

2017

# ANNUAL REPORT

Following the Cache la Poudre River, the Cache la Poudre River National Heritage Area (CALA) provides the opportunity to celebrate the river's cultural and historical contributions. As the managing nonprofit entity for the Heritage Area, the goal of the Poudre Heritage Alliance (PHA) is to build a deeper understanding of the Poudre River's national significance.

"Through a grant from the Poudre Heritage Alliance, we were able to take disadvantaged youth from local after-school facilities out into Fort Collins natural areas on bicycle. We truly appreciate your support in making this program happen."

– Dana Guber, Executive Director of the Growing Project in a letter to Senator Cory Gardner

## GOALS



ORGANIZATIONAL  
CAPACITY



STORY-  
TELLING



STRIKING A  
BALANCE



PLANNING  
FOR TOURISM



## PROGRAMS & PROJECTS



### COLORADO HERITAGE JOURNEY

Alongside Sangre de Cristo and South Park National Heritage Areas, PHA worked with the Colorado Tourism Office to create a new landing page, brochure, and marketing plan that highlights the importance of heritage tourism throughout the state.

### CENTENNIAL VILLAGE WINDMILL

PHA funded the restoration and interpretation of a historic windmill and part of the Ditch No. 3 headgate at the Centennial Village Museum in Greeley. This project helps tell the story of water in Northern Colorado.



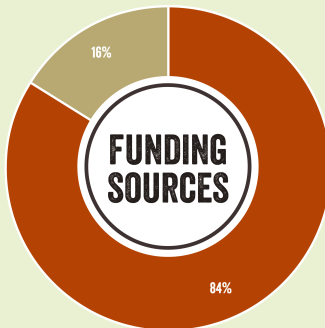
### NATURE RIDES

Nature Rides is a new educational program that connects youth from The Boys and Girls Club to nature in Fort Collins. PHA's support of this program allowed participants to learn about the local watershed and ecology through hands-on activities with educators and experts.

### HERITAGE TRAIL

As part of the whitewater park construction near Downtown Fort Collins, PHA will be creating iconography and interpretative displays that tell the story of the Poudre River as it relates to agriculture, industry, and recreation. This iconography will extend the length of the Heritage Area.

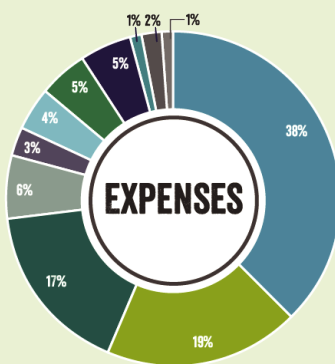
# 2017 FUNDING & EXPENSES



**TOTAL: \$335K**

**US National Park Service Appropriation:**  
\$281K (84%)

**Non-Federal Income:**  
\$54K (16%)



**TOTAL: \$384K**

**Salaries (Includes benefits):**  
\$148K (38%)

**Contract Labor:**  
\$74K (19%)

**Large Grants:** \$67K (17%)

**Our Programs:** \$22K (6%)

**Events/Sponsorships:**  
\$11K (3%)

**Facility Lease:** \$14K (4%)

**Supplies & Services:**  
\$19K (5%)

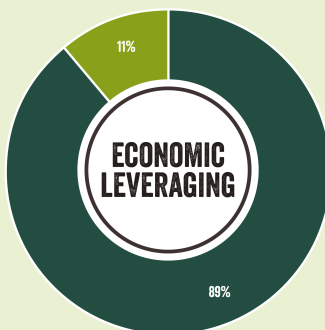
**Travel & Training:**  
\$18K (5%)

**Education:** \$2K (<1%)

**Small Grants:** \$9K (2%)

**Fundraising (Non-Federal):**  
\$2K (<1%)

**2017 END OF YEAR NET ASSETS = 129K**



**TOTAL: \$934K**

**PHA Contributions (Grants, Events, and Programs):**  
\$109K (11%)

**Contributions from other sources:** \$836K (89%)

For every \$1 of federal money contributed to communities in the Heritage Area, \$7.67 was contributed by public/private funding sources

# GRANT REVIEW



HERITAGE TRAIL PROJECT

## AWARDED

- **NATURE RIDES PROGRAM**  
Contributed \$6K of \$17K total project cost
- **H2O EXHIBIT**  
Contributed \$3K of \$17K total project cost
- **HISTORIC WINDMILL INSTALLATION**  
Contributed \$7K of \$30K total project cost
- **HERITAGE TRAIL PROJECT**  
Contributed \$15K of \$1.1M total project cost



FULFILL OUR WISH STATUE

## COMPLETED

- **EATON HOUSE OPEN SPACE PLANNING**  
Contributed \$20K of \$80K total project cost
- **EDUCATIONAL PARTNER PROGRAM**  
Contributed \$10K of \$30K total project cost
- **GOCO INSPIRE PROGRAM**  
Contributed \$3K of \$181K total project cost
- **RALPH PARSHALL STUDY**  
Contributed \$4K of \$11K total project cost
- **POWER OF PLACE TRAILER, PRE-PRODUCTION**  
Contributed \$7K of \$67K total project cost
- **FULFILL OUR WISH STATUE**  
Contributed \$23K of \$191K total project cost

**WANT TO LEARN MORE?**

Check out PHA's online annual reports at [poudreheriage.org/annual-reports](http://poudreheriage.org/annual-reports)