
W. RECREATIONAL AND CULTURAL FACILITIES

1. Museums (Table W-1)

Table W-1 lists 11 existing and 2 proposed museums in 10 different locations which focus on various aspects of the Valley history. A regional museum association has been formed to present a more complete Valley package of offerings. Following are brief comments on each in the same order as the table listing:

- Luther E. Bean Museum --- Fine arts gallery including works by local artists and Woodard collection of artifacts from around the world.
- San Luis Valley History Center Museum --- Collection includes a wide range of historical artifacts on early settlers and Indians, and a range of other memorabilia on the Valley and some of its famous people.
- San Luis Valley Museum --- Plans include the Brandt wildlife exhibits, Weldon art collection, addition of the Valley History Center, and a range of unduplicated collections and displays.
- Antonito Museum --- Artifacts and history of Antonito and early settlements.
- Conejos County Agricultural Implement Museum --- Display of restored vintage agricultural equipment including a threshing machine and Mormon haystacker.
- Jack Dempsey Museum --- Cabin that showcases mementos and history of a boy born and raised in Manassa who went on to become a prize-fighting legend.
- San Luis Museum & Cultural Center --- A fascinating look at the cultural and historical events from early settlement in the 1850's to present day.
- Creede Historical Society Museum --- Located in the 1891 Denver & Rio Grande Railroad Depot, this building contains many of Creede's treasures.
- Creede Underground Mining Museum --- A 200-foot long underground museum where you can experience the atmosphere of a working hard-rock mine and see artifacts dating to Creede's "Boom Days" in 1892.
- Rio Grande County Museum --- Attractive setting which presents a complete history of San Luis Valley people and development, including Indian artifacts, historical clothing displays, and others. Noted for contemporary art exhibits and numerous cultural events.
- Rio Grande County Agricultural Museum (proposed) --- Agricultural history and artifacts.
- Saguache County Museum --- A pioneer museum, with seven rooms filled with charming displays and memorabilia of the area. Also has original jail.

2. Convention Center and Museum (Table W-2)

Planning information on the Valley Gateway Center in Alamosa is included in the accompanying table. Cost and impact approximations were based on preliminary data and are subject to further revision and refinement.

3. Golf Courses, Recreation Centers, and Community Centers (Table W-3)

Four golf courses as shown in the table are located in valley and mountain settings. Alamosa and South Fork have 18-hole courses, and 9-hole courses are available in Monte Vista and Crestone. Boys and Girls Club facilities are located in Alamosa, La Jara, and Monte Vista. Monte Vista and Blanca/Fort Garland have year-round pools, and seasonal pools are operated in Alamosa and Sanford.

The community center in Blanca/Fort Garland has existed for a number of years, and Creede is using the Underground Mining Museum for community meetings. San Luis is planning a recreation center, and Alamosa is planning a multi-use facility.

4. National Heritage Area Application

Local planners and historians requested our participation in preparing an application to the United States Congress giving national recognition to the Los Caminos Antiguos Scenic and Historic Byway route and the counties of Alamosa, Conejos, and Costilla as one of America's National Heritage Areas. This would ensure that the unique cultural landscape of the Los Caminos Antiguos is preserved in perpetuity for future generations

As defined by the National Park Service, a National Heritage Area "..... is a place where natural, cultural, historic, and recreational resources combine to form a cohesive, nationally distinctive landscape arising from patterns of human activity shaped by geography." These patterns make National Heritage Areas representative of the national experience through the physical features that remain and the traditions that have evolved in the area.

Currently 23 such areas have been designated across the United States, with 6 new ones pending designation including the Northern Rio Grande National Heritage Area in neighboring Santa Fe, Rio Arriba, and Taos counties based on commemorating Spanish colonialization.

Many of the qualities needed for meeting the NHA designation criteria have been preserved along the Los Caminos Antiguos route, and planners have been encouraged to apply. The physical features that still remain, and traditions that have endured include: historic buildings, churches, and landmarks; preservation of language and traditions; museums and historical records; area-specific art, music, and literature; communal lands; celebrations of history and culture; land grant histories; and the unique and already nationally known features of the Great Sand Dunes. Added to this is the fortuitous timing of the Dunes monument to park upgrade, and Park Service personnel to assist with planning and implementation.

A few of the anticipated NHA benefits include:

- Preserving the integrity of the cultural landscape and local stories so that future generations of the community will be able to understand and define who they are, where they come from, and what ties them to their home.
- Recognition of community efforts in the NHA initiatives.
- Potential opportunities for businesses that further the goals of the heritage area.
- The NHA model is based entirely on local initiative and control as an alternative to more land acquisition and Federal government management.
- Educational assistance and grants to communities in Alamosa, Conejos, and Costilla counties to preserve, renovate, and interpret historical and cultural sites and locations. Legislation provides amounts up to \$1 million/year over a 10-year period for this purpose.

Table W-1

Museums

Alamosa County

Luther Bean Museum

Adams State College campus
208 Edgemont Avenue, Alamosa

San Luis Valley History Center Museum

306 Hunt Avenue, Alamosa
Transfer of collection to San Luis Valley Museum pending

San Luis Valley Museum

Under development as part of the Valley Gateway Center convention and visitors bureau complex
Alamosa – site pending

Conejos County

Antonito Museum

Hwy 285 & 17 intersection, Antonito

Conejos County Agricultural Implement Museum

17705 Hwy 285, La Jara

Jack Dempsey Museum

412 Main Street, Manassa

Costilla County

Fort Garland Museum

29477 Hwy 159, Fort Garland

San Luis Museum & Cultural Center

401 Church Place, San Luis

Mineral County

Creede Historical Society Museum

17 South Main Street, Creede

Creede Underground Mining Museum

407 N. Loma, Creede

Rio Grande County

Rio Grande County Museum

580 Oak Street, Del Norte

Rio Grande County Agricultural Museum (proposed)

Site pending, Monte Vista

Saguache County

Saguache County Museum

Hwy 285, Saguache

Source: San Luis Valley Museum Association, May 2002.

Table W-2

Estimated Economic Impact of Proposed Convention, Museum, and Visitor Complex

Planning Information

Project name and location: Valley Gateway Center, Alamosa

Benefits: Convention and tourist spending provides new income and jobs for the region; accommodations can be made for cultural, educational, social, and civic events for residents and visitors alike.

Markets: Cost competitive to larger cities for small and mid-size conventions, trade shows, and business conferences; regional demand for service club meetings, seminars, and life cycle events; increased visitation from Sand Dunes park upgrade; indicated regional need and support for a facility of this type.

Museum attractions: Colorado and international wildlife exhibit; multi-cultural art and jewelry; SLV history museum collection; displays by local artists; and interpretive exhibits.

Desired attributes: Appropriate architecture; conference space for at least 400; adequate exhibit, meeting, greeting, restrooms, office, maintenance and storage space; amenities such as beverages, food catering, and sound systems.

Development cost and sources: \$2.5 million for land purchase and renovation; \$3.5 million for new construction. Fundraising campaign for philanthropic dollars; partial support from government grants and nonprofit organizations.

Operating cost and support: \$500,000/yr for operations including overhead, production costs, acquisitions, and salaries. Potential revenues include usage and entrance fees, and a proposed special district hotel/motel tax for Alamosa County.

Site selection factors: Attractive setting; access to lodging and restaurants; access to highways and airport; city services and utilities; parking; room for expansion; relief from traffic congestion and noise; affordability.

	<u>Direct Spending</u>	<u>Multiplier</u> ¹⁾	<u>Total Spending (Direct + Indirect)</u>
Center complex operation and Expenses (excl employees)	\$300,000	1.707	\$512,000
Employee earnings 12.5 FTE jobs x \$16,000/yr average	\$200,000	1.595	\$319,000
Convention delegates 225 x \$150/day x 2.5 days x 6	\$506,250	1.707	\$864,170
Families of delegates 75 x \$75/day x 2.5 days x 6	\$84,375	1.707	\$144,030
Sponsoring associations \$50/day x 225 delegates x 2.5 days x 6	\$168,750	1.707	\$288,055
Non-resident tourist visitors ²⁾ 75,000 x \$25/day	\$1,875,000	1.707	\$3,200,625
Total Annual Impact	\$3,134,375		\$5,327,880
Employment (FTE jobs)	12.5	1.466	18.325

Estimated Tax Impact on \$5.3 million sales

Sales tax - Alamosa City/County	4.0%	\$212,000
- State	3.0%	\$159,000
Lodging tax @ 1.89%	1.9%	\$100,700
Proposed hotel/motel tax @ 4.0%	4.0%	\$212,000

Source: San Luis Valley Development Resources Group, June 2002. Also referenced was the Feasibility Study dated 3/7/02 prepared for the Alamosa Chamber Development Corporation by Senior Network Consultants.

- 1) Multipliers for the lodging and amusements industry in the Southwest Agricultural & Recreation Region (including the SLV and five southwest Colorado counties).
- 2) Based on the assumption that 25% of the 300,000 tourists visiting the Sand Dunes each year will visit the complex. Spending averages \$25/per person per visit including gas, food, lodging, entrance fees, and gifts.

Table W-3

Golf Courses, Recreation Centers, Community Centers

<u>County/Place</u>	<u>Facilities/Features/Comments</u>
Alamosa County Alamosa	<p>Cattails Golf Course - Public course with 18 holes, clubhouse, restaurant/bar. Pro shop, cart & equipment rentals, driving range. Open 7 days/wk.</p> <p>Boys and Girls Club - For youth 6-18, capacity 200. Recreation/games, gym, arts/crafts, photo lab, pottery, drafting, computers/Internet, and summer programs. Closed weekends.</p> <p>Splashland Hot Springs Pool - Recreation, lap swimming, swim lessons. Open 6 days/wk, May through Sept.</p> <p>Family Wellness Center - Construction pending, planned opening date April 2003. All ages, capacity 700. Cardio room, suspended track, gym, locker rooms, multipurpose spaces, accommodations for children/infants, arts/crafts, education programs. Planned use of geothermal well as supplemental heat source. Open 7 days/wk except summer Sundays.</p>
Conejos County La Jara	<p>Boys and Girls Club - For youth, 6-18, capacity 50. Education, social/recreation, health & PE, arts/crafts, Smart Moves, and summer programs. Closed weekends.</p>
Sanford	<p>Sanford Pool - Public swimming pool</p>
Costilla County Fort Garland	<p>Blanca/Ft. Garland Community Center - All ages. Swimming pool, hot tub, dry sauna, weight room with cardio equipment, arts/crafts. Closed Friday and Saturday.</p>
San Luis	<p>Recreation center in planning stages.</p>
Mineral County Creede	<p>Underground Mining Museum accommodates a number of community meetings and events.</p>
Rio Grande County Monte Vista	<p>Monte Vista Golf Course - Public course with 9 holes, clubhouse, snack bar, cart & equipment rentals, driving range. Open 7 days/wk.</p> <p>Ski Hi Pool and Waterslide - All ages. Water aerobics, recreation, and swim lessons. Open 7 days/wk, year round.</p> <p>Boys and Girls Club - For youth 6-18, capacity 80. Activities similar to other Boys and Girls Clubs. Closed weekends.</p>
South Fork	<p>Rio Grande Club - Semi-private course with 18 holes, clubhouse, restaurant/bar, pro-shop, cart & equipment rentals, driving range. Open 7 days/wk.</p>
Saguache County Crestone/Baca	<p>Challenger Golf Club - Public course with 9 holes, clubhouse, restaurant, cart & equipment rentals, driving range. Open 7 days/wk.</p>

Source: SLV Development Resources Group, July 2002.