

**AN INTERPRETIVE MASTER PLAN  
for  
THE HIGHWAY OF LEGENDS**



**Highway of Legends  
Scenic and Historic Byway  
*South Central Colorado***

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# CHAPTER 1: INTRODUCTION

## BACKGROUND AND OVERVIEW OF THE BYWAY

The Highway of Legends Scenic and Historic Byway loops around the Spanish Peaks on State Highway 12 and U.S. 160, as well as Highway 46 from Aguilar to Cuchara Pass. The Spanish Peaks, with their unique geology, are the most visible and striking features of the Highway of Legends and link the ecology, cultures and unique history of the region. Diversity of cultures and ecological zones are one of the most striking features of the region and form the basis of the many legends that tell the story of the byway. The Highway of Legends travels through Las Animas and Huerfano Counties, which link Southeastern Colorado to Northern New Mexico, the San Luis Valley and the City of Pueblo. The relatively small population base and sparse economy make this area a relatively unspoiled region of Colorado that truly feels like you are traveling back in time.

The Highway of Legends was one of the first scenic byways to be designated in the state of Colorado in 1989. It also became a U.S. National Forest Scenic Byway in 1989. In 2002 the section between Aguilar and Cuchara Pass was officially added to the byway. In 1989, the National Forest developed a plan to develop more scenic turnouts interpretive signs along the byway. A Corridor Management Plan was completed in 2000. The current Interpretive Master Plan (IMP) will create an integrated, five-year prioritized plan that will guide the Highway of Legends into the future.

The Scenic Highway of Legends, Inc. is a support organization for the Byway that was created in 1987 to promote economic development and protect the intrinsic resources along the Highway of Legends. It is and has always consisted of a group of dedicated volunteers who are committed to the continued development of the byway. This organization envisions interpretive products, amenities and services that will bring the byway to life for residents and visitors to the Highway of Legends, and keep them coming back for more.

The byway's mission statement is:

*To educate residents and the visiting public about the historical, cultural and natural resources along the scenic byway, while preserving and promoting our unique heritage.*

Encouraging economic development that is consistent with the mission of the Highway of Legends to protect and preserve intrinsic resources has been one of the most important goals of Scenic Highway of Legends, Inc. in this economically depressed region. Especially with growth encroaching from all directions, the organization and the local population at large recognize that the development of heritage tourism is a means of both protecting our resources and creating economic development. Successful interpretation, defined as "A communication process designed to reveal meanings and relationships of our cultural and natural heritage to the public, through first hand experiences with objects, artifacts, landscapes, or sites", is an essential means to that end.

## **PURPOSE OF THE INTERPRETIVE MASTER PLAN**

The purpose of the IMP is to provide an integrative framework for interpretation that includes existing sites and products and identifies future projects in a five-year, prioritized plan. The project includes the results of visitor and resident surveys to collect data on use patterns, identify interests for future development and interpretation, and identify target markets. The IMP includes an Integrated Design Plan (IDP), which will provide standards for the process of the development of interpretive products that will bring continuity, reliability and form to the information presented. The IDP provides standards for presentation and accuracy of the information provided, which will insure consistency, now and in the future. The IMP was developed with input from the Scenic Highway of Legends Board and membership, the state parks, the U.S. Forest Service, the State Department of Wildlife, the state and local historical societies and museums, and other relevant entities and individuals, in order to insure the quality of information used in any interpretive materials.

Another component of this project is the consolidation of on-going efforts from stakeholders along the byway. A number of groups and organizations in Huerfano and Las Animas Counties are currently concerned with the future of our region. There is particular concern about preserving and building on our rich cultural, historical and natural heritage. This project has enabled us to coordinate planning and interpretive efforts that include all the stakeholders in the region, such as landowners, government entities, public and private organizations, and our state and local partners, utilizing the unique resources of the various communities along the Highway of Legends.

The IMP is consistent with specific objectives in SHL Corridor Management Plan to:

1. Develop a stand-alone interpretive master plan (p.38).
2. Maintain an on-going public involvement process that includes all Scenic Highway of Legends, Inc. public and private sector partners and encourages new members to participate (p.10).
3. Provide exceptional visitor service information meeting the diverse needs of the traveling public, and provide visitors of all ages with state-of-the art interpretive resources that are enjoyable, educational, provocative and emotive (p.10).

The IMP identifies the interpretive theme and related topics for the byway. It also contains a prioritized plan for the development of key sites and resources that are important for interpretation and identifies the most effective interpretive strategies and media to bring these resources to life. Strategies were selected in order to connect with the hearts and minds of visitors and residents, in order to connect the person to a particular person, place and time or event.

## **CHAPTER 2: THE INTERPRETIVE PLANNING PROCESS**

### **THE PLANNING PROCESS**

This Interpretive Master Plan was developed with the help and cooperation of numerous individuals, agencies and organizations. These are listed in Appendix 1, along with the members of the Interpretive Committee. The Interpretive Committee was particularly helpful in providing information, guidance and access to resources. Their diversity and creativity will be an important resource in the implementation of the IMP in the future.

The development of the IMP began with the identification of stakeholders, including representatives of the historical societies and museums in both counties, as well as Chambers of Commerce and town and city governments. The U.S. Forest Service, the Department of Wildlife and representatives from the two state parks were also included, as well as individuals representing various interests along the byway.

Representatives from each of these organizations were contacted and phone and e-mail contacts were obtained. They, in turn, suggested other people in the region who might be interested in the project and could provide important information. E-mail and phone contact became the primary methods of communicating, rather than requiring people to come to additional meetings in this sparsely populated area where communities are many miles apart, and where a handful of people are actively participating in community activities and had difficulty attending additional meetings.

Key individuals who were willing to participate in the review and prioritization of interpretive projects became the Interpretive Committee, which consisted of 6 active members. Most are members of the Scenic Highway of Legends, Inc, including a board member. Information about the interpretive theme and potential topics, as well as site specific and non-site specific interpretive projects were shared over the Internet and by mail and phone in order to reduce the number of required meetings. The committee also met to finalize data and to discuss and prioritize projects.

### **Interpretive Planning Goals:**

The following interpretive goals were identified, to:

- .Provide a flexible blueprint that will guide interpretive planning for the Scenic Highway of Legends, Inc. into the future.
- .Provide a plan that thematically and physically unifies the entire byway.
- .Enhance the public's learning experience by ensuring the accuracy, continuity and consistency of interpretive materials and services.
- .Promote public/private participation that will enhance collaboration and insure that byway interpretation truly represents the diversity of citizen interests along the byway.

**.Identify visitor and resident use patterns, interests and perceived needs in order to help identify and prioritize interpretive projects.**

**.Identify sensitive sites or resources for protection and preservation.**

**.Identify additional information about byway resources not contained in the Corridor Management Plan that can be used for interpretation.**

**.Identify visitors service needs in order to provide interpretation that is accessible to the handicapped, while taking into account difficulty of access, weather conditions and safety.**



## **CHAPTER 3: RESOURCE INVENTORY**

### **INTRINSIC RESOURCES**

The Highway of Legends designation as a scenic byway includes the following intrinsic resources: *Scenic, Historic, Cultural, Natural, Recreational and Geological*. It is a region that includes great scenic beauty and ecological diversity, a rich historical tradition and cultural diversity, natural and developed recreational opportunities, and unique geological formations associated with the Spanish Peaks. Prehistoric and historical archaeological information is also available, although not part of the byway designation. An enumeration of basic resources has been collected in the Corridor Management Plan for the Highway of Legends, completed in 2000 (pp.17-23) and is included in Appendix 2. Intrinsic resources are also described in Chapter 7: The Central Interpretive Theme, Major Sub-themes and Topics.

### **NEW MATERIAL**

One of the goals of the IMP was to extend the information about byway resources not contained in the Corridor Management Plan. The Project Director met with stakeholders and other community residents who held or knew about particular resources. An example of these types of resources include a man who has personally spent many hours finding out information about the Taos Trail that crosses Huerfano County on it's way to the San Luis Valley and New Mexico. Another elderly woman has collected extensive genealogical information about Hispanic Families in Las Animas and Huerfano Counties and their connections with Northern New Mexico. One of the founders of Frontier Pathways has collected extensive information about the recreational development of the San Isabel National Forest in the 1940s by Arthur Carhart, which extends into Huerfano County.

These resources are listed in Appendix 2 and include the contact person and a summary of the information they hold. This information includes additional information about:

- .The unique geology of the Spanish Peaks.
- .The diverse ecology along the byway in conjunction with the U.S. Forest Service and the Colorado Division of Wildlife.
- .The Native American archaeology and cultural history of the diverse tribes that inhabited the Spanish Peaks region.
- .Culturally based architecture along the byway, including early Hispanic settlement and mining history.
- .Historic and cultural information contained in the stories of the "oldtimers" who are becoming very elderly and will be lost in the next few years if not collected.
- .Historical and natural resources along the new addition to the byway from Aguilar and Cordova Pass.

## **CHAPTER 4: AUDIENCE ANALYSIS**

### **DEMOGRAPHICS OF BYWAY COMMUNITIES**

From the 2000 census, the population of La Animas County is 15,207, with 9,078 of those living in the City of Trinidad, which is the County seat. Aguilar and Cokedale, the only other incorporated towns in Las Animas County, have populations of 593 and 139 respectively. Huerfano County has 7,862 residents, with 4,182 living in the City of Walsenburg, the County seat. La Veta has 924 full-time residents but swells to approximately 3,000 during the summer tourist season, with many relatively well-to-do visitors from Texas and Kansas with summer homes and cabins. The village of Cuchara, which has less than 100 full-time residents also increases to over 1,000 during the summer. Stonewall is another community that caters to summer visitors. The historic coal communities of Primero, Segundo and Tercio, as well as other small communities West of Trinidad along the Purgatoire are primarily Hispanic. This is the area where logging and methane gas exploration is most prominent, along with an historic heritage of ranching, logging and agriculture.

The population is typical for Colorado rural communities in terms of age distribution, with a median age of 40.9 and 41.7 respectively. Huerfano County is 41.5% Hispanic and Las Animas County is 35%. Many of these families trace their ancestry to early Hispanic settlement that extended northward from New Mexico as part of the St Vrain Land Grant. Both counties are classified as economically deprived and Huerfano County is the third poorest county in Colorado.

Sheep and cattle ranching were one of the main occupations from the 1860s, with cattle ranching continuing until the present, although it is now very difficult to make a living solely from ranching. Land values have increased dramatically and many of the very large cattle ranches have been sub-divided into residential parcels. There is a strong awareness of environment and agriculture and lifestyle preservation, especially on the North side of the Spanish Peaks around La Veta and Walsenburg, where there are approximately 80,000 acres of ranch land that have become protected through agricultural land trusts with the Colorado Cattlemen's Association and the Elk Foundation. There are also a number of small ranches along the byway raising "value added" stock, such as Alpacas, Llamas and various breeds of specialty cattle, primarily Long Horn and Shetland cattle.

Although there is a rich coal-mining heritage, most of the mines shut down in the 1940's and 50s and only one of the remaining CF&I mines, the New Elk Mine west of Segundo, has the potential to be productive. The methane gas industry has become active in the past five years and has provided a number of skilled and semi-skilled jobs, particularly west of Trinidad in the area of the old coal mining sites between Primero and Weston, as well as South of Walsenburg near the East Peak of the Spanish Peaks. There is also some logging currently taking place, South of Weston and Stonewall. Most jobs are currently in the service and tourist industries, and there are many small businesses that struggle to make a living.

The Cuchara Mountain Resort has provided jobs, particularly during ski season, when it has been open. It has had a recurrent history of being open only for two or three years, and then closed for another two to three years until another buyer is found. It has the potential of being a successful year-around resort with the right planning and management. A regional business plan was recently developed, with the resort as the central player, that builds on the need for lodging, restaurants and recreational and heritage tourism activities in the region.

There is a large community of artists and musicians who have gathered around the Spanish Peaks during the past forty years, particularly in the La Veta-Cuchara-Gardner area and in Trinidad. In addition, there is a large community of healing arts professionals, including alternative medical specialties such as chiropractic, acupuncture, herbal medicine, a variety of massage and energy therapists and holistic psychotherapists. These are concentrated primarily in La Veta and Trinidad. The Spanish Peaks have an ancient tradition of healing. They were considered by the Native American Tribes to be sacred peaks called *Wahatoya* (Breasts of the Earth) where no war was permitted. As late as the 1940s, the old-timers say the Ute, Apache, Cheyenne and Arapahoe brought their sick kin here to be healed. According to the healing arts professionals who have settled here, they were also drawn here by the Spanish Peaks.

## **VISITOR DEMOGRAPHICS**

According to CDOT statistics, 3.5 million people pass by Trinidad and Walsenburg annually on I-25. Of these, only a little over 500,000 go west on Highway 160, usually passing by Highway 12 on their way West to the Sand Dunes National Park and Southwestern Colorado. Only 90,000 people a year travel on the Highway 12 and only a fraction of these travel on Highway 46 from Aguilar to Cuchara Pass. The Trinidad Welcome Center is the Southern Gateway to the Highway of Legends, and 9,556 travelers stop there per day. Of these 47% were from Texas, and 25% from Arizona. Visitor arriving from the North are primarily from the Denver metro area and the Front Range.

Colorado Tourism research has identified Colorado travels as primarily family visitors, with 97% of these traveling by automobile. They are interested primarily in outdoor activities throughout the year, with skiing providing one of the major revenue sources in the state, and “discovery tourism”, ie. heritage tourism and natural history tourism. These visitors in particular spend more time in Colorado, are somewhat older and spend more money. More information is provided in Chapter 5, which presents the results of the visitor and resident surveys developed for this project.

## **CHAPTER 5: VISITOR AND RESIDENT SURVEY RESULTS**

### **SURVEY DEVELOPMENT**

With the assistance of the Colorado State University Technical Assistance Program, two surveys for about the Highway of Legends were developed and administered to Residents and Visitors along the byway during the summer and fall of 2003. The Visitor's Survey includes information about what visitors have done along the byway in the past year, desirability of types of activities, condition of the infrastructure, priorities for the protection and preservation of regional resources, basics of how they planned their trip, and demographic information. The Resident Survey includes the above information (except for the trip planning information) as well as their prioritization of types of economic development and SHOL objectives. (See Appendix 3 for copies of the surveys and the final report.)

The purpose of the surveys is to provide objective information from a representative sample of visitors and residents about their activities, interests and priorities that can be used to guide interpretive planning and marketing efforts for the Highway of Legends.

**Goals** of the surveys for both visitors and residents are to:

- Provide a better understanding of what draws people to the byway.
- Identify interests and use patterns that will help prioritize interpretive projects.
- Identify infrastructure needs that will enhance peoples' experience.
- Recognize priorities in terms of protection and preservation of intrinsic resources.

In addition, for visitors, to:

- Provide information about demographics that can be used in the development of marketing strategies.
- Understand the relationship of demographics, use patterns, trip planning and interest in activities.

For residents, it will also:

- Provide information to determine priorities for economic development that is compatible with byway objectives.

Funding for this study was provided by a grant obtained by the Colorado Byways Commission from the Colorado Historical Fund. The surveys were developed through the Community Technical Assistance Program, a partnership between the Colorado Department of Local Affairs and Colorado State University Cooperative Extension.

## **METHODOLOGY**

In collaboration with Mary K. Cooper and the Scenic Highway of Legends committee, two parallel surveys were developed for Highway of Legends (HOL), one for visitors and one for residents of the area. Diana Milner, a graduate student at University of Colorado at Denver, through the CSU Technical Assistance Program, helped prepare the questions, distribute surveys, analyze the data and prepare the final report. Previous and concurrent surveys were studied in the process of developing the questionnaires. Identical maps were used for each version of the survey, and several of the same questions were asked on each. Other questions were designed specifically for only visitors or residents.

Demographic questions were included to help us assure a representative sampling. In Las Animas and Huerfano Counties, in which the Highway of Legends is located, the population is almost exclusively white, but they are of two distinct ethnic groups, Hispanic and non-Hispanic. Therefore, in order to assure that a reasonably representative sample had been obtained, respondents were asked whether they were of Hispanic origin.

Distribution of surveys began in June 2003. Visitor Surveys were left at businesses typically providing visitor services and accommodations, such as visitor's centers, resorts, state parks, museums, motels and B&Bs. Resident surveys were distributed at meetings, such as Chambers' of Commerce and Kiwanis; and work places, such as hospitals, elementary schools, and state parks. In addition, both resident and visitor surveys were distributed at two special events, "Art in the Park" in La Veta on July 5th, and the "Stonewall Century Bike Ride" in La Veta on August 24th. Both surveys were distributed to customers at several businesses along the byway, and resident surveys were distributed in Aguilar in September of 2003. Every effort was made to offer the opportunity to complete a survey to the widest possible variety of residents and visitors within the constraints of time and funding.

## **VISITOR SURVEY RESULTS**

This section first presents information from the Visitor survey. This is followed by information that can best be understood by combining or contrasting the information from both the Visitor and Resident surveys. Some results are printed in bold type to make it easier for the reader to quickly locate specific data or the main findings of a lengthy section.

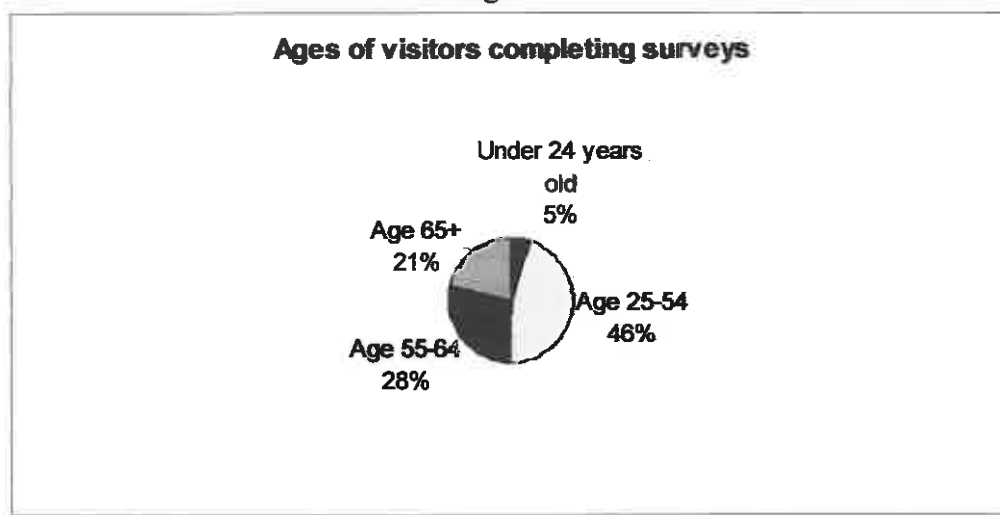
### **Demographics:**

A total of 166 visitor surveys were collected. Of those, 23% were collected on July 5, 2003 at the Art in the Park event in La Veta, and 28% at the Stonewall Century Bike Ride event in La Veta. Sixteen individuals who were part of a tour group visiting the State History Museum in Trinidad were given surveys and 80% of them completed surveys that were returned by mail. Other visitor surveys were collected from Visitor Centers, libraries, the State History Museum in Trinidad, Monument Lake Park, Trinidad Lake State Park, La Veta-Cuchara Chamber of Commerce, Francisco Fort Museum in La Veta, The Walsenburg Mining Museum, Lathrop State Park and guest accommodation locations along the highway and in Trinidad, Stonewall, Cuchara and La Veta.

### **Visitor Age/Income/Ethnicity:**

The demographic profile for visitors to the Highway of Legends closely matches that of a study done by the Travel Industry Association of America in 2003. The Travel Industry Association found that “Baby Boomers, defined as between the ages of 35 and 54, generated more travel than any other age group in the U.S. They are also more likely than other age groups to stay in a hotel or motel and they typically spend \$1,000 on vacations, excluding the cost of transportation.” Ninety percent of the respondents were white, non-Hispanic. Most were between ages 25-54 (47%), followed by those from ages 55-64 (28%) and ages 65 and older (21%). Only five percent were younger than age 24. Among survey respondents, males slightly outnumbered females, although this was not statistically significant. See Figure 1 below.

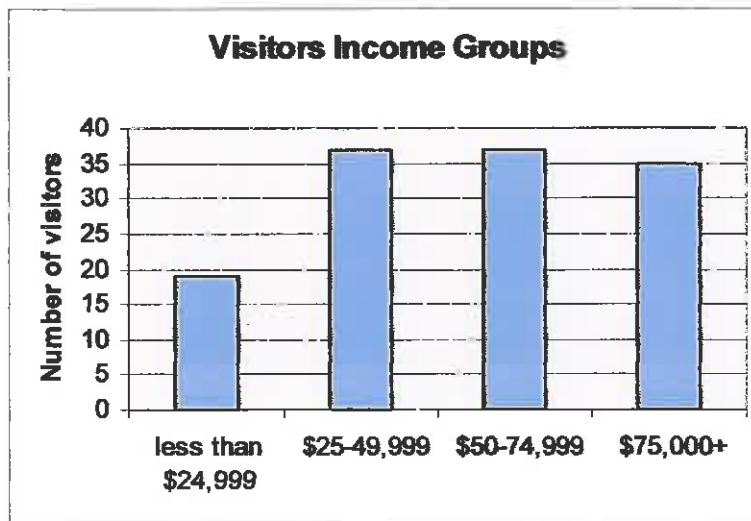
Figure 1



Visitors were asked about the composition of their travel party. Travel party size ranged from one to 17, with a mean of 3.3 people in a party. Nineteen percent were traveling alone, 46% in a party of two, 8% in a party of 3 and 14% in a party of 4. Thirty-eight percent of the visitors were traveling in parties including one or more senior citizens, and 15 % were in parties including one or more children.

Seventy percent of the sample group provided information on their annual household income. Fifty-six percent of this subset of visitors had household incomes between \$50,000 and \$74,999 per year, and twenty seven percent had incomes of over \$75,000 per year. Fourteen percent had income of less than \$24,999. See the Chart 1 below.

Chart 1



### Visitor Occupations:

Eighty percent of the visitor surveyed responded to the question about their primary occupation. Among these, twenty eight percent were retired. Twelve percent (16) were in retail business or sales, 11% (15) were educators, 9% (12) were in management or professional positions, 7% (10) were in the medical field, and 9% (13) worked in other service sector jobs. Five percent (7) worked in high technology areas, and 4% (5) each were artists, self-employed or housewives. Three percent of the visitors were in banking and 2% in farming and/or ranching. Three people were in transportation, manufacturing, and/or construction, and one was a student.

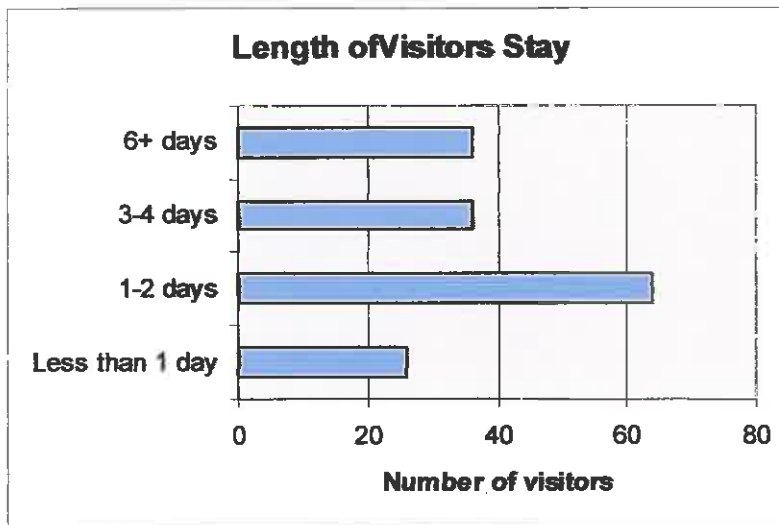
### Accommodations/Length of Stay:

Ninety-seven percent (161) of the visitors reported on their length of stay in the area. Twenty-six percent of visitor respondents stayed less than one day, 40% stayed one or two days, 22% stayed three or four days and 22% stayed five days or longer.

Visitors in the HOL sample who were over the age of 65 stayed at least one or two days, and the average length of their stay was longer than that of younger visitors. Visitors from Southern Colorado, Oklahoma/Texas and the Eastern United States were especially likely to stay more than four days. Visitors from the Denver area were likely to stay one or two days.

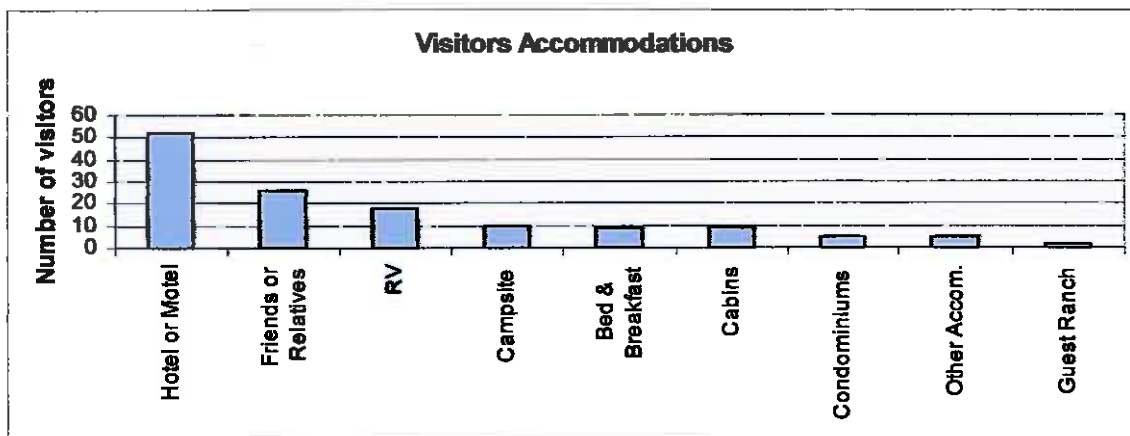
Among those visitors in the sample who attended the Art in the Park event, 23% were in the area less than one day, 41% stayed one or two days, 23% stayed three or four days and 13% stayed longer. Among those visitors in the sample who attended the Stonewall Century Bike Ride, 17% stayed less than one day, 65% stayed one or two days, 7% stayed three or four days and 13% stayed longer. See Figure 2 below.

Figure 2



One hundred thirty-six (82%) of the visitors indicated the type of lodging accommodations they used while in the area. **Thirty-eight percent of those reporting the type of accommodations stayed in a hotel or motel, 19% stayed with friends or relatives, 12% stayed in an RV, 7% stayed at a campsite, 7% stayed at a bed & breakfast, and 1% stayed at a guest ranch.** Nineteen visitors stayed in other accommodations, nine of them in cabins, five in condos, three in the high school gym. While 18% of the visitors who did not indicate the type of lodging accommodations, 16% of the visitors indicated that they had stayed less than one day. See Figure 3 below.

Figure 3



**Two-thirds of the visitors from New Mexico, half of those from the Denver area and one third of those from Southern Colorado stayed in a hotel/motel during their stay.** About half the visitors staying with friends were from the Denver area. Visitors whose age was between 55 and 64 were especially satisfied with their lodging accommodations. Of those staying one or two days, half stayed in a hotel/motel. Of those visitors staying



three to four days, 46% stayed in a hotel/motel. Visitors staying with friends and family or in an RV tended to stay four days or longer.

Forty percent of the visitors whose household income was less than \$25,000 a year stayed in a hotel/motel, and 47% stayed with friends or relatives. Half the visitors with household incomes between \$25,000 and \$49,999 stayed in hotels and motels, as did one third of the visitors with higher incomes.

Among those visitors in the sample who attended the Art in the Park event and who reported their type of lodging, 41% stayed with friends/relatives, 21% stayed in an RV, 10% stayed at a campsite 17% stayed in a hotel/motel, 3% stayed in a bed-and-breakfast, 3% stayed at a condominium and 3% stayed at a guest ranch. Among those visitors who attended the Stonewall Century Bike Ride, 46% stayed in a hotel/motel, 15% stayed with friends/relatives, 8% stayed in a bed-and-breakfast, 5% stayed at a campsite, 3% stayed in an RV, and 25% stayed in cabins, condos, or the high school gymnasium. Volunteers dealing with the registration for this event stated that all hotel/motel/bed-and-breakfast rooms in the area were reserved in advance of the event.

David Eby's 2000 study, *Importance of scenic byways in route choice*, found that "for trips in which the primary accommodation was camping or staying in a hotel/bed-and-breakfast rather than staying with friends or relatives, scenic byways were given a higher importance rating in regard to route choice."<sup>11</sup> Visitors to the HOL who were camping or staying in a hotel/motel/bed-and-breakfast were also more likely to have been influenced by knowing it was a scenic byway than other visitors, but this tendency failed to reach statistical significance.

### **Route Choices:**

**One hundred fifteen (71% of the 162 visitors who answered this question) indicated that they knew in advance that this was a scenic by-way, and forty-seven (29%) indicated they did not know in advance. If they indicated that they knew in advance that it was a scenic byway, respondents were asked if this advanced knowledge influenced their decision to take this route. Fifty-seven percent of the 124 respondents to this question indicated that knowing it was a scenic byway did influence their decision to take this route, and 43% indicated it did not. Visitors in the sample from the Denver area and Kansas were especially likely to have been influenced in their choice of route by knowing in advance that it was a scenic byway.**

David Dahlquist and Karen Peterson's 1994 study, *Assessing Visitor Responses to Iowa Scenic Byways Pilot Program*, found that 48% of the Iowa visitors had heard of the byways before their visit.<sup>11</sup>

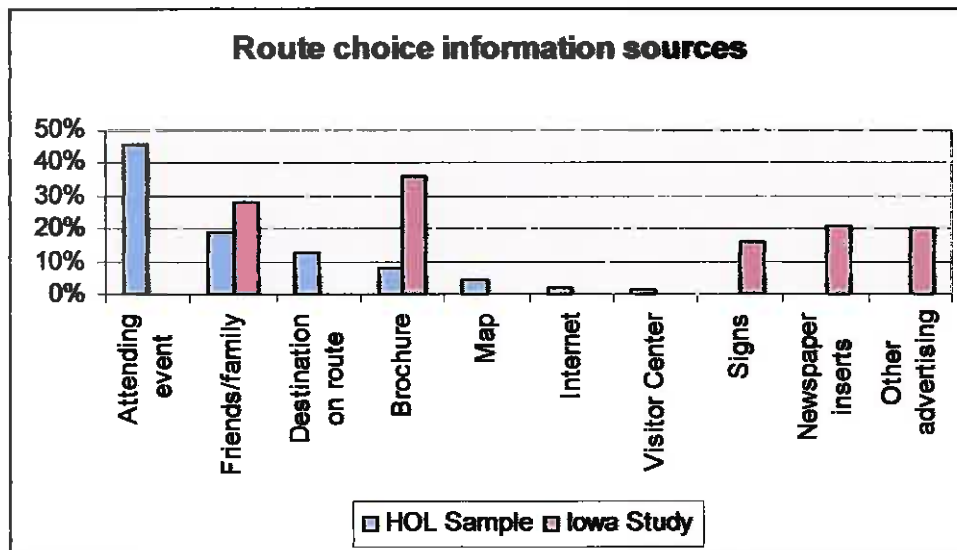
In order to better understand what information sources may have influenced the visitors' choices regarding the route, visitors were given the opportunity to choose from a list of information sources. Those visitors who were attending either the Art in the Park or Stonewall Century Bike Ride were counted as attending that event regardless of where on the survey form this information was found. Respondents were able to choose an

unlimited number from the list of information sources. Therefore, the total (225) is greater than the number of visitors completing the survey (166). Percentages shown are based on the overall number of responses to the question rather than the number of visitors completing surveys.

**Forty-six percent of visitors indicated that they were attending an event on this route.** Of those attending an event, 17 % were attending Art in the Park, 21% were attending the Stonewall Century Bike Ride, 6% were on a bus tour event and 2% were attending other events. Nineteen percent were visiting friends or relatives; 13% indicated that their destination was on this route; 8% had found information on highway signs; 8% had obtained a brochure; 4% had seen information about the route on a map; 3% had found information on the Internet; and 1% had picked up information from a visitor center.

The Dahlquist and Peterson’s survey, which was conducted in 1994, asked about information sources on route choices of scenic byway visitors. Their list of options and results were somewhat different. They found that 36% of the Iowa scenic byway visitors had learned about the by-way from a brochure. Twenty-eight percent of the visitors in the Iowa study were told about it by others, 21% learned about it from a newspaper insert, 20% from other advertising, and 16% “just saw the byway signs<sup>iii</sup>.” See Figure 4 below for a comparison of the route choice information sources.

Figure 4



There are several possible explanations for the wide range of responses in the two studies, some of which will be mentioned here. For example, the two surveys had different lists of options. The Iowa study was done before the Internet was a significant source of information for most travelers, and that option was not included in their list. Brochures and newspaper inserts were significant sources of information in Iowa, whereas maps were not included as an option. Only the HOL survey included destination and attending an event as options, and nearly half the respondents in the HOL study were asked to complete a survey at an event.

### **Mode of Travel:**

Visitors were asked about their mode of travel. They could choose as many modes of travel as they wished, and some chose more than one. Personal auto was the most frequent mode of travel indicated. Sixty-five percent of the survey sample indicated that they traveled by personal automobile, 17% rode a bike, 8% were on a tour bus, 8% traveled in a recreation vehicle, and 2% rode a motorcycle. All those who indicated they had traveled by bike also indicated they had traveled by personal automobile and were participants in the Stonewall Century Bike Ride event. There was also one respondent who traveled by plane and one who traveled by horseback.

### **Visitor Expectations:**

Meeting or exceeding the expectations of visitors has been found to be important in attracting new visitors and return visitors. Therefore, visitors were asked how well their expectations for this trip had been met. Forty-five percent of the 160 who answered the question indicated that their expectations had been exceeded, 54% indicated that their expectations had been met and 1% indicated that they were disappointed. The visitors who came from New Mexico were especially likely to indicate that their expectations had been exceeded (67%), as were those from Northern Colorado and the Denver area (54%).

Visitors who rated their lodging accommodations highly were very likely to also rate the restaurants and food highly. These same visitors were also very likely to indicate that their expectations had been exceeded. A low rating on food and restaurants was more closely associated with a lower expectation rate than a low rating on lodging accommodations. These correlations reached a level of statistical significance as measured by Pearson's chi-square at  $p < .01$ . See Figure 5 below.

### **Visitor Zip Codes:**

Of the 153 visitors who indicated their zip code, **forty percent were from zip codes in the Denver metropolitan area. Twenty four percent were from Southern Colorado**, mostly along the Front Range. Fourteen percent were from Texas and Oklahoma, ten percent from New Mexico, six percent from Kansas, six percent from the Eastern United States, and one each from Arizona and California. One visitor was from Austria. All the youngest visitors, those less than 24 years of age, were from Colorado and New Mexico.

Two thirds of the visitors from New Mexico, half the visitors from the Denver area and one third of those from Southern Colorado stayed in a hotel/motel. Visitors from New Mexico and Denver area were especially likely to indicate that their expectations had been exceeded. Aside from these tendencies, there were no statistically significant differences in the opinions or demographics of the visitors based on their place of residence.

Figure 5



Information about the responses of both visitor and resident samples are discussed below with regard to three categories; satisfaction with the infrastructure, participation in recreational activities and the importance of preservation and protection of regional resources. A comparison of the responses of the two sample groups is appropriate in this section of the report because it shows the similarities and differences in the groups' responses, here in the context of visitor demographics. Information on the demographics for the resident sample group follows this comparison section, starting on page 17.

### **Visitor and Resident Satisfaction with Infrastructure:**

Visitors were asked to rate their satisfaction with the infrastructure along the HOL. The rating scale ranged from 1=not satisfactory to 5=very satisfactory. Thus, the higher the mean score, the more satisfied the visitors were with the infrastructure.

**The roads received the highest rating (3.87), followed closely by lodging accommodations (3.72), and restaurants and food (3.67). Signage, including informational signs about HOL was rated somewhat lower at 3.43, scenic turnouts (frequency and safety) at 3.35, adequate parking at 3.33, and access for the disabled at 3.25. Rated lowest of all was the availability of restrooms and drinking water at 3.13. See Table 1 below.**

Women rated the availability of restrooms and drinking water lower than men did. **Those attending an event (extra portable toilets were available during the event) rated the availability of restrooms and drinking water higher than those not attending an event.** These correlations reached a level of statistical significance as measured by Pearson's chi-square at  $p < .05$ .

Residents also rated the road conditions as the most satisfactory in a somewhat different list of infrastructure types, but the group gave the highway a lower mean score of 3.28.

Residents also rated the signage, giving it a mean score of 3.10, which was the second highest score in their list, whereas signage was not that high on the visitors' list.

**Table 1: Visitor ratings of infrastructure along the Highway of Legends**

<b>Infrastructure: Visitor</b>	<b>Mean score</b>
Road conditions	3.87
Lodging accommodations	3.72
Restaurants & food	3.67
Signage, including informational signs about SHOL	3.43
Scenic turnouts (frequency & safety)	3.35
Adequate parking	3.33
Access for the disabled	3.25
Availability of restrooms, drinking water	3.13

### **Visitor and Resident Participation in Recreational Activities:**

Both visitors and residents were asked about their household's participation in 10 types of recreational activities. The order of frequency is nearly identical in both lists, but rates of participation in each recreational activity are much higher for residents. This pattern resembles the findings of G. Godbey in his 1997 article, *Recreation and Parks in a Changing World: Becoming a health service*. Godbey found that 4 out of 5 Americans use local recreation and park facilities.<sup>iv</sup> See Table 2 below.

**Watching wildlife/sightseeing was by far the most common recreational activity. Sixty-one percent** of the residents participated in watching wildlife/sightseeing, as did 43% of the 166 visitor households. The Forest Service Use Monitoring Survey also found that viewing natural features was the most popular outdoor recreational activity in their areas of service, with 52% of visits including this activity and 38% viewing wildlife<sup>v</sup>. Visitors in the sample who were from Southern Colorado and New Mexico were more likely than visitors from other areas to participate in watching wildlife/sightseeing. Visitors from Oklahoma/Texas rated watching wildlife/sightseeing higher than visitors from other areas.

**Community activities and events** were second in popularity. Among both groups, Forty-seven percent of resident households had participated in community activities and events in the past year, as had 29% of the visitor households. Residents completing surveys in Weston and at all the Trinidad locations were especially unlikely to participate in community activities and events. More than half the visitors from Oklahoma/Texas participated in a community event, as did 42% of the visitors from Southern Colorado. Enjoyment of community events also received especially high ratings from both these groups.

**Hiking/backpacking/camping**, and community activities and events, were in a close third with both groups. Forty-seven percent of the resident households had participated in hiking/backpacking/camping in the past year, as did 28% of the visitor households.

The National Forest Visitor Use Monitoring Survey found that 36% of visits to National Forests included hiking.<sup>vi</sup>

**Hunting/fishing** were as popular with residents as hiking/backpacking/camping and, community events/activities. They were the fourth most frequent recreation activity category on the visitor survey list. Forty-seven percent of the resident households and 23% of the visitor households in the sample participated in hunting /fishing. Seventy-five percent of the visitors from Oklahoma and Texas participated in hunting/fishing, as did 38% of the visitors from Southern Colorado. Hunting and fishing also received an especially high enjoyment rating from visitors.

**Historical/cultural activities and events** were participated in by 41% of the resident households and 22% of the visitor households. While there are no directly comparable national studies, the Travel Industry Association's 2003 study does offer relevant information regarding traveler participation in historical/cultural activities on a national level. Their study included all travel done in the past year, where this survey only related to travel to locations along a single specific byway. The Travel Industry Association study showed that "81% of U.S. adults who traveled in the past year included historical/cultural activities on their trips." They further reported that;

(T)hese travelers spend more money on historic/cultural trips compared to the average U.S. trip (average \$623 vs. \$475, excluding transportation)...in fact, for 30% of historic/cultural travelers, their destination choice was influenced by a specific historic or cultural event. Many historic/cultural travelers agree that trips that include cultural, arts, historic or heritage activities or events are more enjoyable to them (39%) and that they prefer to visit destinations that have some historical significance (38%). A select group feels that a leisure or vacation trip away from home is not complete without visiting a museum, historic site or landmark (26%) or attending a cultural event or arts performance (17%).<sup>vii</sup>

Thirty percent of the visitors from the Denver area reported participating in historical/cultural events, as did 29% of those from Kansas and the Eastern United States. **The visitors from Denver rated their enjoyment of historical/cultural events especially highly.**

Resident respondents from the Trinidad, Walsenburg, and Aguilar areas completing surveys were especially unlikely to report having participated in historical/cultural activities and events. Residents may have thought the survey referred only to events on the byway, not in Trinidad or Walsenburg, which they may not necessarily consider as part of the byway.

**Artistic activities** were participated in along the byway by 25% of the resident households and 15% of the visitor households. While this finding might have been somewhat influenced by the number of responses obtained from both groups at the Art in the Park event, there was not a statistically significant difference between the participation of residents or visitors who completed surveys at other times and locations.

Visitors from Oklahoma/Texas were especially likely to participate in artistic activities along the byway.

**Winter sports** were participated in along the byway by 25% of the resident households and 10% of the visitor households. The low participation rate may be a reflection of the lengthy closure of the only ski resort in the area, and a prolonged drought.

**Vehicular sports** were participated in along the byway during the past year by 17% of the resident households and 6% of the visitor households.

**Water sports** were participated in by 13% of the resident households, as well as by 5% of the visitor households. The low participation rate may be a reflection of the drought and low water levels in area lakes, streams and reservoirs.

**Healing arts activities** were the least frequent recreation activity for both resident and visitor households in the sample. Eleven percent of resident households participated in healing arts activities as did 4% of the visitor households

There was an opportunity for both groups to list other recreational activities in which they participated. **Biking and eating out were the most frequently mentioned. Several visitors indicated that they would like to see expanded biking and hiking trails developed in the area.**

**Table 2: Recreation participation by residents and visitors along the HOL**

<b>Recreation Activity</b>	<b>Number of resident households</b>	<b>Percentage of resident households</b>	<b>Number of visitor households</b>	<b>Percentage of visitor households</b>
<b>Watching wildlife/sightseeing</b>	<b>141</b>	<b>63%</b>	<b>71</b>	<b>43%</b>
<b>Community activities &amp; events</b>	<b>106</b>	<b>47%</b>	<b>48</b>	<b>29%</b>
<b>Hiking/backpacking/camping</b>	<b>105</b>	<b>47%</b>	<b>47</b>	<b>28%</b>
<b>Hunting/fishing</b>	<b>106</b>	<b>47%</b>	<b>38</b>	<b>23%</b>
<b>Historic/cultural activities &amp; events</b>	<b>91</b>	<b>41%</b>	<b>37</b>	<b>22%</b>
Artistic activities	57	25%	25	15%
Winter sports	56	25%	16	10%
Vehicular sports	39	17%	10	6%
Water sports	28	13%	9	5%
Healing arts activities	24	11%	6	4%

**Visitor Recreation Activity Enjoyment Ratings:**

Visitors were asked to rate their enjoyment of the same 10 recreation activities along the byway that they had reported above. The rating scale ranged from 1=not enjoyable to 5=very enjoyable. See Table 3 below.

**Watching wildlife and sightseeing received the highest rating of 4.54.** Visitors from Southern Colorado and New Mexico were especially likely to give high enjoyment ratings to watching wildlife/sightseeing.

**Community activities and events** came in second with a mean enjoyment rating of 4.36. Visitors from Oklahoma/Texas were especially likely to indicate a high level of enjoyment of community activities and events.

Third highest rating of 4.24 went to **historical/cultural activities and events.** Visitors from the Denver area indicated the highest level of enjoyment of historical and cultural activities. See the section on participation below for related information.

In fourth place was **hiking, backpacking and camping** with a rating of 4.17. Visitors from all places rated hiking, backpacking and camping uniformly.

**Artistic activities** received a mean enjoyment rating of 3.93. Visitors from Oklahoma and/or Texas rated their enjoyment of artistic activities especially highly. Most of the Oklahoma and/or Texas visitors surveyed were attending the Art in the Park event.

**Hunting and fishing** were rated at 3.84. Visitors from Oklahoma/Texas rated their enjoyment of hunting/fishing especially highly, as did those from Southern Colorado.

Enjoyment of **winter sports** received a mean enjoyment rating of 3.15. **Vehicular sports** were rated 2.80, **water sports** was rated 2.54 and **healing arts activities** were rated 2.39.

**Table 3: Visitor enjoyment of 10 recreational activities.**

<b>Recreation Activity: Visitors Enjoyment</b>	<b>Mean score</b>
<b>Watching wildlife/sightseeing</b>	<b>4.54</b>
<b>Community activities &amp; events</b>	<b>4.36</b>
<b>Historical/cultural activities &amp; events</b>	<b>4.24</b>
<b>Hiking/backpacking/camping</b>	<b>4.17</b>
Artistic activities	3.93
Hunting fishing	3.84
Winter sports	3.15
Vehicular sports	2.80
Water sports	2.54
Healing arts activities	2.39

### **Visitor and Resident Ratings on the Importance of Protection and Preservation of Regional Resources:**

Both the residents and visitors were asked about the importance of protection and preservation of some regional resources. The visitors and residents did not have identical



lists of resources to choose from. Water resources were listed on the resident’s survey, but this choice was not included on the visitor’s list, and recreation facilities were listed on the visitor’s survey but not the resident survey. Additionally, the item “current cultural features: small towns, farms, ranches” was on the visitor’s survey, and “cultural traditions” were listed separately from existing small businesses, farms and ranches on the resident’s survey. Residents and visitors were asked to rate the preservation and protection of listed regional resources on a five point scale where 1=don’t protect and 5=must protect. Thus, the higher the mean score, the better the rating and the higher the desire for preservation.

Visitor and resident ratings on the items were similar and are found on Table 4 below. **Visitors gave the top three items nearly identical mean ratings. Archaeological sites had a mean score of 4.67, and both wildlife corridors and preservation of historic architecture, sites and trails had scores of 4.65.** These were closely followed by scenic view sheds with a mean rating score of 4.57; current cultural features such as small towns, farms and ranches rated at 4.51; and recreational facilities with a score of 4.44.

The high ratings given to these activities are similar to the findings of the Travel Industry Association of America regarding “Geotourism—tourism that sustains or enhances the geographical character of a place being visited, including its environment, culture, aesthetics, heritage and the well-being of its residents.” They found that Geotourism was a rapidly increasing segment of the market, and that Geotourists were willing to pay more for an experience that enhanced and protected the place being visited.<sup>viii</sup>

The residents gave the preservation and protection of water resources, an item not included in the visitor survey, their highest mean rating; 4.71. This was followed by wildlife corridors, rated at 4.52, and existing small businesses, farms and ranches, rated at 4.40. Residents rated protection and preservation of historic architecture, sites and trails at 4.27, archeological sites at 4.22, cultural traditions at 4.18. Lowest, but still very important on a 5 point scale, was scenic view sheds rated at 4.11.

**Table 4: Protection and preservation of regional resources  
rated by both residents and visitors  
on a scale of 1 to 5: 1=don’t protect, 5=must protect**

<b>Regional resources: Residents &amp; Visitors</b>	<b>Mean score Visitors</b>	<b>Mean score Residents</b>
Water resources	NA	4.71
Wildlife corridors	4.65	4.52
Existing small businesses, farms, ranches	NA	4.40
Historic architecture, sites, trails	4.65	4.27
Archeological sites	4.67	4.22
Cultural traditions	NA	4.18
Scenic view sheds	4.57	4.11
Current cultural features: small towns, farms, ranches	4.51	NA
Recreational facilities	4.44	NA

## Visitor Frequency of Travel:

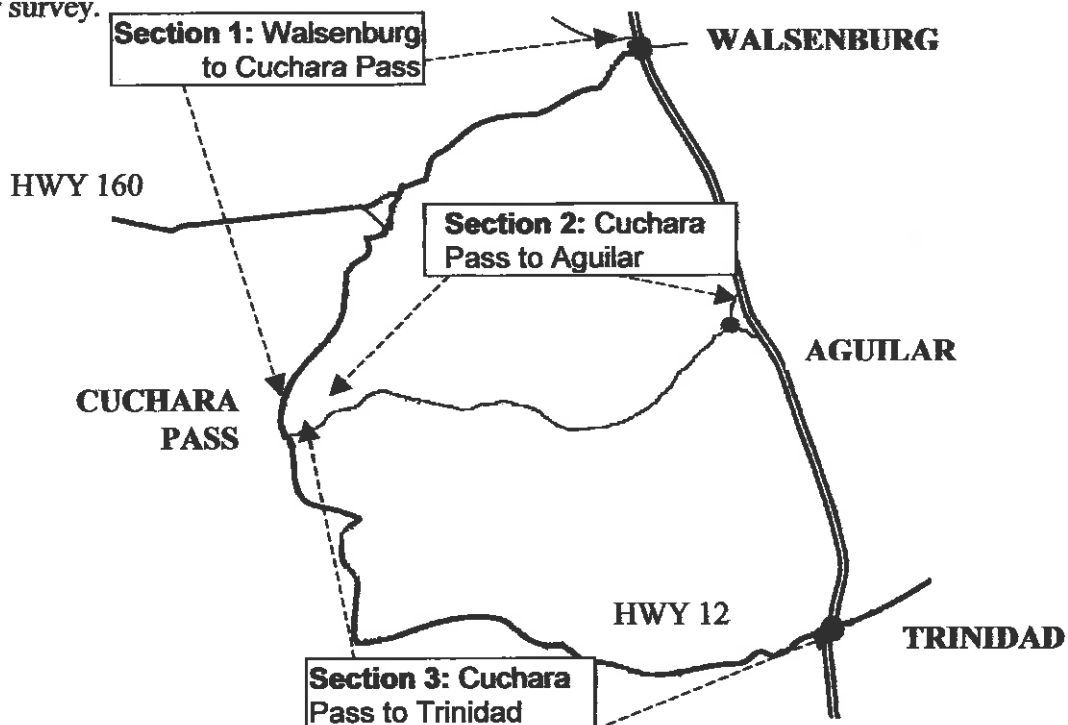
Visitors and residents were provided with the map shown below and were asked how many times in the past year they had driven on any part of the Highway of Legends. Ninety-four visitors indicated they had traveled on both **Sections 1 and 3, between Walsenburg and Trinidad via Highway 12, in the past year.** Of those 94, 56% had driven on the HOL once. The average number of times visitors had driven on both Sections 1 and 2 in the past year was six times, with a range of 1 to 200.

Ninety-one visitors indicated they had driven on **Section 1, between Walsenburg and Cuchara Pass, with 47% having done so once.** Seven was the mean number of times visitors had driven on Section 1, with a range of 1 to 190.

Only 36 of the visitors surveyed had driven along **Section 2 of the HOL, between Aguilar and Cuchara Pass, sections of which are not paved.** Of those 36 visitors who had driven on Section 2, 58% had driven on Section 2 once. Five was the mean number of times visitors had driven on Section 2, with a range of 1 to 50.

Sixty visitors indicated they had driven on **Section 3, between Cuchara Pass and Trinidad in the past year.** Of those 60 visitors who had driven on this section, 53% had driven on this section once. Six was the mean number of times visitors had driven on Section 3 in the past year, with a range of 1 to 100.

Of those visitors who had driven on the various sections more than a few times, in the past year, all of them were working along the highway when they completed a survey, and reported traveling on the HOL for work as well as pleasure. When offered a choice of resident or visitor surveys, they indicated that they lived outside the area, chose the visitor survey.



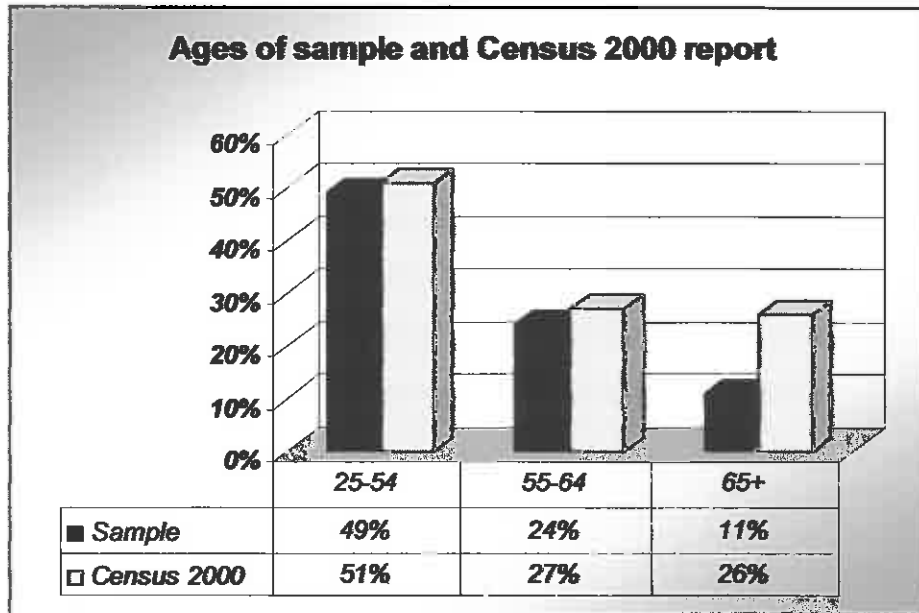
## RESIDENT SURVEY RESULTS

### Resident Gender/Age/Income/Occupation:

A series of demographic questions were included in the survey so they might be compared to the demographic information found in the Census 2000 report of the area, which includes Huerfano and Las Animas counties. The sample group included a total of 224 residents. Forty-five percent of the residents indicated that they were male, 47% indicated they were female, and 7% did not respond.

The resident sample group included 8% between the ages of 16 and 24, 49% between the ages of 25 and 54, 24% between the ages of 55 and 64 and 11% over the age of 65. While Census 2000 does not provide data specific to the group between ages 16 and 24, the percentages of the sample is similar to the census figures for residents of Huerfano and Las Animas Counties. See Figure 6 below.

Figure 6

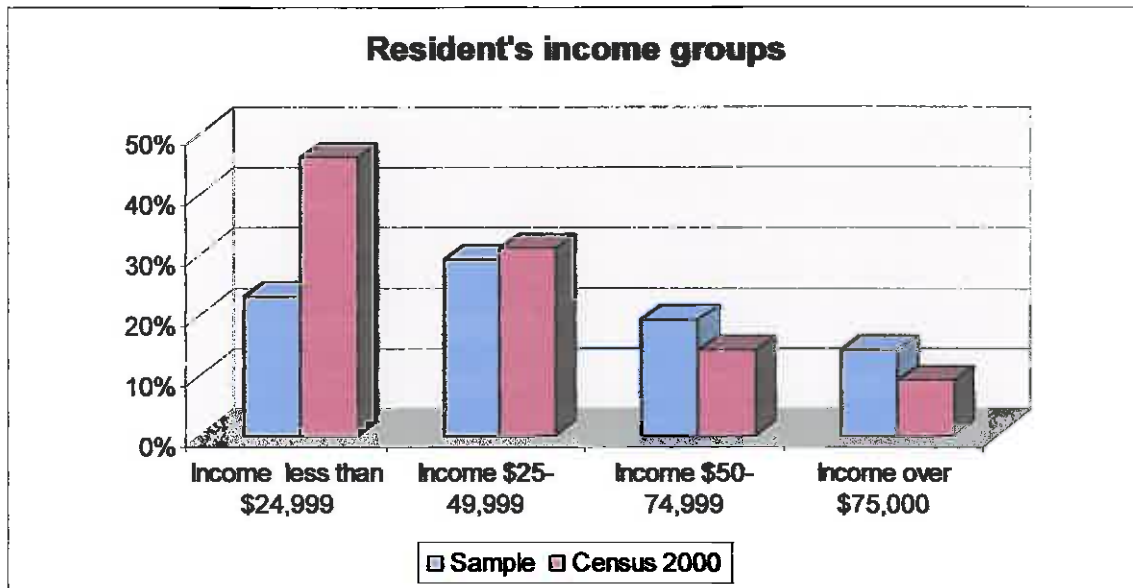


There are a large number of Hispanics in the area. Therefore, a question was included which asked if the residents were of Hispanic origin. Twenty-two percent of the 179 residents answering the question were of Hispanic origin. The 2000 Census found that 39% of the area population was of Hispanic origin, indicating that Hispanics are under-represented in this survey sample. Unfortunately, a relatively small percentage of Hispanics were in attendance at some of the meetings and events where the surveys were distributed.

One-hundred twenty resident respondents (57%) lived in a household with two adults. Forty-eight (21%) lived in a household that included at least one senior citizen, and 62 (28%) respondents lived in a household which included children 18 or younger.

For easy comparison, the incomes of the resident respondents are listed in the table below, along with the Census 2000 percentages for Huerfano and Las Animas Counties. While the wealthier residents were somewhat over represented and the lower income residents were somewhat under represented in this survey sample, the sample group appears to be a good representation of the county residents. Note that our figures are for year 2002 and census is for 1999. See Figure 7.

Figure 7



**Resident Primary Occupation:**

Residents were asked to list their primary occupation. One hundred fifty-three residents indicated that they are employed outside the home. The greatest number (66) listed occupations falling into the service sector. These include food service, government services, health care and education. Thirty-six of those employed in this sector were employed in the education field. See Table 5 below.

Table 5: Employment sector of HOL residents

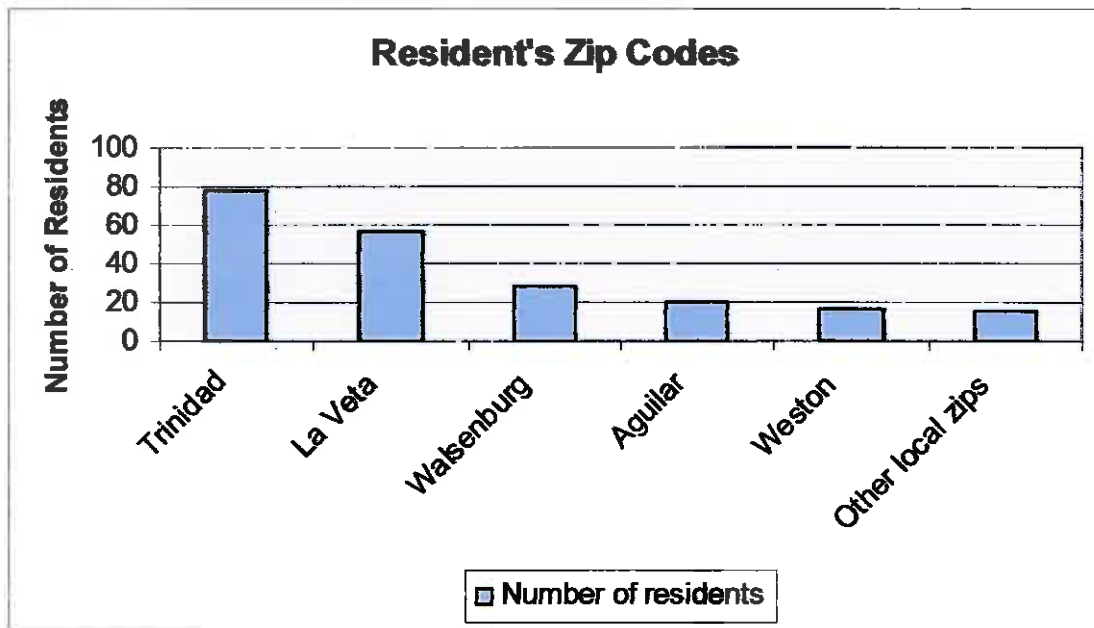
Employment sector	Number of HOL Residents	Percentage of HOL respondents employed outside the home
Services/food/law enforcement/fire/education	66	43%
Management/professional	23	15%
Sales/offices	28	18%
Construction /extraction	12	8%
Transportation/production	13	8%
Agriculture/forestry/fishing	5	3%

Self-employed	6	3%
<i>Not employed</i>		
Retired	40	
Disabled, unemployed, students	3	
Housewives	6	

**Resident Zip Codes:**

Thirty-six percent of the 184 residents who listed their zip code lived in Trinidad. Twenty-six percent lived in LaVeta, 13% lived in Walsenburg, 8% lived in Aguilar; and 8% lived in Weston. The remaining 8% were scattered among 11 other zip codes in the area. See Figure 7 below.

Figure 7



**Resident Travel Frequency:**

Residents were asked how many times they had driven on any of the sections of the Scenic Highway of Legends shown on the map above.

Residents reported the following information regarding the frequency with which they traveled on the Highway of Legends. Forty-five was the mean number of times residents in the sample group had traveled on both Sections 1 and 3. On Section 1, mean was 35, on Section 2, the mean was 15, and on Section 3, the mean was 95. More than half the residents reporting how many times they had driven on each section in the past year indicated they had driven there less than 8 times.

### Highway of Legends Objectives Ratings:

Residents were asked to rate the importance six HOL objectives. The rating scale for the objectives ranged for 1=not at all important to 5=really important. Thus, the higher the score, the more important the objective. **Preservation of natural resources, e.g., wildlife corridors, water, animal/plant habitat was the highest rated objective, with a mean score of 4.59.** Highway safety was the second highest rated objective with a mean score of 4.36, followed by historic preservation and public education with a mean score of 4.35, then preservation/promotion of recreational resources with a mean score of 4.25. Tourism development and promotion received a mean score of 4.00, and encouragement of economic development received the lowest mean score of 3.85, still relatively high on a five point scale. This information was cross tabulated with the sample residents' zip codes, and no significant differences in their ratings were found. See Table 6 below.

**Table 6: Objectives ratings for the Highway of Legends  
1=not at all important, 5=really important**

SHOL Objective	Mean rating
<b>Preservation of natural resources e.g. wildlife corridors, water, animal/plant habitat</b>	<b>4.59</b>
Highway safety and scenic pullouts	4.36
Historic preservation and public education	4.35
Preservation/promotion of recreational resources	4.25
Tourism development and promotion	4.00
Encouragement of economic development	3.85

Antonia Besculides, Adam McClory and Marty Lee's survey, *Los Caminos Antiguos Scenic and Historic Byway 1999 Visitor Study*, conducted in the San Luis Valley of Colorado, asked residents how important it was the Los Caminos Antiguos Byway be managed in a way that would provided various benefits. Four of the items on the extensive Los Caminos Antiguos list were similar to four of the HOL objectives. Those were; the protection of the natural environment, highest on the Los Caminos Antiguos list of benefits; preservation of traditional architecture, third highest; marketing of the byway to visitors, seventh; and new development, twenty-third.<sup>ix</sup>

### Economic Development Ratings on the HOL:

Resident respondents were asked to rate the appropriateness of 10 types of economic development. The rating scale ranged from 1=not at all appropriate to 5=very appropriate. Thus, the higher the mean score, the more appropriate the residents rated the type of economic development. This section of the resident survey received the widest variety of responses. Many respondents, who had marked all responses in the importance of protection and preservation of regional resources as high priority, assigned widely varying ratings to the various economic development types. This suggests that people have a wider range of opinions on economic development than on the other topics.

Retention and expansion of small businesses and support of home based businesses received the highest mean “appropriateness” score of 4.25, and clean/green businesses was second with a mean rating of 4.12. The development of visitor accommodations was third with a mean rating of 3.74. There was a significant gap between these three and all the other types. In fourth place, telecommunications received an appropriateness rating of 3.28. Large resorts received an appropriateness rating of 2.63, as did timbering. New homes on 35 acre plots were rated at 2.62. At the lower end of the development list were the methane gas industry, with a mean appropriateness rating score of 2.42; new cluster-type housing developments, with a score of 2.20; and heavy industry (including mining and gravel pits), with a score of 2.09. See Table 7 below.

**Table 7: Mean ratings of appropriateness of economic development types  
1=not at all appropriate, 5=very appropriate**

Economic development type	Mean rating
<b>Retention &amp; expansion of small businesses, support home based businesses</b>	<b>4.25</b>
<b>Clean/green businesses</b>	<b>4.12</b>
<b>Visitor accommodations (food, lodging)</b>	<b>3.74</b>
Telecommunications industry	3.28
Large resorts	2.63
Timbering	2.63
New homes on 35 acre plots	2.62
Methane gas industry	2.42
New cluster-type housing developments	2.20
Heavy industry, including mining, gravel pits	2.09

Cross tabulations were done between the zip codes of the residents in the sample and their ratings of the appropriateness of various economic development types. Residents in Trinidad and La Veta rated the development of new cluster-type housing more favorably than the residents of other zip codes. This difference reached statistical significance as measured by Pearson’s coefficients at  $p < .05$ . The following tendencies were discernable, but failed to reach statistical significance. The residents in La Veta and Walsenburg were generally opposed to heavy industry, including mining, and gravel pits. Residents in Trinidad were mildly opposed, while those Weston were mildly in favor of heavy industry and mining. This is may be due to the availability of jobs in the methane and timbering industries in this area. Residents in La Veta and Walsenburg were generally opposed to methane gas industry development and timbering. Residents in Weston favored timbering development, but were equally divided in their opinions regarding methane gas development. La Veta residents were generally opposed to the development of new homes on 35 acre plots.

Occupation was a factor in the resident respondents’ rating of timbering and methane gas production, as measured by Pearson’s chi-square at  $p < .05$ . More than 50% of residents engaged in management and professional work rated both timbering and methane gas

industry development as not at all appropriate, while 46% of those in production and transportation rated timbering as very appropriate. .

Men rated the appropriateness of timbering as a type of economic development more highly than women, as measured by Pearson’s chi-square at  $p < .05$ .

Residents who rated methane gas industry development also tended to favor timbering and heavy industry/mining development, as demonstrated by Pearson’s chi-square with a significance level at  $p < .01$ . Also statistically significant at  $p < .01$  was the positive relationship between residents favoring the development of clean/green businesses, residents favoring the retention and expansion of small business, and residents favoring the development of visitor accommodations. These two groups were not necessarily similar in age, gender, occupation, zip code, income, or ethnic group.

### **Resident Ratings of Infrastructure:**

Residents were asked to rate the condition of seven types of infrastructure along the Highway of Legends. The infrastructure rating scores ranged from 1=not satisfactory to 5=very satisfactory. Thus, the higher the score, the more satisfactory residents rated the item. The condition of the road received the highest rating with a mean score of 3.19, somewhat lower than the mean 3.87 rating score that the visitors gave the road conditions. However, the mean ratings of the road conditions of both visitors and residents was the highest, or most satisfactory, form of infrastructure on their list. The second highest rating, a mean score of 3.16, was given to the signage and informational signs about HOL. This item was also rated fairly highly by visitors, who gave it a mean score of 3.43. The third highest score went to emergency services, with a score of 3.09. This was followed by the water supply with a mean score of 2.75, and medical services with a mean score of 2.67. At the lower end were telecommunications with a mean rating score of 2.64 and affordable housing with the lowest score, 2.41. The ratings of the infrastructure did not differ significantly with any demographic factor. See Table 8 below.

**Table 8: Resident ratings of infrastructure along the SHOL**

<b>Infrastructure type</b>	<b>Mean rating score</b>
<b>Roads</b>	<b>3.19</b>
<b>Signage, SHOL information signs</b>	<b>3.16</b>
<b>Emergency services</b>	<b>3.09</b>
Water supply	2.75
Medical services	2.67
Telecommunications	2.64
<b>Affordable housing</b>	<b>2.41</b>

### **Resident Comments:**

Residents were encouraged to comment on their priorities in preservation and protection, and many offered lengthy verbal comments to the surveyors. There were some common



threads in their comments. Many residents between Trinidad and the Picketwire store tend to prefer to be left alone and allowed to make their living from the land and care for the land as they have for many generations. Those who offered written comments feel that the extractive types of development, such as methane gas production facilities, mining, and timbering operations, are less invasive and harmful to the natural habitat than new homes and population increases. They do not seek more visitors, and they would really like to see those visitors passing through learn more about mountain driving. At the same time, others area residents are amenable to visitors and housing development.

In contrast to the above residents, those between the Picketwire store and La Veta have a different economy. Visitor services have been a significant source of revenue there for many generations. Many current summer and full-time residents in this area, or their ancestors, originally came to the area as visitors as opposed to coming to farm or ranch. Year-around residents in La Veta are cautious regarding the development of more high-end, year-around housing. Those offering written or verbal comments are concerned about the possibility of losing La Veta's small town uniqueness. At the same time, some are concerned that local businesses will fail and people, especially the younger people, will leave to find work elsewhere unless a steady stream of visitors is maintained. They are hoping for the development of more affordable housing. They worry about the negative consequences of the escalation of land and housing values if the area becomes too popular with wealthy visitors who are seeking second homes. They tend not to like mining, timbering or methane gas production, and feel that those forms of development are more harmful to the area than are visitors and visitor accommodations, as long as the visitors don't purchase property in the area. However, mixed among them are people favoring extractive type economic development.

Residents in Aguilar tend to see visitors as neither a threat nor a significant annual revenue source. The town held a very successful historical/cultural event in 2003 called Aguilar Days. They marketed the two-day event in the Denver and Front Range areas and New Mexico and thousands of people attended. The food vendors ran out of food the first day, and were scrambling to bring in more. Aguilar residents would like to expand their efforts to appeal to the historical/cultural tourists, but they are concerned about the negative consequences of a radical increase in housing values if very many visitors decide to purchase/build second homes or retirement homes in the area. Some offered written and verbal comments that there is a need for revenue for improving local roads and town services, and for developing additional affordable housing.

## **CONCLUSIONS**

Regarding the two surveys recently conducted along the HOL, there appears to be no significant gap between the opinions, activities and priorities of samples of residents and visitors. Visitors and residents participate in the same kinds of recreation activities, possibly because the area is best suited for those activities or because those recreation options were developed generations ago and have attracted and held people with the same values and interests. Watching wildlife/sightseeing is the most popular with both groups, followed by community activities and events and hiking/backpacking/camping. Visitors and residents also rate the importance of preservation and protection of regional resources

very similarly. The both rated the preservation and protection of wildlife corridors as a high priority, followed by the protection and preservation of historic architecture, sites and trails, and archeological sites.

Visitors appear to be well informed about the scenic highway designation, and this knowledge affected their choice of route. The factors and sources of information influencing their choice of route were, in the following order; they were attending an event, they were visiting friends and family, their destination was on the route, or they got information from highway signs, brochures, maps and the Internet.

In the sample surveyed, the greatest number of visitors and those most likely to pay for lodging were from the Denver area and other Front Range communities. Visitors from the Denver area were the most interested in historical and cultural activities, and they tended to stay one or two days in paid lodging accommodations. Their expectations for the trip were frequently exceeded. Older visitors had higher incomes, stayed longer, and were more likely to stay in an RV than younger visitors. Younger, lower income visitors were more likely to stay in a hotel/motel and to stay only one or two days.

There are four points of consensus within the resident community. First, their highest priorities are the preservation and protection of the water supply and the wildlife corridors. Second, they are concerned about the escalation of housing values due to an influx of new residents. Some residents expressed the opinion that they do not want to see the kind of development that has occurred in Vail and Aspen. They felt that the radical increase in housing/land values and costs there has caused several problems. For example, older residents can't keep up with the taxes, and younger people and professional people, like police officers and teachers, are not able to afford homes. Third, they want to retain or expand existing small businesses. Fourth, they would like to see increased sources of revenue that would maintain and/or expand local incomes and area services. Many want to maintain a steady stream of visitors. In general they seek ways to expand the area's appeal to visitors who come for a couple of days, spend freely, go home, and return with friends/family for a couple of days the next year.

### **Recommendations for Future Marketing Strategies:**

- ❖ Expand advertising to attract more visitors in Denver, other Front Range areas, and New Mexico, especially for Art in the Park and other artistic and/or cultural events.
- ❖ Develop more historic/cultural activities and events to attract new visitors of the type that respect the culture and environment, spend freely, and don't try to move to the area.
- ❖ Continue and/or expand the Stonewall Century Bike Ride, and develop other recreational events which appeal to Front Range and New Mexico visitors.
- ❖ Provide additional restaurants with good food and good service, a key to visitor satisfaction, and a popular proposal with residents.
- ❖ Add bike and hiking trails, and improve maps of local trails.
- ❖ Provide more public restrooms.
- ❖ Improve access for the disabled.

- ❖ Improve parking.
- ❖ Add or improve the frequency and safety of scenic turnouts.
- ❖ Improve signage

## ENDNOTES/CITATIONS

<sup>1</sup>David W. Eby and Lisa J. Molnar, "Importance of scenic byways in route choice: a survey of driving tourists in the United States," *Transportation Research* 36A (2002): 95-106

<sup>1</sup>David Dahlquist and Karen. Peterson, "Assessing Visitor Responses to Iowa Scenic Byways Pilot Program," *Transportation Research Record* 1599 (1997): 81-86

<sup>1</sup>David Dahlquist and Karen. Peterson

<sup>1</sup>G. Godbey, "Recreation and Parks in a Changing World: Becoming a health service," *Parks & Recreation*. 32 (1997): 91

<sup>v</sup>*Geotourism: the New Trend in Travel*. (Travel Industry Association of America: Washington, DC, 2003)

<sup>1</sup>"National Forest Use Monitoring National and Regional Project Results"  
<http://www.fs.fed.us/recreation/programs/nvum/reports/year2/2002national> viewed 1/21/2004

<sup>vii</sup>"Traveler's Desire to Experience History and Culture Stronger Than Ever". Press release and summary of an article in *The Historic/Cultural Traveler, 2003*. (Travel Industry Association of America: Washington, DC, 2003)

<sup>viii</sup> Antonia Besculides, Adam McClory, and Marty Lee *Los Caminos Antiguos Scenic and Historic Byway 1998 Visitor Study and Community Survey*. (Flagstaff: School of Forestry, Northern Arizona University, 1999)

## **CHAPTER 6: THE INTERPRETIVE GOALS**

### **INTERPRETIVE GOALS**

It is essential to provide information in a people-friendly, clear and interesting manner that leaves a lasting impression and makes people interested in learning more.

Interpretation must:

- .PROVOKE the attention or curiosity of the audience.
- .RELATE the information to the everyday life of the visitor, for example, why I as a visitor would want to know or care about this information.
- .REVEAL the key concepts or messages through a unique viewpoint.
- .ADDRESS THE BIG PICTURE in a way that every topic or subject relates back to the central interpretive theme, and
- .HAVE MESSAGE UNITY in a way that the presentation and design of interpretive media should achieve both idea and graphic unity.

With these factors in mind, the following general interpretive goals were identified, to:

- .Develop innovative, diverse and effective interpretive products that will engage the public in connecting with a place, a person, a time or an event that presents the essence of the byway. Interactive interpretation is encouraged where possible.
- .Showcase the richness of the byway's intrinsic resources by interpreting a variety of topics and sites for all age groups, in an age-appropriate way.
- .Possess continuity in design and presentation so that it is easily recognizable as part of the Highway of Legends.
- .Encourage the public to engage in self-directed learning about the byway.
- .Promote both the respect and protection of byway resources, including private property. Promote a *leave no trace or tread lightly* visitor ethic.
- .Promote byway safety, particularly at interpretive sites
- .Stimulate local economies by encouraging visitors to take advantage of the diverse resources along the byway through interpretation and marketing.

## CHAPTER 7: THE INTERPRETIVE THEME

### THE CENTRAL THEME

The central theme tells the essence of the byway story and connects people to the unique quality of the Highway of Legends. The theme forms the framework that ties the topics, sites and media together, forming an integrated way to present the story of the Highway of Legends to the public.

The theme reflects character of the byway and is essential to the successful marketing of the byway through interpretation. When byway materials are integrated through the medium of the interpretive theme, it becomes easier to project the message of the byway to a wide variety of people in a number of distinct formats. The central theme for the Highway of Legends is:

*The Spanish Peaks mark the crossroads of diverse cultures and historical traditions, where the people have responded to the land's power and beauty by endowing its every element with legends and stories that illuminate their heritage and cultural values.*

### MAJOR SUB-THEMES

*.The unique geology of the Spanish Peaks region providing ecological diversity*  
The unique geological forces that formed the Spanish Peaks and their relationship to the Culebra Range of the Sangre de Cristos to the West influenced the formation of a variety of at least six ecosystems that have sustained generations of Native American, Spanish and Anglo settlers with the natural resources to provide for their basic needs. The unique geology of radiating volcanic dikes, which only occurs two other places in the world, has also been endowed with a spiritual quality that has been embraced by all the people who have settled the land.

*.Native American habitation*  
Native American habitation began with the Folsom Period, 11,500 years ago, as evidenced by Folsom points and petroglyphs. Contemporary Indian tribes, including the Ute, Arapahoe, Cheyenne, Comanche and Apache camped here in the summer. They called the Spanish Peaks *Wahatoya*, or Breasts of the Earth and considered them to be the home of the Rain Gods. They recognized the Peaks as having healing qualities and vowed to come here in peace, even if they were in conflict in other places.

*.Exploration*  
Spanish explorers, mountain men and prospectors penetrated the region surrounding the Spanish Peaks from the South and East to verify or dispel intriguing stories of riches and desolate lands.

*.Settlement – ranching & farming*  
Settlers from Spain and Mexico, soldiers fleeing the outcome of the Civil War and Eastern European immigrants to the coal mines played major roles in settling this region of Southeastern Colorado. Their influence is indelibly imprinted on the land through its

people and their legends and stories. Settlers attracted to the area found mining, timber, agriculture and ranching rewarding endeavors that continue to support many modern-day residents.

### ***.Mining***

Although there was a minimal amount of gold prospected by the Spanish, the real gold in the region was “black gold”, ie. coal. The rich coal mining history of Huerfano and Las Animas Counties provided jobs and industry from the early 1930’s to the mid 1950’s. Old mining sites and the model coal mining towns, particularly Cokedale, dot the landscape. In recent years the extraction of methane gas from under these coal deposits is again providing an economic base.

### ***.Architecture and material culture***

Early Hispanic settlement provides the rich heritage of adobe architecture, from churches, Penitente moradas and the Baca House at the Trinidad Historical Society Museum. The portable dwellings of the coal camps and the mansions of the coal barons provide another historic type of architecture. Material culture including tools, clothing, arts and crafts, and toys are as diverse as the cultural traditions they represent.

### ***.Transportation***

The land around the Spanish Peaks is a crossroads of trails and roads, from Native American trails, historic trails, the Pony Express routes, to mining and modern roads and recreational trails, allowing people to gather and settle here, as well as visit or travel through from East to West and South to North.

### ***.Early recreation and wilderness planning – Arthur Carhart.***

The first landscape architect and “recreational engineer” was Arthur Carhart, pioneer of the U.S. Forest Service Wilderness Preservation System. He developed a holistic view of recreation planning, including recreational roads and campgrounds for the automobile that allowed the traveling public from the 1930’s to the present to experience the wilderness firsthand.

## **INTERPRETIVE TOPICS**

Interpretive topics are the primary information that is used to illustrate the interpretive theme and major sub-themes. The richness of the cultural, historical and natural resources found along the byway provide a variety of topics. Each of these topics can be used for interpretation in various formats. Some, such as ecological diversity, may be used in a number of different formats, while others, such as Hispanic adobe architecture, are best interpreted at a specific site. The following primary topics have been selected for interpretation. Each of these will be paired with legends and stories.

Three types of interpretive descriptors are provided here for each topic. The first relates to “nature’s motivation” for natural resources topics, and to “human motivation” of people. The second gives specific information about the topic. The third lists examples of any legends or stories associated with the topic. The legends are not described in detail in this document because they are readily available in a number formats, *The Highway of*

*Legends* booklet, *The Legends Coloring Book*, the website and the audiotape/CD-Rom series that provide a guided tour of the Highway of Legends. A list of the legends is also included in the Corridor Management Plan. (pp. 34-35)

### ***The Unique Geology of the Spanish Peaks Region***

#### **Tumultuous Forces of Nature**

- .Nature's Motivation – To move and blow off steam
- .The unique geology of the Spanish Peaks and their radiating volcanic dikes and its relationship to the Front Range and the Dakota Wall; the geology of coal formation
- . *The Legend of the Devil's Stairstep; Legend of the Devil's Thumb; Legend of Monument Lake; Culebra – A Mountain of Snakes; Legend of Goemmer's Butte and the end of the Giants*

### ***Ecological Diversity***

#### **Ecological Zones**

- .Natures Motivation – The natural order of things
- .The six ecological zones from short grass prairie to Alpine zones, and micro-zones, eg. next to the volcanic dikes; the consequences of natural cycles and climate change
- .*Legend of where three rivers start; ;Legend of the inside of the mountains*

#### **Flora**

- .Nature's Motivation – To thrive and flourish
- .Flora in relation to the ecological zones. Survival by forming "colonies" - Aspen and Gamble's Oak; protecting native species
- . *Legend of the Spruce trees and Dance of Brave Deeds*

#### **Fauna**

- .Nature's motivation – to stay alive and multiply
- .Wildlife corridors and the advantage of herds; predator vs. prey; protecting wildlife habitat
- .*Legend of the bear in Bear Lake; Legend of where dinosaurs ended*

### ***Early Human Habitation.***

#### **Palco-Indians and Mammoth Hunters**

- .Human Motivation – Survival
- .Hunters and Gatherers; constantly moving between the Plains and mountain valleys following good weather and good hunting and gathering
- .*Legend of Folsom Man and the Four Directions; Legend of the Great Flood*

#### **Native Americans – The Ute, Apache, Kiowa, Comanche, Cheyenne and Arapahoe**

- .Human Motivation – Harmony with the land, its spirits and resources, symbiotic relationships and the balance of life
- .Relationships of the tribes with the Spanish Peaks, called *Wahatoya* – Breasts of the Earth, a place of peace and healing
- .*Legend of the Home of the Rain Gods; Legend of Grandote and the connection with the Valley of Mexico; Legend of Ken Yat Che & the Pliedes; Legend of Cuerno Verde*

### ***Exploration.***

#### **Spanish Conquistadors**

- .Human motivation – Conquest, converts and riches
- .The search for gold, the establishment of missions
- .*Legend of the naming of The Sangre de Cristo Mountains; The Legend of the lost souls in Purgatory; Legend of the Arapahoe Princess and the gold buried at La Muneca*

### **Cultural Diversity in Material Culture**

Human Motivation – Utility and unique expressions of culture

.Dress, furniture, household utensils, ranch and farm implements, musical instruments, children's toys from Native American, Hispanic, European and Asian cultures

*.Legend of when schools just weren't; Legend of the Penitentes*

### **Mining.**

#### **The Great Coal Wars**

.Human Motivation –riches, exploitation, power and greed

.CF&I and the consolidation of coal mining communities; boom and bust culture; the Ludlow Massacre

*.The legendary Mother Jones and the Ludlow Massacre*

### **Transportation.**

#### **Prehistoric and historic Native American Pathways**

.Human Motivation – Survival based on unfettered mobility

.Native American pathways from plains to mountains based on seasonal migrations to hunt and gather; adaptation to land, climate and resources; came to the Spanish Peaks (*Wahatoya*) for healing and pledged peace while there; pathways often used by later trails and roads

*.Legend of the Wahatoya as a place of peace and healing; Legend of the Hidden Indian Trails; Legend of Moccasin Hill*

#### **Spanish Trails**

Human Motivation – Conquest, wealth & converts

.Pathways to gold and converts; connections to New Mexico and the San Luis Valley

*.Legend of finding gold where the mountains turn to blood*

#### **Explorers' Routes**

.Human Motivation – Adventure and an unquenchable thirst to explore the unknown

.Later became roads as they were traveled and mapped; guided settlers to and through the mountains

*.Find a story or legend*

#### **Pony Express, historic trails and stagecoach routes**

.Human Motivation – Moving people, mail, money and supplies to and from East and West, enterprise, achievement and profit.

.Pathways of commerce and settlement; The Mountain Branch of the Santa Fe Trail, The Taos Trail, The Old Ute Trail, The Goodnight-Loving Cattle Trail; The Huerfano Butte Pony Express Stop

*Legend of finding the mountain route of the Santa Fe Trail; Legend of Taos Lightning on Wooten's Toll Road; Legend of Walsen's Freeway*

#### **The Railroads**

.Human Motivation – Problem solving through technology to create roads of industry

.Railroads became the method of transporting coal, cattle and supplies from East, West, North and South

*.Legend of A Light in the Dark*

#### **Automobile Routes and Highways**

.Human Motivation – Getting out of the city into the country

.Recreational highways, a truly new concept; Cuchara Camps

*.George Mayes and his creation of the first resort, Cuchara Camps*

#### **Recreational Trails**

.Human Motivation – recreation and enjoyment

.Forest Service hiking and equestrian trails, multi-use trails; connection to campgrounds and recreational areas

*.Legend of The Place Where Three Rivers Start*



***Early Recreational and Wilderness Planning – Arthur Carhart***

.Human Motivation – An appreciation for the wild and making it easier to get to the wilds and back  
.Arthur Carhart: The first landscape architect and “recreational engineer”, pioneer of the U.S. Forest Service Wilderness Preservation System; a holistic view of recreation planning; recreational roads and campgrounds for the automobile; Blue and Bear Lake campgrounds, Little Kansas vacation cabins and the Wahatoya Recreation Area.

*The legend of the naming of Bear Lake*

# CHAPTER 8: THE INTEGRATED DESIGN PLAN AND PRODUCTION STANDARDS

## INTRODUCTION

The Integrated Design Plan presents an integrated visual, thematic design plan that provides consistent, recognizable, aesthetically pleasing, accurate and easy to read interpretive materials. It will also include guidelines for production standards for presentation and accuracy of the information provided. Benefits of providing a specific design plan and standards will enhance the experience of visitors and make it easy for present and future Board of Directors and members of Scenic Highway of Legends, Inc. to perform their duties with an active plan in place. It will also assist interpretive specialists to create products in accordance with the guidelines of a specific plan.

## INVENTORY OF EXISTING INTERPRETIVE PRODUCTS

### Signage:

The designation of the Highway of Legends as a U.S. Forest Service Scenic Byway in 1989 included a plan for the development of signage for nineteen interpretive sites and pullouts. Signage for ten of these sites has been completed, two are in the planning stages and one additional kiosk has been constructed at the Byway Center of the El Pueblo Museum. Because of CDOT constraints on Highway 12, the other sites were not amenable to pullouts and new strategies need to be developed to present this information. (A list of the original nineteen sites is included in Appendix 2.)

A description of the ten sites that have been completed, along with their condition and any identified problems follows:

#### 1. Highway of Legends Directional Sign – Trinidad

This 5X7 foot hand-painted sign with a picture of the Spanish Peaks is located on the northbound lane of I-25 near the south end of the City of Trinidad. It was installed in the early 1990's and it's condition is fair. It needs touch-up re-painting, especially to the lettering.

#### 2. Colorado Historic Interpretive Site

This two panel, double-sided interpretive signage is located in a pullout on the North side of Highway 12 across from the entrance to Trinidad Lake State Park. It contains cultural and historic information about Hispanic settlement, and the Penitentes and Santeros. It was developed and installed with funding from the Colorado Historical Fund. It's condition is good, with some weathering due to sun exposure.



### 3. Cokedale Interpretive Site and Overlook – Milepost #63.0, Mile #7.5

is a highway turnout with interpretive signs on the North side of Highway 12, at the turnoff to the historic mining community of Cokedale. It is located near the slag pile at the turnoff to Cokedale and connected to a short trail to the parking area. The turnout considers eastbound highway traffic turning cross the centerline into the Northside turnout. The sign, entitled *Mining Coal in Cokedale* is printed on PVC material in color and is installed at an angle in a rock base. It accompanied by an upright sign commemorating miners. The original sign was installed in 1996 and the upright portion was installed in 1998. The condition of the lower sign is fair and the condition of the upright portion is good. The lower sign has faded somewhat due to more intense exposure to the sun and was subject to retaining water until repaired when the upright portion was installed. This signage was funded by a 1993 Byways grant.



4. The North Lake Interpretive Pullout – Milepost #29.4, Mile 41.1. is located in a parking area along the Northeast shore of North Lake. The site provides excellent views of the lake and surrounding area and has safe access from Highway 12. The signage consists of two PVC panels installed at an angle in a connected stone base. One is about mountain man Tom Tobin and the other describes local wildlife. This signage was also installed in 1996 and its condition is good. The information contained in the sign about Tom Tobin and his killing of the Espinosa brothers represents the Anglo point of view, which is offensive to the Hispanic settlers in the area. This signage was funded by a 1993 Byways grant. The condition of the panels is good, with some weathering due to sun exposure.



### 5. The John B. Farley Memorial Wildflower Overlook- Milepost #22.3, Mile 48.2

is located on the West end of Highway 46 near the summit of Cuchara Pass, just off Highway 12. The signage is positioned in a parking area that is the entrance to a fenced natural wildflower garden



that can be viewed from the parking lot. The signage consists of 3 PVC panels, mounted at an angle on steel bases - two depicting local wildflowers and one about J.J. Cordova and the road over Cordova Pass. It was funded and installed by the U.S. Forest Service in 2001. During the summer of 2003 these signs were vandalized by someone shooting into the PVC panels. They were replaced in the Fall of 2003. Their present condition is excellent.

**6. The Blue and Bear Lake Interpretive Pullout – Milepost #19.9, Mile 50.6**

is located just off Highway 12 at the entrance to Forest Road 442, which goes to Blue and Bear Lake campgrounds and the Apishapa Trailhead. The interpretive signage is located in a parking area for a small picnic area and rest stop along the Cuchara River. It consists of two PVC panels mounted in an upright steel frame. One panel contains a map of the area and information about Asa Arnold, one of the first Forest Rangers in the region. The other illustrates and tells the story of the Legend of the *Naming of Bear Lake*. This signage was funded by a Byways 1996 grant and designed and installed in partnership with the U.S. Forest Service in 2002. It's condition is excellent.



**7. The Devil's Stairstep – Profile Rock Interpretive Pullout – Milepost 11.5, Mile 59**

is located at the base of the Devil's Stairstep, on the West side of Highway 12. It consists of two PVC panels that are being installed in an upright steel frame in the summer of 2004. They describe the unique geology of the Spanish Peaks and feature The Devil's Stairstep and Profile Rock, two of the largest volcanic dikes that radiate out from the Spanish Peaks. They also feature *The Legend of the Devil's Stairstep*. This signage was funded by a Byways 1993 grant. The condition of the panels is excellent.



**8. The Francisco Fort – La Veta Interpretive Panel – Milepost 4.8, Mile 65.7**

is located on the West side of Highway 12 in front of Francisco Fort Historical Museum in La Veta. It consists of double-sided PVC panels that describe the founding of Francisco Fort and the founding of the town of La Veta. It was funded and installed by the Colorado Historical Fund. There are some problems with the factual information about Colonel Francisco who founded Francisco Fort and the town of La Veta that have been pointed out by members of the Huerfano Historical Society. The condition of this panel is excellent.



**9. The Highway of Legends Kiosk at Lathrop State Park** is located on a footpath outside the Lathrop State Park Visitor's Center three miles west of Walsenburg. The interpretive signage is a large (5'x7') PVC panel with a covered roof that has a map of the Highway of Legends and information about the natural, historic, cultural, recreational and geological features along the byway. The condition of the kiosk is excellent, although some repair work of the low stucco wall associated with the kiosk is needed.



**10. Highway of Legends Billboard – near Dalhart, Texas**

A large billboard with a picture of the Spanish Peaks, location and directions and the website address was installed near Dalhart, Texas in 2000. The Peaks were reversed in the pictures and the company that produced it refused to correct it or reduce the cost. It was up through 2002, but no longer exists.



**11. The Regional Byway Kiosk at the Byway Center of the El Pueblo Museum, Pueblo, Colorado** This large kiosk is located outside of the Byway Center at the El Pueblo Museum in the Arthur Carhart site. It contains three panels, one from each of the regional byways that participated in the formation of the Byway Center - Frontier Pathways, Gold Belt Tours and Highway of Legends. Each sign has some key facts and a map of the byway.



**12. The History of The Cuchara Valley Sign – Cuchara**

This sign is in the process of being designed and will be placed along the Cuchara Multi-use Trail in the Village of Cuchara. It will describe native American settlement and the development of tourism in Cuchara, along with *The Legend of the Formation of the Cuchara (Spoon) Valley*.

**13. Watchable Wildlife** - An interpretive sign is in the planning stages that will feature watchable wildlife along the byway. The location of the signage is yet to be determined. It is funded by the Colorado Department of Wildlife through a grant to the byway in 2003.

**Facilities:**

**Gateway Sites.**

The following Gateway Sites currently exist and several others are in the planning stages:

**.The Colorado Welcome Center in Trinidad** is one of the 23 official State Welcome Centers and is the gateway center for Southern Colorado along I-25. It greets 120,000 visitors a year, most of whom are from Texas, New Mexico and Arizona. It is staffed by volunteers, several of whom are members of Scenic Highway of Legends, Inc. Promotional materials, including the *Highway of Legends Visitor's Guide*, are available and visitor's are encouraged to travel north along the Highway of Legends. It is open year round and is always well staffed.

**.The Walsenburg Trail Depot** is located in the City of Walsenburg at the Northern Gateway to the Highway of Legends. It houses the office of the Huerfano Chamber of Commerce and has brochures and other information about the Highway of Legends, including the Visitor's Guide, and has restrooms. This facility is not advertised at any of the three exits off I-25 and is not well advertised as a tourist information center. It is only open during the summer months.

**.The La Veta Trail Depot** is being renovated and will be opened during the Summer of 2004. It is located in the town of La Veta, approximately five miles from the turnoff of Highway 160 to Highway 12. It will be the home of The Town of La Veta, La Veta-Cuchara Chamber of Commerce and the Scenic Highway of Legends, Inc. and will eventually feature interpretive materials about cattle ranching and railroading in the area. Brochures, the Visitor's Guide, etc. will be available, along with restrooms. Staffing needs are presently being considered. Welcome Centers and is the gateway center for Southern Colorado along I-25.

## **Recreational Facilities:**

**.Monument Lake Resort** located between Stonewall and North Lake, is a fishing resort constructed in the 1950s and currently managed by the City of Trinidad. It includes an excellent fishing lake, classic adobe cabins, campgrounds, a restaurant and store. **North Lake** is a fishing lake several miles North of Monument Lake Resort.

**.The Spanish Peaks Wilderness Area** is a pristine 19,200 Acre wilderness area in the San Isabel National Forest designated in 2002. The Spanish Peaks are also recognized as a National Natural Landmark. It includes trails to the tops of East and West Peak and a wilderness road to the Bulls Eye Mine.

**.Bosque del Oso** is a State Wildlife Area managed by the State Department of Wildlife. It is a major wildlife corridor for black bears and elk and allows limited hunting and hiking.

**.The Cuchara Mountain Resort** was developed in the 1980s as a small ski resort. It has had numerous owners who have had a difficult time of it because of variable and unpredictable snowfall, as well as management problems. It has recently been purchased after being closed for three years and the plan is to develop it as a year-round resort and conference center.

**.Lathrop State Park and Trinidad Lake State Park** each have a visitor's center that includes some interpretive material, large reservoirs for fishing, swimming, camping and picnicking and interpretive trails. They also host programs about the natural history of the area, historical programs and storytelling of the legends along the Highway of Legends.

**.Other Camping Facilities - Blue and Bear Lake, Cuchara River Recreation Area.**  
Each of these facilities are located in the San Isabel National Forest and West of the Spanish Peaks Wilderness Area in the Culebra Range. Blue and Bear Lake include small fishing lakes and were one of the original facilities designated by Arthur Carhart in his 1947 recreational plan. The Apishapa Trail links these camping facilities and there is a 4-wheel road past Blue Lake to the base of Trinchera Peak.

**.Golf Courses** include the Trinidad Golf Course in Trinidad, Grandote Golf Course in La Veta and Walsenburg Golf Club.

## **Other Facilities:**

**.Corazon de Trinidad** is a riverwalk project along the Purgatory River in the City of Trinidad that will provide open space, a walking and bicycle Trail, a restored railroad train with interpretive signage, restrooms and a snack bar. It is being funded by CDOT and the City of Trinidad and is currently in the first phase of construction.

**.The Williams Living History Ranch** is a 40 square mile (37,000+ acre) Centennial ranch east of Walsenburg. It is a fourth generation, working cattle ranch run by the Williams family. They are offering living history programs and a therapeutic equine program for children that began during the summer of 2003.

## **Museums:**

**.The Trinidad State History Museum - Trinidad** This museum is located in downtown Trinidad and consists of the Baca House, The Bloom Mansion, gardens, a shop and visitor's center. An excellent Santa Fe Trail museum is found in the Baca House. It is open during the summer, with tours in the Spring and Fall by special appointment.

**.A.R. Mitchell Memorial Museum & Gallery – Trinidad** The A.R. Mitchell's western art collection is housed in this museum, along with a Spanish folk art collection, historic photographs by O.E. Aultman and others, and a contemporary gallery and shop. It is open all year, with restricted hours during the winter.

**.Louden-Henritze Archaeological Museum – Trinidad** This museum is housed on the campus of Trinidad State Junior College and houses collections of paleontological and archaeological collections from the region. It is open January through November.

**.Old Fire House No 1 Children's Museum – Trinidad** This hands on children's museum includes a fire truck, model train, model schoolroom and dress-up area focused on Trinidad's past. It is open during the summer.

**.Cokedale Museum -Cokedale** The Cokedale Museum is located in the restored mercantile store in Cokedale, a model coal camp west of Trinidad. In the early 1990s they received help in displaying their photography collections, but need more permanent displays and a system for cataloging their collections. The museum is open intermittently during the summer and needs funding for a director.**.Francisco Fort Museum –La Veta** Francisco Fort Museum in La Veta is housed in the fort constructed by Col. John Francisco and Henry Daigre in 1862-63. It received funds from the Colorado Historical Fund to restore the roof and some of the adobe walls of the museum, but needs further repairs. They have also updated their collections and exhibits and have begun computer cataloging of their collections. They have a dedicated network of volunteers, but need a funded position for director.

**.Walsenburg Mining Museum – Walsenburg** The Walsenburg Mining Museum houses collections about the region's mining history in the old county jail building. The roof has serious leaks and some of the collections have been damaged. They need significant funding to fix the roof and update and catalogue their collections.

**.El Pueblo Museum and Byway Center – Pueblo** The new El Pueblo Museum opened in August of 2003. It consists of a large, new building that houses collections about the founding and history of Pueblo, along with a Byway Center. Another building enclosing a working archeological site was also constructed. The old El Pueblo Museum, consisting of an early Hispanic settlement was also updated and repaired.

**.The Valentine Ranch Mining Museum – Gulnare** This mining museum near Aguilar is in the planning stages. June Valentine, of the centennial Valentine Ranch has a large collection of photographs and artifacts from the mining history in Las Animas County, which will be displayed in the museum. Living history activities are also being planned.



## **Printed Material:**

Printed products include products funded by the byway, other state funding sources and individuals in the community:

- .**The Scenic Highway of Legends** publication is a 5X8 inch, 16 page publication that describes the sites and features along the byway, along with their associated legends. It was funded by a 1993 SB grant and will not be re-published when the present copies run out.
- .**The Scenic Highway of Legends Brochure** is a 3-fold brochure produced in 1998 with funding from the 1993 byways grant. The printing was faulty and the publisher refused to re-print the brochure. It is rarely used and will not be re-printed.
- .**The Scenic Highway of Legends Visitor's Guide** was published in 2002 and 2003. They were 8 ½ x 11 inch, 48 page, full-color publications featuring interpretive information about communities and sites along the byway including some of the legends, a schedule of events and listings of lodging, restaurants, shops, services, museums and recreational opportunities along the byway. It was funded primarily by advertising, with some funding from the Watchable Wildlife section of the Colorado Department of Wildlife. These publications have been very popular, but did not generate enough funding to pay for design, much of which was donated by RuralWide Web, Inc. It needs to determine a reasonable funding strategy to continue publication.
- .**The Spanish Peaks Wilderness Area Brochure** is a 3-fold brochure produced by the U.S. Forest Service in 2002 when the wilderness area was designated. It features a map and information about the wilderness area and will continue to be available through the Forest Service.
- .**The Legends Coloring Book** will be published during the summer of 2004. It is a 9X12 inch, 24 page book with a color cover, which features the earliest legends associated with the Spanish Peaks, along with 8 line drawings illustrating the legends. It is being designed by Earthwing Publications, with partial funding by two small Folk Art grants from the Colorado Council on the Arts. This is the first of a series of coloring books that will be privately published featuring legends, natural history and ecology and geology of the Spanish Peaks and the Dakota Wall.
- .**Scenic Highway of Legends Postcards**. A series of postcards was produced privately and is for sale along the byway and on Internet. The owner of the series has agreed to donate a portion of the profits to Scenic Highway of Legends, Inc.

## **Audio-Visual Materials:**

- .**The Legends series on audiotape and CD-Rom**. This series is produced by a private individual as a driving tour of the Highway of Legends. It is available at numerous sites along the byway and on the Internet. The owner also donates a portion of the profits to Scenic Highway of Legends, Inc.

## The Internet:

The official Highway of Legends website [www.highwayoflegends.org](http://www.highwayoflegends.org) has been on-line since 1999. It includes an on-line tour of twenty-two sites along the byway from Trinidad to Walsenburg and presents legends associated with each site. The website also has an annual schedule of events and a list of membership. It's construction was funded by a 1996 Byways grant.



## Services:

### Tours.

The following tours are available along the Highway of Legends, and are listed in the *Highway of Legends Visitor's Guide*.

- .Trinidad State Historical Museum** sponsors tours at the museum complex in Trinidad during the summer. These include the Baca House with it's Santa Fe Trail Museum, the Bloom Mansion and a walking tour of downtown Trinidad.
- .Huerfano Historical Society** sponsors historical tours during the summer months in Huerfano and Las Animas Counties. These have included tours of mining sites, a tour of the historic 40,000 acre Capps Ranch S.W. of East Peak of the Spanish Peaks, a tour of the Taos Trail and settlement along the upper Huerfano River, and a horseback tour over Madano Pass in Huerfano County.
- .Geological and Photographic Tours** of the Spanish Peaks and the Sand Dunes National Monument in the San Luis Valley are conducted by a geologist photographer during the summer and fall months.
- .The Huerfano Branch of Trinidad State Junior College** sponsored historical tours during the summer of 2001-2002. The Huerfano Branch was unfortunately discontinued in 2003 and the tours are no longer available.

## **Events:**

- .The Black Diamond Jubilee** in Walsenburg, which celebrates the rich coal mining history in Huerfano County, occurs annually in early June. It is sponsored by the Huerfano Chamber of Commerce, The Huerfano Historical Society and the Walsenburg Mining Museum. It features a reunion of descendants of mining families in the area.
  
- .Santa Fe Trail Days** in Trinidad celebrates the Santa Fe Trail and occurs in downtown Trinidad annually in mid-June. It is sponsored by the City of Trinidad, the State Historical Museum, the Trinidad-Las Animas Chamber of Commerce and the Santa Fe Trail.
  
- .Art in the Park** in La Veta over fourth of July weekend annually, features an art festival, music and food in the La Veta Town Park, celebrating the rich art heritage in the area. It is sponsored by The Spanish Peaks Arts Council (SPACe).
  
- .The Children's Art Workshop** in La Veta is a two week art workshop for children 8-14 that is held in the La Veta Town Park and sponsored by SPACe and the La Veta School of the Arts.
  
- .The Trinidadio Blues Festival** in Trinidad in July annually is a popular blues festival featuring blues musicians from Colorado and New Mexico.
  
- .Francisco Fort Days** in La Veta in late July annually celebrates heritage crafts, historical reenactment, music and theatre and is sponsored by Francisco Fort Museum and the Town of La Veta.
  
- .Aguilar Days** in Aguilar in August celebrates the history of Aguilar with music, and food.
  
- .The Walsenburg Mining Museum Ice cream Social** is held outside the museum in August annually. It is sponsored by the Walsenburg Museum.
  
- .The Cokedale Ice cream Social and Flea Market**, is held in Cokedale in early September annually. It is sponsored by the Cokedale Museum and the town of Cokedale.
  
- .Octoberfest** in La Veta is held the first weekend in October, which is the height of the Fall color in Southern Colorado. Along with enjoying the festival, many visitors tour the Highway of to view the beauty of the season.

## **Trails:**

Hiking and bicycling are very popular activities along Highway of Legends. A network of Forest Service trails is available for hiking and mountain biking in Las Animas County. Ride The Rockies bicycle tour has traveled HOL approximately every five years. The first Century Bike Ride from Stonewall to La Veta was very successful in 2003, and it planned as an annual event.

The Highway of Legends is currently participating in a planning grant from State Trails (GOCO) to develop the Southern portion of the Front Range Trail proposed by Governor Owens in 2002. This trail will connect front range communities from Trinidad to the Northern border of Colorado. This planning grant will research and recommend trail routes that will loop around the two Southeastern byways, the Highway of Legends and Frontier Pathways directly to the North.

The following are existing trails and those under construction or in the planning stages that will be part of the Front Range Trail:

.A multi-use asphalt trail from Lathrop State Park to Walsenburg.

.Highway of Legends has completed a State Trails planning grant for the Cuchara Multi-use trail, and will implement the construction of phase I of this trail from Pinehaven to the Cuchara Mountain Ski Resort in the summer of 2004.

.A multi-use trail is an integral part of the Corazon de Trinidad Riverwalk Project along the Purgatoire River in Trinidad.

.A plan for a multiuse trail from Trinidad to Trinidad Lake State Park was developed in 1999, but has not yet been funded.

## **THE CENTRAL THEME AND MAJOR SUB-THEMES**

The design of interpretive products around the central theme provides a core focus and identifiable visual images associated with the Highway of Legends. It forms the framework that ties the topics, sites and media together, forming an integrated way to present the story of HOL to the public. The central theme (as described in Chapter 8) is:

*The Spanish Peaks mark the crossroads of diverse cultures and historical traditions, where the people have responded to the land's power and beauty by endowing its every element with legends and stories that illuminate their heritage and cultural values.*

### **Major sub-themes are:**

*.Native American habitation*

*.Exploration*

*.Settlement – ranching & farming*

*.Mining*

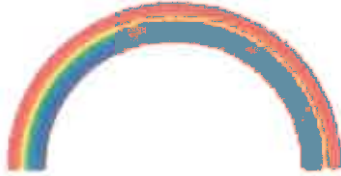
*.Architecture and material culture*

*.Transportation*

*.Early recreation and wilderness planning – Arthur Carhart.*

## IMAGES

The official logo for the Highway of Legends depicts a highway passing through a rainbow circle with the Spanish Peaks in the background. Along with the Spanish Peaks, the rainbow symbol has been adopted as a central image because a natural rainbow can often be seen along the byway. The six colors in the rainbow are matched with the six intrinsic qualities along the byway - Scenic, Cultural, Historical, Recreational, Natural and Geological.



**SCENIC – Purple:** The breathtaking scenic beauty along HOL clusters around the Spanish Peaks, which are visible from most locations on the byway is one of the most important resource of the byway. The four seasons present a kaleidoscope of colorful scenic vistas that are very popular with visitors.

**CULTURAL – Red:** The rich cultural diversity of local residents, including Native American, Spanish and European explorers and settlers give HOL it's special flavor and is the source of the many legends that tell the story of the byway.

**ORANGE – Historical:** The rich history of the region is found in museums and communities along the byway, and lives in the architecture. Historical events surrounding the Spanish Peaks range from Native American settlement and seasonal visitation, to the Spanish explorers and settlers, the mountain men and the exploitation of rich coal deposits around the Spanish Peaks. Transportation, including Native American and historic trails, railroad and modern recreational trails form a backdrop for the events that shaped the region.

**YELLOW – Recreational:** Camping, hiking, biking, fishing, golf, horseback riding and winter sports are popular activities along HOL. Trout and other game fish provide excellent fishing in rivers, creeks and lakes along the byway, including Monument Lake and two State Park reservoirs, Lathrop State Park and Trinidad Lake State Park. A network of hiking and biking trails and campgrounds are found in The Spanish Peaks Wilderness Area, on U.S. Forest Service and private land. Cuchara Mountain Resort that provides downhill and cross-country skiing as well as summer activities. Guest ranches, hotels and motels, Bed and Breakfasts and RV parks provide lodging alternative, and there are many restaurants, gift and antique shops in the quaint, historical communities along the byway.

**GREEN – Natural:** The six ecological zones from Plains to Alpine, and the micro-zones found around the volcanic dikes that radiate out from the Spanish Peaks provide the ecological base for the great diversity of flora and fauna along the byway.

**BLUE – Geological:** The volcanic dikes that radiate out from the Spanish Peaks figure prominently in geology textbooks because of their uniqueness. The dikes are the remnants of ancient volcanic activity. As the Spanish Peaks rose, giant cracks were torn in the ground that filled with magma to form the dikes. As the softer geological formations eroded, the harder dikes survived. The Devil’s Stairsteps, located between La Veta and Cuchara, is one of the most striking of these dikes. The Stone Wall in the community of Stonewall is a part of the Dakota Wall that emerges at places along the Front Range of the Rocky Mountains, all the way from Canada to New Mexico.

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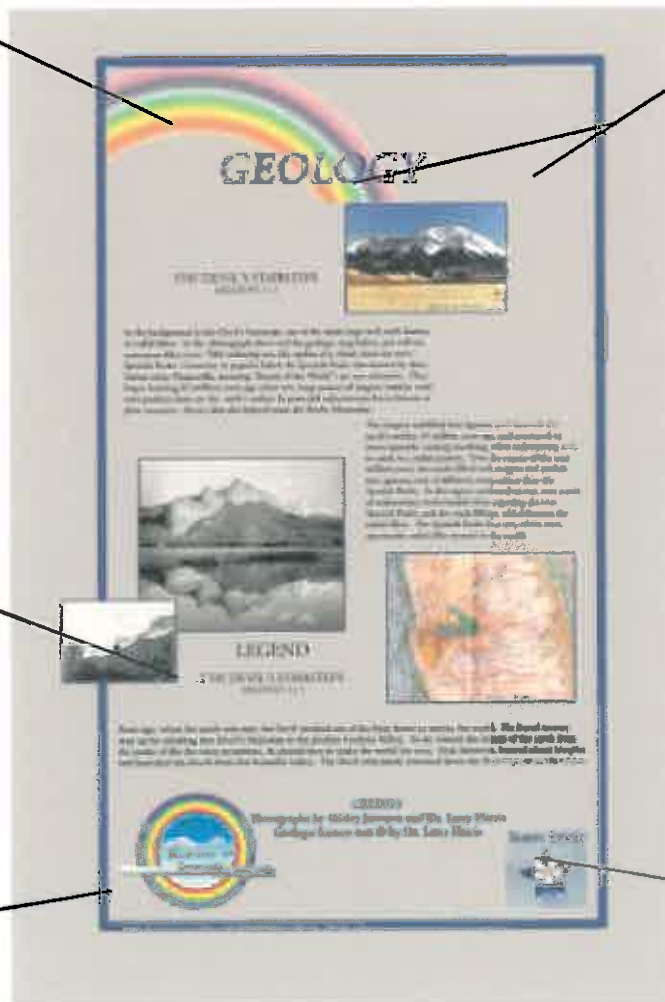
Rainbow image

Color-coded topic

Legend

Highway of Legends logo

Scenic byway logo



## **INTERPRETIVE DESIGN STANDARDS**

A standard format for signage should be used for all future signage. It includes the rainbow image across the top, and in the left lower corner, the HOL logo, the Colorado Scenic Byways columbine logo, any other logos of partnering organizations. A line around the outside of the sign corresponding to the color of the main topic, eg. Blue in the following example of geological signage at the site of the Devil's Stairstep. Where more than one topic is included, an additional line can be added around the outside of the sign. All signs will also have a Legend associated with the topics presented, with a *Legend* heading in white.

These standard images and color-coding should also be used on other Highway of Legend's interpretive materials, such as printed material, the Internet site and audio-visual products. Highway of Legends branded products would also have permission to use these images.

### **Corrective Measures for Existing Signage:**

As can be seen in the inventory of existing signage, which have been created over a number of years with no integrated plan, there are a variety of formats that have been used. It is not practical or financially feasible to replace existing signage if and until it has deteriorated to "poor" condition. There are, however, corrective measures that can provide basic integration of products. This is the application of decals of the rainbow, the HOL logo and byway logo that can be applied to existing signage and replaced when worn out. These should be weather-resistant if possible, especially for the slanted wayside signs. Where possible, weather-proof colored tape corresponding to the topic or topics described in the sign can be applied as well. This is not possible on a number of the signs, however, since the design extends to the edges and will not accommodate the addition of a border.

Other interpretive products, such as printed products, audio-visual products, etc. will either be replaced or created anew and can incorporate the design elements described above.

### **Interpretive Design Procedures:**

An Interpretive Committee should be continued as a standard committee in the Highway of Legends organization. The Board of Directors and membership can determine whether this should be combined with the Grants Committee. This is probably most efficient given the small number of people available to do this type of work. The role of the committee would be to:

- .Research funding sources for projects

- .Recommend projects to the Board and membership, based on the prioritized plan, availability of funding and people available to work on the project.

- .Research and recommend design professionals who would be able to complete the project. It has been a preference of the organization to try to hire local professionals, when they are available and appropriate.

- .Provide the design format standards to the design professional to insure that they are complied with.

. Work with design professionals to insure the accuracy of the information provided in the interpretive product. This often requires consultation with local experts in historical, cultural, natural history and geological information to be used. A representative from the Colorado Historical Society should also approve historical information. Make sure that legends are differentiated from historical facts.

. Remain flexible about choosing what projects to pursue, depending on funding, personnel and current conditions. Projects can always be changed or added as needed.

### **Assuring Quality Interpretive Materials:**

It is recommended that pre-testing and post-testing be done for all interpretive materials. Pre-testing a product is easily accomplished by distributing drafts both to volunteers and professionals involved in their preparation, but more importantly to people who would represent the typical or desired audience. Pre-testing by volunteers and professionals provides opportunities for final proofing. Audience review provides an opportunity to see if the theme and topic are being effectively conveyed in a provocative and compelling way. It also assures that language or the use of technical terms is appropriate to the audience. It is not uncommon to find that words commonly used by historians, scientists or interpretive planners are not understandable to many audiences.

Post-testing interpretive materials is a means of soliciting evaluative comments from audiences after they have had a chance to read or use an interpretive product, site or service. Audiences often have a perception of the relative financial worth of an interpretive product based on comparable products or users natural interests. One commonly used ways of post-testing a product, site or service is the provision of return-addressed, post-paid, brief and concise surveys. Another way to post-test is to provide short surveys at lodging establishments, or museums and visitor's center and ask patrons to fill them out on the spot. This is sometimes intimidating to staff unless they receive training in how to approach people, but can be an effective and inexpensive way to collect information. All post-tests are inherently "self-selecting", but mailed tests in particular come with an inherent bias slanted towards individuals who are critical or negative about a an interpretive product. Few individuals return surveys that are not pre-postage paid.



## **CHAPTER 9: INTERPRETIVE MEDIA RECOMMENDATIONS**

### **SIGNAGE**

#### **Kiosks:**

Visitors will be able to stop at designated pullouts to gain interpretive messages about byway themes that are relevant to the geographical area in which they are driving. Kiosks come in several alternative designs that include a small roof. Traditionally designed kiosks include large (42"x30") and small (42"x16") interpretive panels imbedded in PVC material and supported by stone or wood columns. Each kiosk has an orientation panel and at least one activity-oriented panel that will encourage visitors to take part in some activity along the byway and one panel that will be directed to children.

Recommendations are for two sizes of kiosks, one with two panels and one with four panels. Alternative types of kiosks can be made with one large panel, like the one at Lathrop State Park, and can be double sided. Examples are found in Appendix 4.

#### **Wayside Exhibits:**

Wayside exhibits are recommended for several sites along the byway where specific interpretive messages are important to the story of the byway, but there is no need for visitor orientation. Size for the waysides is recommended to be 24"x36", with the design imbedded in PVC material and supported by a steel frame, either upright or slanted. Multiple panels can be connected, as needed. Examples are also found in Appendix 4.

Specific recommendations follow for signage and other interpretive materials. A form was developed for signage, including the Interpretive Theme, Objectives of the Site, Desired Visitor's Experience, Recommended Interpretive Media, Recommended Interpretive Topics, including information designated for children, estimated cost and potential partners. Each is designated as a Gateway Site or a Wayside Site.

Gateway sites are located at major entrances to the Highway of Legends and are developed to give visitors information and entice them to travel the byway. Wayside sites are located at strategic sites along the byway.

## RECOMMENDED INTERPRETIVE SITES

### Highway of Legends Scenic and Historic Byway *Interpretive Site* *Story Form*

#### Kiosks-Gateway Site

**Site 1: Trinidad - Junction of I-25 and Highway 12, at the site of the restored historic train at the South end of the Corazon de Trinidad Riverwalk**

**Interpretive Theme:** Transportation and the founding of Trinidad.

**Objectives of the Site:**

- .To orient visitors to the physical layout of the Highway of Legends from Trinidad along Highway 12
- .To inform visitors about role of transportation and the founding of Trinidad
- .To orient visitors to the activities available along the byway

**Desired Visitor Experience – Visitor’s will:**

- .Understand that the purpose of the byway is to interpret how the various cultures that have settled around the Spanish Peaks from Native American to modern times utilized transportation.
- .Want to drive the byway to learn more about learn more about the people, ecology and wildlife, and to enjoy the scenery along the byway.

**Recommended Interpretive Media:**

Large kiosk – Double sided panels (48”x60”)

**Recommended Interpretive Topics:**

1. Map and activities to do along the byway
2. (Kids) Tour the restored train and understand what types of transportation passed through Trinidad
3. Significance of the Santa Fe Trail and railroads in the region
4. *Legends of the Santa Fe Trail*

**Cost Estimate:** \$5,000

**Potential Partners:** City of Trinidad, CDOT, Byways Grant, State Trails (GOCO), TEA-21



## **Highway of Legends Scenic and Historic Byway**

*Interpretive Site*

*Story Form*

### **Kiosks-Gateway Site**

**Site 2: Aguilar – Junction of I-25 and Highway 46, near entrance to the  
Town of Aguilar**

**Interpretive Theme:** The founding of the communities of Aguilar and Gulnare, mining and ranching history of the area, and the construction of the road over Cordova Pass.

**Objectives of the Site:**

- .To orient visitors to the physical layout of the Highway of Legends, with emphasis on the portion from I-25 over Cordova Pass to Cuchara Pass at the junction of Highway 46 and Highway 12.
- .To inform visitors about the mining and cattle ranching history of the area.
- .To orient visitors to the activities available along the byway

**Desired Visitor Experience – Visitor’s will:**

- .Understand that the purpose of the byway is to interpret various cultures that have settled around the Spanish Peaks from Native American to modern times.
- .Want to drive the byway to learn more about learn more about the people, ecology and wildlife, and to enjoy the scenery along the byway.

**Recommended Interpretive Media:**

Large kiosk – 2 double sided exhibits (48”x60”)

**Recommended Interpretive Topics:**

1. Map and activities to do along the byway
2. (Kids) Look for remains of coal camps & wildlife along the byway
3. Significance of mining and ranching history in the area
4. *Coal Camp Tall Tales*

**Cost Estimate:** \$5,000

**Potential Partners:** Town of Aguilar, Byways grant, TEA-21

Specific site to be determined.

**Highway of Legends Scenic and Historic Byway**  
*Interpretive Site*  
*Story Form*

**Kiosks-Gateway Site**

**Site 3: Overlook site at junction of Hwy 160 and County Rd. 450 at the West Entrance to La Veta – Picnic area and possibly restroom**

**Interpretive Theme:** The role of the Spanish Peaks in Native American traditions in the region.

**Objectives of the Site:**

- .To orient visitors to the physical layout of the Highway of Legends, with emphasis on the Spanish Peaks.
- .To inform visitors about Native American cultures and traditions and their relation to the Spanish Peaks, called *Wahatoya – Breasts of the Earth*.
- .To orient visitors to the activities available along the byway

**Desired Visitor Experience – Visitor’s will:**

- .Understand that one purpose of the byway is to interpret the importance of the Spanish Peaks to the Native American cultures in the region.
- .Want to drive the byway to learn more about its cultural traditions, and to enjoy the scenery along the byway.

**Recommended Interpretive Media:**

Small two-sided kiosk – 2 exhibits 36”x48”

**Recommended Interpretive Topics:**

1. Map and activities to do along the byway (42”x30”)
2. (Kids) Understand the importance of legends to the local Native Americans (42”x30”)
3. *Legend of the Spanish Peaks and the Home of the Rain Gods and Wahatoya and Keeping the Peace*

**Estimated Cost:** Kiosk = \$3,000 (A wooden kiosk already exists at the site, but needs repairs.)  
Unisex Restroom = \$15,000-25,000

**Potential Partners:** Byways grant, La Veta Chamber of Commerce, CDOT T-21



**Highway of Legends Scenic and Historic Byway**  
*Interpretive Site*  
*Story Form*

**Kiosks-Gateway Site**

**Site 4: Railroad Depot in Walsenburg – Huerfano Chamber of Commerce Offices Mile 82.0**

**Interpretive Theme:** The settlement of Walsenburg as a mining camp and history of coal mining.

**Objectives of the Site:**

- .To orient visitors to the physical layout of the Highway of Legends, with emphasis on mining history
- .To inform visitors about the settlement of Walsen Camp
- .To inform visitors about the activities of “Coal Camp Kids”
- .To orient visitors to the activities available along the byway

**Desired Visitor Experience – Visitor’s will:**

- .Understand that one purpose of the byway is to interpret the mining history and settlement .
- Want to drive the byway to learn more about its history and cultural diversity, and to enjoy the scenery along the byway.

**Recommended Interpretive Media:**

Large, 2-sided kiosk – 2 exhibits 48”x60”

**Recommended Interpretive Topics:**

1. Map and activities to do along the byway
2. Settlement of Walsen Camp and the associated mining communities in Huerfano County, including a map of the 157+ miles of collapsed mine tunnels on the Western edge of the City of Walsenburg
3. (Kids) Activities of “Coal Camp Kids”
4. *Coal Camp Tall Tales (different from those in Aguilar)*

Note: A large directional sign near the North exit off I-25 to Walsenburg are needed to orient visitors to the Highway of Legends

**Estimated Cost:** \$3,500 (a double-sided kiosk already exists at this site, needs some repairs)



## Highway of Legends Scenic and Historic Byway

### *Interpretive Site Story Form*

### Wayside Site

**Site 5: San Isidro Church/Vigil Plaza and the House on the Bridge Turnout, Milepost 42.6, mile 27.9**

**Interpretive Theme:** The contribution of Hispanic adobe architecture to Southern Colorado

**Objectives of the Site:**

.To inform visitors about the importance of Hispanic adobe architecture to this region of Southern Colorado  
.To inform visitors about the importance of the church and the Penitente moradas in this area, and their relationship to Northern New Mexico and the San Luis Valley

**Desired Visitor Experience – Visitor’s will:**

.Understand the importance of Hispanic adobe architecture and the role of the church in Hispanic communities.  
.Want to drive the byway to learn more about learn more about adobe architecture, and to enjoy the scenery along the byway.

**Recommended Interpretive Media:**

2 upright panels with steel frame (24”x36”)

**Recommended Interpretive Topics:**

1. Map of Vigil Plaza, San Isidro Church and the House on the Bridge, as well as other Hispanic plazas and churches in the Valley. The role of the church in Hispanic communities, including the Penitente moradas, and the connections to N. New Mexico
2. (Kids) How adobe bricks are made and the construction of adobe architecture
3. *Legend of the Penitentes; Legend of La Llorona under the House on the Bridge*

**Estimated Cost:** \$2,500

**Potential Partners:** Byways grant, Hispanic Chamber of Commerce, Trinidad, Colorado Historical Fund

Specific site to be determined.

## Highway of Legends Scenic and Historic Byway

### *Interpretive Site*

### *Story Form*

### Wayside Site

#### **Site 6: The Dakota Wall in Stonewall – Milepost 37.8, mile 32.7**

**Interpretive Theme:** The formation of the Dakota Wall and the Sangre de Cristo Mountains. Hispanic and European settlement in the area; farming, ranching and logging

#### **Objectives of the Site:**

.To inform visitors about the formation of the Dakota Wall and the Sangre de Cristo Mountains

.To provide and understanding of the physical layout and history of Hispanic and European settlement in the valley

#### **Desired Visitor Experience – Visitor’s will:**

.Understand the geological formation of the Dakota Wall and the Sangre de Cristo Mountains

.Understand the settlement of the valley by Hispanics as part of the St Vrain Land Grant and and European ranching and farming settlement

#### **Recommended Interpretive Media:**

2 upright panels with steel frame (24”x36”)

#### **Recommended Interpretive Topics:**

1. A map of the area, including the road to Tercio, along with the history of the settlement of the numbered coal camps; “Los Properos”, who provided the supporting posts for the coal mines tunnels
2. Marian Brown, Kit Carson and European settlement in the valley
3. (Kids) Traveling the Santa Fe Trail
- 4 *Legend of the Lonesome Water and the Stonewall Valley*

**Cost Estimate:** \$2,500

**Potential Partners:** Byways grant, USFS, Stonewall citizens

Specific site to be determined.

**Highway of Legends Scenic and Historic Byway**  
*Interpretive Site*  
*Story Form*

**Wayside Site**

**Site 7: Cordova Pass Summit on Hwy 46**

**Interpretive Theme:** The history of recreational planning in the Spanish Peaks region

**Objectives of the Site:**

- .To provide a map of the Spanish Peaks Wilderness Area and related trails and recreational sites
- .To inform visitors about Arthur Carhart and recreational planning in the Spanish Peaks area

**Desired Visitor Experience – Visitor’s will:**

- .Understand the role of Arthur Carhart and recreational planning
- .Be oriented to the physical layout of the Spanish Peaks Wilderness Area and the associated trails and recreational sites

**Recommended Interpretive Media:**

2 upright panels with steel frame (24”x36”)

**Recommended Interpretive Topics:**

1. Arthur Carhart and recreational planning
2. A map of the Spanish Peaks Wilderness Area and associated trails and recreational sites
3. (kids) wilderness safety and “leave no trace behind ethics”.
4. *Legend of Where the Three River’s Start*

**Cost Estimate:** \$2,500

**Potential Partners:** Byways grant, USFS

Specific site to be determined.



**Highway of Legends Scenic and Historic Byway**  
*Interpretive Site*  
*Story Form*

**Wayside Site**

**Site 8: Railroad History along the Highway of Legends – La Veta Depot**

**Interpretive Theme:** The history of the Santa Fe narrow gauge Railroad over Old La Veta Pass

**Objectives of the Site:**

- .To provide a map of the railroad from Walsenburg across Old La Veta Pass.
- .To inform visitors about La Veta as a railroad hub for transportation of cattle and coal

**Desired Visitor Experience – Visitor’s will:**

- .Understand the role of railroads in Huerfano County
- .Be oriented to the physical layout of the route across Old La Veta Pass and the communities along its route, such as Oakview and Ojo.

**Recommended Interpretive Media:**

2 upright panels with steel frame (24"x36")

**Recommended Interpretive Topics:**

1. The construction narrow gauge railroad across Old La Veta Pass
2. A map of rail route with the towns along its route
2. (Kids) a rideable model railroad with a turnaround going from the depot around La Veta Town Park
3. *Legend of A Light in the Dark*

**Cost Estimate:** \$2,500

**Potential Partners:** Byways grant, Town of La Veta, TEA-21, CHF



## **AUDIO VISUAL MATERIALS**

### **.Promotional Video, CD-Rom or DVD:**

The development of a short video, CD-Rom or DVD about the byway is recommended to show at travel and trade shows and as a sales item in local stores, museums and visitor's centers, as well as through the Internet. PBS videos have been produced for a number of Colorado Byways and this source will be investigated, along with Holiday Films. A CD-Rom or DVD can also be produced much more inexpensively, and used and sold in the same venues. Cost estimates and potential partners are presented in the prioritized plan.

### **.Interactive Touch-screen Exhibits:**

Touch-screen exhibits are recommended in partnership with other regional byways, Santa Fe Trail, Frontier Pathways and Gold Belt Tours, to be installed at multiple locations along each byway. Primary information at each site can be targeted toward the byway on which it occurs, but the information provided will be essentially the same at all locations, making it a cost-effective way to provide information at numerous sites. The information will include maps of the byways, information about basic resources and activities along the byways. It can be supported jointly by each of the byways, facilities such as Welcome Centers, state parks, museums and Chamber's of Commerce, making it a cost-effective way to deliver essential information to a large number of people who are encouraged to visit all the regional byways.

### **.Video Histories of Old-timers Series:**

One of the most important resources along the byway is the repository of knowledge held by the "old-timers" who live along the byway. Many have already died and everyone who was interviewed said that this is information that will be lost very soon if it is not collected and preserved. A video series supported jointly by the byway and the Historical Societies, museums and the audio-visual program at Trinidad State Junior College is highly recommended.

### **.Traveling Exhibit for HOL:**

A traveling exhibit that can be easily transported and set up would be useful for travel shows and byway events, such as festivals. It would include a map of the byway and backlit pictures along the byway.

## **PRINTED MATERIALS**

### **.Continued Publication of the Highway of Legends Visitor's Guide:**

The publication of an annual visitor's guide in 2002 and 2003 was very popular, but did not generate enough funds to pay the designer an adequate fee. Alternative ways to raise funds should be investigated, eg. To partner with the Trinidad Tourism Board, solicit large dollar advertisements from the ski resort and golf courses and possible donations from sponsors. An alternative might be to publish a regional visitor's guide in partnership with regional byways. It would have a larger pool of advertisers, but would be a much more complicated project and would have to be well coordinated to be successful.

### **.Rack Cards:**

Rack cards are an alternative to publishing a Visitor's Guide. They can promote specific businesses, such as lodging, restaurants, museums, recreational attractions and an annual schedule of events, and be supported by advertising.

### **.A Membership Decal:**

A membership decal that can be posted at business locations is recommended as a benefit of membership.

### **.Teacher's Kits:**

The development of teacher's kits including the Legends series of Coloring Books, and indoor and outdoor activities is recommended, in partnership with the local school systems, museums, the U.S. Forest Service and the Colorado Department of Wildlife, living history programs and GOCO.

### **.A Graded Trails Map for the Highway of Legends:**

The publication of a graded regional trails map for HOL is recommended when the Front Range Trail is substantially completed. It would grade the trails from easy and handicap accessible to difficult mountain biking and hiking trails, with a color-coded system like that used on ski runs.

## **FACILITIES**

### **.Public Restroom Facilities along Highway 12:**

There is only one set of free-standing public restrooms along Highway 12, at the entrance to Blue and Bear Lake road, and it is only open during the summer season. At least one restroom facility associated with an interpretive site are recommended, and could be constructed in partnership with USFS, and possibly communities along the byway. The overlook site North of La Veta would be one good location.

## **PRESERVATION**

### **.Survey Arthur Carhart Recreational Sites:**

Frontier Pathways has received a byways grant to survey recreational sites along their byway constructed as part of Arthur Carhart's recreational plan. A number of important sites are also found along HOL, which can be assessed for preservation. Funding can be found through Colorado Byways and USFS.

## **TRAILS**

Continued development of the Front Range Trail, through the current planning grant and subsequent construction is an important objective for the Highway of Legends.

## **SERVICES**

A number of personal services may be developed. Some of these can be done with volunteers from the byway organization, and depend more on availability of time rather than money. They include:

- .Participate in hospitality personnel service training program developed by Colorado Byways Commission
- .Develop paid staff capabilities
- .Develop a lecture series with a speaker's bureau
- .Strategize support for El Pueblo Museum with Frontier Pathways and Gold Belt Tour
- .Secure interns to participate in events, tours and educational programs
- .Participate in El Pueblo Museum programs, especially at Byway Center
- .Encourage development of living history activities
- .Develop student and senior intern programs for historic preservation activities, museums and tours
- .Participate in the CDOT 2030 plan in order to advocate the addition of pullouts, possible shoulders, and other projects that would enhance the Highway of Legends

## **SPECIAL VISITOR CONSIDERATIONS**

### **Americans with Disabilities Act (ADA) Compliance:**

Although ADA compliance is "mandated" on federally funded ADA compliance is required for projects, the issue has never come up with Colorado byways. The law does distinguish between newly constructed projects where ADA compliance is relatively easy and inexpensive versus projects where compliance would make the project unfeasible. Regardless, Highway of Legends should make a good faith effort in providing accessibility at interpretive sites for physically challenged individuals wherever possible.

### **Seasonal Considerations:**

Though the peak use period for outdoor interpretive recreation is between Memorial and Labor Day, Highway of Legends will provide year-round interpretive resources at its indoor facilities. Assuming that the owners of the current Cuchara Ski Resort fulfill its plan to create a year-round resort facility, winter recreation will be available - primarily downhill and cross-country skiing and snowboarding. Meanwhile, the Visitor's Guide and the website provide year-round information that reaches a large audience.

### **Safety:**

Several safety concerns must be addressed relative to the construction of pullouts on Highway 12. Adequate driving sight and acceleration/deceleration distances need to be provided. Identification/caution signs are also necessary to provide advance warning to drivers wishing to turn into the site as well as others passing by. Winter driving

conditions are also an important consideration. Warnings about wildlife crossings are also needed. Better emergency services should also be provided on Highway 12.

## **CHAPTER 10: OVERLAYING INTERPRETATION AND MARKETING**

### **ACHIEVING MARKETING GOALS WITH INTERPRETATION**

Interpretive planning and product development significantly overlaps with marketing. The Highway of Legends Visitor's Guide and the website <[highwayoflegends.org](http://highwayoflegends.org)>, for instance, are as much marketing pieces as interpretive products. People have access to the Visitor's Guide and the website by several means. The Visitor's Guide has been available at the ten Colorado Welcome Centers and various museums, Chamber's of Commerce, and businesses along the byway. The website is available through any computer that is connected to the Internet and information can be downloaded and printed out to carry on a trip. People are attracted to the graphic quality and photographs in either format. They read what easily comes to their attention and interests them. They decide to come to Highway of Legends with expectations, a detailed itinerary, or a loose plan to go by. The byway has thus been successfully marketed through the Visitor's Guide and the website.

Every Highway of Legends interpretive product can also serve as a marketing product. Interpretive products can be designed to attract specific market niches for specific reasons. The Visitor's Guide or the website can direct specific audiences to specific locations. Interpretive products can also steer people away from certain resources by intentionally omitting information, thus "de-marketing" resources that individuals want to be kept private or, for instance, to protect wildlife habitat or private property. It is important to recognize the marketing impact of interpretive products and to understand that the two go together and should have mutually supportive goals.

#### **Marketing Goals:**

Highway of Legends interpretive products can specifically be used to achieve marketing goals. Potential marketing goals may include:

- .Attracting more visitors to all segments of the byway
- .Attracting more visitors to specific segments or locations along the byway
- .Discouraging more visitors to specific segments or locations along the
- .Attracting visitors to stay longer
- .Encouraging visitors to spend more money
- .Attracting visitors with specific interests, such as mining history or wildlife viewing
- .Attracting specific kinds of visitors, such as people from certain age or income groups
- .Attracting visitors from specific locations, such as Denver or other Front Range cities, the Southwest region of the U.S., or specific States, such as Texas, Kansas or New Mexico
- .Informing residents along the byway about events and attractions in other parts of the byway

The means and location of the distribution of, for instance, the Visitor's Guides can affect any of these marketing goals. The website, on the other hand, is available to anyone with a computer that is connected to the Internet, but does require this technology.

## **REGIONAL AND NATIONAL INTERPRETIVE EFFORTS AND MARKETING**

Several other state and national scenic byways are adjacent to Highway of Legends. The Mountain Branch of the Santa Fe Trail State and National Scenic and Historic Byway meets the Highway of Legends in Trinidad, Colorado. It will be elevated to All-American Road status after a five-state planning effort supported by the National Park Service is completed. Los Caminos Antiguos State Scenic and Historic Byway is a short distance to the West of Highway of Legends in the San Luis Valley. Two State and National Scenic Byways, Frontier Pathways and Gold Belt Tour are a short distance to the North.

These scenic byways have a unique opportunity to undertake joint interpretive and marketing efforts. All but Los Caminos Antiguos are currently featured at the Byway Center at the new El Pueblo Museum in Pueblo, Colorado. A regional Visitor's Guide can be explored by Highway of Legends, Frontier Pathways and Gold Belt Tour. Frontier Pathways, Gold Belt Tour and the Santa Fe Trail are National Scenic Byways, which assure a long-term though possibly fluctuating funding streams for both interpretive and marketing efforts. As stated in the byway Corridor Management Plan, the Highway of Legends should apply for national byway status if and when this is possible. It also needs to become a 501-c3 as soon as possible to expand opportunities for grant funding.

### **Assessing Educational Needs:**

Interpretive opportunities along Highway of Legends can meet educational needs ranging from elementary to intern or graduate levels. As part of an ongoing effort, Highway of Legends can solicit input from school districts, colleges, and universities to see if joint educational programs and/or projects could be conducted using partnership funding. Interns from Trinidad State Junior College, Pueblo Community College and Colorado State University in Pueblo, for instance, could be used to develop video histories of "old timers" or conduct historical tours. Educational programs for Seniors can also be explored.

### **Assessing Interpretive Needs Through Local Initiative:**

This IMP is intended to function as a dynamic document that is responsive to the Highway of Legends organization and community needs. As projects are completed and new projects are identified and added, priorities can be modified and changed. Sometimes interpretive projects begin as local initiatives that are not initially perceived as byway projects, for instance the La Veta Depot restoration, which will be used as a joint visitor's Center for the Town of La Veta, the La Veta-Cuchara Chamber of Commerce and the Highway of Legends. After successful incubation, this type of project takes on a life of its own, becomes a byway amenity, qualifying for funding and encouraging the creation of other projects.

## **Economic Development:**

An important mission of the Scenic Highway of Legends, Inc. since its inception has been to promote economic development along the byway, more specifically to promote economic development that is compatible with preserving and protecting its intrinsic resources. Identifying and promoting activities associated with heritage tourism in particular have been recognized as a strategy to encourage economic development. A number of specific activities were identified that would enhance this process in the future.

- .Encourage organizations, businesses and individuals to develop HOL related products
- .Develop a “branding” program for HOL related products, such as topical slide sets, calendars, T-shirts and hats, greeting cards, posters, books, and other souvenirs
- .Develop cooperative marketing strategies with business, organizations and regional byways
- .Develop joint marketing programs for community events along the byway
- .Support the development and marketing of historic tours in Huerfano and Las Animas Counties
- .Support the development and marketing of geological, wildlife viewing and natural history tours
- .Encourage the development of bus tours along the Highway of Legends

Preservation and protection of resources is an important role of the byway program. It is essential to recognize and react to preservation needs as they arise. Some activities that can be undertaken are to:

- .Identify resources requiring immediate protection
- .Seek emergency funding for these resources
- .Develop a multi-faceted protection and funding program
- .Solicit private sector partners

# CHAPTER 11: IMPLEMENTATION

## PRIORITIES

Four factors typically affect project priorities.

1. **Funding** – The availability of funding is the most constraining implementation factor
2. **Wish List** – Highway of Legends may wish to see specific projects completed quickly
3. **Administrative Capacity** – The availability of volunteer personnel is always an issue
4. **Sequencing** – There may be specific reasons to complete certain projects prior to others, for example research requirements may overlap and it may be more sensible to undertake a more extensive research effort for a project even though smaller projects require less of the same information. All research requirements are being conducted at the same time, thus requiring less overall time. Construction sequencing also may require that one project be completed prior to another. Priorities are:

<b>High (H)</b>	1-2 years
<b>Medium (M)</b>	3-4 years
<b>Low (L)</b>	5 years

## FUNDING

There are a number of funding sources for various projects. Most potential partners shown in the table below have certain funding capabilities. The following are some funding sources that may be available to Highway of Legends. A number of these are only available to organizations that have non-profit status (501c3), which the Highway of Legends, Inc. does not currently have.

- .TEA-21 Byway funding (FHWA)
- .National Scenic Byways Resource Center
- .TEA-21 enhancement funding (FHWA)
- .U.S. Forest Service partnership funding
- .GOCO Funding (Great Outdoors Colorado lottery funding initiatives
  - Planning capacity studies
  - State Trails grants
  - Legacy grants
- .State Historical Fund of the Colorado Historical Society
- .Colorado Council on the Arts
- .Colorado Division of Wildlife
  - Angler Education Programs
  - Fishing is Fun Program
  - Watchable Wildlife Programs
  - Environmental Education Programs
  - Special partnership funding
- .Colorado Division of Parks and Outdoor Recreation special partnership funding



- .Colorado Tourism Office (Governor's Economic Development Program)
- .County and Community funding initiatives
- .Government and Private foundations

## **POTENTIAL PARTNERS**

ADV	Advertizing
BOD	Highway of Legends Board of Directors and/or Interpretive Committee And/or Members-at-Large and/or Representatives on behalf of the BOD
BC	Byway communities
ByC	Byways Commission – State and Federal
CCA	Colorado Council on the Arts
CDOW	Colorado Division of Wildlife
CDOT	Colorado Department of Transportation
CG	County Government
CHF	Colorado Historical Fund
CHS	Colorado Historical Society
COG	Council of Governments
CSU/DOLA	Colorado State University, Pueblo Technical Assistance Program
CT	Conservation Trusts
CTO	Colorado Tourism Office
ED	Economic Development – Las Animas & Huerfano Counties
FHWA	Federal Highway Administration
GOCO	Great Outdoors Colorado
HC	Huerfano Coalition
IC	Interpretive Committee
MUS	Museums
PCC	Pueblo Community College
RB	Regional Byways – Santa Fe Trail (SFT), Frontier Pathways (FP), Gold Belt Tour (GBT), Los Caminos Antiguos (LCA)
RD	Recreational District – Huerfano & Las Animas Counties
RS	Radio Stations – KSPK, KRCC, etc.
SCH	Schools
SP	State Parks – Lathrop State Park, Trinidad Lake State Park
TSJC	Trinidad State Junior College
USFS	U.S. Forest Service-San Isabel National Forest, San Carlos Ranger District
WC	Welcome Centers
Contractor	Production contractor and/or consultant

## CHAPTER 12: PRIORITIZED INTERPRETIVE PROJECTS

<b>TYPE</b>	<b>EST. COST</b>	<b>PRIORITY</b>	<b>FUNDING PARTNERS</b>
<b>Signage</b>			
Gateway kiosk at restored train at S. end of Riverwalk in Trinidad	5,000	H-M	ByC, CDOT, BC
Gateway kiosk at entrance to Aguilar	5,000	H-M	ByC, BC
Gateway site at W. junction of Highway & 160, kiosk	3,000	H	ByC, BC, COC, TSJC
Gateway kiosk at Walsenburg train depot	3,500	H	ByC, BC, COC
Wayside site at San Isidro Church	2,500	M	ByC, CHF, COC
Wayside site at Stonewall	2,500	M	ByC, BC, USFS
Wayside site at summit of Cordova Pass	2,500	M	ByC, USFS
Wayside site at La Veta Train Depot	2,500	M	ByC, BC, COC, TEA-21

### **Audio-visual Materials**

Videotape of HOL	15,000	L	ByC, TSJC, PBS
Interactive touchscreen exhibits	35,000	M-L	ByC, SP
CD-Rom or DVD of HOL	3,500	H	Contractor, COG
Vidio histories of Oldtimers Series	25,000	H	ByC, CHF, BC, TSJC
A traveling exhibit for HOL	7,500	L	ByC

### **Printed Material**

Continue annual SHOL Visitor's Guide	40,000	H-M	ADV
Membership decal	1,000	H	BOD
Rack cards	10,000-	H	COG, ADV
Preparation of teacher's kits	10,000	L	CHF, SCH, USFS, CDOW
A graded trails map for HOL	2,000	H	USFS, CSU/DOLA

### **Facilities**

Public Restroom facilities at La Veta overlook	15,000-25,000	L	TEA-21, GOCO
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### **Trails**

Continue participation in the development of the Front Range Trail along HOL	in-kind	H	GOCO, ByC, USFS, TEA-21
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## Services

Participate in hospitality personnel service training program developed by Colorado	1,000?	H-M	COC, COG, BOD HC, ByC
Develop paid staff capabilities	in-kind	M	COC, BC, BOD
Develop a lecture series with a speaker's bureau	in-kind	M-L	BOD, TSJC, COC BOD, RB
Strategize support for El Pueblo Museum with Frontier Pathways and Gold Belt Tour	in-kind	H	TSJC, PCC., BOD, Mus USFA, CDOW
Secure interns to participate in events, tours and educational programs	in-kind	L	TSJC, PCC, Mus
Develop student and senior intern programs for historic preservation activities, museums and tours	in-kind	L	
Participate in the CDOT 2030 plan in order to advocate the addition of pullouts, possible shoulders, and other projects that would enhance the Highway of Legends	in-kind	H	BOD, CDOT

## Economic development

Develop a "branding" program for SHOL related products	nc	H	BOD
Develop cooperative marketing strategies with business, organizations and regional byways	nc	H	BOD, COC, RB
Develop joint marketing programs for community events along the byway	1,000-5,000	H	BOD, CSU/DOLA
Support the development and marketing of historic, geological, wildlife viewing, natural history & bus tours	nc	H	BOD, CSU/DOLA,
Encourage development of living history Activities	nc	H	Mus, BOD

## Preservation

Survey Arthur Carhart Recreational Sites	25,000	M	USFS, ByC, TEA-21
Identify resources requiring immediate protection, eg. Hispanic architecture	in-kind	M	CDOW, CHF, USFS
Seek emergency funding for these resources	10,000	M	CHF, GOCO
Develop a multi-faceted protection and funding program	in-kind	L	CHF, GOCO, CSU/DOLA

**APPENDIX 1:**  
**The Interpretive Committee  
and  
Other Contacts**

## Interpretive Committee

<b>Alan Bachoroski</b>	Secretary SHOL	927 Park St. Trinidad, CO 81082 719/846-7568 877/560-9626 bachoroski@rmi.net
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<b>Carolyn Newman</b>	Director Walsenburg Mining Museum	112 W. 5 <sup>th</sup> St. Walsenburg, CO 81089 719/738-1992 719/738-2840 hm.
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<b>Karl Gabrielson</b>	City Planner City of Trinidad	135 N. Animas Trinidad, CO 81082 719/846-9843 x 30 719/846-4140 FAX kgabrielson@trinidadco.org

## Contacts

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<b>Kerry Gabrielson</b>	Director S.E. Council of Governments	Trinidad, CO 719/846-1133 x21 cogkerry@adelphia.net
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<b>John Koshak</b>	Watchable Wildlife, SDOW	Colorado Springs, CO 719/227-5221 john.koshak@state.co.us
<b>Diana Laughlin Ph.D.</b>	Regional Director CSU/DOLA Technical Assistance Program	Pueblo, CO 719/545-9393 719/545-1876 FAX diana_L@coop.ext.colostate.edu
<b>Loretta Martin</b>	Director Louden-Henritze Archaeo- logy Museum	Trinidad, CO Trinidad State Jr. College 719/846-8220
<b>Diana Milner</b>	Tursa Research & Consulting	Pueblo, CO 719/545-4009 milnerdi@juno.com
<b>Moore, Mike</b>	President, Huerfano Coalition Chair, Trails Committee	Cuchara, CO 719/742-5169 rebb@webcoast2coast.net
<b>Sally Pearce</b>	Coordinator State Byways Commission	Denver, CO 303/757-9786 Sally.Pearce@dot.state.co.us
<b>Wyvonne Phillips</b>	Exec. Director Santa Fe Trail National & Historic Byway- Mountain Branch Wyvonne Phillips <dagwood@trinidadusa.net>	Trinidad, CO
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<b>Karen Schneiders</b>	Region 2-Environmental CDOT	Pueblo, CO 719/546-5748

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**APPENDIX 2:**  
**Intrinsic Resources  
and  
New Information**



## **Section 8. Inventory and Assessment of the Scenic Highway of Legends' Intrinsic Qualities**

### **3.A. Overview**

The SHOL's scenic, natural, and recreational resources are of statewide and regional significance. The historic and cultural resources also are of statewide and regional significance. The geological resources, for example the dikes associated with the Spanish Peaks, are of national and even international significance.

### **3.B. Overview of Natural Resources**

#### *Vegetation*

Forested reaches along the byway include aspens, native cottonwoods, Ponderosa Pine, Douglas Fir, Engelmann Spruce, scrub oak, Pinon Pine, and juniper. Natural meadows and grazing pastures are interspersed with the forested lands. Spring and summer wildflowers and the colorful aspen and scrub oak of fall provide dramatic color and beauty to the Scenic Highway of Legends. Brown, orange and gold oak brush stand in sharp contrast to the coniferous forests. Unusually diverse conifer species provide rich textures of greens and blues.

#### *Geography and Geology*

The diverse byway geography includes high mountain peaks, valleys, drainages, and meadows. Rock outcroppings and steep mountain ridges are visible from many locations along the byway. South of Cuchara Pass the ridges and slopes are more gentle and representative of the plains landscape.

The geological dikes that radiate from the Spanish Peaks are very unique and visually distinctive. The Dakota Wall also is distinctive. Along with the Spanish Peaks, the Greenhorn and Sangre de Cristo Mountains are visible from segments of the byway. Other geological resources of high intrinsic value include the Stonewall, Dakota Wall, Devil's Stairsteps, and Profile Rock

#### *Water*

Several rivers and lakes are located near the byway. Lakes include Trinidad Lake (Trinidad Lake State Park), Monument Lake, North Lake, Blue and Bear Lakes, and Horse Shoe and Martin Lakes at Lathrop State Park. The Purgatoire, Cuchara and Apishapa Rivers also are visible from segments of the byway.

### **3.C. Scenic, Natural, and Geologic Resources**

Scenic resources abound along the Scenic Highway of Legends. The number one recreational activity along the byway is scenic viewing from automobiles and

recreational vehicles. The stunning geological features, lakes and rivers are a treat to any byway visitor.

There are *over thirty notable scenic sites and historic features along the SHOL.*

Starting in Trinidad and moving in a clockwise direction along the SHOL the primary scenic features include:

- Fisher's Peak (National Natural Monument)
- Trinidad Lake (construction completed 1977)
- Purgatoire River and Valley
- View of the Culebra Range of the Sangre De Cristo Mountains (Culebra Peak—14,169 feet elevation)
- Drive to Torres
- Drive to Tercio and Vermejo Park
- Monument Lake (natural lake)
- North Lake
- Blue and Bear Lakes (natural lakes)
- Cuchara Pass (9,941 feet elevation, 1779–Indian Trail, 1883–mail route)
- Cuchara River
- Cordova Pass (11,743 feet elevation, Apishapa Arch, FR 46)
- Apishapa River Valley west of Aguilar
- Spanish Peaks National Natural Landmark (1976), 7,000 vertical feet rise from valley floor
  - West Spanish Peak (13,626 feet elevation)
  - East Spanish Peak (12,683 feet elevation)
- Spanish Peaks Wilderness Study Area (19,570 acres)
- Spanish Peak volcanic dikes geologic formations
- Dakota Wall geologic formation
- Devil's Stairsteps geologic formation
- Profile Rock geologic formation
- Goemmer's Butte geologic formation
- Martin and Horseshoe Lakes (Lathrop State Park)
- Greenhorn Mountain
- Wildlife viewing

### **3.D. Historic Resources**

Aside from the natural scenic beauty of forested mountains, lakes, high mountain peaks, rivers and dramatic geological formations, the cultural landscapes appeal to many people. These include old ranches and homesteads, cabins, churches (predominantly Catholic reflecting the strong Hispanic tradition of the area), coal mines, smelters, forts, museums, and more. Historic and cultural resources are

important intrinsic values within the byway region. Native American, Spanish and white settlers and many other ethnic groups contributed to the heritage of the area. Historic resources include:

- Western and Victorian architecture of the Corazon de Trinidad (Heart of Trinidad) National Historic District—A visitor can take a walking tour that includes over 30 structures and features. The Bloom House, the Baca House, the Schneider Brewery, and the Denver Hotel are just a few of the many \*See Below
- Simpson's Rest
- Mountain Branch of the Santa Fe Trail
- Cokedale National Historic District (1906-1947)
- Tijeras Plaza (1862)
- Historic townsite of Valdez (1860s)
- Medina Plaza
- Historic townsites of Segundo (1860s – early 1900s)
- Burro Canyon Bridge (1939)
- Primero community
- Cordova Plaza (1861)
- Cordova Chapel (1871)
- Madrid Plaza (1862)
- Adobe Schoolhouse (1904)
- Old Ute Trail
- St. Ignatius Roman Catholic Church (1890)
- Historic townsite of Weston (1880s)
- Historic townsite of Vigil (early 1860s)
- New Elk Mine (1946)
- Historic townsite of Stonewall (1870s)
- Loop tour to Torres
- Loop tour to Tercio and Vermejo Park
- Community of Cuchara (1910)
- Community of Gulnare
- Community of Aguilar (1894)
- Town of La Veta (1862)
- Francisco Fort in La Veta (1862)
- Walsenburg (1870)
- Historic structures in Walsenburg including the Huerfano County Courthouse, the Walsenburg Post Office (including the Blumenshine Mural) and Jail
- Ludlow Monument (United Mine Workers of America)—Ludlow Massacre of April 20, 1914

\*Other Trinidad Historic Structures—West Theater, City Hall, Carnegie Public Library, the West Block, the Franch Block, the Bell Block, Jaffa Opera House, Columbian Hotel, Holy Trinity Church, Trinidad Water Works, Trinidad Hotel, First Presbyterian Church, Sherman Building, Toltec Hotel, McCormick Building, First National Bank Building, the Masonic Temple Block, Colorado Building, Carlisle Building, Trinidad Post Office, Chappell House, Old First Christian Church, Elks Club, Las Animas County Courthouse, and Temple Aaron.

## **8.E. Recreation Resources**

The Scenic Highway of Legends provides diverse, year-round, public and private-sector recreation opportunities. Viewing scenery and wildlife from automobiles and recreational vehicles are the most popular recreation activities along the byway. Recreation attractions include:

- Trinidad Municipal Golf Course and city parks
- Trinidad Lake State Recreation Area—fishing, hiking, picnicking and camping (1998 visitation = 164,188)
- Monument Lake Resort—motel, cabin rentals, RV camping with hookups, tent camping, restaurant, gift shop
- North Lake—fishing, picnicking (construction completed 1907)
- Purgatoire Campground (U.S.F.S.)
- Blue Lake Campground (U.S.F.S.)
- Bear Lake Campground (U.S.F.S.)
- Spring Creek Picnic Ground (U.S.F.S.)
- San Isabel National Forest hiking trails and backcountry camping
- Farley Flower Trailhead (off of Cordova Pass)
- Cuchara River Campground
- Grandote Golf Course (La Veta)
- La Veta town parks
- 4-H Barn and Arena (La Veta)
- Lathrop State Park—fishing, picnicking, camping, boating, swimming, water-skiing, RV camping with hookups, nine-hole golf course (1998 visitation = 105,086)
- City parks in Walsenburg
- Spanish Peaks Boy Scout Ranch

There also are five State Wildlife Areas (Colorado Division of Wildlife) accessible via the Scenic Highway of Legends. These include:

- Long's Canyon Watchable Wildlife Area—picnicking, hiking, wildlife observation
- North Lake SWA—fishing, picnicking, hiking, wildlife observation
- Bosque Del Oso SWA—hunting, fishing
- Spanish Peaks SWA—hunting, camping, hiking, wildlife observation
- Wahatoya SWA (including Daire Lake)—fishing, picnicking, hiking, wildlife observation

Hunters also can access CDOW Game Management Units (GMUs) via the SHOL.

## 8.F. Museums and Galleries

The following museums and galleries are located along the SHOL:

- Baca House (Santa Fe Trail Museum, Trinidad)
- Bloom House (Trinidad)
- Trinidad History Museum (Trinidad)
- A.R. Mitchell Museum of Western Art (Trinidad)
- Aultman Museum (Trinidad)
- Louden-Heinritze Archaeological Museum (Trinidad)
- Old Firehouse No. 1 - Children's Museum (Trinidad)
- Trinidad Lake State Park Visitor Center
- Francisco Fort Museum (La Veta) original 1862 Plaza Building (several exhibits)
- The Gallery (La Veta)
- Lathrop State Park Visitor Center
- Walsenburg Mining Museum (restored Huerfano County Jail Building)

## 8.G. Special Attractions and Events

The following is a list annual events (Source: SHOL's official web site—[www.highwayoflegends.org](http://www.highwayoflegends.org))

- |   |                        |
|---|------------------------|
| • Spring Cowboy Ball  | La Veta                |
| • A.R. Mitchell Museum Season Opening   | Trinidad               |
| • Mining Museum Annual Opening  | Walsenburg             |
| • La Veta/Cuchara Chamber Pancake Breakfast(s)                                    | La Veta and Cuchara    |
| • Fort Francisco Museum Season Opening  | La Veta                |
| • Francisco Center/Performing Arts Summer Theater<br>Events and Gallery Art Shows | La Veta                |
| • Pick and Shovel Court at the Mining Museum                                      | Walsenburg             |
| • Black Diamond Jubilee Fun Celebration of<br>Area Coal Mining History            | Walsenburg             |
| • Friday Night at the Mitch   | Trinidad               |
| • La Veta/Cuchara Chamber Street Fest   | La Veta and Cuchara    |
| • 4 <sup>th</sup> of July Celebration<br>Parade, rodeo, "Art in the Park"         | La Veta and Cuchara    |
| • Christmas in July,<br>La Veta Methodist Women's Bazaar                          | La Veta                |
| • Cuchara Hermosa Art Show  | Cuchara                |
| • Fort Francisco Days   | La Veta                |
| • Chuck Wagon Dinner  | Gardner                |
| • Huerfano County Fair and Rodeo  | La Veta                |
| • Plaza de Los Leones Festival  | Walsenburg             |
| • Fashions of the Past  | La Veta and Walsenburg |
| • Oktoberfest Street Fair   | La Veta                |

- Parade of Lights

Walsenburg

### **3.H. SHOL Official Web Site On-Line Tour**

A detailed history of the of the SHOL's historic communities and features is provided as part of an on-line tour on the SHOL's official web site. The on-line tour includes:

1. Trinidad
2. Trinidad State Park
3. Cokedale
4. Segundo
5. Cordova Plaza
6. Weston
7. Vigil
8. New Elk Mine
9. Stonewall
10. Monument Lake
11. North Lake
12. Cuchara Pass
13. Cuchara River Recreation Area
14. Cuchara
15. Dakota Wall
16. Devil's Stairsteps
17. Profile Rock
18. La Veta
19. Junction of SH 12 and U.S. 160
20. Lathrop State Park
21. Walsenburg
22. Aguilar

Copies of selected web site pages may be found in Appendix D. A listing of visitor, information, marketing, and interpretive materials may be found in Appendix E.

### **3.I. Recommendations—"Getting to Know Our Resources Better"**

- Promote environmentally sound resource management.
- Working with the local, regional, and state trails partners, prepare a comprehensive trails inventory and trails plan to serve as the basis for future trail grant applications.
- Identify specific trails projects that are thematically connected with the SHOL and eligible for TEA-21 funding.

- Conduct comprehensive research to clarify the SHOL *Legends* for their consistent application in all interpretive materials.

## New Information

<b>Eileen Bankson</b>	Eileen is an elderly lady who has been collecting genealogical information, primarily about Hispanic families in Huerfano and Las Animas counties and their connection to Northern New Mexico.	La Veta, CO 719/742-3474
<b>Larry Harris Ph.D.</b>	Larry Harris is a geologist and professional photographer who has extensive knowledge of the geology of the region.	La Veta, CO 719/742-3146
<b>Pat Huhn</b>	Mayor of Cokedale and director of the Cokedale Mining Museum. Has extensive knowledge of the history of Cokedale & other mining camps in the region.	Cokedale, CO 719/8467934
<b>Connie La Lena</b>	Connie has an historical preservation business in Trinidad and was involved with Diane Mason and David Cockrell, formerly with the CSU/DOLA Technical Assistance Program called <i>Hispanic Cultural Landscape on the Purgatoire &amp; Apishapa</i> .	Trinidad, CO 719/846-8788
<b>Jack McCrory</b>	Jack has been a major force in the formation of Frontier Pathways National and Historic Scenic Byway. He spearheaded the development of the Byway Center in the El Pueblo Museum in Pueblo. He has collected extensive information about Arthur Carhart and his 1947 Recreation Plan and completed a Byways 2002 grant to survey some of the primary sites within the Frontier Pathways designation.	McLean, VA
	Jack<publisher@graduatejobs.com>	
<b>Moore, Mike</b>	President, Huerfano Coalition Chair, Trails Committee	Cuchara, CO 719/742-5169 rebb@webcoast2coast.net
<b>Sam Moore</b>	Sam has collected extensive information about the Taos Trail and is actively working with several groups that are interested in heritage tourism.	Walsenburg, CO 719/738-3116
<b>Kristin Naeyaert</b>	Kris has collected extensive information about the ancient legends surrounding the Spanish Peaks, which included a trip to the Valley of Mexico to learn about this ancient connection.	La Veta, CO 719/742-5781
<b>June Valentine</b>	June has an extensive knowledge and a collection of mining artifacts and photographs that will be in the mining museum on the Valentine ranch.	Gulnare, CO 719/941-4232
<b>Gene Vories</b>	Western author and member of the Capps family ranch, a 40,000-acre historic ranch and Land Trust.	La Veta, CO 719/742-5426

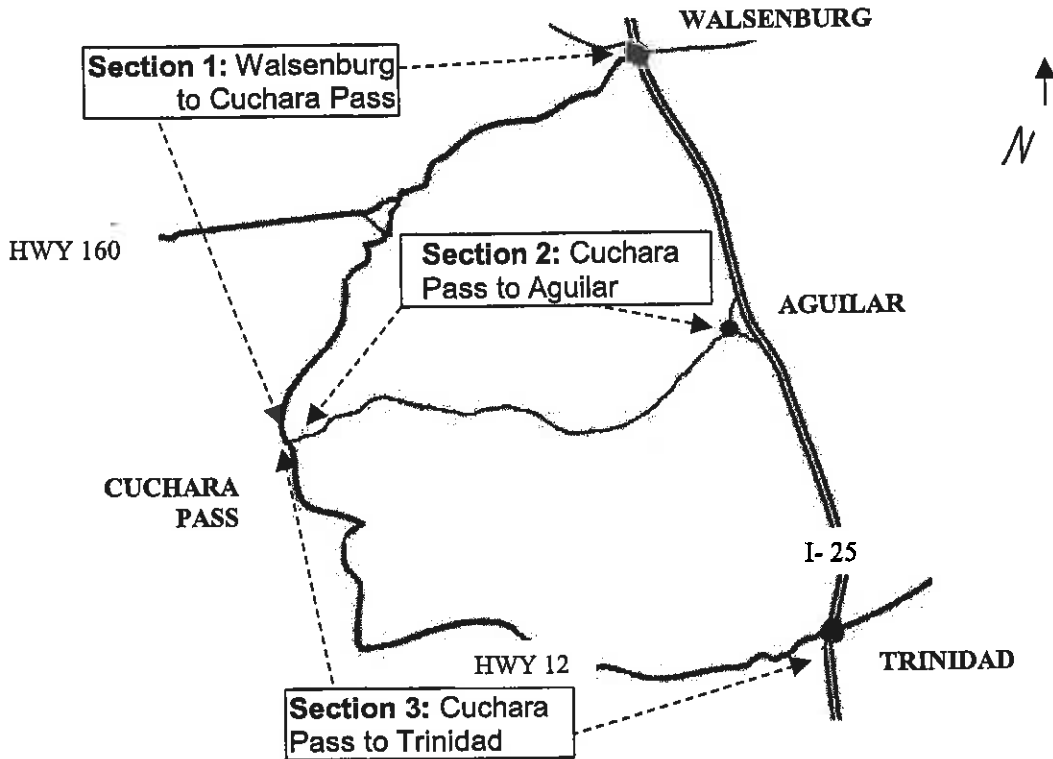


**APPENDIX 3:**  
**Visitor and Resident Surveys**

# Scenic Highway of Legends Visitors Survey

Your participation in this survey is voluntary. Responses will be pooled for analysis, and respondents' identities will remain anonymous.

Please consider this map as you respond to survey questions.



1. How many times in the past year have you have driven on any of the following sections of the Scenic Highway of Legends (SHOL)?

Sections 1 & 3 \_\_\_\_\_ time(s)    Section 1 \_\_\_\_\_ time(s)    Section 2 \_\_\_\_\_ time(s)    Section 3 \_\_\_\_\_ time(s)

2. Check each of the following recreational activities that someone

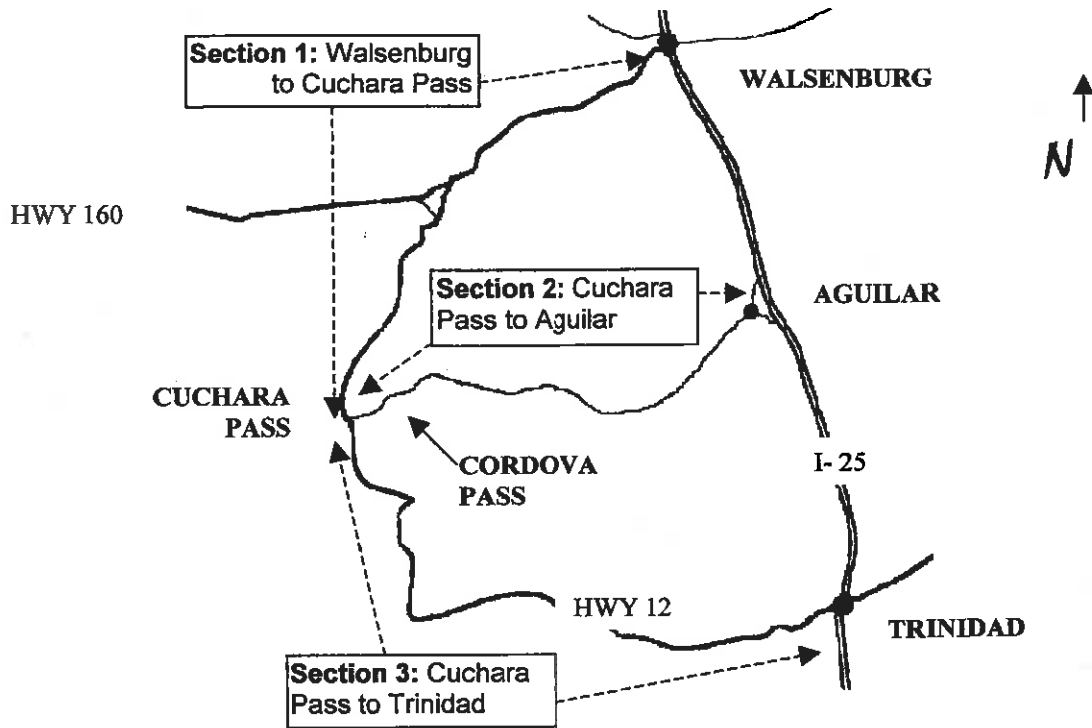
3. Please rate your enjoyment of those activities you checked in the previous column.

THANK YOU FOR COMPLETING THIS SURVEY!  
 If you have additional comments, please write them below.  
 Byways Commission, Colorado Historical Fund, and the Community Technical Assistance Program,  
 an office of CSU Cooperative Extension funded by the Colorado Department of Local Affairs.

## Scenic Highway of Legends Resident Survey

Your participation in this survey is voluntary. Responses will be pooled for analysis, and individual respondents will remain anonymous.

**Please consider this map as you respond to survey questions.**



*How many times in the past year have you have driven on any of the following sections of the Scenic Highway of Legends ?*

Sections 1 & 3 \_\_\_\_\_ time(s)      Section 1 \_\_\_\_\_ time(s)      Section 2 \_\_\_\_\_ time(s)      Section 3 \_\_\_\_\_ time(s)

If you *have not* visited all three sections, please explain: \_\_\_\_\_

In which of the following **recreational activities** has someone in your household participated *during the past year* along the Scenic Highway of Legends (SHOL)? (please check all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Hiking/backpacking/camping                | <input type="checkbox"/> Winter sports                   |
| <input type="checkbox"/> Historical/cultural activities and events | <input type="checkbox"/> Vehicular sports                |
| <input type="checkbox"/> Healing arts activities                   | <input type="checkbox"/> Water sports                    |
| <input type="checkbox"/> Watching wildlife/sightseeing             | <input type="checkbox"/> Hunting/fishing                 |
| <input type="checkbox"/> Artistic activities                       | <input type="checkbox"/> Community activities and events |
| <input type="checkbox"/> Other (please specify) _____              |  |

This survey is supported by the Scenic Highway of Legends, Inc., Colorado Scenic and Historic Byways Commission, Colorado Historical Fund, and the Community Technical Assistance Program -- an office of CSU Cooperative Extension and the Colorado Department of Local Affairs.

**THANK YOU FOR COMPLETING THIS SURVEY!**

Your ZIP code: \_\_\_\_\_

Are you of Hispanic origin?      yes \_\_\_\_\_      no \_\_\_\_\_

What is your ancestry or ethnic origin? \_\_\_\_\_

Your primary occupation: \_\_\_\_\_

## **APPENDIX 4:**

### **Types of Kiosks and Wayside Exhibits**

## **Alternative Large Kiosks**



**Lathrop State Park Kiosk**



**Walsenburg Depot Kiosk**

## **Alternative Wayside Exhibits**



**Blue and Bear Lake wayside sign**



**Farley Wildflower Overlook**

## **APPENDIX 5:**

### **Bibliography**

## Bibliography

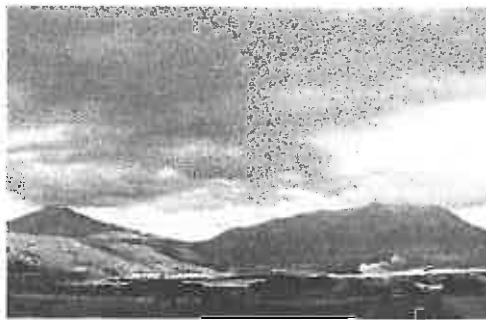
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**Highway of Legends  
2003 Visitor & Resident Survey Report**



**"Home of the Rain gods"**

**Diana Milner, Principal Researcher**

**Diana Laughlin Ph.D. , Regional Director CSU/DOLA  
Technical Assistance Program**

**Mary K. Cooper Ph.D., Consultant**

**Project Sponsors:  
Scenic Highway of Legends, Inc.  
CSU/DOLA Community Technical Assistance Program,**

## **INTRODUCTION**

The Highway of Legends Scenic and Historic Byway, on Highways 12 and 160, was designated as a Colorado State Byway in 1987 and a National Forest Byway in 1989. The Byway begins in Walsenburg, on the high plains of eastern Colorado, and proceeds upward through the San Isabel National Forest to cross the 9,994 foot high Cuchara pass. It continues across the mountains, past Monument Lake, and loops around to Trinidad. State Highway 46 connects Cuchara Pass with the Town of Aguilar, near I-25. This connection was designated an addition to the Highway of Legends in 2002.

A trip along the highway offers a panorama of historical, scenic and recreational sites along its 120 miles. Geology along the route figures prominently in the landmarks and many legends linger along the scenic byway. The charming mountain towns and villages of Aguilar, Cokedale, Cuchara, La Veta, Segundo, Stonewall, Trinidad, Walsenburg, and Weston dot the byway. Numerous places of interest and amenities along the byway include: two state parks, the Spanish Peaks Wilderness Area, museums, motels, bed-and-breakfasts, guest ranches, cabins, campgrounds, restaurants, gift shops, bookstores, a small ski resort and three golf courses.

### **Survey Development**

With the assistance of the Colorado State University Technical Assistance Program, two surveys for about the Highway of Legends were developed and administered to Residents and Visitors along the byway during the summer and fall of 2003. The Visitor's Survey includes information about what visitors have done along the byway in the past year, desirability of types of activities, condition of the infrastructure, priorities for the protection and preservation of regional resources, basics of how they planned their trip, and demographic information. The Resident Survey includes the above information (except for the trip planning information) as well as their prioritization of types of economic development and SHOL objectives. (See Appendix 3 for copies of the surveys and the final report.)

The purpose of the surveys is to provide objective information from a representative sample of visitors and residents about their activities, interests and priorities that can be used to guide interpretive planning and marketing efforts for the Highway of Legends.

**Goals** of the surveys for both visitors and residents are to:

- Provide a better understanding of what draws people to the byway.
- Identify interests and use patterns that will help prioritize interpretive projects.
- Identify infrastructure needs that will enhance peoples' experience.
- Recognize priorities in terms of protection and preservation of intrinsic resources.

In addition, for visitors, to:

- Provide information about demographics that can be used in the development of marketing strategies.

- Understand the relationship of demographics, use patterns, trip planning and interest in activities.

For residents, it will also:

- Provide information to determine priorities for economic development that is compatible with byway objectives.

Funding for this study was provided by a grant obtained by the Colorado Byways Commission from the Colorado Historical Fund. The surveys were developed through the Community Technical Assistance Program, a partnership between the Colorado Department of Local Affairs and Colorado State University Cooperative Extension.

## **METHODOLOGY**

In collaboration with Mary K. Cooper and the Scenic Highway of Legends committee, two parallel surveys were developed for Highway of Legends (HOL), one for visitors and one for residents of the area. Diana Milner, a graduate student at University of Colorado at Denver, through the CSU Technical Assistance Program, helped prepare the questions, distribute surveys, analyze the data and prepare the final report. Previous and concurrent surveys were studied in the process of developing the questionnaires. Identical maps were used for each version of the survey, and several of the same questions were asked on each. Other questions were designed specifically for only visitors or residents. Demographic questions were included to help us assure a representative sampling. In Las Animas and Huerfano Counties, in which the Highway of Legends is located, the population is almost exclusively white, but they are of two distinct ethnic groups, Hispanic and non-Hispanic. Therefore, in order to assure that a reasonably representative sample had been obtained, respondents were asked whether they were of Hispanic origin.

Distribution of surveys began in June 2003. Visitor Surveys were left at businesses typically providing visitor services and accommodations, such as visitor's centers, resorts, state parks, museums, motels and B&Bs. Resident surveys were distributed at meetings, such as Chambers' of Commerce and Kiwanis; and work places, such as hospitals, elementary schools, and state parks. In addition, both resident and visitor surveys were distributed at two special events, "Art in the Park" in La Veta on July 5th, and the "Stonewall Century Bike Ride" in La Veta on August 24th. Both surveys were distributed to customers at several businesses along the byway, and resident surveys were distributed in Aguilar in September of 2003. Every effort was made to offer the opportunity to complete a survey to the widest possible variety of residents and visitors within the constraints of time and funding.

## VISITOR SURVEY RESULTS

This section first presents information from the Visitor survey. This is followed by information that can best be understood by combining or contrasting the information from both the Visitor and Resident surveys. Some results are printed in bold type to make it easier for the reader to quickly locate specific data or the main findings of a lengthy section.

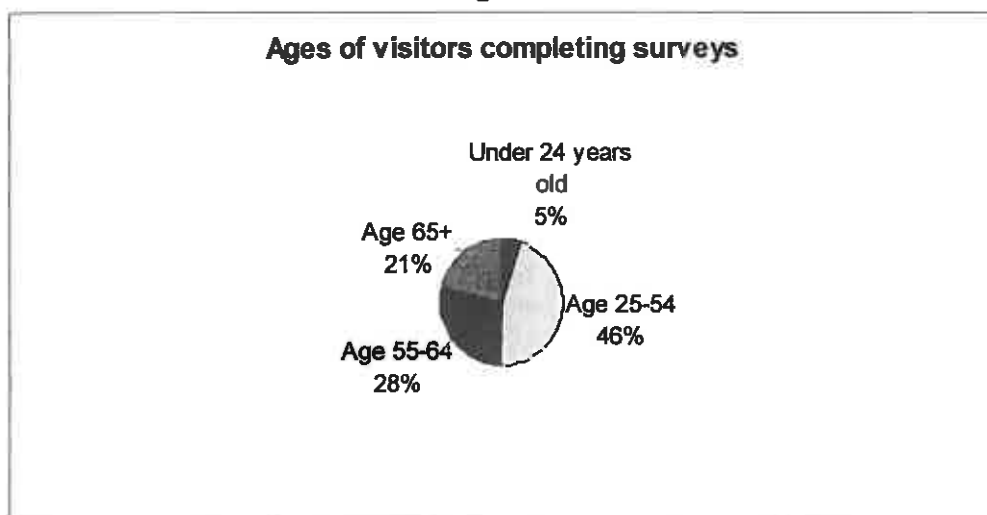
### Demographics

A total of 166 visitor surveys were collected. Of those, 23% were collected on July 5, 2003 at the Art in the Park event in La Veta, and 28% at the Stonewall Century Bike Ride event in La Veta. Sixteen individuals who were part of a tour group visiting the State History Museum in Trinidad were given surveys and 80% of them completed surveys that were returned by mail. Other visitor surveys were collected from Visitor Centers, libraries, the State History Museum in Trinidad, Monument Lake Park, Trinidad Lake State Park, La Veta-Cuchara Chamber of Commerce, Francisco Fort Museum in La Veta, The Walsenburg Mining Museum, Lathrop State Park and guest accommodation locations along the highway and in Trinidad, Stonewall, Cuchara and La Veta.

### Visitor Age/Income/Ethnicity

The demographic profile for visitors to the Highway of Legends closely matches that of a study done by the Travel Industry Association of America in 2003. The Travel Industry Association found that "Baby Boomers, defined as between the ages of 35 and 54, generated more travel than any other age group in the U.S. They are also more likely than other age groups to stay in a hotel or motel and they typically spend \$1,000 on vacations, excluding the cost of transportation." Ninety percent of the respondents were white, non-Hispanic. Most were between ages 25-54 (47%), followed by those from ages 55-64 (28%) and ages 65 and older (21%). Only five percent were younger than age 24. Among survey respondents, males slightly outnumbered females, although this was not statistically significant. See Figure 1 below.

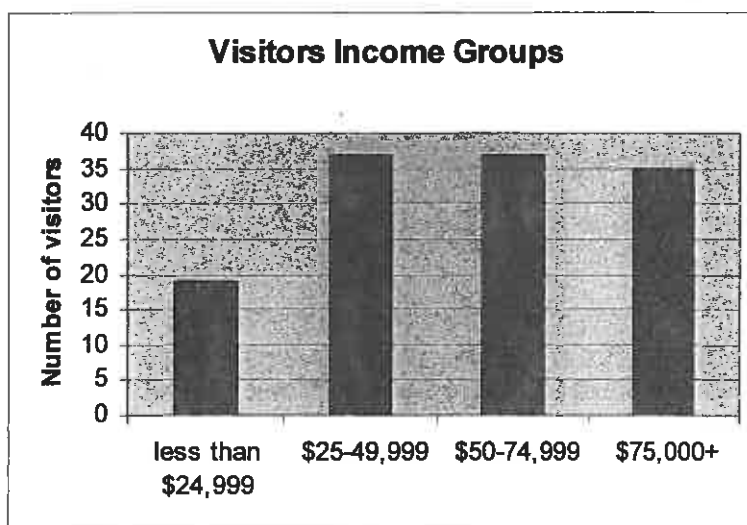
Figure 1



Visitors were asked about the composition of their travel party. Travel party size ranged from one to 17, with a mean of 3.3 people in a party. Nineteen percent were traveling alone, 46% in a party of two, 8% in a party of 3 and 14% in a party of 4. Thirty-eight percent of the visitors were traveling in parties including one or more senior citizens, and 15 % were in parties including one or more children.

Seventy percent of the sample group provided information on their annual household income. Fifty-six percent of this subset of visitors had household incomes between \$50,000 and \$74,999 per year, and twenty seven percent had incomes of over \$75,000 per year. Fourteen percent had income of less than \$24,999. See the Chart 1 below.

Chart 1



### Visitor Occupations

Eighty percent of the visitor surveyed responded to the question about their primary occupation. Among these, twenty eight percent were retired. Twelve percent (16) were in retail business or sales, 11% (15) were educators, 9% (12) were in management or professional positions, 7% (10) were in the medical field, and 9% (13) worked in other service sector jobs. Five percent (7) worked in high technology areas, and 4% (5) each were artists, self-employed or housewives. Three percent of the visitors were in banking and 2% in farming and/or ranching. Three people were in transportation, manufacturing, and/or construction, and one was a student.

### Accommodations/Length of Stay

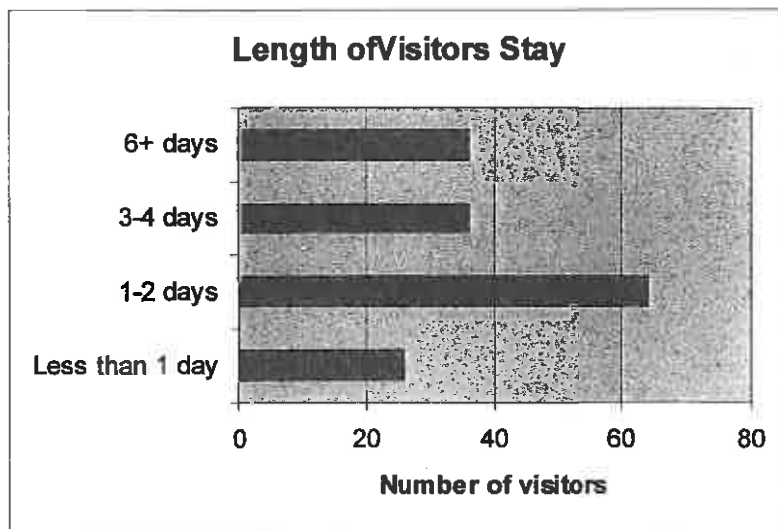
Ninety-seven percent (161) of the visitors reported on their length of stay in the area. Twenty-six percent of visitor respondents stayed less than one day, 40% stayed one or two days, 22% stayed three or four days and 22% stayed five days or longer.

Visitors in the HOL sample who were over the age of 65 stayed at least one or two days, and the average length of their stay was longer than that of younger visitors. Visitors from Southern

Colorado, Oklahoma/Texas and the Eastern United States were especially likely to stay more than four days. Visitors from the Denver area were likely to stay one or two days.

Among those visitors in the sample who attended the Art in the Park event, 23% were in the area less than one day, 41% stayed one or two days, 23% stayed three or four days and 13% stayed longer. Among those visitors in the sample who attended the Stonewall Century Bike Ride, 17% stayed less than one day, 65% stayed one or two days, 7% stayed three or four days and 13% stayed longer. See Figure 2 below.

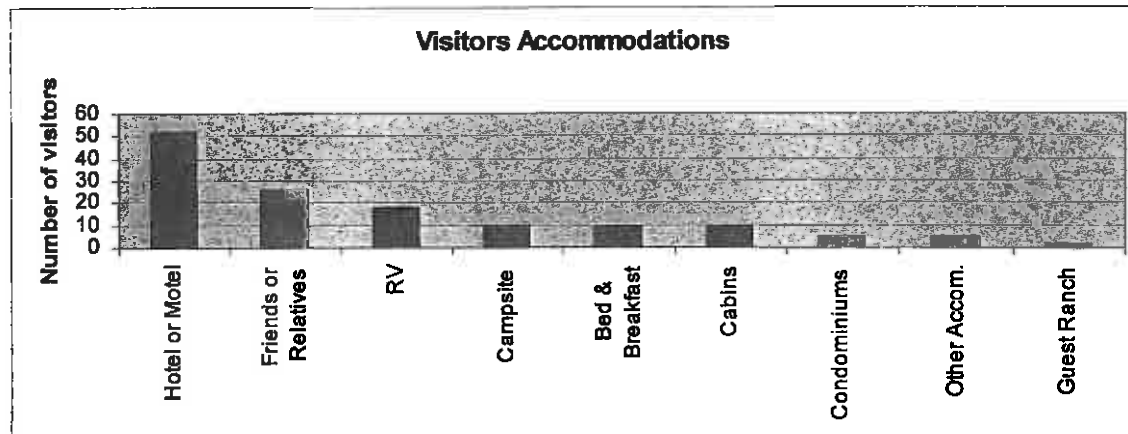
Figure 2



One hundred thirty-six (82%) of the visitors indicated the type of lodging accommodations they used while in the area. **Thirty-eight percent of those reporting the type of accommodations stayed in a hotel or motel**, 19% stayed with friends or relatives, 12% stayed in an RV, 7% stayed at a campsite, 7% stayed at a bed & breakfast, and 1% stayed at a guest ranch. Nineteen visitors stayed in other accommodations, nine of them in cabins, five in condos, three in the high school gym. While 18% of the visitors who did not indicate the type of lodging accommodations, 16% of the visitors indicated that they had stayed less than one day. See Figure 3 below.



Figure 3



**Two-thirds of the visitors from New Mexico, half of those from the Denver area and one third of those from Southern Colorado stayed in a hotel/motel during their stay.** About half the visitors staying with friends were from the Denver area. Visitors whose age was between 55 and 64 were especially satisfied with their lodging accommodations. Of those staying one or two days, half stayed in a hotel/motel. Of those visitors staying three to four days, 46% stayed in a hotel/motel. Visitors staying with friends and family or in an RV tended to stay four days or longer.

Forty percent of the visitors whose household income was less than \$25,000 a year stayed in a hotel/motel, and 47% stayed with friends or relatives. Half the visitors with household incomes between \$25,000 and \$49,999 stayed in hotels and motels, as did one third of the visitors with higher incomes.

Among those visitors in the sample who attended the Art in the Park event and who reported their type of lodging, 41% stayed with friends/relatives, 21% stayed in an RV, 10% stayed at a campsite 17% stayed in a hotel/motel, 3% stayed in a bed-and-breakfast, 3% stayed at a condominium and 3% stayed at a guest ranch. Among those visitors who attended the Stonewall Century Bike Ride, 46% stayed in a hotel/motel, 15% stayed with friends/relatives, 8% stayed in a bed-and-breakfast, 5% stayed at a campsite, 3% stayed in an RV, and 25% stayed in cabins, condos, or the high school gymnasium. Volunteers dealing with the registration for this event stated that all hotel/motel/bed-and-breakfast rooms in the area were reserved in advance of the event.

David Eby's 2000 study, *Importance of scenic byways in route choice*, found that "for trips in which the primary accommodation was camping or staying in a hotel/bed-and-breakfast rather than staying with friends or relatives, scenic byways were given a higher importance rating in regard to route choice."<sup>1</sup> Visitors to the HOL who were camping or staying in a hotel/motel/bed-and-breakfast were also more likely to have been influenced by knowing it was a scenic byway than other visitors, but this tendency failed to reach statistical significance.

## Route Choices

**One hundred fifteen (71% of the 162 visitors who answered this question) indicated that they knew in advance that this was a scenic by-way, and forty-seven (29%) indicated they did not know in advance. If they indicated that they knew in advance that it was a scenic byway, respondents were asked if this advanced knowledge influenced their decision to take this route. Fifty-seven percent of the 124 respondents to this question indicated that knowing it was a scenic byway did influence their decision to take this route, and 43% indicated it did not. Visitors in the sample from the Denver area and Kansas were especially likely to have been influenced in their choice of route by knowing in advance that it was a scenic byway.**

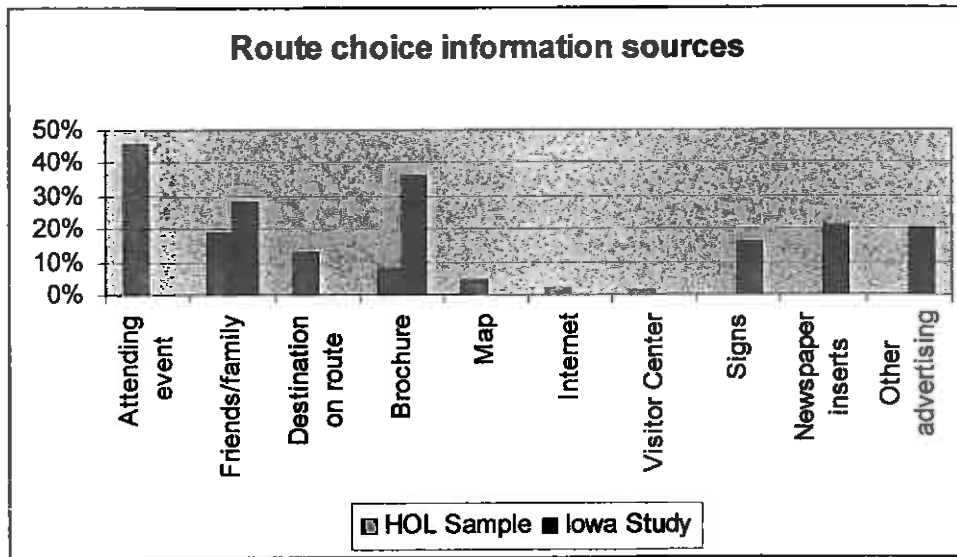
David Dahlquist and Karen Peterson's 1994 study, *Assessing Visitor Responses to Iowa Scenic Byways Pilot Program*, found that 48% of the Iowa visitors had heard of the byways before their visit.<sup>ii</sup>

In order to better understand what information sources may have influenced the visitors' choices regarding the route, visitors were given the opportunity to choose from a list of information sources. Those visitors who were attending either the Art in the Park or Stonewall Century Bike Ride were counted as attending that event regardless of where on the survey form this information was found. Respondents were able to choose an unlimited number from the list of information sources. Therefore, the total (225) is greater than the number of visitors completing the survey (166). Percentages shown are based on the overall number of responses to the question rather than the number of visitors completing surveys.

**Forty-six percent of visitors indicated that they were attending an event on this route. Of those attending an event, 17 % were attending Art in the Park, 21% were attending the Stonewall Century Bike Ride, 6% were on a bus tour event and 2% were attending other events. Nineteen percent were visiting friends or relatives; 13% indicated that their destination was on this route; 8% had found information on highway signs; 8% had obtained a brochure; 4% had seen information about the route on a map; 3% had found information on the Internet; and 1% had picked up information from a visitor center.**

The Dahlquist and Peterson's survey, which was conducted in 1994, asked about information sources on route choices of scenic byway visitors. Their list of options and results were somewhat different. They found that 36% of the Iowa scenic byway visitors had learned about the by-way from a brochure. Twenty-eight percent of the visitors in the Iowa study were told about it by others, 21% learned about it from a newspaper insert, 20% from other advertising, and 16% "just saw the byway signs<sup>iii</sup>." See Figure 4 below for a comparison of the route choice information sources.

Figure 4



There are several possible explanations for the wide range of responses in the two studies, some of which will be mentioned here. For example, the two surveys had different lists of options. The Iowa study was done before the Internet was a significant source of information for most travelers, and that option was not included in their list. Brochures and newspaper inserts were significant sources of information in Iowa, whereas maps were not included as an option. Only the HOL survey included destination and attending an event as options, and nearly half the respondents in the HOL study were asked to complete a survey at an event.

### Mode of Travel

Visitors were asked about their mode of travel. They could choose as many modes of travel as they wished, and some chose more than one. Personal auto was the most frequent mode of travel indicated. Sixty-five percent of the survey sample indicated that they traveled by personal automobile, 17% rode a bike, 8% were on a tour bus, 8% traveled in a recreation vehicle, and 2% rode a motorcycle. All those who indicated they had traveled by bike also indicated they had traveled by personal automobile and were participants in the Stonewall Century Bike Ride event. There was also one respondent who traveled by plane and one who traveled by horseback.

### Visitor Expectations

Meeting or exceeding the expectations of visitors has been found to be important in attracting new visitors and return visitors. Therefore, visitors were asked how well their expectations for this trip had been met. Forty-five percent of the 160 who answered the question indicated that their expectations had been exceeded, 54% indicated that their expectations had been met and 1% indicated that they were disappointed. The visitors who came from New Mexico were especially likely to indicate that their expectations had been exceeded (67%), as were those from Northern Colorado and the Denver area (54%).

Visitors who rated their lodging accommodations highly were very likely to also rate the restaurants and food highly. These same visitors were also very likely to indicate that their expectations had been exceeded. A low rating on food and restaurants was more closely

associated with a lower expectation rate than a low rating on lodging accommodations. These correlations reached a level of statistical significance as measured by Pearson's chi-square at  $p < .01$ . See Figure 5 below.

### Visitor Zip Codes

Of the 153 visitors who indicated their zip code, **forty percent were from zip codes in the Denver metropolitan area. Twenty four percent were from Southern Colorado**, mostly along the Front Range. Fourteen percent were from Texas and Oklahoma, ten percent from New Mexico, six percent from Kansas, six percent from the Eastern United States, and one each from Arizona and California. One visitor was from Austria. All the youngest visitors, those less than 24 years of age, were from Colorado and New Mexico.

Two thirds of the visitors from New Mexico, half the visitors from the Denver area and one third of those from Southern Colorado stayed in a hotel/motel. Visitors from New Mexico and Denver area were especially likely to indicate that their expectations had been exceeded. Aside from these tendencies, there were no statistically significant differences in the opinions or demographics of the visitors based on their place of residence.

Figure 5



Information about the responses of both visitor and resident samples are discussed below with regard to three categories; satisfaction with the infrastructure, participation in recreational activities and the importance of preservation and protection of regional resources. A comparison of the responses of the two sample groups is appropriate in this section of the report because it shows the similarities and differences in the groups' responses, here in the context of visitor demographics. Information on the demographics for the resident sample group follows this comparison section, starting on page 17.

## Visitor and Resident Satisfaction with Infrastructure

Visitors were asked to rate their satisfaction with the infrastructure along the HOL. The rating scale ranged from 1=not satisfactory to 5=very satisfactory. Thus, the higher the mean score, the more satisfied the visitors were with the infrastructure.

**The roads received the highest rating (3.87), followed closely by lodging accommodations (3.72), and restaurants and food (3.67).** Signage, including informational signs about HOL was rated somewhat lower at 3.43, scenic turnouts (frequency and safety) at 3.35, adequate parking at 3.33, and access for the disabled at 3.25. Rated lowest of all was the availability of restrooms and drinking water at 3.13. See Table 1 below.

Women rated the availability of restrooms and drinking water lower than men did. **Those attending an event (extra portable toilets were available during the event) rated the availability of restrooms and drinking water higher than those not attending an event.** These correlations reached a level of statistical significance as measured by Pearson's chi-square at  $p < .05$ .

Residents also rated the road conditions as the most satisfactory in a somewhat different list of infrastructure types, but the group gave the highway a lower mean score of 3.28. Residents also rated the signage, giving it a mean score of 3.10, which was the second highest score in their list, whereas signage was not that high on the visitors' list.

**Table 1: Visitor ratings of infrastructure along the Highway of Legends**

<b>Infrastructure: Visitor</b>	<b>Mean score</b>
<b>Road conditions</b>	<b>3.87</b>
<b>Lodging accommodations</b>	<b>3.72</b>
<b>Restaurants &amp; food</b>	<b>3.67</b>
Signage, including informational signs about SHOL	3.43
Scenic turnouts (frequency & safety)	3.35
Adequate parking	3.33
Access for the disabled	3.25
<b>Availability of restrooms, drinking water</b>	<b>3.13</b>

## Visitor and Resident Participation in Recreational Activities

Both visitors and residents were asked about their household's participation in 10 types of recreational activities. The order of frequency is nearly identical in both lists, but rates of participation in each recreational activity are much higher for residents. This pattern resembles the findings of G. Godbey in his 1997 article, *Recreation and Parks in a Changing World: Becoming a health service*. Godbey found that 4 out of 5 Americans use local recreation and park facilities.<sup>iv</sup> See Table 2 below.

**Watching wildlife/sightseeing was by far the most common recreational activity. Sixty-one percent** of the residents participated in watching wildlife/sightseeing, as did 43% of the 166 visitor households. The Forest Service Use Monitoring Survey also found that viewing natural

features was the most popular outdoor recreational activity in their areas of service, with 52% of visits including this activity and 38% viewing wildlife<sup>v</sup>. Visitors in the sample who were from Southern Colorado and New Mexico were more likely than visitors from other areas to participate in watching wildlife/sightseeing. Visitors from Oklahoma/Texas rated watching wildlife/sightseeing higher than visitors from other areas.

**Community activities and events** were second in popularity. Among both groups, Forty-seven percent of resident households had participated in community activities and events in the past year, as had 29% of the visitor households. Residents completing surveys in Weston and at all the Trinidad locations were especially unlikely to participate in community activities and events. More than half the visitors from Oklahoma/Texas participated in a community event, as did 42% of the visitors from Southern Colorado. Enjoyment of community events also received especially high ratings from both these groups.

**Hiking/backpacking/camping**, and community activities and events, were in a close third with both groups. Forty-seven percent of the resident households had participated in hiking/backpacking/camping in the past year, as did 28% of the visitor households. The National Forest Visitor Use Monitoring Survey found that 36% of visits to National Forests included hiking.<sup>vi</sup>

**Hunting/fishing** were as popular with residents as hiking/backpacking/camping and, community events/activities. They were the fourth most frequent recreation activity category on the visitor survey list. Forty-seven percent of the resident households and 23% of the visitor households in the sample participated in hunting /fishing. Seventy-five percent of the visitors from Oklahoma and Texas participated in hunting/fishing, as did 38% of the visitors from Southern Colorado. Hunting and fishing also received an especially high enjoyment rating from visitors.

**Historical/cultural activities and events** were participated in by 41% of the resident households and 22% of the visitor households. While there are no directly comparable national studies, the Travel Industry Association's 2003 study does offer relevant information regarding traveler participation in historical/cultural activities on a national level. Their study included all travel done in the past year, where this survey only related to travel to locations along a single specific byway. The Travel Industry Association study showed that "81% of U.S. adults who traveled in the past year included historical/cultural activities on their trips." They further reported that;

(T)hese travelers spend more money on historic/cultural trips compared to the average U.S. trip (average \$623 vs. \$475, excluding transportation)...in fact, for 30% of historic/cultural travelers, their destination choice was influenced by a specific historic or cultural event. Many historic/cultural travelers agree that trips that include cultural, arts, historic or heritage activities or events are more enjoyable to them (39%) and that they prefer to visit destinations that have some historical significance (38%). A select group feels that a leisure or vacation trip away from home is not complete without visiting a museum, historic site or landmark (26%) or attending a cultural event or arts performance (17%).<sup>vii</sup>

Thirty percent of the visitors from the Denver area reported participating in historical/ cultural events, as did 29% of those from Kansas and the Eastern United States. **The visitors from Denver rated their enjoyment of historical/cultural events especially highly.**

Resident respondents from the Trinidad, Walsenburg, and Aguilar areas completing surveys were especially unlikely to report having participated in historical/cultural activities and events. Residents may have thought the survey referred only to events on the byway, not in Trinidad or Walsenburg, which they may not necessarily consider as part of the byway.

**Artistic activities** were participated in along the byway by 25% of the resident households and 15% of the visitor households. While this finding might have been somewhat influenced by the number of responses obtained from both groups at the Art in the Park event, there was not a statistically significant difference between the participation of residents or visitors who completed surveys at other times and locations. Visitors from Oklahoma/Texas were especially likely to participate in artistic activities along the byway.

**Winter sports** were participated in along the byway by 25% of the resident households and 10% of the visitor households. The low participation rate may be a reflection of the lengthy closure of the only ski resort in the area, and a prolonged drought.

**Vehicular sports** were participated in along the byway during the past year by 17% of the resident households and 6% of the visitor households.

**Water sports** were participated in by 13% of the resident households, as well as by 5% of the visitor households. The low participation rate may be a reflection of the drought and low water levels in area lakes, streams and reservoirs.

**Healing arts activities** were the least frequent recreation activity for both resident and visitor households in the sample. Eleven percent of resident households participated in healing arts activities as did 4% of the visitor households

There was an opportunity for both groups to list other recreational activities in which they participated. **Biking and eating out were the most frequently mentioned. Several visitors indicated that they would like to see expanded biking and hiking trails developed in the area.**

**Table 2: Recreation participation by residents and visitors along the HOL**

<b>Recreation Activity</b>	<b>Number of resident households</b>	<b>Percentage of resident households</b>	<b>Number of visitor households</b>	<b>Percentage of visitor households</b>
<b>Watching wildlife/sightseeing</b>	<b>141</b>	<b>63%</b>	<b>71</b>	<b>43%</b>
<b>Community activities &amp; events</b>	<b>106</b>	<b>47%</b>	<b>48</b>	<b>29%</b>
<b>Hiking/backpacking/camping</b>	<b>105</b>	<b>47%</b>	<b>47</b>	<b>28%</b>
<b>Hunting/fishing</b>	<b>106</b>	<b>47%</b>	<b>38</b>	<b>23%</b>
<b>Historic/cultural activities &amp; events</b>	<b>91</b>	<b>41%</b>	<b>37</b>	<b>22%</b>
Artistic activities	57	25%	25	15%
Winter sports	56	25%	16	10%
Vehicular sports	39	17%	10	6%
Water sports	28	13%	9	5%
Healing arts activities	24	11%	6	4%

### **Visitor Recreation Activity Enjoyment Ratings**

Visitors were asked to rate their enjoyment of the same 10 recreation activities along the byway that they had reported above. The rating scale ranged from 1=not enjoyable to 5=very enjoyable. See Table 3 below.

**Watching wildlife and sightseeing received the highest rating of 4.54.** Visitors from Southern Colorado and New Mexico were especially likely to give high enjoyment ratings to watching wildlife/sightseeing.

**Community activities and events** came in second with a mean enjoyment rating of 4.36. Visitors from Oklahoma/Texas were especially likely to indicate a high level of enjoyment of community activities and events.

Third highest rating of 4.24 went to **historical/cultural activities and events**. Visitors from the Denver area indicated the highest level of enjoyment of historical and cultural activities. See the section on participation below for related information.

In fourth place was **hiking, backpacking and camping** with a rating of 4.17. Visitors from all places rated hiking, backpacking and camping uniformly.

**Artistic activities** received a mean enjoyment rating of 3.93. Visitors from Oklahoma and/or Texas rated their enjoyment of artistic activities especially highly. Most of the Oklahoma and/or Texas visitors surveyed were attending the Art in the Park event.

**Hunting and fishing** were rated at 3.84. Visitors from Oklahoma/Texas rated their enjoyment of hunting/fishing especially highly, as did those from Southern Colorado.



Enjoyment of **winter sports** received a mean enjoyment rating of 3.15. **Vehicular sports** were rated 2.80, **water sports** was rated 2.54 and **healing arts activities** were rated 2.39.

**Table 3: Visitor enjoyment of 10 recreational activities.**

<b>Recreation Activity: Visitors Enjoyment</b>	<b>Mean score</b>
<b>Watching wildlife/sightseeing</b>	<b>4.54</b>
<b>Community activities &amp; events</b>	<b>4.36</b>
<b>Historical/cultural activities &amp; events</b>	<b>4.24</b>
<b>Hiking/backpacking/camping</b>	<b>4.17</b>
Artistic activities	3.93
Hunting fishing	3.84
Winter sports	3.15
Vehicular sports	2.80
Water sports	2.54
Healing arts activities	2.39

### **Visitor and Resident Ratings on the Importance of Protection and Preservation of Regional Resources**

Both the residents and visitors were asked about the importance of protection and preservation of some regional resources. The visitors and residents did not have identical lists of resources to choose from. Water resources were listed on the resident’s survey, but this choice was not included on the visitor’s list, and recreation facilities were listed on the visitor’s survey but not the resident survey. Additionally, the item “current cultural features: small towns, farms, ranches” was on the visitor’s survey, and “cultural traditions” were listed separately from existing small businesses, farms and ranches on the resident’s survey. Residents and visitors were asked to rate the preservation and protection of listed regional resources on a five point scale where 1=don’t protect and 5=must protect. Thus, the higher the mean score, the better the rating and the higher the desire for preservation.

Visitor and resident ratings on the items were similar and are found on Table 4 below. **Visitors gave the top three items nearly identical mean ratings. Archaeological sites had a mean score of 4.67, and both wildlife corridors and preservation of historic architecture, sites and trails had scores of 4.65.** These were closely followed by scenic view sheds with a mean rating score of 4.57; current cultural features such as small towns, farms and ranches rated at 4.51; and recreational facilities with a score of 4.44.

The high ratings given to these activities are similar to the findings of the Travel Industry Association of America regarding “Geotourism-tourism that sustains or enhances the geographical character of a place being visited, including its environment, culture, aesthetics, heritage and the well-being of its residents.” They found that Geotourism was a rapidly increasing segment of the market, and that Geotourists were willing to pay more for an experience that enhanced and protected the place being visited.<sup>viii</sup>

The residents gave the preservation and protection of water resources, an item not included in the visitor survey, their highest mean rating; 4.71. This was followed by wildlife corridors, rated at 4.52, and existing small businesses, farms and ranches, rated at 4.40. Residents rated protection and preservation of historic architecture, sites and trails at 4.27, archeological sites at 4.22, cultural traditions at 4.18. Lowest, but still very important on a 5 point scale, was scenic view sheds rated at 4.11.

**Table 4: Protection and preservation of regional resources rated by both residents and visitors on a scale of 1 to 5: 1=don't protect, 5=must protect**

<b>Regional resources: Residents &amp; Visitors</b>	<b>Mean score Visitors</b>	<b>Mean score Residents</b>
Water resources	NA	4.71
Wildlife corridors	4.65	4.52
Existing small businesses, farms, ranches	NA	4.40
Historic architecture, sites, trails	4.65	4.27
Archeological sites	4.67	4.22
Cultural traditions	NA	4.18
Scenic view sheds	4.57	4.11
Current cultural features: small towns, farms, ranches	4.51	NA
Recreational facilities	4.44	NA

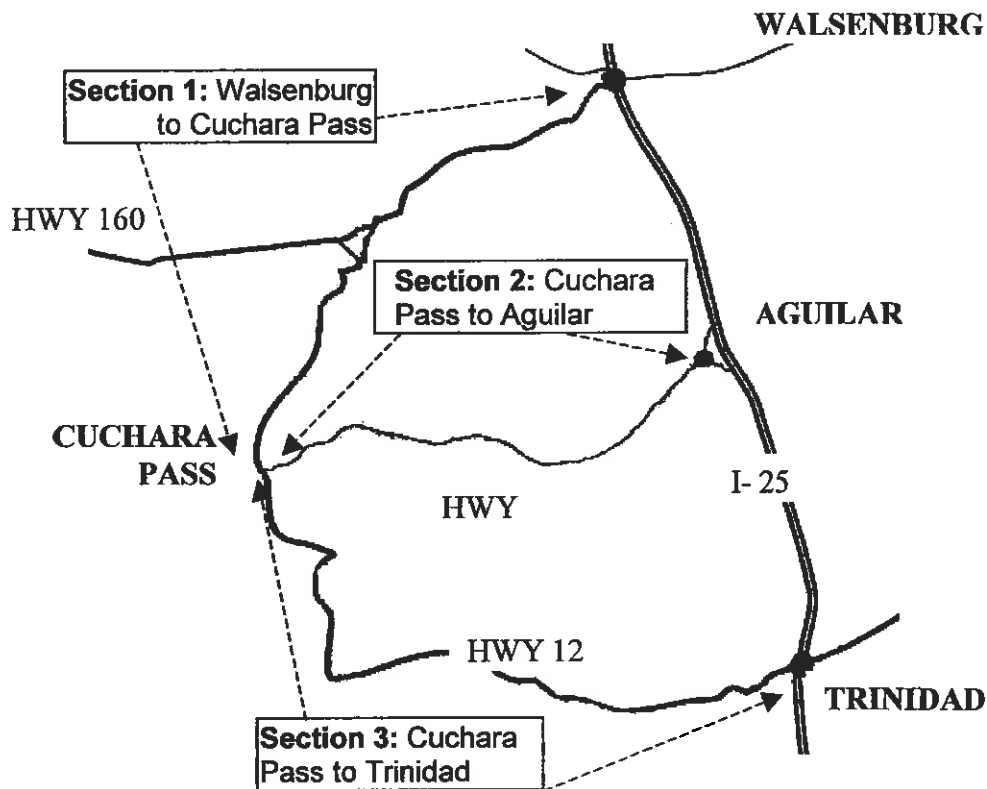
### **Visitor Frequency of Travel**

Visitors and residents were provided with the map shown below and were asked how many times in the past year they had driven on any part of the Highway of Legends. Ninety-four visitors indicated they had traveled on both **Sections 1 and 3, between Walsenburg and Trinidad via Highway 12**, in the past year. Of those 94, 56% had driven on the HOL once. The average number of times visitors had driven on both Sections 1 and 2 in the past year was six times, with a range of 1 to 200.

Ninety-one visitors indicated they had driven on **Section 1**, between Walsenburg and Cuchara Pass, with 47% having done so once. Seven was the mean number of times visitors had driven on Section 1, with a range of 1 to 190.

Only 36 of the visitors surveyed had driven along **Section 2** of the HOL, between Aguilar and Cuchara Pass, sections of which are not paved. Of those 36 visitors who had driven on Section 2, 58% had driven on Section 2 once. Five was the mean number of times visitors had driven on Section 2, with a range of 1 to 50.

Sixty visitors indicated they had driven on **Section 3**, between Cuchara Pass and Trinidad in the past year. Of those 60 visitors who had driven on this section, 53% had driven on this section once. Six was the mean number of times visitors had driven on Section 3 in the past year, with a range of 1 to 100.



Of those visitors who had driven on the various sections more than a few times, in the past year, all of them were working along the highway when they completed a survey, and reported traveling on the HOL for work as well as pleasure. When offered a choice of resident or visitor surveys, they indicated that they lived outside the area, chose the visitor survey.

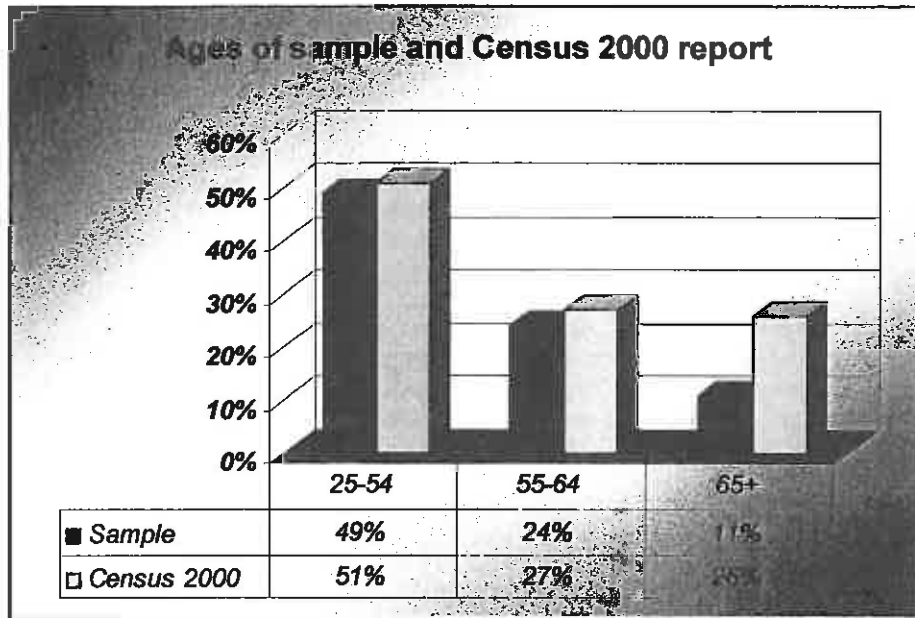
## RESIDENT SURVEY RESULTS

### Resident Gender/Age/Income/Occupation

A series of demographic questions were included in the survey so they might be compared to the demographic information found in the Census 2000 report of the area, which includes Huerfano and Las Animas counties. The sample group included a total of 224 residents. Forty-five percent of the residents indicated that they were male, 47% indicated they were female, and 7% did not respond.

The resident sample group included 8% between the ages of 16 and 24, 49% between the ages of 25 and 54, 24% between the ages of 55 and 64 and 11% over the age of 65. While Census 2000 does not provide data specific to the group between ages 16 and 24, the percentages of the sample is similar to the census figures for residents of Huerfano and Las Animas Counties. See Figure 6 below.

Figure 6

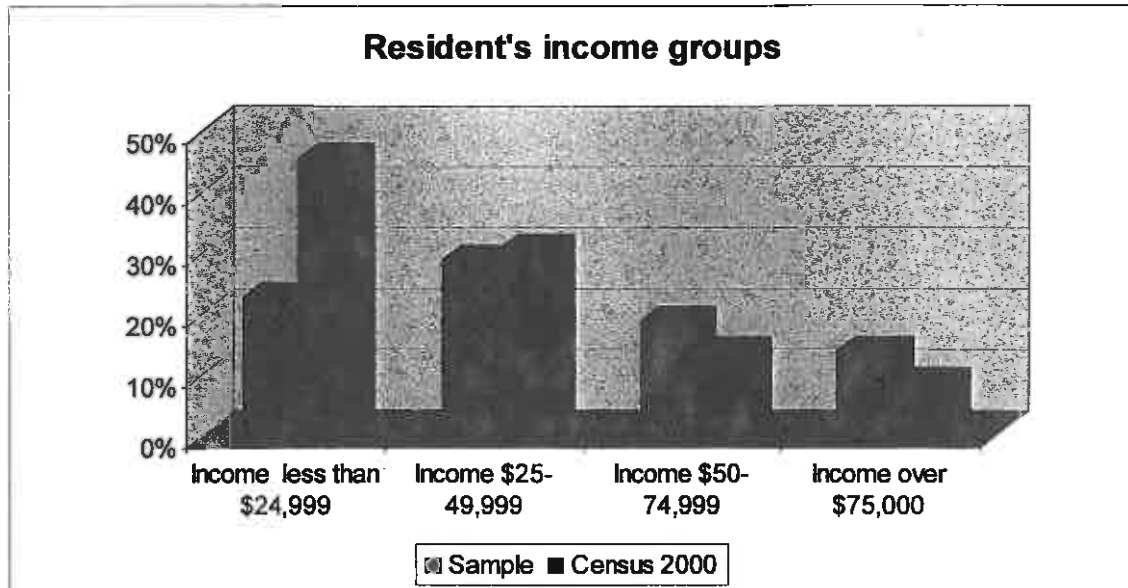


There are a large number of Hispanics in the area. Therefore, a question was included which asked if the residents were of Hispanic origin. Twenty-two percent of the 179 residents answering the question were of Hispanic origin. The 2000 Census found that 39% of the area population was of Hispanic origin, indicating that Hispanics are under-represented in this survey sample. Unfortunately, a relatively small percentage of Hispanics were in attendance at some of the meetings and events where the surveys were distributed.

One-hundred twenty resident respondents (57%) lived in a household with two adults. Forty-eight (21%) lived in a household that included at least one senior citizen, and 62 (28%) respondents lived in a household which included children 18 or younger.

For easy comparison, the incomes of the resident respondents are listed in the table below, along with the Census 2000 percentages for Huerfano and Las Animas Counties. While the wealthier residents were somewhat over represented and the lower income residents were somewhat under represented in this survey sample, the sample group appears to be a good representation of the county residents. Note that our figures are for year 2002 and census is for 1999. See Figure 7.

Figure 7



### Resident Primary Occupation

Residents were asked to list their primary occupation. One hundred fifty-three residents indicated that they are employed outside the home. The greatest number (66) listed occupations falling into the service sector. These include food service, government services, health care and education. Thirty-six of those employed in this sector were employed in the education field. See Table 5 below.

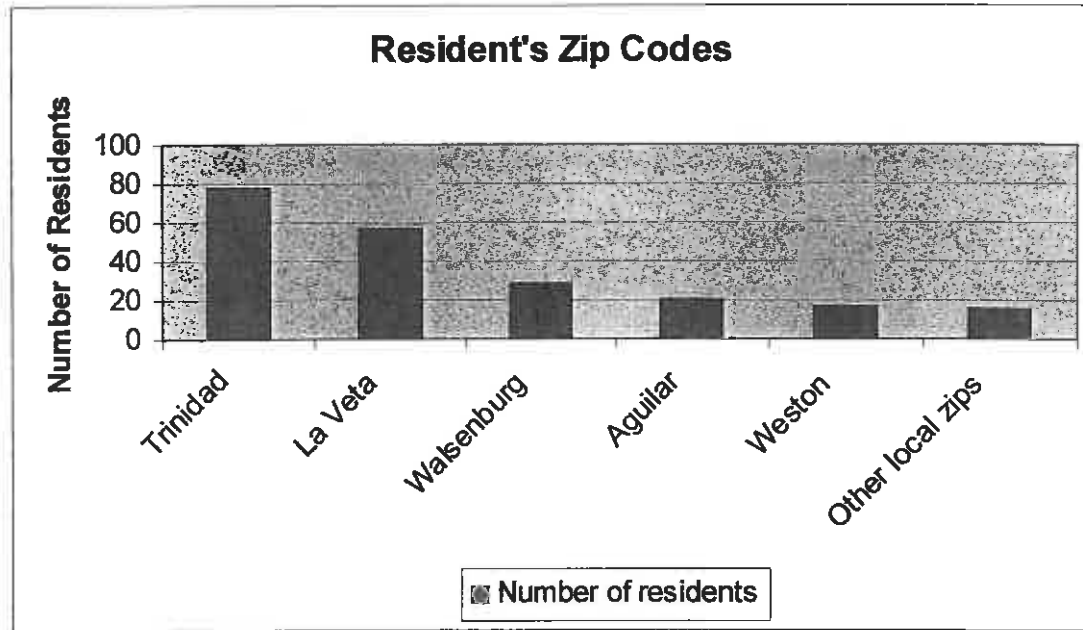
Table 5: Employment sector of HOL residents

Employment sector	Number of HOL Residents	Percentage of HOL respondents employed outside the home
Services/food/law enforcement/fire/education	66	43%
Management/professional	23	15%
Sales/offices	28	18%
Construction /extraction	12	8%
Transportation/production	13	8%
Agriculture/forestry/fishing	5	3%
Self-employed	6	3%
<b>Not employed</b>		
Retired	40	
Disabled, unemployed, students	3	
Housewives	6	

## Resident Zip Codes

Thirty-six percent of the 184 residents who listed their zip code lived in Trinidad. Twenty-six percent lived in LaVeta, 13% lived in Walsenburg, 8% lived in Aguilar; and 8% lived in Weston. The remaining 8% were scattered among 11 other zip codes in the area. See Figure 7 below.

Figure 7



## Resident Travel Frequency

Residents were asked how many times they had driven on any of the sections of the Scenic Highway of Legends shown on the map above.

Residents reported the following information regarding the frequency with which they traveled on the Highway of Legends. Forty-five was the mean number of times residents in the sample group had traveled on both Sections 1 and 3. On Section 1, mean was 35, on Section 2, the mean was 15, and on Section 3, the mean was 95. More than half the residents reporting how many times they had driven on each section in the past year indicated they had driven there less than 8 times.

## Highway of Legends Objectives Ratings

Residents were asked to rate the importance six HOL objectives. The rating scale for the objectives ranged for 1=not at all important to 5=really important. Thus, the higher the score, the more important the objective. **Preservation of natural resources, e.g., wildlife corridors, water, animal/plant habitat was the highest rated objective, with a mean score of 4.59.** Highway safety was the second highest rated objective with a mean score of 4.36, followed by historic preservation and public education with a mean score of 4.35, then preservation/promotion of recreational resources with a mean score of 4.25. Tourism

development and promotion received a mean score of 4.00, and encouragement of economic development received the lowest mean score of 3.85, still relatively high on a five point scale. This information was cross tabulated with the sample residents' zip codes, and no significant differences in their ratings were found. See Table 6 below.

**Table 6: Objectives ratings for the Highway of Legends**  
**1=not at all important, 5=really important**

SHOL Objective	Mean rating
<b>Preservation of natural resources e.g. wildlife corridors, water, animal/plant habitat</b>	<b>4.59</b>
Highway safety and scenic pullouts	4.36
Historic preservation and public education	4.35
Preservation/promotion of recreational resources	4.25
Tourism development and promotion	4.00
Encouragement of economic development	3.85

Antonia Besculides, Adam McClory and Marty Lee's survey, *Los Caminos Antiguos Scenic and Historic Byway 1999 Visitor Study*, conducted in the San Luis Valley of Colorado, asked residents how important it was the Los Caminos Antiguos Byway be managed in a way that would provided various benefits. Four of the items on the extensive Los Caminos Antiguos list were similar to four of the HOL objectives. Those were; the protection of the natural environment, highest on the Los Caminos Antiguos list of benefits; preservation of traditional architecture, third highest; marketing of the byway to visitors, seventh; and new development, twenty-third.<sup>ix</sup>

### **Economic Development Ratings on the HOL**

Resident respondents were asked to rate the appropriateness of 10 types of economic development. The rating scale ranged from 1=not at all appropriate to 5=very appropriate. Thus, the higher the mean score, the more appropriate the residents rated the type of economic development. This section of the resident survey received the widest variety of responses. Many respondents, who had marked all responses in the importance of protection and preservation of regional resources as high priority, assigned widely varying ratings to the various economic development types. This suggests that people have a wider range of opinions on economic development than on the other topics.

**Retention and expansion of small businesses and support of home based businesses received the highest mean "appropriateness" score of 4.25, and clean/green businesses was second with a mean rating of 4.12. The development of visitor accommodations was third with a mean rating of 3.74.** There was a significant gap between these three and all the other types. In fourth place, telecommunications received an appropriateness rating of 3.28. Large resorts received an appropriateness rating of 2.63, as did timbering. New homes on 35 acre plots were rated at 2.62. At the lower end of the development list were the methane gas industry, with a mean appropriateness rating score of 2.42; new cluster-type housing developments, with a

score of 2.20; and heavy industry (including mining and gravel pits), with a score of 2.09. See Table 7 below.

**Table 7: Mean ratings of appropriateness of economic development types  
1=not at all appropriate, 5=very appropriate**

Economic development type	Mean rating
<b>Retention &amp; expansion of small businesses, support home based businesses</b>	<b>4.25</b>
<b>Clean/green businesses</b>	<b>4.12</b>
<b>Visitor accommodations (food, lodging)</b>	<b>3.74</b>
Telecommunications industry	3.28
Large resorts	2.63
Timbering	2.63
New homes on 35 acre plots	2.62
Methane gas industry	2.42
New cluster-type housing developments	2.20
Heavy industry, including mining, gravel pits	2.09

Cross tabulations were done between the zip codes of the residents in the sample and their ratings of the appropriateness of various economic development types. Residents in Trinidad and La Veta rated the development of new cluster-type housing more favorably than the residents of other zip codes. This difference reached statistical significance as measured by Pearson's coefficients at  $p < .05$ . The following tendencies were discernable, but failed to reach statistical significance. The residents in La Veta and Walsenburg were generally opposed to heavy industry, including mining, and gravel pits. Residents in Trinidad were mildly opposed, while those Weston were mildly in favor of heavy industry and mining. This is may be due to the availability of jobs in the methane and timbering industries in this area. Residents in La Veta and Walsenburg were generally opposed to methane gas industry development and timbering. Residents in Weston favored timbering development, but were equally divided in their opinions regarding methane gas development. La Veta residents were generally opposed to the development of new homes on 35 acre plots.

Occupation was a factor in the resident respondents' rating of timbering and methane gas production, as measured by Pearson's chi-square at  $p < .05$ . More than 50% of residents engaged in management and professional work rated both timbering and methane gas industry development as not at all appropriate, while 46% of those in production and transportation rated timbering as very appropriate.

Men rated the appropriateness of timbering as a type of economic development more highly than women, as measured by Pearson's chi-square at  $p < .05$ .

Residents who rated methane gas industry development also tended to favor timbering and heavy industry/mining development, as demonstrated by Pearson's chi-square with a significance level at  $p < .01$ . Also statistically significant at  $p < .01$  was the positive relationship between residents favoring the development of clean/green businesses, residents favoring the retention and



expansion of small business, and residents favoring the development of visitor accommodations. These two groups were not necessarily similar in age, gender, occupation, zip code, income, or ethnic group.

### **Resident Ratings of Infrastructure**

Residents were asked to rate the condition of seven types of infrastructure along the Highway of Legends. The infrastructure rating scores ranged from 1=not satisfactory to 5=very satisfactory. Thus, the higher the score, the more satisfactory residents rated the item. The condition of the road received the highest rating with a mean score of 3.19, somewhat lower than the mean 3.87 rating score that the visitors gave the road conditions. However, the mean ratings of the road conditions of both visitors and residents was the highest, or most satisfactory, form of infrastructure on their list. The second highest rating, a mean score of 3.16, was given to the signage and informational signs about HOL. This item was also rated fairly highly by visitors, who gave it a mean score of 3.43. The third highest score went to emergency services, with a score of 3.09. This was followed by the water supply with a mean score of 2.75, and medical services with a mean score of 2.67. At the lower end were telecommunications with a mean rating score of 2.64 and affordable housing with the lowest score, 2.41. The ratings of the infrastructure did not differ significantly with any demographic factor. See Table 8 below.

**Table 8: Resident ratings of infrastructure along the SHOL**

<b>Infrastructure type</b>	<b>Mean rating score</b>
<b>Roads</b>	<b>3.19</b>
<b>Signage, SHOL information signs</b>	<b>3.16</b>
<b>Emergency services</b>	<b>3.09</b>
Water supply	2.75
Medical services	2.67
Telecommunications	2.64
<b>Affordable housing</b>	<b>2.41</b>

### **Resident Comments**

Residents were encouraged to comment on their priorities in preservation and protection, and many offered lengthy verbal comments to the surveyors. There were some common threads in their comments. Many residents between Trinidad and the Picketwire store tend to prefer to be left alone and allowed to make their living from the land and care for the land as they have for many generations. Those who offered written comments feel that the extractive types of development, such as methane gas production facilities, mining, and timbering operations, are less invasive and harmful to the natural habitat than new homes and population increases. They do not seek more visitors, and they would really like to see those visitors passing through learn more about mountain driving. At the same time, others area residents are amenable to visitors and housing development.

In contrast to the above residents, those between the Picketwire store and La Veta have a different economy. Visitor services have been a significant source of revenue there for many

generations. Many current summer and full-time residents in this area, or their ancestors, originally came to the area as visitors as opposed to coming to farm or ranch. Year-around residents in La Veta are cautious regarding the development of more high-end, year-around housing. Those offering written or verbal comments are concerned about the possibility of losing La Veta's small town uniqueness. At the same time, some are concerned that local businesses will fail and people, especially the younger people, will leave to find work elsewhere unless a steady stream of visitors is maintained. They are hoping for the development of more affordable housing. They worry about the negative consequences of the escalation of land and housing values if the area becomes too popular with wealthy visitors who are seeking second homes. They tend not to like mining, timbering or methane gas production, and feel that those forms of development are more harmful to the area than are visitors and visitor accommodations, as long as the visitors don't purchase property in the area. However, mixed among them are people favoring extractive type economic development.

Residents in Aguilar tend to see visitors as neither a threat nor a significant annual revenue source. The town held a very successful historical/cultural event in 2003 called Aguilar Days. They marketed the two-day event in the Denver and Front Range areas and New Mexico and thousands of people attended. The food vendors ran out of food the first day, and were scrambling to bring in more. Aguilar residents would like to expand their efforts to appeal to the historical/cultural tourists, but they are concerned about the negative consequences of a radical increase in housing values if very many visitors decide to purchase/build second homes or retirement homes in the area. Some offered written and verbal comments that there is a need for revenue for improving local roads and town services, and for developing additional affordable housing.

## **Conclusions**

Regarding the two surveys recently conducted along the HOL, there appears to be no significant gap between the opinions, activities and priorities of samples of residents and visitors. Visitors and residents participate in the same kinds of recreation activities, possibly because the area is best suited for those activities or because those recreation options were developed generations ago and have attracted and held people with the same values and interests. Watching wildlife/sightseeing is the most popular with both groups, followed by community activities and events and hiking/backpacking/camping. Visitors and residents also rate the importance of preservation and protection of regional resources very similarly. The both rated the preservation and protection of wildlife corridors as a high priority, followed by the protection and preservation of historic architecture, sites and trails, and archeological sites.

Visitors appear to be well informed about the scenic highway designation, and this knowledge affected their choice of route. The factors and sources of information influencing their choice of route were, in the following order; they were attending an event, they were visiting friends and family, their destination was on the route, or they got information from highway signs, brochures, maps and the Internet.

In the sample surveyed, the greatest number of visitors and those most likely to pay for lodging were from the Denver area and other Front Range communities. Visitors from the Denver area were the most interested in historical and cultural activities, and they tended to stay one or two

days in paid lodging accommodations. Their expectations for the trip were frequently exceeded. Older visitors had higher incomes, stayed longer, and were more likely to stay in an RV than younger visitors. Younger, lower income visitors were more likely to stay in a hotel/motel and to stay only one or two days.

There are four points of consensus within the resident community. First, their highest priorities are the preservation and protection of the water supply and the wildlife corridors. Second, they are concerned about the escalation of housing values due to an influx of new residents. Some residents expressed the opinion that they do not want to see the kind of development that has occurred in Vail and Aspen. They felt that the radical increase in housing/land values and costs there has caused several problems. For example, older residents can't keep up with the taxes, and younger people and professional people, like police officers and teachers, are not able to afford homes. Third, they want to retain or expand existing small businesses. Fourth, they would like to see increased sources of revenue that would maintain and/or expand local incomes and area services. Many want to maintain a steady stream of visitors. In general they seek ways to expand the area's appeal to visitors who come for a couple of days, spend freely, go home, and return with friends/family for a couple of days the next year.

### **Recommendations for future marketing strategies**

- ❖ Expand advertising to attract more visitors in Denver, other Front Range areas, and New Mexico, especially for Art in the Park and other artistic and/or cultural events.
- ❖ Develop more historic/cultural activities and events to attract new visitors of the type that respect the culture and environment, spend freely, and don't try to move to the area.
- ❖ Continue and/or expand the Stonewall Century Bike Ride, and develop other recreational events which appeal to Front Range and New Mexico visitors.
- ❖ Provide additional restaurants with good food and good service, a key to visitor satisfaction, and a popular proposal with residents.
- ❖ Add bike and hiking trails, and improve maps of local trails.
- ❖ Provide more public restrooms.
- ❖ Improve access for the disabled.
- ❖ Improve parking.
- ❖ Add or improve the frequency and safety of scenic turnouts.
- ❖ Improve signage.

## ENDNOTES/CITATIONS

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<sup>i</sup>David W. Eby and Lisa J. Molnar, "Importance of scenic byways in route choice: a survey of driving tourists in the United States," *Transportation Research* 36A ( 2002): 95-106

<sup>ii</sup>David Dahlquist and Karen. Peterson, "Assessing Visitor Responses to Iowa Scenic Byways Pilot Program," *Transportation Research Record* 1599 (1997): 81-86

<sup>iii</sup>David Dahlquist and Karen. Peterson

<sup>iv</sup>G. Godbey, "Recreation and Parks in a Changing World: Becoming a health service," *Parks & Recreation*. 32 (1997): 91

<sup>v</sup>*Geotourism: the New Trend in Travel*. (Travel Industry Association of America: Washington, DC, 2003)

<sup>vi</sup>"National Forest Use Monitoring National and Regional Project Results"  
<http://www.fs.fed.us/recreation/programs/nvum/reports/year2/2002national> viewed 1/21/2004

<sup>vii</sup>"Traveler's Desire to Experience History and Culture Stronger Than Ever". Press release and summary of an article in *The Historic/Cultural Traveler*, 2003. (Travel Industry Association of America: Washington, DC, 2003)

<sup>viii</sup> Antonia Besculides, Adam McClory, and Marty Lee *Los Caminos Antiguos Scenic and Historic Byway 1998 Visitor Study and Community Survey*. (Flagstaff: School of Forestry, Northern Arizona University, 1999)