

# FREMONT ADVENTURE RECREATION

2023 YEAR-END REPORT &  
2024 SPONSOR PACKET



# MISSION AND CORE VALUES

*"FAR's mission is to promote a culture of community and healthy living through human-powered outdoor recreation in the Royal Gorge Region."*

**Community:** We commit to enhancing the quality of life for the citizens of the Royal Gorge Region through the creation and celebration of human powered outdoor recreation adventures.

**Culture:** We commit to a welcoming attitude that values all relationships, fearless dedication, while having fun along the way.

**Stewardship:** We commit to responsible access as well as preserving recreation opportunities for future generations.

FAR CHARTER, 2010, REVISED 2017

## NOTE FROM THE DIRECTOR

It's no secret that our community is growing and changing, and while we still may be a "hidden gem" to others, we all know that this place we call home is incredible. With access to trailheads that will take us to places of beauty and serenity, Fremont County is a great place to live, work, and play. As every year, we are grateful for the many land management agencies, including the City of Cañon City, Fremont County, the Bureau of Land Management, Colorado Parks and Wildlife, and the Cañon City Area Recreation and Park District, for working with our community to create recreation infrastructures that will benefit generations to come. Additional thanks goes to our incredible sponsors, volunteers, and donors. Without their support of our organization, plus additional support of the **1% for Trails** program, we could not continue our work. The **1% for Trails** community initiative provides the financial stability that we need to make sure that trails in the area continue to be planned, built, and maintained. It is a testament to our small community that a small number of volunteers, businesses, and individuals can accomplish so much.

Please join us in 2024 to hike, bike, volunteer, or meet others in the area who appreciate outdoor recreation. Come find us and let us know what you think of new trails, events, or other topics. See you on the trails!



Brian VanIwarden, Director

## NOTE FROM THE COORDINATOR

We take our mission statement seriously at FAR: building trails is not enough to create community, that also requires supporting and developing a program of events and educational opportunities for all. We wholeheartedly believe that the outdoors helps foster physical and mental health and that events create moments of collective joy that strengthen our community as a whole. In 2024, we are excited to offer a calendar of events that encourages all recreationists - from beginner to advanced - to join us in celebrating recreation, Leave No Trace principles, community involvement, and the future our Fremont County. We look forward to seeing you at all of our 2024 events - whether you're a participant, spectator, or volunteer.



Ashlee Sack, Coordinator

 [www.joinFAR.org](http://www.joinFAR.org)

 /FremontAdventureRecreation

 @fremont\_adventure\_recreation

 1% for Trails Information: [trails@joinFAR.org](mailto:trails@joinFAR.org)

 General Information: [coordinator@joinFAR.org](mailto:coordinator@joinFAR.org)

*Thank you for your commitment to our community!*

# COMMUNITY OUTREACH

Brian VanIwarden - Director  
Jon Banker  
Leticia Buswell

Adam Hartman  
Brian LeDoux  
Vicki Meier

Megan Merry  
Joan Sindler  
Shawn Weatherill

Ashlee Sack - Coordinator

## MEMBERSHIPS

*As a local non-profit, a recreation organization, and as stewards of our outdoor spaces, we are proud to belong to the following organizations.*



- Leave No Trace
- Partners in the Outdoors (Colorado Parks and Wildlife)
- Cañon City Chamber of Commerce

## BOARD PARTICIPATION

*We are proud to represent our community on a number of boards and organizations in Colorado. We feel that it's important for us to participate in conversations that extend both with and beyond our community.*



- Care for Colorado Coalition
- Colorado Mountain Bike Coalition
- City of Cañon City's Trails Use Committee
- Pikes Peak Outdoor Recreation Alliance
- Fremont County Tourism Council

## COMMUNITY SUPPORT

*We are proud to represent our community on a number of boards and organizations in Colorado. We feel that it's important for us to participate in conversations that extend both with and beyond our community.*

- Cañon City High School Mountain Bike Team
- Cañon City Cross Country Team
- Great Escape Trail Events / Whitewater Festival

## 2023 CALENDAR

### JANUARY

1 FAR Resolution Run

### APRIL

29 Support of Clean-Up / Green Up  
Support of YETI Program

### JULY

22 Support of Great Escape Trail Events  
22 FAR Booth at Whitewater Festival  
Weekly FAR Running Club  
Weekly Economic Impact Volunteering

### OCTOBER

14 Tunnel Vision Duathlon  
Weekly FAR Running Club

### FEBRUARY

18 Snow Queen Frosty 5K

### MAY

6 FAR run Blossom 5K/Half-marathon  
20 Support of RIO's River Cleanup  
13 Dino-Rific 1K Kids Fun Run

### AUGUST

Weekly FAR Running Club  
Weekly Economic Impact Volunteering

### NOVEMBER

Weekly FAR Running Club

### MARCH

TBD Trash Cleanup

### JUNE

1 RIO / Guide Leave No Trace Training  
4 Support of AMR Safety Jam  
26 FAR Under the Stars  
Weekly FAR Running Club  
Weekly Economic Impact Volunteering

### SEPTEMBER

16 We Are All Stars Gala  
28 Assist with CCHS XC Invitational  
Weekly FAR Running Club

### DECEMBER

Weekly FAR Running Club

# GOALS REPORT

## PROGRAM OVERVIEW - 2023 BY THE NUMBERS

**240** Number of Student Adventure Guides distributed to local 6th-graders

**\$46,341** Amount of 1% for Trails funds generated by businesses in 2023

**.75** Miles of new trail in Fremont County opened in 2023 (Fremont Peak Summit)

**53** Number of new FAR members we welcomed in 2023

**\$5** Average cost to build one linear foot of trail

**1,123** Number of people who ran or rode with us in a timed athletic event.

**30** Number of times our new Running Club has met

**17.25** Miles of trail maintenance done on local trail systems

**0** Number of times our running club has cancelled

**9** Trail signs replaced due to theft or dubious campfire burning

**56** Hours our in-house graphic designer spent on the \*new\* fold-out trails map

**62** Total miles of maintained singletrack trail in the Royal Gorge Region



## 2023 HIGHLIGHTS

- Supported the creation of a more accessible trail to the top of Fremont Peak, completed in October of 2023
- Introduced a new event - Tunnel Vision - to continue to encourage beginners and families to participate in events
- Received \$23,000 in grant funding from the Outdoor Recreation Industry Impact Fund (ORIF) to help fund our contracted coordinator and trailbuilder.
- Continue coordinated planning with BLM to plan continuation of the Royal Loop, including a South Rim trail
- Carried out a cooperative Trails Impact Report with CU Boulder's MENV Capstone Program
- With PPORA's Outdoor Pikes Peak Initiative, assisted with listening sessions in Fremont County
- Started our first-ever Running Club, which meets Wednesdays at 5:30 pm at MUGS
- Created a new pocket-sized guide to local trails (get one at the Royal Gorge Chamber Alliance)
- Revised and re-printed the Student Adventure Guide (distributed to all local 6th graders)

## 2024 GOALS

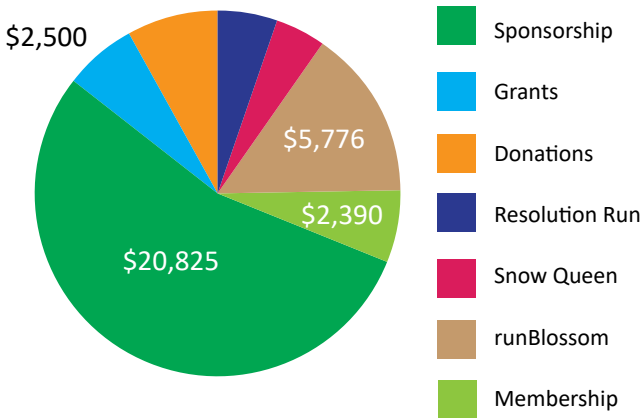
- Increase number of community trail work days
- Continue coordinated planning with BLM to plan continuation of the Royal Loop, including a South Rim trail
- Work with BLM to fund and coordinate large-scale efforts to improve conditions at Oil Well Flats
- Build on the success of Tunnel Vision to create an event for all ages and abilities
- Bring back the Point Alta Vista Trail Race - Full Moon Fever - in 2024

# FINANCIAL OVERVIEW

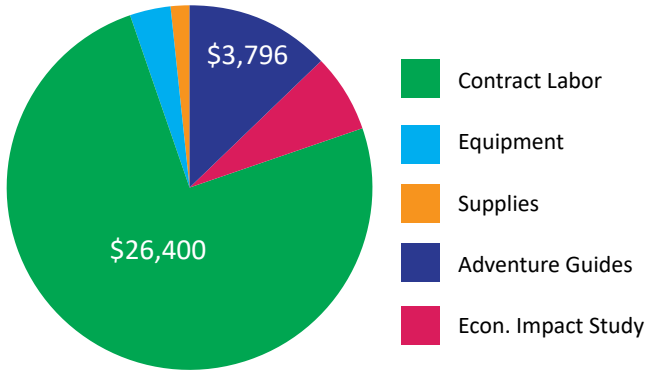
## FAR REVENUE



Revenue generated for FAR is used to fund events, pay for promotional materials, award scholarships, pay our coordinator, and fund the YETI (Youth Exercise Training Initiative) program each year.



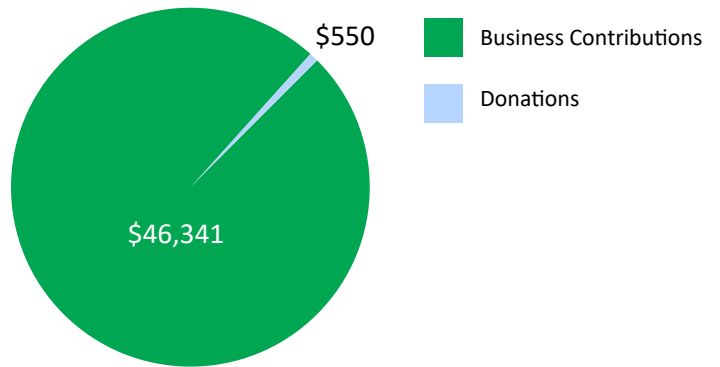
## FAR PROGRAM EXPENSES



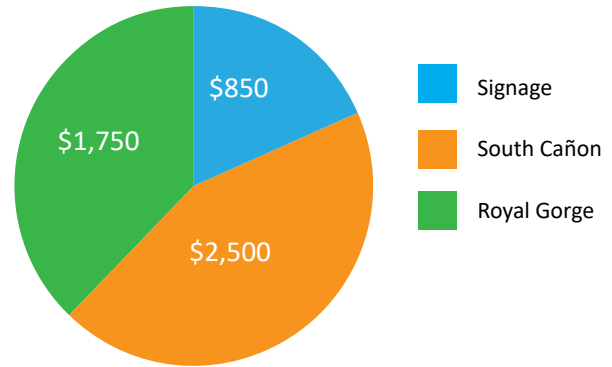
## TRAILS INCOME



All funds generated by 1% for Trails are used to purchase trail equipment, provide matching funds, hire private trail contractors, and pay for manual skilled labor during trail construction.



## 1% FOR TRAILS EXPENSES



### ULTRA-MARATHON LEVEL SPONSORS



### MARATHON LEVEL SPONSORS



### HALF-MARATHON LEVEL SPONSORS



### 10K LEVEL SPONSORS



### 5K SPONSORS

### PARTNERS



### 1% FOR TRAILS CONTRIBUTORS



We started 2023 with a balance of about \$45,370 in our 1% for Trails account. With additional funds contributed by 12 local businesses and a few donors, we funded about 12 miles of significant trail maintenance and some additional signage. We have a balance of about \$84,000, which is slated for maintenance costs at Oil Well Flats and any additional trailbuilding needs in 2024.

# TRAILS REPORT



## ROYAL GORGE TRAILS

The big news at the Gorge was the addition of the new, more accessible route to the summit of Fremont Peak. Before, it was a sketchy scramble. Now, it's a much more sustainable route that offers switchbacks to the top. Many thanks to the City of Cañon City's Parks department for being open to this project and for funding it, and to Terra Firma Trails for the build.



## SOUTH CAÑON TRAILS

The newest trails in this area - Watchtower and Wrath of Grapes - have been open for a year, and they're running great. We spent about \$5,000 of 1% for Trails money to conduct some much-needed intense maintenance on Hard Time, Great Escape, and Watchtower. Thanks to Fremont



## OIL WELL FLATS

FAR and BLM have big plans for Oil Well in 2024! Plenty of mileage in this decade-old system needs remediation and maintenance. We're crossing our fingers that our application for grant money through Colorado Parks and Wildlife's Non-Motorized Trails Maintenance Grant will be accepted and we'll have additional financial help for the project. Stay tuned!

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## EVENT REPORT



### RESOLUTION RUN

# OF PARTICIPANTS: 145

We welcomed 145 brave runners and walkers (a 15% increase from last year) to the 2023 Resolution Run. It was another "dry" year, and while cold, there was NO SNOW! We are proud to offer this fun community event that celebrates health and wellness.



### SNOW QUEEN

# OF PARTICIPANTS: 212

We tried something a little different this year, opting to host the Snow Queen at Pathfinder Park and the surrounding trails. We had 212 women join in, and the event was fabulous. In 2024, we'll return to the Riverwalk and the Rec District's Community Room.



### RUNBLOSSOM / YETI

# OF PARTICIPANTS: 663

Another record-breaking year for runBlossom! This year we saw over 200 YETI kids run in the event, and another 220 in the competitive wave. This 5K offers a great course for both beginners, intermediate, and advanced runners, and we always look forward to being a part of the Blossom Festival.



### TUNNEL VISION

# OF PARTICIPANTS: 92

Our first duathlon! We had a blast at the first event, and are looking forward to hosting again in 2024. With the added bonus of a solar eclipse, we welcomed 92 participants and hope to double that number next year for a bigger and event better event!



### DINO-RIFIC 1MI FUN RUN

# OF PARTICIPANTS: 47

As we look to support and encourage a new generation of outdoor recreation users, we are trying to modify events to welcome kids and families. Our Dino-Rific 1-Mile fun run at the Royal Gorge Dinosaur Experience does just that - offering a fun and safe run for younger kids.

# BUSINESS CONTRIBUTOR TYPES

*There are TWO ways to support outdoor recreation and trail development through FAR. Choose the from the following two methods based on your business or personal priorities. Either donation method qualifies your business as a “contributor” and will be allocated the appropriate benefits as listed on page 8. We appreciate your support!*



## FAR SPONSOR

### BUSINESS DONATION FOR FAR PROGRAM COSTS

*Your FAR sponsorship helps us with programming and general operating costs. You can be assured your money directly benefits our community. We are committed to creating a culture of healthy living and hope you will help us in this goal.*

- Your business will **write a one-time check for the sponsorship up-front**
- Your contribution will be used to:
  - help FAR run events (and keep the cost low for participants),
  - pay contracted employees,
  - purchase promotional materials, and
  - provide scholarships for local high school seniors
- FAR will provide a custom wooden plaque to promote your support of FAR
- You will receive the benefits listed on page 8, based on your contribution level



## 1% FOR TRAILS PROGRAM

### CUSTOMER-GENERATED TRAILS DONATION

*The 1% for Trails program began in 2016 as a method of creating a substantial and sustainable funding source for trail systems in the Royal Gorge Region. This program can be tailored for your business, whether you decide to implement an opt-in method of collection, or an opt-out method. This money is then collected by FAR to use for trail building and maintenance programs (minus a 20% administration fee dedicated to FAR’s associated program costs). We work closely with various land managers to utilize our money appropriately and effectively.*

- Your contributions will be used specifically for trails, including:
  - trail building and maintenance
  - signage
  - matching grant funds
  - equipment rental
  - promotional and educational materials
- Your business will choose to report and pay a monthly or quarterly payment
- Your business will **add a 1% donation onto the sale of services, retail goods, or a combination of both**
- FAR will provide custom materials to promote your participation in the program
- You will receive benefits listed, based on your prior or anticipated contribution level

# BUSINESS CONTRIBUTOR BENEFITS

Sponsors at the Half-Marathon (\$500) level are encouraged to provide coupons or advertisements for our swag bags, plus enjoy a booth at any of our FAR events. Reach a dedicated, outdoor-recreation customer base by increasing your presence at FAR events.

## 2024 CALENDAR OF EVENTS

### JANUARY

1 FAR Resolution Run

### APRIL

20 FAR-20 Release Party  
TBD Support of RIO's River Cleanup and CCRD Clean Up / Green Up

### JULY

27 Support of Great Escape Trail Events

### OCTOBER

### FEBRUARY

10 FAR Snow Queen Frosty 5K

### MAY

4 FAR runBlossom 5K/Half-marathon  
[www.runblossom.org](http://www.runblossom.org)  
18 Dino-Rific 1K Kids Fun Run

### AUGUST

TBD Support of National Night Out

### NOVEMBER

29 Opt Outside

### MARCH

TBD Trash Cleanup  
29 Sip n' Paint Trails with Beth Gamache

### JUNE

TBD Trail Work Day  
21 Full Moon Fever 5K

### SEPTEMBER

28 Tunnel Vision Duathlon  
TBD National Public Lands Day

### DECEMBER

## SWAG



Each year, our limited-edition swag is made available only to sponsors and donors. We can't wait to see all the places you'll wear it!

You'll also get a custom FAR plaque (the design mimics our trail signs) to let customers know that you support our recreation community.



As a contributor, you're welcome to distribute Adventure Guides. Pick up a box in April at the Release Party and let everyone know that you have them!

## MEDIA REACH



The joinFAR.org website receives an average of 1.2K session per month from about 800 users. Most are from Cañon Springs (19%), Colorado Springs (7%), and Denver (13%).



Our Facebook page has 4.4K followers. We post 3-5 times per week and have a robust engagement pattern.



Our Instagram page has 1,339 followers. We post about 2 times per week.



We send out a monthly newsletter with over 870 recipients. Newsletters have an average of a 50% open rate.



# BUSINESS CONTRIBUTOR BENEFITS

WE'D LIKE TO THANK YOU FOR YOUR SUPPORT!

*We are pleased to offer the following benefits to our supporters. Whether your contribution is a one-time sponsorship donation or a year-long 1% commitment, the listed benefits will apply to the 2024 season.*

## ULTRA-MARATHON (\$5,000+) LEVEL

- Up to 3 complimentary registration to all FAR events
- Potential to hold events at your business location (packet pick-up, award presentation, meetings, etc.)
- Prominent logo with link on joinFAR.org website
- Prominent, top tier, logo recognition on FAR email newsletters
- "1% for Trails Featured Business" feature in FAR email newsletter
- Opportunities to distribute offers/advertisements to event participants
- Adventure guides for your business distribution
- 3 limited-edition FAR items (available in June)

## MARATHON (\$1,000+) LEVEL

- Potential to hold events at your business location (packet pick-up, award presentation, meetings, etc.)
- Prominent logo with link on joinFAR.org website and logo recognition on FAR email newsletters
- 3 Complimentary entries to any FAR event
- Opportunities to distribute offers/advertisements to event participants
- Adventure guides for your business distribution
- 3 limited-edition FAR items (available in June)

## HALF-MARATHON (\$500) LEVEL

- Logo with link on joinFAR.org website and logo recognition on FAR email newsletters
- Opportunities to distribute offers/advertisements to event participants
- Adventure guides for your business distribution
- 2 limited-edition FAR items (available in June)

## 10K (\$250) LEVEL

- Logo on joinFAR.org and logo on FAR email newsletters
- Adventure guides for your business distribution
- 1 limited-edition FAR item (available in June)

## 5K (\$100) LEVEL

- Logo with link on joinFAR.org and logo recognition on FAR email newsletters
- Adventure guides for your business distribution

# FAR PROGRAM SPONSOR

## BUSINESS CONTRACT



We sincerely hope you'll consider sponsoring FAR in 2024. Your one-time donation will be invested right back into our community via our signature events such as runBlossom, Snow Queen Frosty February 5K, and more; and also scholarships, community education programs, and other events. Your donation also helps "keep the lights on" as we pay program and operating costs.

### BUSINESS/ORGANIZATION INFORMATION

Contact Name: \_\_\_\_\_ Contact Phone Number: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Business / Organization Name: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_ Business Phone (for advertising): \_\_\_\_\_

Sponsorship level (check one):    \$100        \$250        \$500        \$1,000        \$5,000        \$ \_\_\_\_\_

Cash total: \$ \_\_\_\_\_                      In-kind total (must be equal to or lesser than cash total: \$ \_\_\_\_\_

Number of Adventure Guides requested: \_\_\_\_\_

*(Please note that these may be subject to availability.)*

**Check Enclosed (PREFERRED to avoid fees)**

Will donate online (Use QR code at right.)



*Checks should be made out to 'Fremont Adventure Recreation' and may be made sent to:*

**Fremont Adventure Recreation, c/o Ashlee Sack, 1008 Beech Avenue, Cañon City, CO 81212**

Please send high-resolution logos to [coordinator@joinFAR.org](mailto:coordinator@joinFAR.org). Vector file types (.eps, .pdf, or .ai) are preferred.

By signing this contract, I agree to pay the indicated 2024 sponsorship amount in full and up front to Fremont Adventure Recreation (FAR). I understand that failure to do so will result in termination of the contract and removal of my business from all promotional materials. I also hereby affirm that I am an authorized representative of the business listed above.

Signature of contact: \_\_\_\_\_ Date: \_\_\_\_\_

***Contract and payment due by February 15, 2024***

# 1% FOR TRAILS CONTRIBUTOR

## BUSINESS CONTRACT



After adding a 1% donation onto your customer's bill (can be unique to your POS system), your contributions are then distributed directly to FAR. All monies collected from these 1% donations are collectively used to fund trails and outdoor recreation in the Royal Gorge Region. Our 1% For Trails initiative funds all things trails and outdoor recreation: matching funds for grants, grant writing, trail building, trail design, and more. Concurrently, FAR will continue to contribute to local efforts to market to and encourage users of singletrack trails to visit our beautiful city!

### BUSINESS/ORGANIZATION INFORMATION

Contact Name: \_\_\_\_\_ Contact Phone Number: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Business / Organization Name: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_ Business Phone (for advertising): \_\_\_\_\_

**Check Enclosed (PREFERRED to avoid fees)**

Will donate online (Use QR code at right. Fee incurred.)

Checks should be made out to 'Fremont Adventure Recreation' and may be made sent to:  
**Fremont Adventure Recreation, c/o Ashlee Sack, 1008 Beech Avenue, Cañon City, CO 81212**

Approximate payment dates:

Quarterly \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

Yearly



Estimated yearly contribution: \$ \_\_\_\_\_ .00 Number of Adventure Guides requested: \_\_\_\_\_

*(Please note that these may be subject to availability and we will do our best to accommodate your business's needs.)*

By signing this contract, I commit to administering a 1% donation on the agreed-upon sales for the term of one calendar year, and to donating 100% of said funds to Fremont Adventure Recreation (FAR). I understand that failure to do so will result in termination of the contract and removal of my business from all promotional materials. I also hereby affirm that I am an authorized representative of the business listed above.

Signature of contact: \_\_\_\_\_ Date: \_\_\_\_\_

**Contract due by February 15, 2024**

# INDIVIDUAL DONOR BENEFITS

WE'D LIKE TO THANK YOU FOR YOUR SUPPORT!

*We are pleased to offer the following “thank you’s” to our supporters. Your financial contribution helps us to achieve community goals like: events, educational programs, scholarships, trail maintenance, and community involvement. Donations of \$50 and above qualify you as a FAR “member”, and you will receive communications and benefits as they are distributed.*

## MARATHON (\$1,000+) LEVEL

- Personal thank-you card
- 3 Free entries to ANY FAR event
- FAR Sticker
- 3 limited-edition FAR sponsor tees (available in June)
- Additional limited-edition gift

## HALF-MARATHON (\$500) LEVEL

- Personal thank-you card
- 2 Free entries to ANY FAR event
- FAR Sticker
- 2 limited-edition FAR sponsor items (available in June)

## 10K (\$250) LEVEL

- Personal thank-you card with FAR Sticker
- 1 limited-edition FAR sponsor t-shirt (available in June)
- 1 Free entry to ANY FAR event

## 5K (\$100) LEVEL

- Personal thank you card with FAR sticker
- 1 limited-edition FAR sponsor t-shirt (available in June)
- 25% off of one FAR event entry

## STARTING LINE (\$50) LEVEL

- Personal thank-you card with FAR sticker

# INDIVIDUAL DONOR CONTRIBUTION

## PERSONAL OR CHARITABLE DONATION



*We are grateful for any level of contribution. If you are considering a charitable donation, please know that your funds will be used to further our mission at FAR - to support outdoor recreation in the Royal Gorge Region. Your assistance with program costs helps to keep us running!*

### WHAT WE HAVE PLANNED FOR FUNDS IN 2024:

- Provide scholarship for the CCHS Mountain Bike Team
- Continued support of YETI program
- Continuation of our event calendar
- Advocacy and education regarding local public lands issues
- Coordination with local entities to support Leave No Trace
- Administration of trails maintenance adoption program

### DONATION INFORMATION

Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Donation Amount: \$ \_\_\_\_\_

Please indicate how you would like your donation to be listed in the Adventure Guide:

By name                      Anonymous                      In memory of: \_\_\_\_\_

Check Enclosed (PREFERRED)

Will pay online (Use QR code at right. Fee incurred.)

*Checks should be made out to 'Fremont Adventure Recreation' and may be made sent to:  
Fremont Adventure Recreation, c/o Ashlee Sack, 1008 Beech Avenue, Cañon City, CO 81212*



Signature of contact: \_\_\_\_\_ Date: \_\_\_\_\_

***Contract and payment due by February 15, 2024***