



SANTA FE TRAIL

SCENIC & HISTORIC BYWAY

MOUNTAIN BRANCH



ONGOING BYWAY PROJECTS

SPECIAL POINTS OF INTEREST:

- Byway Projects in the works
- Winners of the Byway Coloring Contest
- Byway birthday Celebration High-lights
- CTO grant received
- Plans for Scenic Byway sites and Improvements

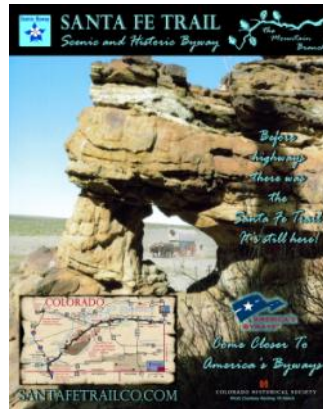
BYWAY BOARD OF DIRECTORS

Roberta Cordova
President

Babs McNight
Vice President

Cathy Mullins
Secretary Treasurer

- The Colorado Byway Visitors centers of the Trinidad History Museum and El Pueblo History Museum will receive light boxes. They are both Colorado Historical Society Properties and are State Scenic Byway Visitor Centers.
- Byway promotional map posters will be available at the State Byway Visitors Centers
- El Moro Rest Area will receive interpretive signs coupled with a Byway radio broadcast. KCRT will assist the Byway with engineering the low watt radio transmissions and creating new broadcasts for Raton Pass and Pinon Canyon.
- A Media center for the By-

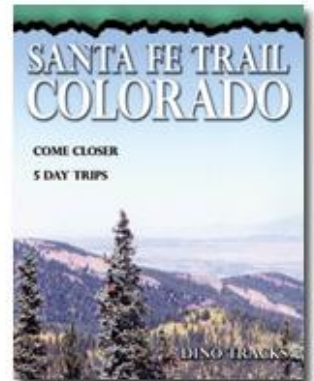


Light boxes for State Byway Visitors Centers

way Visitors Center located at the Trinidad History Museum.

- Low profile interpretive signs for Boggsville Historic site are in development.
- A Byway visitors guide will be available soon and will offer essential

Colorado
Tourism Office
www.colorado.com 1-800-Colorado



information for Byway travelers.

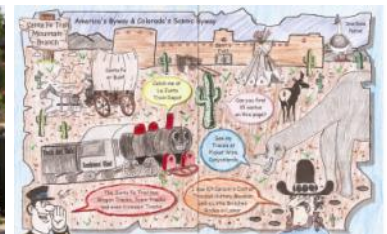
Coloring Contest Winners



Did you know that the Santa Fe Trail is part of the National Old Trail



Sony Baca
Winner of \$100
Age 3-6 category



Jordan Trujillo
Winner of \$100
Age 7-12 category



NATIONAL SCENIC BYWAY CONFERENCE 2009

Colorado to Host 2009 National Scenic Byways Conference

Great news for all byway enthusiasts – the next National Scenic Byways Conference will be held in Denver in 2009! The announcement was made at the 2007 National Scenic Byways Conference in Baltimore. More than 500 byway leaders from around the country will descend on Denver August 23-26, 2009 to tour our byways, learn about our great projects and help us celebrate 20

years of the Colorado Scenic and Historic Byways Program. Colorado will showcase 20 years of byway activity and demonstrate to the rest of our Nation why Colorado Scenic and Historic Byways are among the best.

BYWAY NEWSLETTER ONLINE AT SANTAFETRAILCO.COM



BYWAY RECEIVES COLORADO TOURISM OFFICE MARKETING GRANT

The Colorado Tourism Office's 2009 Marketing Matching Grant Program provides funding to not-for-profit organizations in the State of Colorado for the purpose of promoting the state or a region as a tourism destination. The Santa Fe Trail Mountain Branch received a marketing grant totaling \$4,700 from Colorado Tourism Office. The grant will be matched with \$4,700 of Byway funds and will help pay for six Byway magazine ads with True West and American Road magazines this spring and summer. Copies are available at Walmart stores. The grant will also provide matching funds for this newsletter, our promotions booth for the Santa Fe Trail Days Festival 2009,

and a photo gallery for travel writers on the Byway website, santafetrailco.com. The grant will help measure our impact on visitation and heighten awareness of the Santa Fe Trail. The overall goal of the Matching Grant Program is to increase tourism revenues and economic benefit within the state through unique and effective marketing opportunities. The organizations should develop, execute and evaluate effective tourism marketing and promotional programs targeted towards attracting travel and tourism to the state. CTO has provided funds for much of our marketing efforts and we are so very grateful for their support.

FY 07 PROJECTS BEGINNING SOON

- A Byway wide sign plan developed by stakeholders and managing authorities will consist of directional and sites of interest signs for the Byway.
- Internet podcasts about Boggsville, John Martin Reservoir and Bent's Old Fort will be available for download on the Byway Website, www.santafetrailco.com, you tube and other popular internet sites offering free downloads.
- A Trails on the Santa Fe Trail brochure will direct visitors to our walking tours, biking, hiking, wildlife viewing and

THANK YOU CTO!

- horseback trails.
- Two Byway orientation signs will be installed at our Colorado Welcome Centers on the Byway.
- Boggsville historic site will receive two low profiles for their wildlife trail.
- John Martin Reservoir will receive low profile interpretive signs for their Santa Fe Trail ruts.

10th Byway Birthday Celebration at Santa Fe Trail Festival 2008



2008 marked the 200th Anniversary of the marking of Colorado's Santa Fe Trail by the Daughters of the American Revolution. It also marked our 10th year as one of America's Byways. In commemoration of these

milestones we organized a reenactment of the marking of the trail by the DAR, wild west shootouts by the Gold Canyon Gunfighters, provided wild west shootout games, gold panning activities and celebrated with imprinted birthday balloons. This event was funded in part by our Colorado Tourism Office 2008 matching funds marketing grant.



FY 08 PROJECTS

- 2 low profile waysides for Holly Rest Area
- 6 low profiles for Amache Japanese Internment Camp
- A new Byway brochure
- A Byway Marketing and PR Campaign
- Three Podcasts for the Byway about Amache National Historic Site, El Corazon de Trinidad National Historic District and Sand Creek Massacre National Historic



ANTIQUE BUGGY MUSEUM
COMING SOON TO BIG TIMBERS MUSEUM AT LAMAR, COLORADO

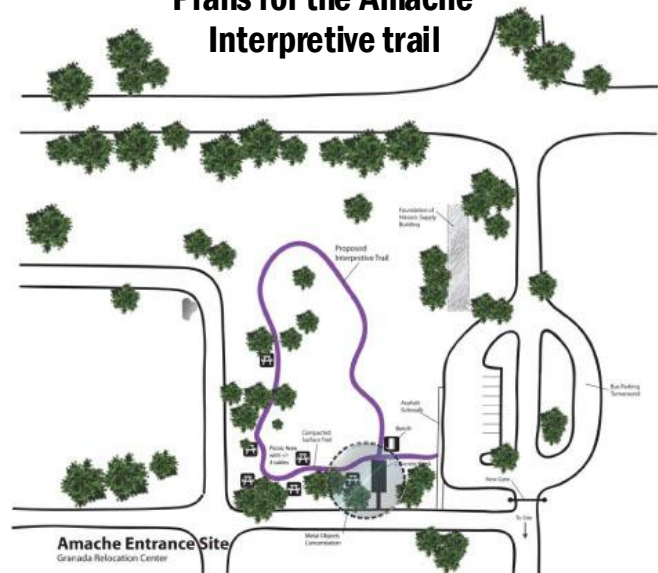
A VISION FOR AMACHE JAPANESE INTERMENT CAMP

The Town of Granada, National Park Service, Amache Preservation Society, Friends of Amache and our Byway are partnering to restore Amache. The vision for the restoration includes a kiosk with a walking trail and interpretive signs, a visitor center/museum, and the restoration of several barracks, a guard tower, a mess hall and maintenance building.

PRESERVE AMERICA INITIATIVES

Prowers County, in partnership with the Southeast Colorado Regional Heritage Taskforce representing several other Southeast Colorado Preserve America communities, will develop a series of film shorts on the heritage sites in the region. Featured sites will include Camp Amache National Historic Landmark, Sand Creek Massacre National Historic Site, and Bent's Old Fort National Historic Site. The films will be shown prior to first-run commercial films in the historic movies theaters in the region, and will encourage audiences to visit the historic sites located in their backyards. Baca and Otero County will survey private lands in their counties in an effort to develop heritage tourism and the listing of properties on the National Register of Historic Places.

Plans for the Amache Interpretive trail



WE'RE ON THE WEB
SANTAFETRAILCO.COM



**SANTA FE TRAIL
SCENIC AND
HISTORIC BYWAY**

PO Box 118
Byway Visitors Center/ Trinidad History Museum
312 E. Main Street
Trinidad, CO 81082

Phone: 719-846-7217
E-mail: wyvonne@hughes.net

**Before highways there
was the Santa Fe Trail...
It's still here!**

The Santa Fe Trail Scenic and Historic Byway is a 501C3 Non Profit Organization. We are one of America's Byway's designated as such for our unique culture, scenery, history, and natural assets along our 188 mile corridor in Southeast Colorado.

What we do

- * Development of area amenities free to the public, such as hiking trails, informational pull offs, paved shoulders, visitor center enhancements, and brochures.
- * Provide visitor information through our Byway web site, promotional booths and Byway marketing materials.
- * Preservation of Colorado's Santa Fe Trail, the stories of our area's past, and development of diverse ways of telling those stories.
- * Promotion of the simple pleasure of enjoying our natural and scenic beauty through the time-honored tradition of family drives.
- * Add a sense of unity and fellowship in the Byway region.
- * Collaborate with stakeholders and create partnerships for the prosperity, preservation, and promotion of our Scenic Byway corridor.

**M E M B E R S A D M I T T E D T O T H E
T R I N I D A D H I S T O R Y M U S E U M
F R E E !**

Santa Fe Trail Scenic and Historic Byway
2009 Membership Form

Name: _____

Address: _____

Phone: _____

E-Mail: _____

Amount Enclosed: _____

Would you like to volunteer for special projects?

Yes _____ No _____

Membership Category: check one

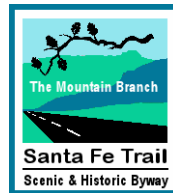
_____ Individual Member - \$10.00

_____ Business Member - \$25.00

_____ Non-Profit - \$15.00

_____ Donation

Mail to: SFTS&H Byway-Mountain Branch,
PO Box 118, Trinidad, CO 81082. Additional
membership forms available at
www.santafetrailco.com



America's Byways® is a distinctive collection of American roads, their stories and treasured places. The U.S. Secretary of Transportation designated the Santa Fe Trail as one of 125 of America's Byways®. We are roads to the heart and soul of America.

**Take the Santa Fe Trail
Auto Tour**

Enjoy four hours of pioneer history as you travel through scenic mountains, rugged hidden canyons and shimmering plains. Follow these signs for the auto tour route of the Santa Fe Trail Scenic and Historic Byway.

