American soldiers and the prized red McClure Potato developed in Carbondale, was sent East to upscale restaurants such as Delmonico's, in New York City. Every fall the town celebrates Potato Day in Sopsis Park with a community parade and pit-barbecue.

Today, Carbondale is known for its commitment to the arts, acclaimed three-day Mountain Fair in July, a year round open air Art Around Town sculpture collection, the Performing Arts Center, and first class theatrical productions performed by Carbondale's award-winning Thunder River Theatre Company. In 2012 Carbondale received the prized Governor's Arts Award.

NORTHWEST COLORADO CULTURAL HERITAGE

www.nwcoloradoheritage.org

Tip Planning:

- www.carbondale.com
- www.carbondalearts.org
- www.mtsoprishistoricalsociety.org
- Northwest Colorado Cultural Heritage Tourism – www.nwcoloradoheritagetourism.org

Directions:

From Denver: I-70 west to Exit 116 Glenwood Springs/Aspen, south on HWY 82 towards Aspen, right on Rt. 133 Carbondale/Redstone. From Aspen: HWY 82 northwest towards Carbondale/Aspen, left on Rt. 133 Carbondale/Redstone.

Produced by Great Outdoors in the West
 Colorado Office
 www.greatoutdoorsinthewest.com

- Join us for our signature events:**
- April: 8 Point Film Festival
 - May: Carbondale Taste of Spring
 - May: Dandelion Day
 - June - August: Wild West Rodeo
 - June - August: Summer Concerts in the Park
 - July: Fourth of July Parade
 - July: Annual Carbondale Mountain Fair
 - September - July: Thunder River Theater Company season
 - Fall: Potato Day
 - Year Round: First Fridays Art Walk
- In addition to a rich cultural heritage, Carbondale offers spectacular scenery and outstanding outdoor recreational opportunities, including hiking, biking, fly fishing, hunting, rafting, kayaking, and cross country skiing, as well as easy access to miles of bike and pedestrian trails and pathways.

Did you know Carbondale is located at the confluence of two rivers, and crowned by the majestic 12,953 foot Mt. Sopris?

Did you know Carbondale is located at the confluence of two rivers, and crowned by the majestic 12,953 foot Mt. Sopris?