

Colorado Chautauqua Association – Boulder, Colorado
March 2008

Interpretive Services Plan

for:  CHAUTAUQUA



Presented by:
ECOS Communications, Inc.
www.ecos.us

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INTRODUCTION

Context and Purpose

Successfully communicating a strong Chautauqua identity is essential to a successful future for the Colorado Chautauqua Association (CCA) and, arguably, for the Chautauqua resource itself. Interpreting Chautauqua's history, purpose, and offerings for the hundreds of thousands of annual visitors to Chautauqua Park is a vital ingredient in this communication and success.

While the primary goal of interpretation is not to increase visitation, this is a likely outcome of a thoughtful, targeted program. The true purpose of interpretation is to connect visitors with the meaning of the resource and place (Chautauqua), and to deepen their appreciation for and curiosity about it. This should lead to increased interest among visitors in connecting more strongly to Chautauqua, "using" it in new ways, and supporting it more.

Visitors to Chautauqua come for a variety of reasons, and partake in a variety of activities. They may come for a concert or lecture in the Auditorium, lunch at the Dining Hall, a hike in the mountain parks trails, an afternoon picnic on the Chautauqua Green, or a weekend stay in one of Chautauqua's rental cottages. Often, visitors do not combine these opportunities or even realize the breadth of what Chautauqua offers. This single-purpose pattern of park visitation leads to many visitor contacts with Chautauqua each year, yet limits development of a greater understanding, utilization, sense of engagement, and/or desire to support the resource. Visitors come and go, enjoying and appreciating their chosen activities, but leave without an overall sense of the national chautauqua movement and the importance of the Colorado Chautauqua site, its history, and its significance to the Boulder community and the nation—including its status as a National Historic Landmark.

The management complexity at Chautauqua adds to the challenge in creating a plan for implementation of an overall interpretive program. Several ownership and administrative entities operate at the site:

1. The **Colorado Chautauqua Association (CCA)** owns short- and long-term rental cottages, two lodges, and the Community House, and manages 26 of the Park's 40 acres through a lease agreement with the City of Boulder. This agreement includes management of the site's most important public structures—the Auditorium, the Academic Hall, and the Dining Hall (all owned by the City).
2. **Individual homeowners** own (and some occupy on a year-round basis) 39 of the site's 99 cottages.
3. A **private for-profit entity** manages Dining Hall services including the public restaurant, private events, and catering.
4. The **City's Parks and Recreation Department** manages the Chautauqua Green (and surrounding parking), the playground, and the lower tennis court.
5. The **City's Open Space and Mountain Parks Department** owns and manages the Ranger Cottage and adjacent parking lot, as well as the trail system and Chautauqua Meadow adjacent to Chautauqua Park.

Most visitors arrive with no knowledge of or interest in Chautauqua Park's complex inter-agency management, nor should they care. What *is* important is that the lack of on-the-ground visitor communication tools is likely to leave visitors confused about the breadth of offerings and experiences possible at the site. Visitors need simple and singular approaches to navigating—whether for getting around the site, being up to date on Chautauqua's offerings, or discovering stories about the past. Interpretation, visual communications, and successful wayfinding strategies can work to strengthen visitors' sense of the big Chautauqua picture.

This Interpretive Services Plan, with its recommendations and tiered implementation strategy, will serve as the road map for an overall interpretive program at Chautauqua for the next five years. By design, the interpretation and wayfinding/informational strategies proposed will reinforce parallel efforts by CCA to strengthen the Chautauqua identity and secure the continued preservation of this unique resource for many years to come.

Scope and Planning Process

This Interpretive Services Plan (ISP) is based on initial ISP development work completed in 2002. The revision and expansion process began in July 2007 with a site analysis, followed by a review of several assessments and reports completed after the initial ISP creation.

Information regarding Chautauqua's history was readily available and sufficient for the needs of this plan. The documents, books, and sources used in crafting the recommended interpretive program herein are cited in the Site Background and Significance section (pages 5 - 6).

On-the-ground communication strategies were developed by overlaying the site analysis, assessment, and report conclusions with Chautauqua's historical record. These strategies weave together and are based upon:

1. Visitor and audience profiles
2. Visitor experience goals
3. Interpretive themes
4. Opportunities and limitations of the physical layout of the site

From this, a series of public interface zones and site access points were charted, and became the foundation for the implementation strategy.

Recommendations include both specific wayfinding/informational and interpretive elements to be implemented in three phases:

- Phase I: 2008-2009
- Phase II: 2010
- Phase III: 2011-2012

The plan proposes various delivery systems and locations to achieve CCA's visitor experience goals, including raising awareness about the purpose and programs of the steward organization and the site.

The goal here is to make recommendations that are achievable given the challenges of multiple agency management and oversight bodies. This plan presents the framework elements essential to develop a set of standards for two types of communications: (1) *wayfinding/informational* and (2) *interpretive*. Before moving into a first implementation phase, CCA will develop sign standards—in conjunction with City departments—to be used in seeking agreement from partners and governance agencies. This is intended to make implementation a less cumbersome process for CCA, and eliminate the need to seek approval for every individual sign.

The following definitions guide usage of these terms and categories throughout the plan.

Wayfinding & Informational: Visual communications intended to guide users to understand the physical infrastructure of the site and programmatic offerings by CCA and its partners

Interpretive: Visual, audio, and interactive communications intended to help users understand the meaning of the area/resource

Standards: A set of guidelines, rules, and strategies that inform the design process in the development of wayfinding/informational and interpretive communications

The contents of this plan allow for immediate progression to comprehensive signage plan approval and then design, fabrication, and installation of Phase I recommendations in 2008-2009.

Site Background and Significance

This section provides a general overview and highlight information about the Chautauqua site. For complete and detailed information on the landscape, structures, programs, and historical story of the Colorado Chautauqua, please refer to the sources listed at the end of this section.

On July 4, 1898, more than 4,000 people gathered for the opening day of the Colorado Chautauqua. Boulder civic leaders and Texas educators had joined together to create a cultural and educational summer retreat.

Before radio and television, the Chautauqua Movement united millions of rural and small town Americans in common cultural and educational experiences. More than 400 independent assembly sites have been identified—fixed locations set up for annual summer events. In addition, troupes of educators and entertainers traveled the country as part of the circuit chautauqua, bringing a week or two of programming to as many as 10,000 towns. Between the Chautauqua Movement's founding in 1874 and its nadir in 1930, perhaps 45 million Americans attended a chautauqua. Theodore Roosevelt called these chautauquas "the most American thing in America."

In 1978, the City of Boulder designated the 40-acre Chautauqua site a Boulder Historic Landmark District. The boundaries encompass the historic Chautauqua grounds, bordered by Baseline Road on the north, and by Boulder Open Space and Mountain Parks lands on the west, south, and east.

The Colorado Chautauqua Association (CCA), a 501(c)(3) Colorado non-profit corporation, leases and is responsible for preservation and use of 26 acres (of the Historic Landmark District's 40 acres) and three historic buildings from the City of Boulder:

- The Auditorium (1898), whose superior acoustics and intimate feel make it a favorite place for many musicians to play
- The Dining Hall (1898), now open year-round as a restaurant and popular location for wedding receptions and other private events
- The Academic Hall (1900), which housed the first collegiate-level summer school in Colorado, and now houses Chautauqua's administrative offices

CCA owns and manages numerous other structures on the site, including:

- 60 of the site's 99 cottages, many remodeled in period décor
- Two lodges: Columbine Lodge (1919) and the Missions House Lodge (1911)
- The Community House (1918), a stunning example of Arts and Crafts architecture, fully winterized and renovated

Chautauqua's charming cottages, lodges, and Community House event venues are available for rental year-round. CCA also offers educational and entertainment programming year-round. CCA offers musical, lecture, and film programs.

The entire Chautauqua Park Historic District is now a National Historic Landmark (designated in 2006)—the only NHL along Colorado's central Front Range (as of February 2008). As part of a nationally significant cultural and educational movement that began in the late 1800s, the Colorado Chautauqua helps tell a nationally significant historic story, and is an integral part of continuing the chautauqua tradition. The Colorado Chautauqua is one of the last chautauquas in continuous operation in the United States, and the only such site west of the Mississippi with its original structures intact and used for their original purposes. Chautauqua Park is recognized by Boulder leaders as having great value to Boulder and the region as a major economic, recreational, and cultural asset—and this is evidenced by the hundreds of thousands of annual visitors to the site.

Chautauqua's historic preservation program has been recognized with an Honor Award from the National Trust for Historic Preservation for outstanding renovation and for rejuvenation of Chautauqua programming. In 1997, Chautauqua received the Stephen H. Hart Award from the Colorado Historical Society for excellence in preservation.

Now in its 111th year, the Colorado Chautauqua continues to serve its historic purpose, providing cultural, educational, recreational, and social opportunities to more than half a million visitors each year.

Primary sources used in preparing this Interpretive Services Plan:

1. Galey, Mary. *The Grand Assembly, The Story of Life at the Colorado Chautauqua. Centennial Edition*, 1998. Published by Winlock Publishing.
2. Pettem, Sylvia. *Chautauqua Centennial, A Hundred Years of Programs*, 1998. Published by The Book Lode.
3. National Historic Landmark Nomination, completed by Martha Vail, Ph.D., June 2005.
4. Chautauqua Park and Historic District, Cultural Landscape Assessment and Plan, completed by Mundus Bishop Design, April 2004.
5. CCA Web site at <http://www.chautauqua.com>

How this ISP Supports the CCA Mission Statement

The mission of the Colorado Chautauqua Association is to preserve, perpetuate, and improve the site and spirit of the historic Chautauqua by enhancing its community and values through cultural, educational, social and recreational experiences.

Statement of Values: The Chautauqua experience is based on lifelong learning, love of nature, voluntary simplicity, and music, oration and the arts. Historic significance, traditions, cultural relevance, respite and enrichment are among the community benefits provided by the Colorado Chautauqua.

The “brand” tagline that helps communicate the CCA experience:

Escape, Engage, Elevate.

The interpretive program recommended will help CCA meet its mission by:

1. Communicating and strengthening the Chautauqua identity and story;
2. Informing visitors of opportunities to more fully experience Chautauqua and support CCA (via programs, lodging, membership, donations, etc.); and
3. Enhancing the visitor experience with directive and informational guidance.

SECTION 2

Visitor and Audience Profiles

VISITOR AND AUDIENCE PROFILES

Visitor Segments

It is impossible to know the exact number of visitors to Chautauqua. Because the site is open and free to the public year-round and there is no gate or other means of managing visitor flow into the park, no reliable measure exists to count all of the people visiting each year.

Some visits are easy to count: ticket buyers for programs at the Auditorium and Community House, school children on a scheduled tour, patrons at the Dining Hall, and overnight lodging guests. Others are much more difficult to count: groups on the Green or at the Picnic Shelter, concert goers who listen from outside the Auditorium without purchasing tickets, hikers and bird watchers, and visitors driving through the site. Conservative estimates put the annual number at well over half a million visitors. Numbers and segments for 2005 included:

Colorado Chautauqua Association

Lodging guests	3,900
Auditorium shows (<i>includes Colorado Music Festival</i>)	32,856
Auditorium outside users (<i>estimate</i>)	3,600
Private Functions	5,500
Dining Hall	92,140
TOTAL	137,996

City of Boulder Parks and Recreation Department

Green, tennis court, playground	*unknown
Private events on the Chautauqua Green	2,510
TOTAL	**12,510

* *Thought to be into the tens of thousands*

** *Estimate*

City of Boulder Open Space and Mountain Parks

Ranger Cottage & Trailhead visitors (<i>estimate</i>)	400,000
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2005 TOTAL VISITATION

(*conservative estimate*)

550,506

Hikers: This group represents the largest number of visitors to Chautauqua Park, with visitation growing over time. The Ranger Cottage drew 6,000 total visitors in 2000. OSMMP expects that number to exceed 40,000 in 2007—a dramatic increase. These numbers represent only those individuals who use the Ranger Cottage during regular business hours; others may have stopped by when the cottage was closed, to view information about wildlife closures, fire danger, or other topics. Recreationists who do not stop at the Ranger Cottage never get counted.

Hikers include local and regional residents, out of town vacationers, conference attendees, and school groups. Because of the diverse nature of hikers, it is hard to determine how they obtain their information about the Park. It is likely that out of town guests may hear about Chautauqua through their hotel or the Boulder Convention and Visitors Bureau, then gather more in-depth information such as maps upon arrival at the park. Locals are likely familiar with the hiking trails and gather information from the Ranger Cottage only when looking for a new hiking route or when they have a question about wildlife or vegetation.

Dining Hall Visitors: Visitors to the Dining Hall include Boulder and/or Chautauqua residents, out of town visitors, and Chautauqua short-term visitors. Breakfast, lunch, or dinner at the Dining Hall is sometimes combined with other activities such as a hike, concert, or other program. Dining Hall visitors have varying degrees of knowledge about Chautauqua. A tasteful brochure rack in the entrance displays CCA printed materials and notes the NHL status. There is additional opportunity to convey knowledge to this group through written pieces on tables or as part of the menu.

Program Attendees: Attendees at Chautauqua’s cultural and educational events are local and regional residents and out-of-town visitors, and reflect the diversity of the programming. Similar to the Dining Hall guests, these visitors have widely varying degrees of knowledge about Chautauqua.

Private Cottage Owners: Cottage owners are relatively well educated about Chautauqua, its history, and its importance. Even so, they are generally interested in learning more. In addition, the presence of this population on-site creates an opportunity for them to tell Chautauqua stories informally as they interact with guests, or through more formalized means.

Lodging Guests: This group includes both regular renters—those who return year after year—and occasional or one-time renters, who can be most closely compared to guests at a hotel. Those lodging guests opting for the quiet and contemplative experience of Chautauqua are likely to be interested in the history of the place and people. Other guests may choose to use their cottage as a “home base” and spend days exploring Boulder and the surrounding area, rather than exclusively participating in Chautauqua events and activities. Short-term renters receive information in their rooms and through the check-in process.

Private Event Attendees: Many private events are hosted in Chautauqua's Community House, Missions House Lodge, Picnic Shelter, Auditorium Terrace, and sometimes even the Auditorium itself. Weddings, conferences, family reunions, retreats, and classes are numerous. It is hard to assess the interest and knowledge in Chautauqua of those attending these events, since the events are private in nature. There is not always an opportunity for CCA staff to welcome the visitors or orient them to the park. CCA staff may want to focus attention on the person booking the event and provide that contact person with written interpretive information about Chautauqua that they can then pass along to those attending the event.

Conference and Retreat Groups: More and more, small and medium sized groups are using Chautauqua facilities for their single-day meetings, weekend retreats, and mini conferences. Such groups typically use lodging accommodations in addition to meeting spaces, thus dipping into the full "camp" experience. CCA staff generally provides an overview of the site and its history to these groups. CCA intends to grow this group business in the near future.

Members: Any interested person can pay a nominal fee to become a member of the Colorado Chautauqua Association. Although CCA has completed member surveys in the past, it does not appear that members have been asked about their level of knowledge about and/or interest in Chautauqua's history. Three-fourths (75%) of current members have joined at the "Concert" level, making their likely motivation for membership the benefit of discounted, advance ticket purchases as opposed to their interest in Chautauqua as an historic resource. However, because of their connection to Chautauqua, CCA members will likely be interested in interpretive information about the site and its stories when they are on-site for programs. This presents an opportunity to expand and deepen their sense of connectedness to Chautauqua. Members currently have access to the limited information about Chautauqua's history and significance posted on the website, as well as via newsletters, CCA's annual report, and regular e-mail blasts.

Desired and Proposed Audience Profiles

Heritage and Preservation Enthusiasts: Local preservation enthusiasts likely already have knowledge of the Colorado Chautauqua or the chautauqua movement in a general sense. Their knowledge and passion for the place (and very possibly for CCA) can increase as interpretation becomes broader and affords them an opportunity to be “expert guides,” even informally, for their visiting friends and family. A more well interpreted and professional Chautauqua will strengthen this population’s engagement.

Out-of-state visitors, or those who live more than a day’s drive away, may be aware of the overall national chautauqua experience; however, they may be unaware of the Colorado Chautauqua and its rich history and present-day offerings. They may be members of the National Trust for Historic Preservation and choose their travel destinations based on publicity through such trusted organizations. In general, this is a group with disposable income, a high level of education, and reliance on the reputation of destinations based on reports from similarly minded friends and family. These potential visitors are broad consumers of educational and cultural tourism and use interpretive materials to a greater extent than the general population. They expect interpretive materials to be of high quality and will report to others accordingly.

These visitors often come from greater metropolitan areas, though not exclusively, and have likely been frequenters of National Park Service institutions and local history centers of long established organizations. They expect self-guided opportunities as well as reenactments, guided tours, and informal ranger/docent presentations. This audience segment is likely to be attracted to organized trips, or may visit in small groups of several friends or couples.

The Colorado Tourism Office’s most recent Visitor Study, issued June 2007, reports on statewide cultural and heritage travel during 2006. During that year, self-defined cultural heritage travelers accounted for 44% of all overnight leisure spending in the state (\$3.4 billion). Even those tourists who did not identify themselves as “interested in cultural heritage activities” participated in cultural heritage activities during their trips.

The goal for interpretation at Chautauqua is to exceed expectations of heritage tourists. Most other visitor segments will be satisfied if this goal is achieved.

Local Residents: Recent *Camera* surveys indicate that 44% of Boulder residents have lived in Boulder less than five years. This creates a significant number of new and potential visitors who know little or nothing about Chautauqua beyond the hiking trails and Auditorium concerts. Longer-term Boulder residents represent a significant opportunity for CCA, in that those Boulder residents who are intimately familiar with Chautauqua's history and importance may be a great resource in getting the word out to Boulder's newest residents and to those with limited knowledge.

Some specialized interpretive strategies need to be implemented to provide continuing attraction to local residents, such as rotating or changeable delivery systems. Also, some interpretive focus can be included that speaks to this "insider" population, making reference to broader Boulder interests.

Out-of-Region Colorado Residents: This group presents significant potential for Chautauqua. The Colorado Tourist Office reports that 30% of all travelers in Colorado already live in the state: Coloradans visiting Colorado. Because Chautauqua offers experiences and amenities in so many different categories—historic site, lodging retreat, entertainment venue, scenic recreation location—it can naturally appeal to many of these thousands of in-state "tourists," and should seek to attract them.

School Groups: Currently, this segment represents very few visitors to Chautauqua as a heritage site (versus a park or gateway to open space). The historic core is not set up to accommodate buses, or to appeal to the interests of young children. However, this group of potential visitors could provide a direct and powerful link to local area residents. Young audiences are attracted to storylines that speak to historic familial roles, roles of children, and physical activity. This audience should not be entirely ignored; rather, any interpretation for this segment should be tightly focused to specific locations and stories.

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SECTION 3

Existing Conditions and Visitor Experience

EXISTING CONDITIONS & VISITOR EXPERIENCE

Analysis in this section is intended to outline general current conditions in terms of interpretive programming and visitor experience at Chautauqua, and is not meant to be an exhaustive list of all communications opportunities.

While the Colorado Chautauqua is well visited and highly valued, a majority of local and out-of-town visitors do not understand or appreciate the site's historical significance, or realize the array of facilities and programs available to them. Wayfinding signage for visitors in vehicles and on foot is insufficient, keeping visitors from learning about and locating all the possible amenities or causing frustration instead of elation as the arrival emotion. Interpretive signage and opportunities for self-guided interpretation are at present extremely limited. (Please see signage examples later in this section.)

Yet interest in the Chautauqua story continues to grow. Organizers of business meetings and retreats held at Chautauqua often ask CCA staff for introductory programs and tours for their participants. As a newly designated National Historic Landmark, heritage visitation can grow if nurtured. This audience, in particular, will likely judge Chautauqua on how well its important history is communicated.

While there is extremely little interpretive signage at Chautauqua, CCA does provide historical and programmatic information about the site's significance at its Web site (www.chautauqua.com) and in several forms of printed material, including:

- Summer Events calendars
- Dining Hall menu cover
- "A Very Brief History of the Chautauqua Movement" 2-pager
- "The Cottages at Chautauqua" brochure
- "2005 Chautauqua Walking Tour" pamphlet
- Mary Galey's book *The Grand Assembly*
- Weekly "What's Happening?" updates



MORE THAN A SUMMER PLACE

Over the last decade, Chautauqua has evolved from a summer-only place to a year-round experience of spirit and connection. Chautauqua cottages are available 365 days a year for grove and guest lodging. Book the Mission House Lodge for a family retreat or business retreat. The Community House is available for business meetings, workshops, seminars, weddings and other family gatherings. Chautauqua is conveniently located near downtown Boulder, the University of Colorado, numerous federal labs and the Eldorado ski area. Please visit our website www.chautauqua.com for details or call Private Events at 303.442.3262 x618.

OUR COTTAGES

The original accommodations at Chautauqua were summer-only cabins, tents and today, visitors can now enjoy a more permanent lodging experience. The cottages are available 365 days a year for grove and guest lodging. Book the Mission House Lodge for a family retreat or business retreat. The Community House is available for business meetings, workshops, seminars, weddings and other family gatherings. Chautauqua is conveniently located near downtown Boulder, the University of Colorado, numerous federal labs and the Eldorado ski area. Please visit our website www.chautauqua.com for details or call Private Events at 303.442.3262 x618.

OUR KITCHEN

The Chautauqua Dining Hall was built in 1906, its reputation as a most-view restaurant has developed over the last decade. Enjoy classic American cuisine featuring natural and local products. Open for breakfast, lunch, dinner and Sunday brunch year-round. The Dining Hall will provide light food and refreshments including beer and wine at the Point Pavilion or Auditorium concert nights. Point House events may be ordered in advance online at www.dininghall.net or call 303.442.3276.

BOULDER/DENVER'S ONLY NATIONAL HISTORIC LANDMARK

Take advantage of a National Historic Landmark (NHL) in your own backyard. Discover Chautauqua's natural and cultural landscape and experience preservation in action. Self-guided tour brochures are available at the Lodging Office and the Ranger Cottage. Celebrate National Preservation Month with guided tours of Chautauqua the week of May 14th and check our website periodically for additional guided tour opportunities. To schedule a private tour for groups of 10 or more, please call Visitor Services at 303.442.3262 x633.

CHAUTAUQUA

NATIONAL HISTORIC LANDMARK

COLORADO CHAUTAUQUA ASSOCIATION
700 BASSETT ROAD, BOULDER, CO 80502
P 303.442.3262 F 303.442.0790 WWW.CHAUTAUQUA.COM

What's Happening...
August 24th - September 1st 2007 at the
Colorado Chautauqua National Historic Landmark

FRIDAY 8/24:
Fabric of the Wild with Carol Watkins:
This local artist has found inspiration for her distinctive fiber art works in the beauty of Boulder's open space and mountain parks. Walk with her, figuratively, in open space to see what she sees and share her creative process and work. In the Community House at 7:00 p.m. Free.

Gentle Yoga, Gentle Hiking:
Join naturalist Suzanne Michot and yoga instructor Cindy Douglass for yoga & hiking on OSMP. Gentle yoga movements easy walking on trails is one way to reduce stress after a hard workday. Also, learn some ways to can take care of us! Wear loose clothing, bring water but, no mat needed for this two-hour Chautauqua Ranger Cottage 5:00 p.m. Free.

Art:
SMP Department and local artist Carol Watkins for a hands-on, outdoor workshop. Participants natural objects, cloth, paint, and the beauty of the wild. For more information or to make a 720.564.3083. From 9:00 a.m. to 3:00 p.m.

Children ages 3-8 years, Montview puppeteers will present a 30-minute puppet show "Animal and greet of puppets and puppeteers. Performance in the Community House at 10:30 a.m. 5 for children and are available at the Box Office.

Ilcox has been using yearning melodies and direct lyrics to navigate a path through the emotional ds a better place. Performance is in the Auditorium at 8:00 p.m. Tickets are \$32.50-\$37.54 and

do Chautauqua Board of Directors:
1 at the monthly Board Meeting on 8/20/2007 to serve as officers in the upcoming year:
Vice President- John Meyer; Treasurer- Ben Gilbert; Secretary- Lara Ramsey. Congratulations ear's officers for all their time and effort:
ce President- Cody Oreck; Treasurer- Grayson Cecil; Secretary- Lara Ramsey.

ridge Club:
n the Grand Assembly Room of the Community House, located on the upper level of the would like to play bridge with the group this Monday from 8:45 a.m.-noon call Frank or Marion at

Music this week- it will resume next week on 9/3/2007 for two or three more weeks.

he outer workday to the inner holiday with Reb Jake. Hike the marvels of OSMP and let yourself human spirit and its relationship to nature. This is a two-hour hike with frequent stops for n, you will release the tensions of a complex world and allow your inner self to blossom. Meet at t Stage 4.30. Free.

(over please)

ESCAPE, ENGAGE, ELEVATE

ESCAPE, ENGAGE, ELEVATE

In addition, a few personal interpretive opportunities exist for interested visitors.

1. Scheduled guided tours

Advertised in the summer calendars, on the Web site, the printed “What’s Happening?” updates, and in regular email blasts to CCA members.

2. Guided tours available on a by-request basis

For business groups, school groups, and lodging guests

The Lodging Office has both free information and books for purchase highlighting Chautauqua’s history. The Ranger Cottage stocks handouts on Chautauqua, but staff there have not been trained to help visitors understand the big picture and opportunities at the site. A slide show of historic photographs is played prior to events in the Auditorium.

From brochures to annual reports, membership materials to the website, CCA includes historical information and photographs in all of its collateral materials. However, this information has not been conceived around a central message or theme, so it often fails to motivate readers to seek further connection with Chautauqua, or to become involved with CCA. (Please refer to Interpretive Goals and Objectives, pages 31-32.)

Overall, the current climate is such that visitors are assisted and informed on a “catch as catch can” basis—without a plan to guide consistent content and intended outcomes. In fact, interpretation and informational orientation tend to be approached as add-on tasks rather than dedicated staff functions. (Recommendations regarding staffing appear in that section, on page 67.)

Interpretation and Education

Cultural, historical, and natural resources at and adjacent to Chautauqua Park are interpreted by two of the three management entities of the 40-acre site: CCA and the City of Boulder's Open Space and Mountain Parks (OSMP) Department. OSMP has a well-developed education program that provides scheduled programs and tours about the natural history of Boulder's open space and mountain parks adjacent to Chautauqua. CCA's interpretive offerings are not as formalized or extensive as those of OSMP, nor does there exist for CCA a primary and obvious point of contact on site, as there does for OSMP with the Ranger Cottage, which serves as a defacto visitor center.

Open Space and Mountain Parks

The Chautauqua trailhead is the major jumping off point for access to OSMP trails. The Ranger Cottage is utilized as a source for information, restroom facilities, and water for visitors before or after a hike. Many handouts are available, including maps and information about upcoming programs both at OSMP and Chautauqua. The cottage is open seasonally and staffed from 9 a.m. to 4 p.m. Monday-Friday, and 8 a.m. to 6 p.m. on weekends. When visitors to the Ranger Cottage have specific questions about Chautauqua, they are typically directed to the Dining Hall, Lodging Office, or Box Office for additional information. The Ranger Cottage includes several small artifacts and photos from Chautauqua's early days, but the focus of current exhibits and information is clearly natural resources and the open space and trails to the west of Chautauqua Park.

The existing trailhead kiosk presents only OSMP subject matter, as well, and includes no reference to CCA programs or functions. OSMP hosts staffed tables at the trailhead on occasion during the summer. Typically, volunteers provide hikers with important seasonal information, such as what to do in the case of a bear encounter or which trails are closed due to maintenance or raptor nesting. OSMP volunteers pass along information about recreational and natural history programs and opportunities. These trailhead tables are an excellent way to reach visitors who are already familiar with the mountain parks and would not feel the need to come to the Ranger Cottage.

The OSMP Web site provides extensive general information about Boulder's Open Space and Mountain Parks resources and amenities and enables visitors to plan trips, download maps, learn about the open space and mountain parks system history and current events, and contact staff with questions. However, this site does not include any information about the broader resources at Chautauqua or historic stories.

Colorado Chautauqua Association

CCA's current interpretive offerings are limited. As of 2007, the organization offers guided tours as part of regular summer programming and by prior appointment throughout the year. The success of this program is dependent upon the knowledge, skill, and passion of the guide.

CCA Points of Contact

CCA has several major points of contact with visitors. The Lodging Office and Box Office each provide visitors with information about CCA's programs, activities, and history. Visitors also interact with CCA staff and volunteers when attending programs in the Auditorium and the Community House. At most programs, a CCA staff person welcomes the audience and speaks briefly about CCA. The Dining Hall is

also a major point of contact but is not staffed by CCA. Dining Hall staff are not generally fully informed about CCA and its offerings.

Structures

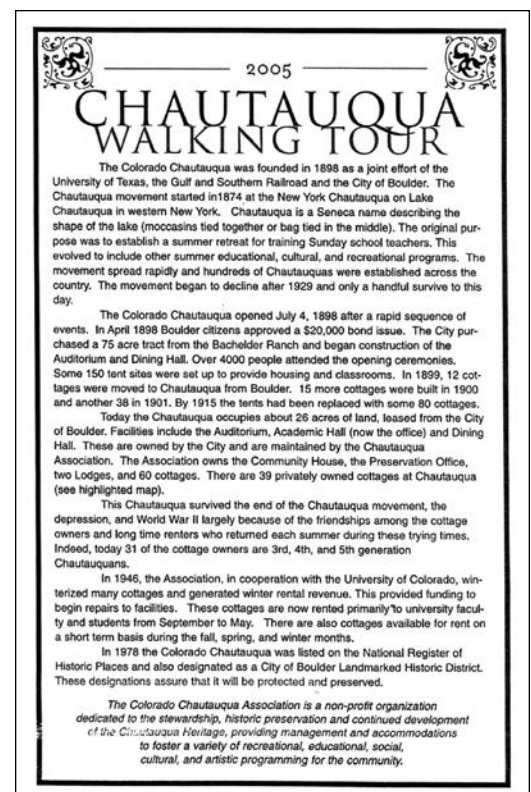
Over the last 10-15 years, CCA has focused its resources on renovation and winterization of the cottages, lodges, and public buildings. Many individual cottages now contain new furniture that is more historically appropriate for the setting. Major renovations to the Missions House Lodge and the Community House have made these buildings highly desirable locations for programs, events, and private gatherings. The Auditorium and Dining Hall continue to be two of the most heavily used buildings on the site.

Currently, the history of Chautauqua and examples of preservation in action are included in each cottage in the form of the Mary Galey book *The Grand Assembly* and a copy of *Style 1900* magazine (Fall/Winter 2006/1007) that features the site. The history of various structures is informally interpreted through oral communications between staff and visitors and through the existing walking tour booklet (see below). The walking tour booklet is outdated, but continues to be utilized by visitors and staff to learn more about specific structures at Chautauqua. (Note: This guide will be updated as part of Phase I implementation.)

Publications

Printed materials are available to visitors and CCA supporters at several public buildings on the site. These include CCA Summer Festival program calendar, CCA annual report, "A Very Brief History of the Chautauqua Movement" 2-page piece, membership materials, and lodging information. All of these pieces include some information on Chautauqua's history and programmatic offerings, to varying degrees. Yet this information has not been developed based on key themes or intended visitor outcomes.

CCA also sells two resource books on the Colorado Chautauqua: (1) Mary Galey's book, *The Grand Assembly: the Story of Life at the Colorado Chautauqua*, which covers Chautauqua history from 1898 through approximately 1980 (the Centennial Edition includes additional information about the 100th "birthday" celebration in 1998); and (2) Silvia Pettem's book, *Chautauqua Centennial, A Hundred Years of Programs*, which highlights the musical artists, politicians, movies, and speakers of Chautauqua's first 100 years. Both are available for purchase in the Lodging Office.



Programs and Events

About 140 programs per year are presented at CCA facilities at this time, and this number is expected to grow. These include events sponsored by CCA, the Colorado Music Festival (CMF), and other partnering entities. The bulk of these are musical programs and films, but they include a variety of family and special-interest programs such as storytelling and puppet shows.

A small number of events are specifically interpretive in nature—primarily guided tours and historic slide shows. In May 2007, CCA offered four scheduled site tours, advertised on the summer events calendar, on the Chautauqua Web site, and through email blasts to members. In the past, the CCA Forum series has presented specific programs about the site's history and purpose.

Sponsored and co-sponsored programs can also provide additional venues for conveying important interpretive information about Chautauqua. Many attendees at co-sponsored events such as the Colorado Writer's Workshop, children's programs, or the Colorado Music Festival are unaware of Chautauqua's history and significance and unaware of CCA's role in protecting and promoting the site. CCA staff sometimes open the program with a welcome to Chautauqua and a brief overview of the site's history and importance.

Archives

CCA compiles and houses extensive archives of historic Chautauqua materials on the top floor of the Community House. These archives include both broad and deep levels of information and resources that can be utilized to build all aspects of interpretation at Chautauqua.

A contract archivist/historian is employed to maintain the constant flow of new material into the archives and to continue work on cataloging historic documents, photographs, posters, slides, and audio recordings. The CCA archives are available for public visitation by appointment only, and then only when accompanied by the archivist or other authorized staff.

Web Site

The Colorado Chautauqua Association Web site (www.chautauqua.com) includes information about lodging, programs, events, and guided tours. In the “About Us” section of the site, visitors will find brief histories of the chautauqua movement and the Colorado Chautauqua, a few historic photographs, Frequently Asked Questions, and recent articles and press releases about CCA. Other sections of the website include photographs and snippets of historical information.



Screen capture of CCA Web site page

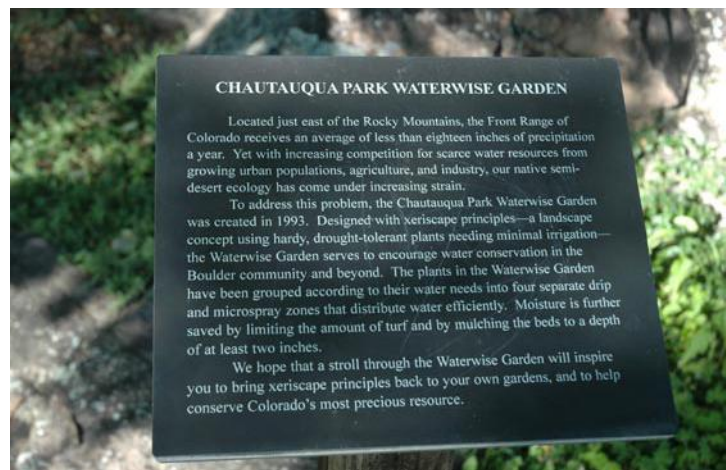
Signage

Existing signage within Chautauqua Park provides limited interpretation. Observant visitors will take note of the National Historic Landmark banners on the site's primary buildings but will find almost no accessible historic information on site. The sign at the entrance to Chautauqua Park designates the year of its founding and lists several of the amenities, but that sign is difficult to read given its size, location, and the large amount of information it tries to convey and creates confusion given its current location on OSMP land and not historic Chautauqua Park. The bronze plaque awarded with National Historic Landmark designation has not yet been located on site.

The informational and interpretive signs that do exist vary widely in materials and design. The following pages show a few examples.



Centennial Garden rules sign



Waterwise Garden sign

Changeable events sign near Auditorium



NHL banner and events board at Dining Hall



Bluebell Canyon Trail at cut to Boggess Circle



At intersection of Kinnikinic and Clematis

Rocky Mountain Climbers Club entrance sign



At south tennis court



Dedication plaque at Ranger Cottage

Wayfinding and Orientation

The vast majority of visitors to Chautauqua Park arrive by car. Upon arrival, the site provides very little signage to help visitors find their way around or learn about programmatic offerings. In addition, because so many visitors arrive individually or in small groups, there is little opportunity to provide written or oral orientation in advance of their visits. Local residents and “regulars” to Chautauqua generally do not seek out information regarding parking, regulations, and site orientation, believing they know the site. This group of visitors, however, is likely to be uninformed or misinformed about what the park offers and how best to use it.

Out of town visitors may receive general orientation information from their hotels, tour groups, the Boulder Convention and Visitors Bureau, CCA’s website, by word of mouth, or through local publications such as *Boulder Magazine*. These sources generally do not, however, provide orientation information about what to see and how to move through the park for the optimal experience.

For those visitors who do stop by the Ranger Cottage, Dining Hall, Chautauqua’s Academic Hall (Lodging Office), the Box Office, or any of the site’s public buildings, additional information about the facilities and amenities at Chautauqua is available. The quality and amount of information received by visitors depends greatly on the curiosity of the particular visitor and on the inclination of the staff with whom they interact. CCA could take better advantage of these venues to distribute orientation information and interact with visitors.

The background of the page is a light green field with several white daisies. A solid blue horizontal bar is at the top, and another solid blue horizontal bar is at the bottom. A large cream-colored rectangular area is in the center, containing the section header.

SECTION 4

Interpretive Goals and Objectives

INTERPRETIVE GOALS AND OBJECTIVES

Management Goals

CCA's leadership recognizes the significant value of the Chautauqua site and amenities—as a unique and important piece of American cultural history, and as a community resource to be enjoyed now and into the future. In order to achieve its mission, CCA embraces the imperative to remain financially sound and thrive as an organization. To do this requires that more people know about and care about Chautauqua.

In 2004, the CCA Board of Directors adopted a Strategic Planning Framework to guide decision-making and resource allocation for the next three to five years (2007-2009). Several of the strategic imperatives stated in that document relate directly to the purpose of the CCA Interpretive Program:

1. “Develop a vision that can be communicated.”
The interpretive themes and content presented through the interpretive delivery systems will tell the vision and stories of Chautauqua, reinforcing all other efforts by CCA to reach its audiences.
2. “Give recognizable identity that includes what is offered.”
Signs and other collateral materials will carry the Chautauqua identity, increasing familiarity with the mark. Sign content will include programmatic information about what's available and where to get further information.
3. “Have sufficient funds—be financially sound.”
Effective interpretation will inform visitors to Chautauqua about the wide array of facilities and programmatic offerings and will engage visitors' curiosity and interest. Such intellectual and emotional ties to a place often lead to increased repeat visitation, greater breadth of involvement (new and varied activities), and investments in greater stewardship like membership, volunteerism, and philanthropic giving.

Overall Interpretive Goals

- Design programs and exhibits that engage visitors from a variety of audience segments, and encourage further learning about and engagement with Chautauqua.
- Raise awareness about CCA's mission to preserve and perpetuate the Chautauqua site and its continued uses.
- Inform, Inspire, Engage: Make connections for visitors between the past and the present—that Chautauqua is significant for its history and its ongoing relevance.

Desired Visitor Outcomes

Implementation of the full Interpretative Program for CCA will serve to meet these goals:

Wayfinding and Orientation

- Direct visitors around the site and to specific locations for information about Chautauqua's programs and facilities.
- Provide adequate direction and information for visitors to circulate with ease throughout the site, reducing confusion and frustration, and increasing safety for vehicles and pedestrians alike.
- Provide opportunities and information for visitors to discover the array of available experiences at Chautauqua and to determine which activities are of interest to them and their families.

Cultural and Historical Knowledge

- Build understanding and appreciation among visitors for the history of the chautauqua movement as a unique and formative social phenomenon in the United States.
- Build understanding and appreciation among visitors for the national significance of the Colorado Chautauqua: its founding, early years, unique characteristics within the movement.
- Provide opportunities for visitors to explore the 40-acre site through walking tours and to visit Chautauqua's most significant buildings and natural features.
- Offer glimpses into the lives and minds of early visitors and participants at Chautauqua and why this has meaning for today.
- Raise awareness about the ongoing cultural relevancy and importance of the Colorado Chautauqua.

Attitudes and Experiences

- Enable visitors to experience the Colorado Chautauqua as it was during its earliest years.
- Activate a sense of connection to place and community.
- Instill a sense of admiration for the human passion and commitment that birthed the Colorado Chautauqua and have sustained it.
- Encourage visitors to *Escape, Engage and Elevate* with their families and friends away from "real life" distractions.
- Promote lodging as the vehicle to get the best experience of Chautauqua.
- Raise awareness about Chautauqua's unique position as an historic site with active use (Preservation in Action).

Behavior

- Promote multiple uses and ways to engage with the site, especially among single-purpose visitors.
- Create a sense of urgency about the need for more people to care about and help protect this peerless resource.
- Provide information on ways to help ensure the continuation of the Colorado Chautauqua, including through membership, donations, volunteering, and participation in programs.



SECTION 5

Interpretive Theme and Storylines



INTERPRETIVE THEME AND STORYLINES

An interpretive theme does not serve to transfer information or ideas. Rather, an effective interpretive theme statement links a tangible resource to a universal concept or meaning. Good themes serve to cohesively develop ideas so that visitors can draw their own conclusions, and make their own personal connections to a place or resource. The overarching theme for CCA and the Colorado Chautauqua represents the primary desired “take away” idea for every visitor.

The following proposed storylines are not intended to include every message that CCA may wish to interpret; rather they convey the ideas that are critical to a visitor’s understanding of the site’s significance. Both the overarching theme and related storylines have been developed to meet the Interpretive Goals and Objectives set forth in this plan.

Overarching Theme/Big Idea

With its inspiring natural setting, the Colorado Chautauqua has served the same human needs for retreat, recreation and lifelong learning since 1898. This National Historic Landmark is at once a peerless treasure of the past, and a modern mecca of enduring relevance—once and forever, an opportunity to escape, engage and elevate.

Outline of Primary Stories

- 1. Chautauqua Movement: Everyday America’s First Mass Experience**
 - a. The Chautauqua Ideals: Voluntary Simplicity; Lifelong Learning; Love of Nature; Music, Oration and the Arts
 - b. Teddy Roosevelt: “The Most American Thing in America”
 - c. Independent Assemblies and Circuit Chautauquas
 - d. Democratizing Effect of “University for All”
- 2. Getting It Done: Vision and Founding of the Colorado Chautauqua**
 - a. Major Players: Texas Board of Higher Education, Colorado and Southern Railroad, City of Boulder
 - b. From Working Ranch to Platted and Preserved Campus
 - c. 89-Day Countdown to Opening Day
- 3. Naturally Inspiring**
 - a. Learning and Playing Together in a Beautiful Setting
 - b. Camp Time for Grownups
 - c. Chautauqua Slabs: Climbing and Hiking Popularity
 - d. Desirability of the Boulder Area

4. Programming Over the Years

- a. Orators: Focus of the First Decade (1898-1908)
- b. First Motion Pictures
- c. Music: Bands, Orchestras, Opera and Barbershop
- d. Entertainers: Classical, Vaudeville and More
- e. Successful Blend of Education and Popular Entertainment

5. A Day in the Life of the Early Colorado Chautauqua

- a. Getting There
- b. Settling In: From Tent to Cabin to Cottage
- c. The Dress, Look and Feel

6. Surviving during the Chautauqua Movement's Decline

- a. Death of the Movement: Influence of the Automobile, Motion Pictures Come to Town, Stock Market Crash and Depression
- b. Loss or Transformation of Most Assembly Chautauqua Sites
- c. Engagement and Investment of Cottage Owners & Summer Regulars
- d. Association Ownership (Cottages and Lodges) Provides Ongoing Revenue

7. Renaissance and Rejuvenation

- a. Narrow Escape from Demolition in 1970s
- b. Return to Original Purpose and Function (after period of dormancy)
- c. Colorado Music Festival: Major Force in Reviving the Auditorium

8. A Sense of Permanence

- a. Same Streets, Buildings and Mountains: Continuity of Place
- b. Ongoing Partnership/Quid Pro Quo with City of Boulder
- c. Similar Issues over the Years (e.g., Parking: buggies/cars, Immigration: William Jennings Bryan/Ralph Nader)
- d. Genesis of Boulder's Park System
- e. Escape, Engage, Elevate: Then and Now

9. Preservation in Action

- a. Not a Museum: Today's Visitors Experience Chautauqua as Early Users Did
- b. Continued Evolution to Meet Contemporary Needs
- c. Restoration and Improvement: Historical Funding and Awards
- d. National Historic Landmark Designation (2006)

Minor Storylines and Fun Facts

1. Professional Development Opportunities for Women

- a. Teacher Training
- b. Women's Christian Temperance Union/Rest Cottage
- c. Missions House

2. “Rocky Mountain” Joe Sturtevant and Ed Tangen

3. Architecture

- a. Vernacular
- b. Craftsman
- c. John Blanchard and other local architects

4. Colorado-Texas Connections

- a. Texado Park
- b. Original name: Texas-Colorado Chautauqua
- c. Houston Teachers Cottage
- d. Multiple Generations of Texans

5. Colorado Chautauqua in Boulder: A Good Fit

- a. Boulder an Early Leader in Education
- b. Advancing Boulder's Image as a Sophisticated Little City
- c. Mutual Benefit, Cooperative Partnership

6. Auditorium Fun Facts

- a. Designed and Erected in 62 Days!
- b. Auditorium as Tabernacle
- c. “Acoustically the best hall in Colorado” claimed Giora Bernstein, CMF founder and director

7. Traditional Activities—Some that Have Endured Over Time

- a. Excursions, Climbing, Tomato Rock, Picnics, Meadow
- b. Kick the Can, Tennis Tournaments, Drilling
- c. Cottagers Sunday School
- d. Quiet Hours
- e. Porch Life

SECTION 6

Recommendations for Implementation

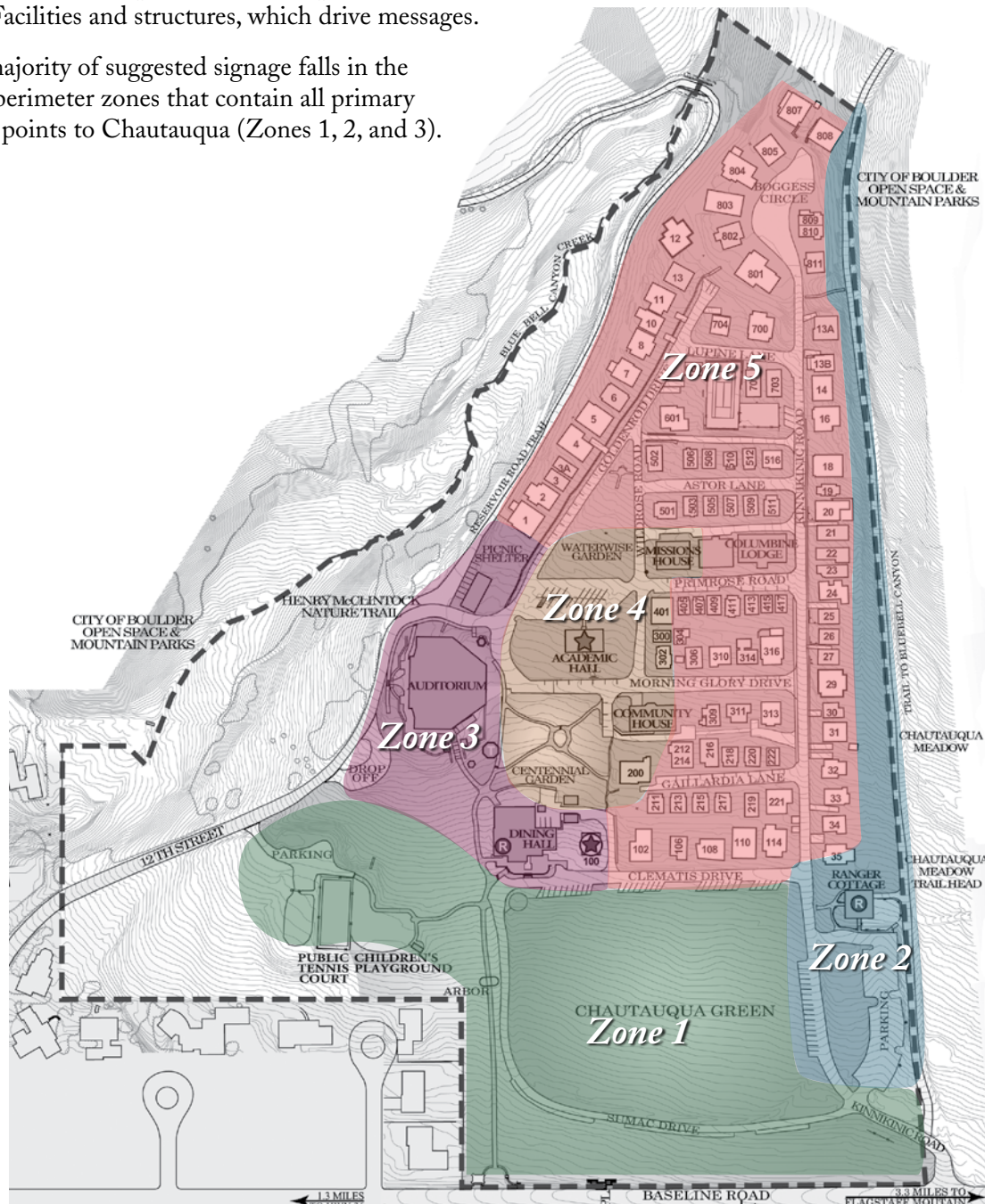
RECOMMENDATIONS FOR IMPLEMENTATION

Site Zones

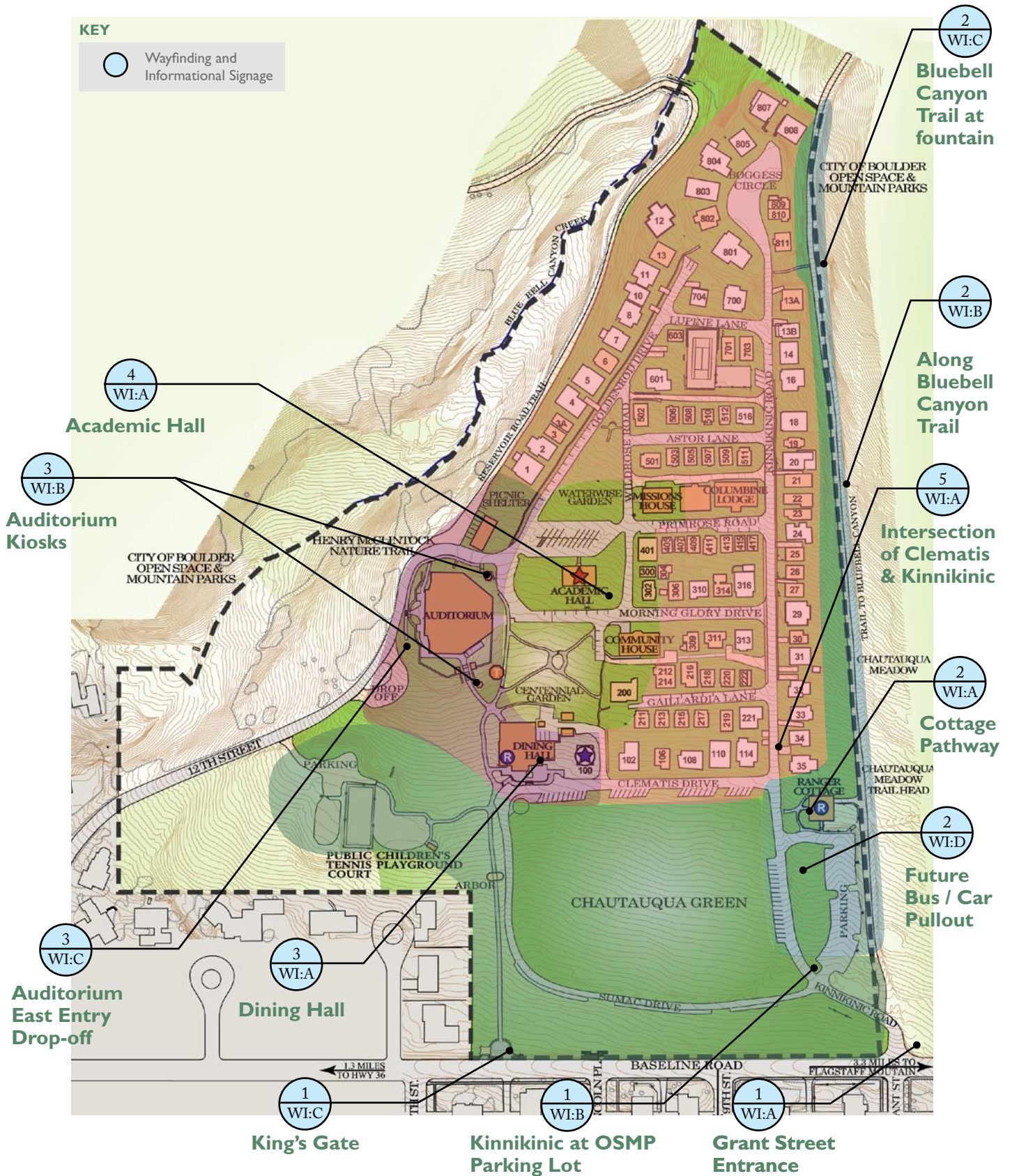
The Colorado Chautauqua presents specific challenges for developing an effective wayfinding and interpretative system, in part because of its varied access points and specific-use areas. For these reasons, the site has been divided into five (5) zones that are organized around two features:

- Visitor access points and usage patterns, and
- Facilities and structures, which drive messages.

The majority of suggested signage falls in the three perimeter zones that contain all primary access points to Chautauqua (Zones 1, 2, and 3).










Wayfinding / Informational Signage








Wayfinding / Informational

Because visitors move through the site both by car and on foot, both car-scaled and pedestrian-scaled signs are cited. The following pages give detail about each sign location, organized by site zone.

LOCATION	PURPOSE
Grant Street Entrance 	Updated main entry sign (auto-scale)
Kinnikinic at OSMP Parking Lot - north entrance 	Directional, at decision point (auto-scale)
King's Gate, near/on western stone wall 	Place making site marker (auto-scale)
Ranger Cottage pathway, near bathroom 	Directional, invites visitors into site (pedestrian-scale)
Along Trail to Bluebell Canyon, east side behind cottages 20-30 	Informational, about cottage lodging (pedestrian-scale)
Trail to Bluebell Canyon at water fountain 	Directional and informational, invites visitors into site (pedestrian-scale)
Future Bus / Car Pullout 	Orientation and informational (auto-scale)

Wayfinding/Informational

LOCATION	PURPOSE
Dining Hall: west of stairs, exterior 	Directional and informational, includes site map (pedestrian-scale)
Auditorium: both hexagonal kiosks near entry 	Informational, about programs and lodging (pedestrian-scale)
Auditorium: east entry on railing near drop off 	Directional, points to other features/structures (pedestrian-scale)
Academic Hall: NW exterior corner 	Directional, points to other features/structures (pedestrian-scale)
Intersection Clematis & Kinnikinic 	Updated directional, at decision point (auto-scale)

Interpretation

The following recommendations are driven by the desired outcomes set forth earlier in this document, in Interpretive Goals and Objectives. These include management goals, overall interpretive goals, and desired visitor outcomes.

Primary locations and storylines follow directly from the synthesis of a thorough study of the site, existing visitor behaviors, and the unique story of the Colorado Chautauqua. The recommendations are arranged by site zone and list those major and minor stories to be interpreted at each location. Storylines sometimes are repeated for two primary reasons:

1. Visitors enter the site at multiple locations and often use only limited sections of the site.
2. Certain storylines and locations lend themselves to purely graphic (pictorial) presentation, thereby providing opportunities for quick engagement of even the passer-by visitor.






Following the zone descriptions is a table that describes the delivery mechanisms proposed for each location, and gives estimates for probable cost by phase.

Please note that the maps and cost estimates table cover only proposed signs and exhibits that are location-specific; they do not present other suggested interpretive activities. These activities are discussed in narrative format under “Proposed Programmatic Activities” (pages 58-59).

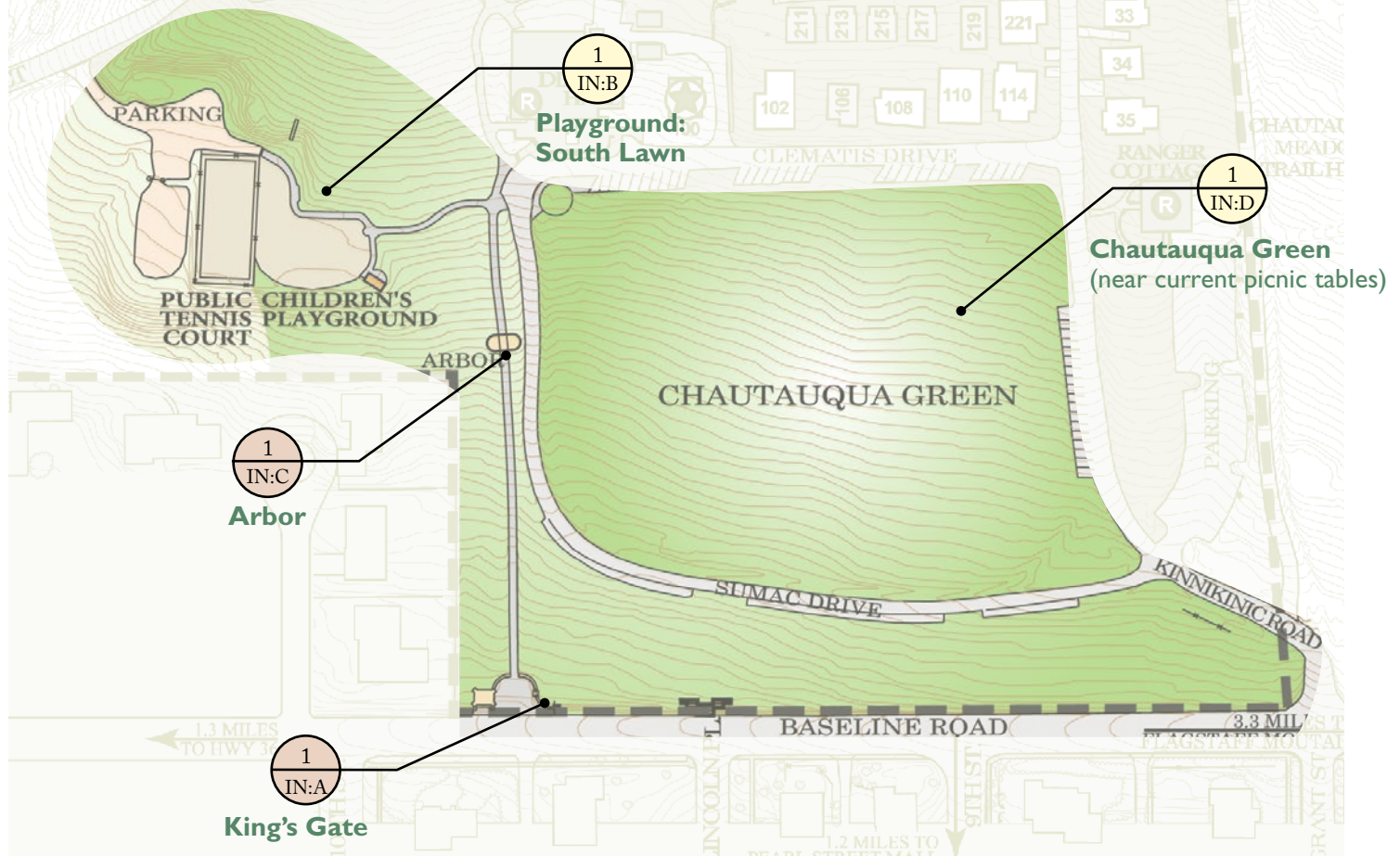
Zone I: North Edge



KEY

-  Rental Cottage
-  Privately Owned Cottage
-  Community Building
-  Interpretive Signage
-  Self-Guided Tour Locator

Note: Sign designators shaded tan indicate small self-guided tour location indicators, to be installed in Phase II Implementation.



Zone I: North Edge

Zones 1–3 are site perimeter zones

Zones 4–5 are site interior zones

LOCATION

STORYLINES

King's Gate



LOCATOR

5. A Day in the Life of the Early Colorado Chautauqua

- Getting There
- Settling In: From Tent to Cabin to Cottage
- The Dress, Look and Feel

Playground:
South Lawn



3. Naturally Inspiring

- Learning and Playing Together in a Beautiful Setting
- Camp Time for Grownups
- Chautauqua Slabs: Climbing and Hiking Popularity
- Desirability of the Boulder Area (Richar song: Pettem p. 26)

7. Renaissance and Rejuvenation

- Narrow Escape from Demolition in 1970s
- Return to Original Purpose and Function (after period of dormancy)
- Colorado Music Festival: Major Force in Reviving the Auditorium

Arbor



LOCATOR

6. Surviving during the Chautauqua Movement's Decline

- Death of the Movement: Influence of the Automobile, Motion Pictures Come to Town, Stock Market Crash and Depression
- Loss or Transformation of Most Assembly Chautauqua Sites
- Engagement and Investment of Cottage Owners & Summer Regulars
- Association Ownership (Cottages and Lodges) Provides Ongoing Revenue

Chautauqua Green



2. Getting It Done: Vision and Founding of the Colorado Chautauqua

- Major Players: Texas Board of Higher Education, Colorado and Southern Railroad, City of Boulder
- From Working Ranch to Platted & Preserved Campus
- 89-Day Countdown to Opening Day

Colorado-Texas Connections (minor storyline)






Traditional Activities—Some that Have Endured Over Time (minor storyline)

Note: Messaging for each location will be drawn from the storylines indicated, but will not cover every bulleted item included. Decisions about how content is crafted will be made during implementation phases.

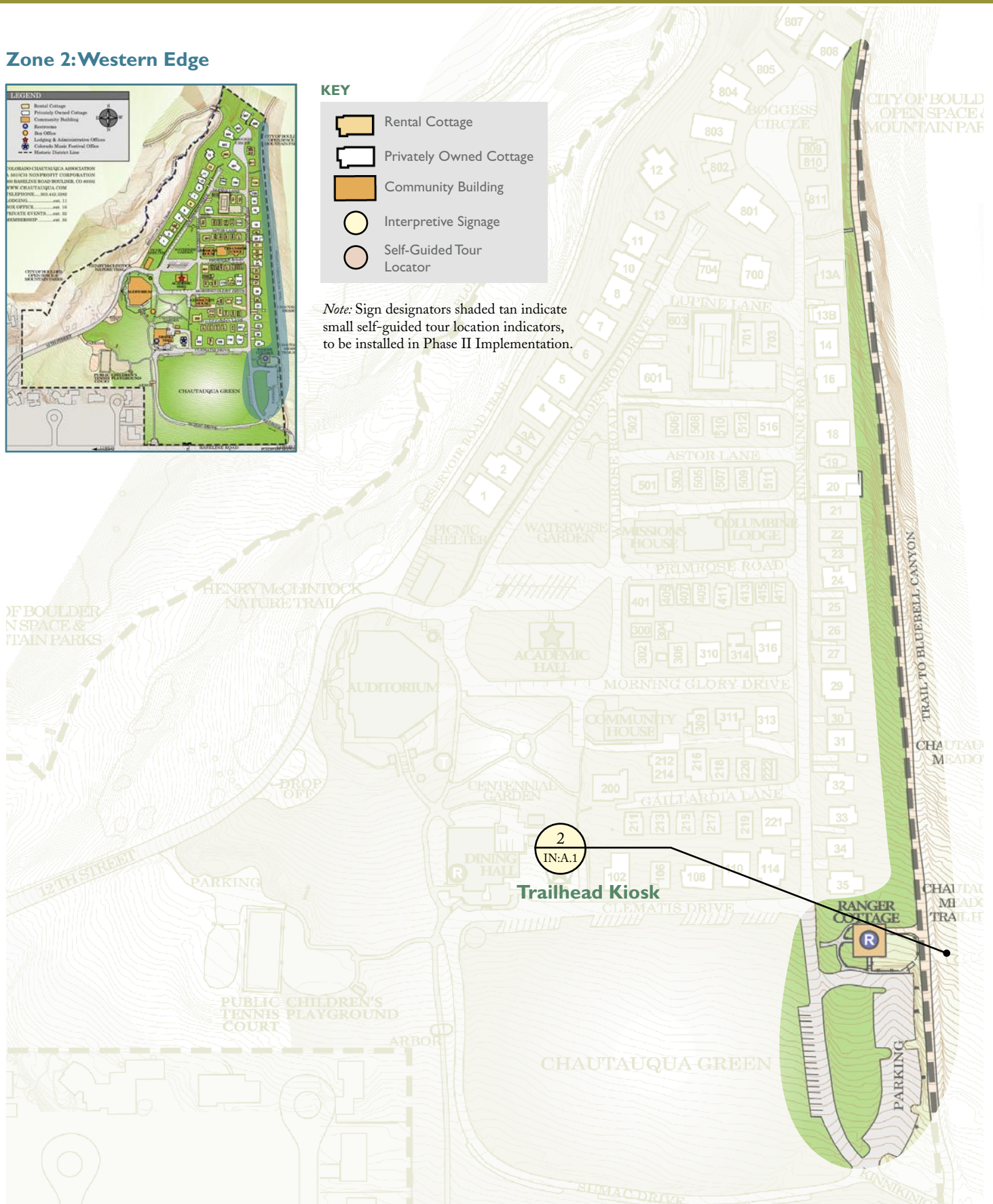
Zone 2: Western Edge



KEY

-  Rental Cottage
-  Privately Owned Cottage
-  Community Building
-  Interpretive Signage
-  Self-Guided Tour Locator

Note: Sign designators shaded tan indicate small self-guided tour location indicators, to be installed in Phase II Implementation.



Zone 2: Western Edge

Zones 1–3 are site perimeter zones

Zones 4–5 are site interior zones

LOCATION

STORYLINES

Trailhead Kiosk



1. *Chautauqua Movement: Everyday America's First Mass Experience*

- The Chautauqua Ideals: Voluntary Simplicity; Lifelong Learning; Love of Nature; Music, Oration and the Arts
- Teddy Roosevelt: "The Most American Thing in America"
- Independent Assemblies and Circuit Chautauquas
- Democratizing Effect of "University for All"

3. *Naturally Inspiring*

- Learning and Playing Together in a Beautiful Setting
- Camp Time for Grownups
- Chautauqua Slabs: Climbing and Hiking Popularity
- Desirability of the Boulder Area (Richar song: Pettem p. 26)

8. *A Sense of Permanence*

- Same Streets, Buildings and Mountains: Continuity of Place
- Ongoing Partnership/Quid Pro Quo with City of Boulder
- Similar Issues over the Years (e.g., Parking: buggies/cars, Immigration: William Jennings Bryan/Ralph Nader)
- Genesis of Boulder's Park System
- Escape, Engage, Elevate: Then and Now

Traditional Activities—Some that Have Endured Over Time (minor storyline)

Note: Messaging for each location will be drawn from the storylines indicated, but will not cover every bulleted item included. Decisions about how content is crafted will be made during implementation phases.

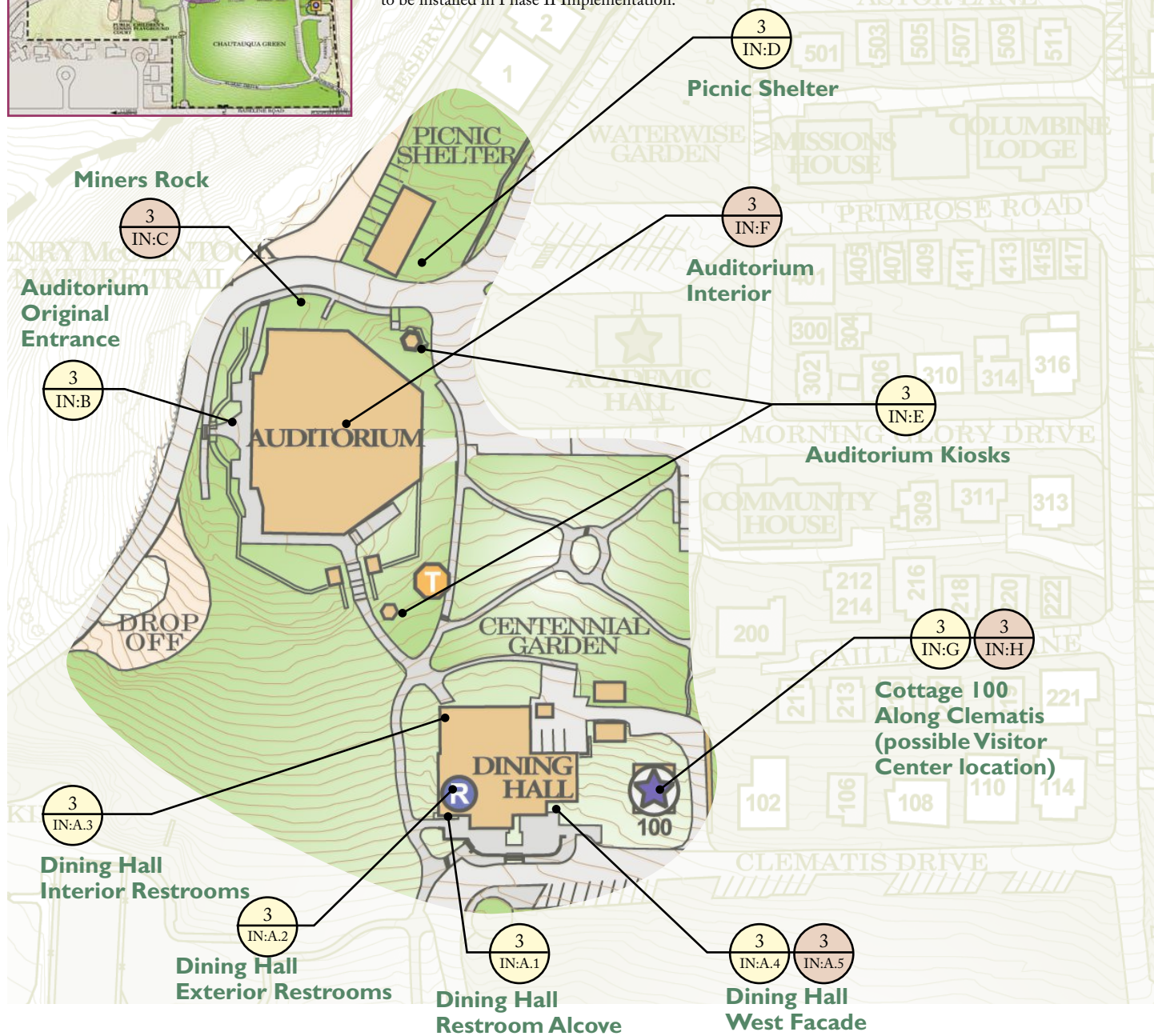
Zone 3: Major Public Buildings



KEY

- Rental Cottage
- Privately Owned Cottage
- Community Building
- Interpretive Signage
- Self-Guided Tour Locator

Note: Sign designators shaded tan indicate small self-guided tour location indicators, to be installed in Phase II Implementation.



Zone 3: Major Public Buildings

Zones 1–3 are site perimeter zones

Zones 4–5 are site interior zones

LOCATION

STORYLINES

Dining Hall exterior
restroom alcove



1. Chautauqua Movement: Everyday America's First Mass Experience

- The Chautauqua Ideals: Voluntary Simplicity; Lifelong Learning; Love of Nature; Music, Oration and the Arts
- Teddy Roosevelt: "The Most American Thing in America"
- Independent Assemblies and Circuit Chautauquas
- Democratizing Effect of "University for All"

2. Getting It Done: Vision and Founding of the Colorado Chautauqua

- Major Players: Texas Board of Higher Education, Colorado and Southern Railroad, City of Boulder
- From Working Ranch to Platted & Preserved Campus
- 89-Day Countdown to Opening Day

5. A Day in the Life of the Early Colorado Chautauqua

- Getting There
- Settling In: From Tent to Cabin to Cottage
- The Dress, Look and Feel

8. A Sense of Permanence

- Same Streets, Buildings and Mountains: Continuity of Place
- Ongoing Partnership/Quid Pro Quo with City of Boulder
- Similar Issues over the Years (e.g., Parking: buggies/cars, Immigration: William Jennings Bryan/Ralph Nader)
- Genesis of Boulder's Park System
- Escape, Engage, Elevate: Then and Now

Colorado Chautauqua in Boulder: A Good Fit (minor storyline)

Note: Messaging for each location will be drawn from the storylines indicated, but will not cover every bulleted item included. Decisions about how content is crafted will be made during implementation phases.

Zone 3: Major Public Buildings (continued)

Zones 1–3 are site perimeter zones

Zones 4–5 are site interior zones

LOCATION

STORYLINES

Dining Hall
exterior restrooms



3. *Naturally Inspiring*

- Learning and Playing Together in a Beautiful Setting
- Camp Time for Grownups
- Chautauqua Slabs: Climbing and Hiking Popularity
- Desirability of the Boulder Area (Richar song: Pettem p. 26)

4. *Programming Over the Years*

- Orators: Focus of the First Decade (1898-1908)
- First Motion Pictures
- Music: Bands, Orchestras, Opera and Barbershop
- Entertainers: Classical, Vaudeville and More
- Successful Blend of Education and Popular Entertainment

5. *A Day in the Life of the Early Colorado Chautauqua*

- Getting There
- Settling In: From Tent to Cabin to Cottage
- The Dress, Look and Feel

Dining Hall
interior restrooms
and hall area



3. *Naturally Inspiring*

- Learning and Playing Together in a Beautiful Setting
- Camp Time for Grownups
- Chautauqua Slabs: Climbing and Hiking Popularity
- Desirability of the Boulder Area (Richar song: Pettem p. 26)

4. *Programming Over the Years*

- Orators: Focus of the First Decade (1898-1908)
- First Motion Pictures
- Music: Bands, Orchestras, Opera and Barbershop
- Entertainers: Classical, Vaudeville and More
- Successful Blend of Education and Popular Entertainment

5. *A Day in the Life of the Early Colorado Chautauqua*

- Getting There
- Settling In: From Tent to Cabin to Cottage
- The Dress, Look and Feel

Note: Messaging for each location will be drawn from the storylines indicated, but will not cover every bulleted item included. Decisions about how content is crafted will be made during implementation phases.

Zone 3: Major Public Buildings (continued)

Zones 1–3 are site perimeter zones

Zones 4–5 are site interior zones

LOCATION

STORYLINES

Dining Hall
west facade



LOCATOR

2. Getting It Done: Vision and Founding of the Colorado Chautauqua

- Major Players: Texas Board of Higher Education, Colorado and Southern Railroad, City of Boulder
- From Working Ranch to Platted & Preserved Campus
- 89-Day Countdown to Opening Day

6. Surviving during the Chautauqua Movement's Decline

- Death of the Movement: Influence of the Automobile, Motion Pictures Come to Town, Stock Market Crash and Depression
- Loss or Transformation of Most Assembly Chautauqua Sites
- Engagement and Investment of Cottage Owners & Summer Regulars
- Association Ownership (Cottages and Lodges) Provides Ongoing Revenue

9. Preservation in Action

- Not a Museum: Today's Visitors Experience Chautauqua as Early Users Did
- Continued Evolution to Meet Contemporary Needs
- Restoration and Improvement: Historical Funding and Awards
- National Historic Landmark Designation (2006)

Auditorium
original entrance



2. Getting It Done: Vision and Founding of the Colorado Chautauqua

- Major Players: Texas Board of Higher Education, Colorado and Southern Railroad, City of Boulder
- From Working Ranch to Platted & Preserved Campus
- 89-Day Countdown to Opening Day

7. Renaissance and Rejuvenation

- Narrow Escape from Demolition in 1970s
- Return to Original Purpose and Function (after period of dormancy)
- Colorado Music Festival: Major Force in Reviving the Auditorium

Auditorium Fun Facts (minor storyline)

Note: Messaging for each location will be drawn from the storylines indicated, but will not cover every bulleted item included. Decisions about how content is crafted will be made during implementation phases.

Zone 3: Major Public Buildings (continued)

Zones 1–3 are site perimeter zones

Zones 4–5 are site interior zones

LOCATION

STORYLINES

Miners Rock



LOCATOR

4. Programming Over the Years

- Orators: Focus of the First Decade (1898-1908)
- First Motion Pictures
- Music: Bands, Orchestras, Opera and Barbershop
- Entertainers: Classical, Vaudeville and More
- Successful Blend of Education and Popular Entertainment

Traditional Activities—Some that Have Endured Over Time (minor storyline)

Picnic Shelter



3. Naturally Inspiring

- Learning and Playing Together in a Beautiful Setting
- Camp Time for Grown-ups
- Chautauqua Slabs: Climbing and Hiking Popularity
- Desirability of the Boulder Area (Richar song: Pettem p. 26)

7. Renaissance and Rejuvenation

- Narrow Escape from Demolition in 1970s
- Return to Original Purpose and Function (after period of dormancy)
- Colorado Music Festival: Major Force in Reviving the Auditorium

9. Preservation in Action

- Not a Museum: Today's Visitors Experience Chautauqua as Early Users Did
- Continued Evolution to Meet Contemporary Needs
- Restoration and Improvement: Historical Funding and Awards
- National Historic Landmark Designation (2006)

Note: Messaging for each location will be drawn from the storylines indicated, but will not cover every bulleted item included. Decisions about how content is crafted will be made during implementation phases.

Zone 3: Major Public Buildings (continued)

Zones 1–3 are site perimeter zones

Zones 4–5 are site interior zones

LOCATION

STORYLINES

Auditorium
Kiosks
(2 sites)



6 storylines
(mini outdoor exhibits)

1. *Chautauqua Movement: Everyday America's First Mass Experience*
 - The Chautauqua Ideals: Voluntary Simplicity; Lifelong Learning; Love of Nature; Music, Oration and the Arts
 - Teddy Roosevelt: "The Most American Thing in America"
 - Independent Assemblies and Circuit Chautauquas
 - Democratizing Effect of "University for All"

2. *Getting It Done: Vision and Founding of the Colorado Chautauqua*
 - Major Players: Texas Board of Higher Education, Colorado and Southern Railroad, City of Boulder
 - From Working Ranch to Platted & Preserved Campus
 - 89-Day Countdown to Opening Day

4. *Programming Over the Years*
 - Orators: Focus of the First Decade (1898-1908)
 - First Motion Pictures
 - Music: Bands, Orchestras, Opera and Barbershop
 - Entertainers: Classical, Vaudeville and More
 - Successful Blend of Education and Popular Entertainment

7. *Renaissance and Rejuvenation*
 - Narrow Escape from Demolition in 1970s
 - Return to Original Purpose and Function (after period of dormancy)
 - Colorado Music Festival: Major Force in Reviving the Auditorium

8. *A Sense of Permanence*
 - Same Streets, Buildings and Mountains: Continuity of Place
 - Ongoing Partnership/Quid Pro Quo with City of Boulder
 - Similar Issues over the Years (e.g., Parking: buggies/cars, Immigration: William Jennings Bryan/Ralph Nader)
 - Genesis of Boulder's Park System
 - Escape, Engage, Elevate: Then and Now

Auditorium Fun Facts (minor storyline)

Note: Messaging for each location will be drawn from the storylines indicated, but will not cover every bulleted item included. Decisions about how content is crafted will be made during implementation phases.

Zone 3: Major Public Buildings (continued)

Zones 1-3 are site perimeter zones

Zones 4-5 are site interior zones

LOCATION

STORYLINES

Auditorium
Interior



LOCATOR

5. A Day in the Life of the Early Colorado Chautauqua

- Getting There
- Settling In: From Tent to Cabin to Cottage
- The Dress, Look and Feel

Auditorium Fun Facts (minor storyline)

Visitor Center
(possible location)



Several primary and minor storylines, to be determined by the future design and implementation team.

Note: Messaging for each location will be drawn from the storylines indicated, but will not cover every bulleted item included. Decisions about how content is crafted will be made during implementation phases.

Zone 3: Major Public Buildings (*continued*)

Zones 1–3 are site perimeter zones

Zones 4–5 are site interior zones

LOCATION

STORYLINES

Cottage 100



LOCATOR

5. A Day in the Life of the Early Colorado Chautauqua

- Getting There
- Settling In: From Tent to Cabin to Cottage
- The Dress, Look and Feel

7. Renaissance and Rejuvenation

- Narrow Escape from Demolition in 1970s
- Return to Original Purpose and Function (after period of dormancy)
- Colorado Music Festival: Major Force in Reviving the Auditorium

Traditional Activities— Some that Have Endured Over Time (minor storyline)

Note: Messaging for each location will be drawn from the storylines indicated, but will not cover every bulleted item included. Decisions about how content is crafted will be made during implementation phases.

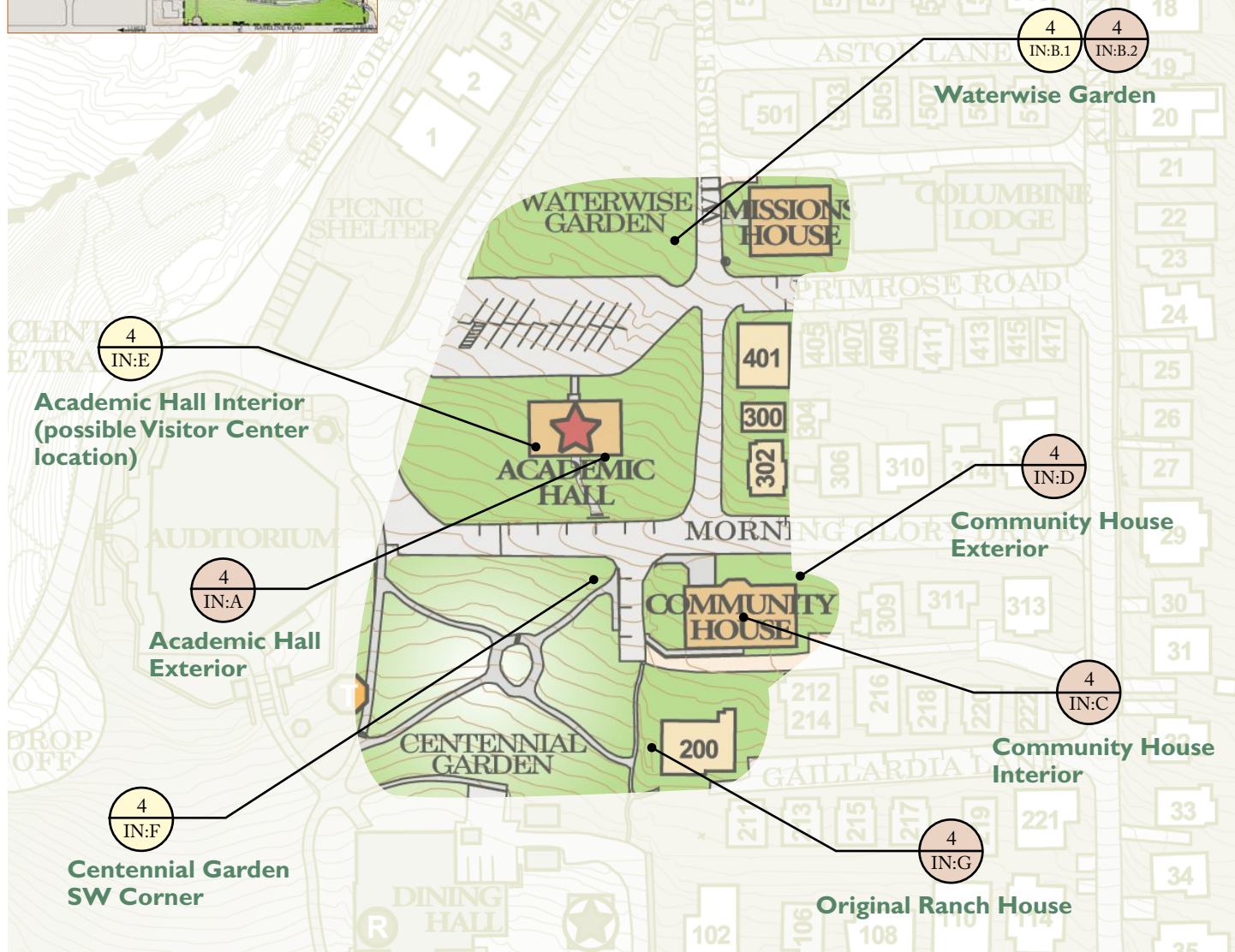
Zone 4: Site Center



KEY

- Rental Cottage
- Privately Owned Cottage
- Community Building
- Interpretive Signage
- Self-Guided Tour Locator

Note: Sign designators shaded tan indicate small self-guided tour location indicators, to be installed in Phase II Implementation.



Zone 4: Site Center

Zones 1–3 are site perimeter zones

Zones 4–5 are site interior zones

LOCATION

STORYLINES

Academic Hall
Exterior



LOCATOR

1. *Chautauqua Movement: Everyday America's First Mass Experience*
 - The Chautauqua Ideals: Voluntary Simplicity; Lifelong Learning; Love of Nature; Music, Oration and the Arts
 - Teddy Roosevelt: "The Most American Thing in America"
 - Independent Assemblies and Circuit Chautauquas
 - Democratizing Effect of "University for All"
3. *Naturally Inspiring*
 - Learning and Playing Together in a Beautiful Setting
 - Camp Time for Grownups
 - Chautauqua Slabs: Climbing and Hiking Popularity
 - Desirability of the Boulder Area (Richar song: Pettem p. 26)
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 - Orators: Focus of the First Decade (1898-1908)
 - First Motion Pictures
 - Music: Bands, Orchestras, Opera and Barbershop
 - Entertainers: Classical, Vaudeville and More
 - Successful Blend of Education and Popular Entertainment

Waterwise Garden



LOCATOR

5. *A Day in the Life of the Early Colorado Chautauqua*
 - Getting There
 - Settling In: From Tent to Cabin to Cottage
 - The Dress, Look and Feel
 7. *Renaissance and Rejuvenation*
 - Narrow Escape from Demolition in 1970s
 - Return to Original Purpose and Function (after period of dormancy)
 - Colorado Music Festival: Major Force in Reviving the Auditorium
- Professional Development Opportunities for Women (minor storyline)*
- Colorado Chautauqua in Boulder: A Good Fit (minor storyline)*

Note: Messaging for each location will be drawn from the storylines indicated, but will not cover every bulleted item included. Decisions about how content is crafted will be made during implementation phases.

Zone 4: Site Center

Zones 1–3 are site perimeter zones

Zones 4–5 are site interior zones

LOCATION

STORYLINES

Community House
Interior



LOCATOR

6. *Surviving during the Chautauqua Movement's Decline*

- Death of the Movement: Influence of the Automobile, Motion Pictures Come to Town, Stock Market Crash and Depression
- Loss or Transformation of Most Assembly Chautauqua Sites
- Engagement and Investment of Cottage Owners & Summer Regulars
- Association Ownership (Cottages and Lodges) Provides Ongoing Revenue

"Rocky Mountain" Joe Sturtevant and Ed Tangen (minor storyline)

Community House
Exterior



LOCATOR

5. *A Day in the Life of the Early Colorado Chautauqua*

- Getting There
- Settling In: From Tent to Cabin to Cottage
- The Dress, Look and Feel

8. *A Sense of Permanence*

- Same Streets, Buildings and Mountains: Continuity of Place
- Ongoing Partnership/Quid Pro Quo with City of Boulder
- Similar Issues over the Years (e.g., Parking: buggies/cars, Immigration: William Jennings Bryan/Ralph Nader)
- Genesis of Boulder's Park System
- Escape, Engage, Elevate: Then and Now

"Rocky Mountain" Joe Sturtevant and Ed Tangen (minor storyline)

Visitor Center
(possible locations)



Several primary and minor storylines, to be determined by the future design and implementation team.

Note: Messaging for each location will be drawn from the storylines indicated, but will not cover every bulleted item included. Decisions about how content is crafted will be made during implementation phases.

Zone 4: Site Center

Zones 1–3 are site perimeter zones

Zones 4–5 are site interior zones

LOCATION

STORYLINES

Centennial Garden
(SW Corner)



1. *Chautauqua Movement: Everyday America's First Mass Experience*

- The Chautauqua Ideals: Voluntary Simplicity; Lifelong Learning; Love of Nature; Music, Oration and the Arts
- Teddy Roosevelt: "The Most American Thing in America"
- Independent Assemblies and Circuit Chautauquas
- Democratizing Effect of "University for All"

5. *A Day in the Life of the Early Colorado Chautauqua*

- Getting There
- Settling In: From Tent to Cabin to Cottage
- The Dress, Look and Feel

9. *Preservation in Action*

- Not a Museum: Today's Visitors Experience Chautauqua as Early Users Did
- Continued Evolution to Meet Contemporary Needs
- Restoration and Improvement: Historical Funding and Awards
- National Historic Landmark Designation (2006)

"Rocky Mountain" Joe Sturtevant and Ed Tangen (minor storyline)

Architecture (minor storyline)

Original Ranch
House



LOCATOR

2. *Getting It Done: Vision and Founding of the Colorado Chautauqua*

- Major Players: Texas Board of Higher Education, Colorado and Southern Railroad, City of Boulder
- From Working Ranch to Platted & Preserved Campus
- 89-Day Countdown to Opening Day

9. *Preservation in Action*

- Not a Museum: Today's Visitors Experience Chautauqua as Early Users Did
- Continued Evolution to Meet Contemporary Needs
- Restoration and Improvement: Historical Funding and Awards
- National Historic Landmark Designation (2006)

Note: Messaging for each location will be drawn from the storylines indicated, but will not cover every bulleted item included. Decisions about how content is crafted will be made during implementation phases.

Proposed Programmatic Activities

The following recommended programs and activities could be pursued by CCA at any time.

1. Pre-Program Slide Show

Visitors coming for programs in the Auditorium and Community House present a “captive audience” opportunity for interpretation, especially as related to the history and stories about the specific structures in which programs are taking place. A presentation could be developed so as to allow for easy and regular change-out of certain images and/or segments to keep it fresh and interesting for both visitors and presenting staff or volunteers.

2. “Ranger Cottage”

Using the name “Chautauqua Park Ranger Cottage” in place of the existing name would go far in conveying the broader significance and resources at the site, beyond OSMP messages and offerings. (Note: The idea of a staffed visitor center for the Boulder Convention and Visitors Bureau (BCVB) housed in the Ranger Cottage has been discussed and explored. This use would differ greatly in content and purpose from the other uses at Chautauqua Park. BCVB has as its primary purpose financial and commercial expansion and success in the City of Boulder, whereas CCA and OSMP exist for educational, conservation, and recreation purposes. These uses appear incompatible.)

3. Self-Guided Mini Tour from the Dining Hall

Dining Hall guests waiting for their tables often have 15-30 minutes available. Rather than worry about impatient visitors, why not entertain and educate them? The Dining Hall’s location in the site’s historic center makes a short walking tour from here easy and attractive. This self-guided tour opportunity could be available for purchase/rent or free of charge, and could be presented through a simple brochure or be developed as an audio tour available on CD or MP3 players, downloadable as a podcast, or via other delivery means.

4. Ambassadors Volunteer Program/Docents

Committed adults could be trained in the history, significance, and programmatic offerings of the site. These volunteers would be stationed in key locations during peak visitation to help direct, educate, and engage visitors. This program could also become a volunteer Speakers Bureau to serve CCA marketing and education needs.

5. Living History Events

Period re-enactments are an excellent way to communicate interpretive content in areas where signage is either undesirable or would be overlooked. A good example at Chautauqua is near the Auditorium, where a period-costumed actor could re-create an historic monologue to engage those captive visitors who mill there before and during events.

6. Colorado Chautauqua Film

Development of a Chautauqua Visitor Center might include an introductory film (8-15 minutes in length) about the site’s history and continued significance. This footage could be edited for streaming on the CCA Web site and/or via YouTube and podcast download. Independent sources outside CCA have also expressed interest in creating a longer documentary about the site.

7. School Outreach

The site could present a prime opportunity to learn about local history and broader trends in American history.

8. Print Outreach (Educational and Marketing)

- a. “Brief History” 2-page piece: Update/rewrite
- b. Weekly Activities Notice (slipped under lodging guests’ doors)
- c. Dining Hall
 1. Table Tents re: lodging available, featuring specific cottages
 2. On menu: “Nightly Specials” or “Weekend Specials”
- d. Lodging “awareness” information as inserts in concert ticket envelopes (CCA, CMF)

9. Coffee Table Book

The considerable collection of archive materials about Chautauqua’s early days—photographs, newspaper articles, programs, written reviews, and more—could be use to create a beautiful and moving “look book” to provide revenue for CCA and continue to build interest and support for the site.

Visitor Center Location Considerations

In an effort to protect the historic nature of the Colorado Chautauqua site, recommended permanent interpretive signage is extremely limited. Yet the story to be told is complex and fascinating. The recent status as a National Historic Landmark combined with CCA’s efforts to raise awareness about itself and the site will certainly lead to increased interest in and visitation to Chautauqua. For these reasons, implementation of a visitor center is highly recommended.

Two areas have been identified for a possible permanent visitor center to be developed during Phase III. While both general locations pose the same issue regarding parking, each presents different opportunities and constraints. (Note: Pursuing a Chautauqua visitor center at the current Ranger Cottage is not recommended because of its location and jurisdiction on OSMP property, as well as its limited size.)

Along Clematis Drive

Along Clematis Drive, adjacent to the Green, presents possibly the strongest location for a visitor center for the general public. This is mostly due to its wide visibility. Cottage #100, the current Colorado Music Festival office, is the best location of facilities presently owned by CCA. Should an opportunity arise to purchase or trade for Cottage #114 at the corner of Clematis Drive and Kinnikinic Road, this location may also be highly desirable. Any building along this stretch would provide the opportunity for a visitor center to include a broad permanent story as well as temporary exhibits and giftshop.

Academic Hall

Several spaces within the Academic Hall may also be appropriate for a visitor center, however it would likely receive less visitation due to its location away from the primary pathway of incidental visitation. Heritage tourists, specifically looking for a visitor center, will make use of this location, as well as overnight guests who become familiar with its location during check-in. Wayfinding signage throughout the campus could direct visitors to the area, but this will not likely impact foot traffic in a substantial way.

Staffing Recommendations

Implementation of the interpretive recommendations at Chautauqua will take place over the coming five years (2008-2012). CCA leadership support for the process and products is essential, but not enough to ensure success. Dedicated staff hours and expertise to manage and direct implementation will be critical.

In the past, CCA had a highly educated historian on staff as the site educator. This level of site-specific expertise is probably not necessary. However, dedicating resources to an education/interpretation position within the organization is highly recommended.* The ideal position would include experience in program management and development, communications, and education/interpretation. In addition to overseeing contractors, this CCA staff person would likely take on the following tasks (among others):

- Work alongside marketing on such projects as Dining Hall table tents and RTD on-bus advertising
- Give guided site tours
- Manage the day-to-day issues of developing and operating a long-term interpretive program

If a full-time education/interpretation position is not possible at this time, this should be considered for the near future. In the meantime, it is recommended that some percentage of another staff position be allocated to education/interpretation functions. These responsibilities could fall under marketing, events, visitor services, or membership.

** As stated earlier in "Interpretive Goals and Objectives," a well-implemented interpretive program will serve to further CCA's overall goals to develop and communicate a clear vision and identity for the organization (CCA) and the resource (Colorado Chautauqua), and to remain financially sound in order to achieve its essential mission. (Please see pages 27-28.)*

Future Bus / Car Pullout Along Kinnikinic

Design and construction of a vehicular pullout for cars and busses along Kinnikinic Road east of the current Ranger Cottage parking lot is strongly recommended for near-term implementation. Such a wayside pullout is described and sketched as a recommendation in the 2004 Chautauqua Park Historic District Cultural Landscape Assessment and Plan, pages 58-59.

In addition to providing a safe place for cars and busses to unload passengers, this pullout should also provide essential wayfinding and orientation information to visitors, including (but not limited to) site maps, points of contact, CCA offerings, and rules and safety guidelines.

Framework for Signage Standards

Development of a set of design standards for wayfinding/informational and interpretive signs is the first component of Phase I. Standards can be used by CCA in the approval process with City of Boulder agencies; approval of the overall standards can eliminate the need for sign-by-sign approvals at each location. Approval of a comprehensive plan for sign locations and design standards can smooth the path for work throughout all implementation phases.

Sign standards are to be developed in general compliance with the Chautauqua Design Guidelines (1989), when possible. These guidelines, however, do not address interpretive signage and likely will require modification. The new standards will use components of the guidelines, where relevant, as well as set forth new standards for visitor interpretation and orientation that are consistent with the Chautauqua Brand Design Standards adopted by CCA in 2007.

Sign standards will address the following elements:

- Typography
- Layout templates and proportion guidelines
- Use/location of logos
- Design of posts/bases
- Sign post/base materials
- Colors
- Content density and writing styles
- Use of illustration/photography
- Sign surface materials

Interpretive Media Descriptions

Signage Types

For all signage types, the Phase I standards will define the particulars and become the foundation for all future site environmental communications. The following descriptions provide a rough framework that defines the overall parameters for each broad sign type.

Sloper: Interpretive panels in open areas should generally allow a view beyond the sign. Signs should not exceed 18" in height and be angled at 30 degrees with the leading edge at 28" above final grade/ground. One or two posts may be needed, depending on final size of sign.

Wall mount: Interpretive panels mounted to a wall should be no more than 40" in height, and generally be positioned so that the top of the sign is about 42-50" above final grade/ground. In practice, actual height will be influenced by the sign size, placement location, and other elements within the general location. Signs should not project more than 4" from the surface, and less is better.

Location Designator: Similar to a sloper, signs should be one post only and not exceed 10" x 10" in total graphic size.

Wayfinding/Informational: Pedestrian and vehicle signs should be scaled for the appropriate view distances, keeping in mind the speed of travel, height of surrounding obstacles, and amount of content included at each location.

Self-Guided Tour Delivery Systems

Self-guided tours provide an excellent way to familiarize visitors with special features of a site without the visual clutter of large signs, and are highly recommended for use at Chautauqua. Traditional self-guided tours include distribution of pamphlets that include a map and written narrative describing particular features and/or locations. Cost can be low to implement such tours; however, such delivery is rather predictable, often creates litter from discarded pamphlets, and has limited general interest in this day of video and high-tech media.

Other technologies are now available to create the feel, personality, and depth of a guided tour, but without the commitment of staff time, including CD or MP3 recordings, podcast downloads, and cell phone dial-in. As with all technologies, the available delivery systems each have their pros and cons, but the success of such a program lies nearly entirely on the execution of content. Storylines need to be well crafted, and professionally executed with voice talent and engaging narratives. Digital systems allow for users to select particular storylines that match their interest. For example, on the same tour one person may be interested in architecture, while another person may be more interested in social history. Such technologies can be started small and built over time. Even so, experience shows that a critical number of “stops” is needed to create a desirable product—typically 7-10 locations.

Visitors are guided through the site via “tour designator” signs placed at high-importance locations. Graphics and materials can range from simple “number only” designators to graphics with logos and limited text. Options should be weighed when determining the entire tour approach. Signs should be small and have a message code or dial-in number that direct visitors how to use the system. Visitors can follow a pre-determined route and/or be allowed to explore the facility as they desire. Signs include direction on using the system and can also include corporate sponsor information, if desired.

These technologies are generally delivering audio, through a variety of systems. Video and GPS-triggered systems are also currently available. When CCA looks to implement such a tour (probably in Phase II: 2009-2010), it is advised to delve into the “state of the art” at that time. Today’s options include:

iPod and MP3 Downloads / CDs (low cost)

Digital files are available for visitors to download via the Internet or podcast prior to arrival. The same audio files can be made available on site either as CD or download. Also, a rental system may be implemented as a profit-making venture. Rental options are available in full commercial systems, or could be as simple as CCA providing MP3 players that require a deposit. Considerations for such systems include volume of rentals, upstart costs, costs to users, and in-house capabilities to manage such systems.

Cell Phone Tours (medium cost)

Dial in tours are becoming more broadly available. Several business models exist, ranging from self-made systems to commercially available packages. Systems today can be provided either free or at a small cost to the user. Some institutions provide this service for free by using corporate sponsors that are acknowledged at the beginning of the dial-in message.

GPS Activated Delivery (high cost)

Devices that use GPS technology can be distributed to visitors that allow for messaging to be triggered by location. Delivery can include video, audio, and animations. This type of system has the advantage of decreasing signage throughout the facility, however a trade-off is that the lack of on-the-ground visual cues means that visitors may not become aware of the system's availability.

Radio Repeaters

"Travel information radio" systems are often used to deliver updateable messaging to visitors. Such systems can be used to provide new visitors with orientation and daily programming in the vehicles as they enter Chautauqua. Also, overnight renters can be delivered daily messaging at their cottages, such as events, weather, and trail closures. Such a system can be easily updated by present staff, thereby providing a low-cost system for quick-changing messaging.

Sign Material Considerations

Graphics

The highest level of permanence and durability is needed at Chautauqua. Colorado's climate, the unsupervised nature of the site, and the desire for materials appropriate to the period are driving factors.

1. Permanent signs should be made from porcelain enamel, which permits continuous tone typography, black & white and color photography, and a "timeless" appearance.
2. Temporary exterior signs may be considered replaceable and made from exterior digital graphics, with UV over-laminate in a matte finish.
3. Interior photographs should be made from traditional photographic output with a matte finish. Size and location will determine whether or not to use frames or frameless displays.

Sign Posts and Base Materials

Materials should be all metal (black) or painted wood (grey), depending on the location and particular sign needs. These materials should not be ornate in style; rather, a utilitarian but attractive fabrication method should be designed. (An exception to this is the kiosk construction at the west Trailhead, which could carry an early 20th century thematic design.) Permanent signs should be placed in a concrete footer at an appropriate depth and should still permit grass, plantings or hard-surfacing to come directly in contact with the posts.

Visitor Center

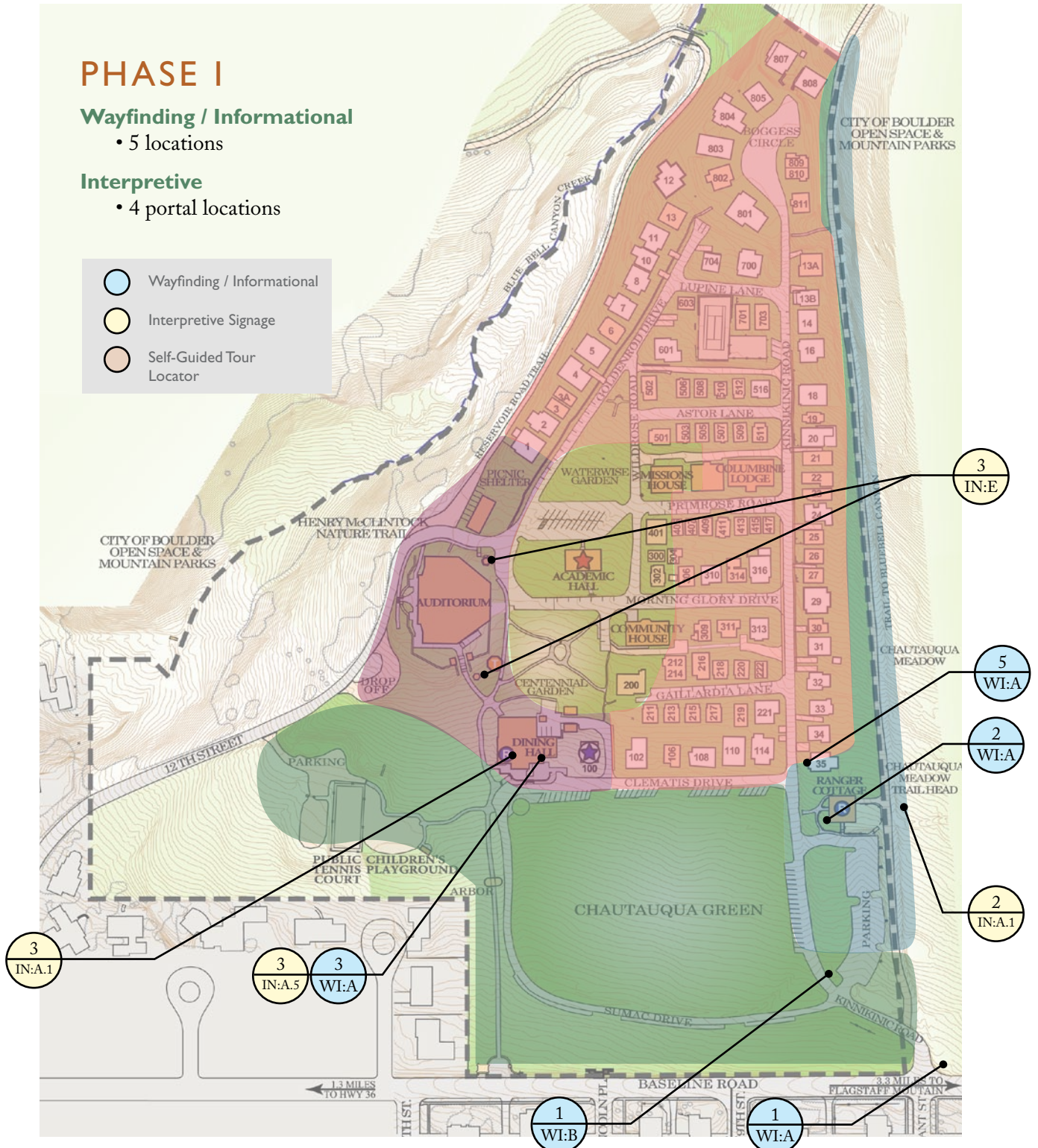
Exhibit Pricing

Historical exhibit fabrication can range from \$300 to \$500 per square foot. This does not include design, object acquisition, curation/writing, and other needed components. Cost is directly proportional to the level of interactivity, audio/visual components, base building needs (wall, lighting, electrical, etc.), and dioramas/sets.

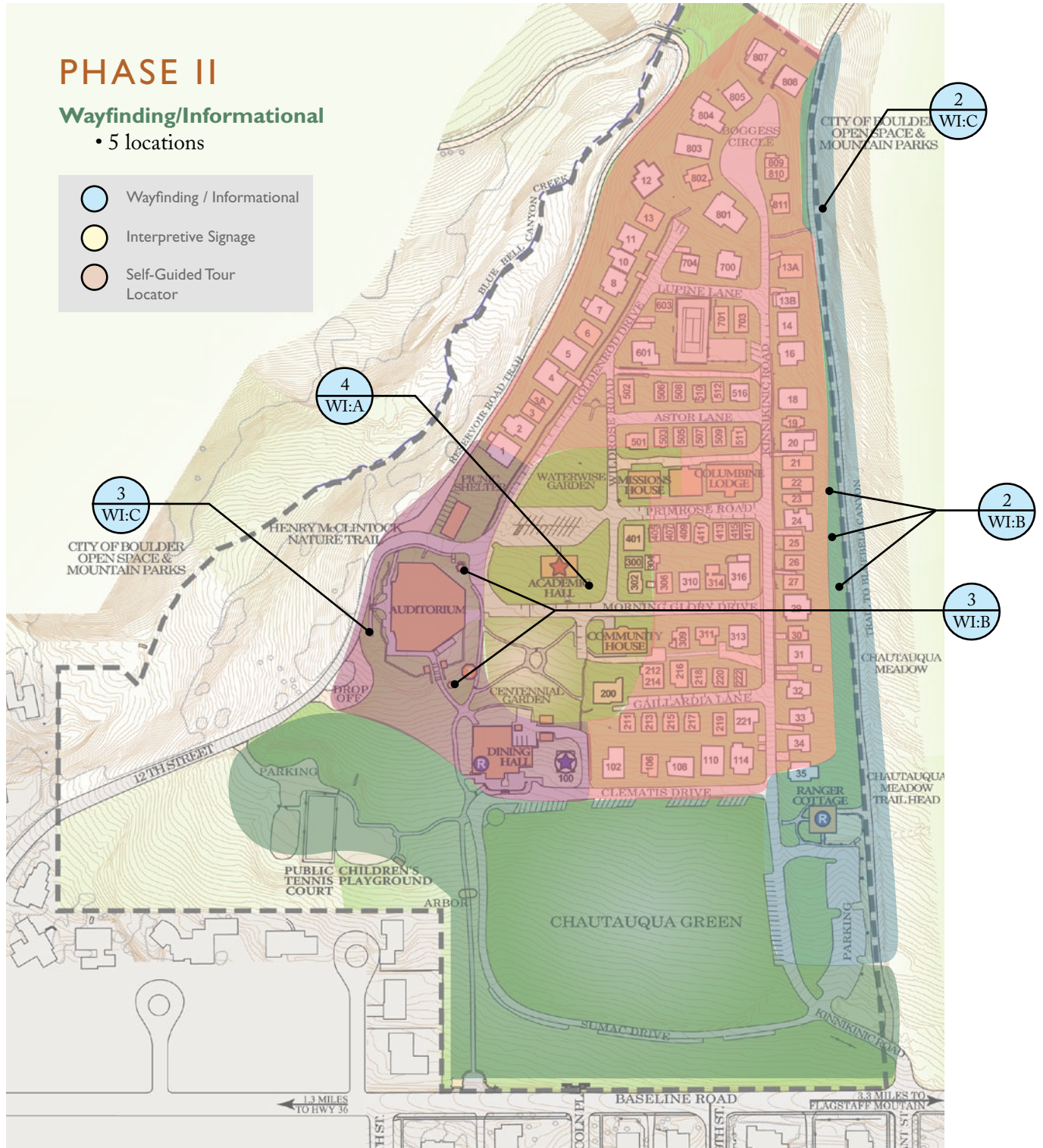
Pricing may break down as follows:

Fabrication/Installation:	\$300-\$500 per square foot
Design/Planning:	25%-30% above fabrication/installation costs
Storyline/Content:	4%-8% above fabrication/installation costs

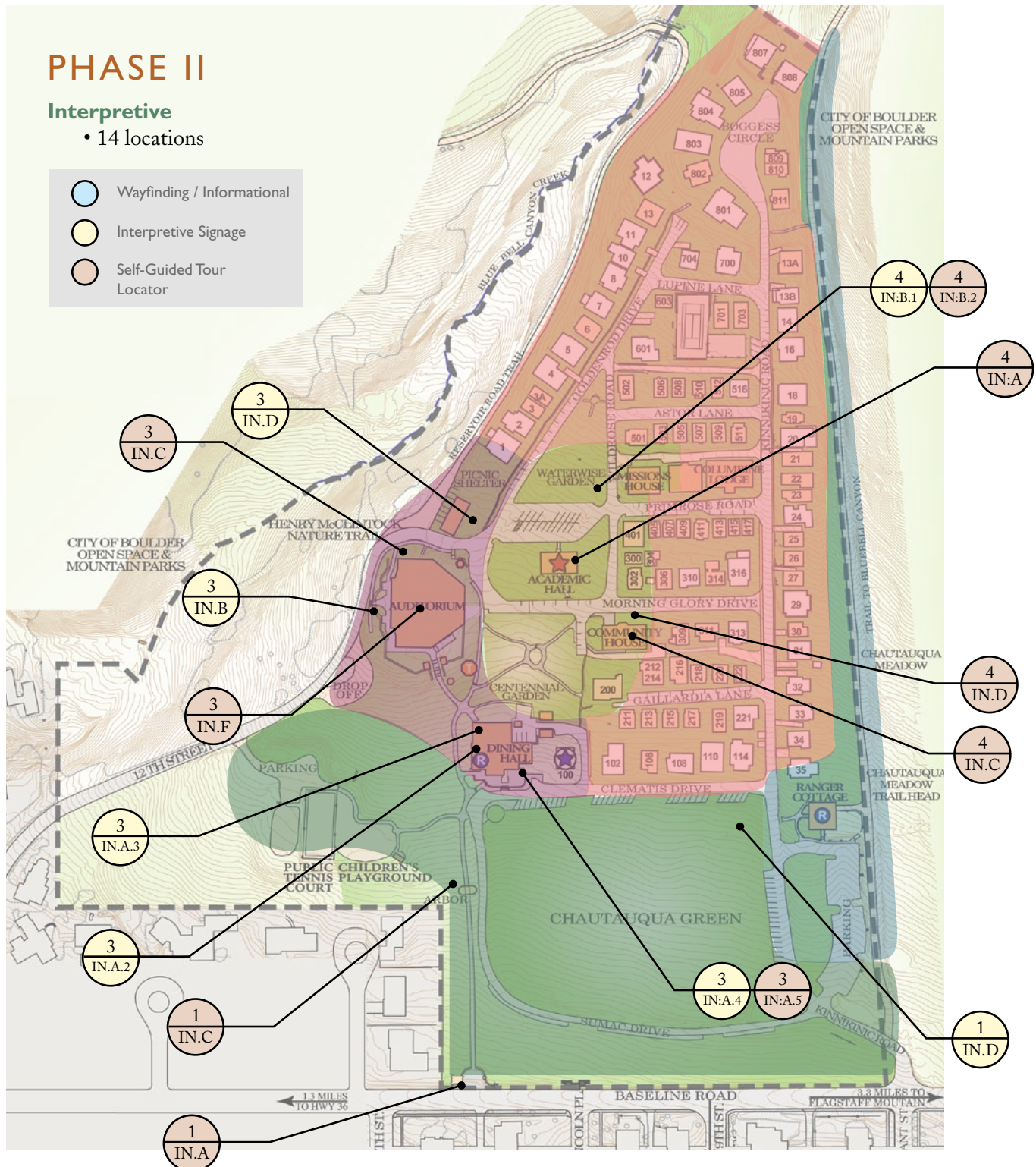
Please refer to the previous pages for detail on location names, storylines, purpose, and/or media descriptions for each sign cited. Wayfinding/Informational signs are shown on pages 38-40, and Interpretive signs are detailed on pages 42-57.



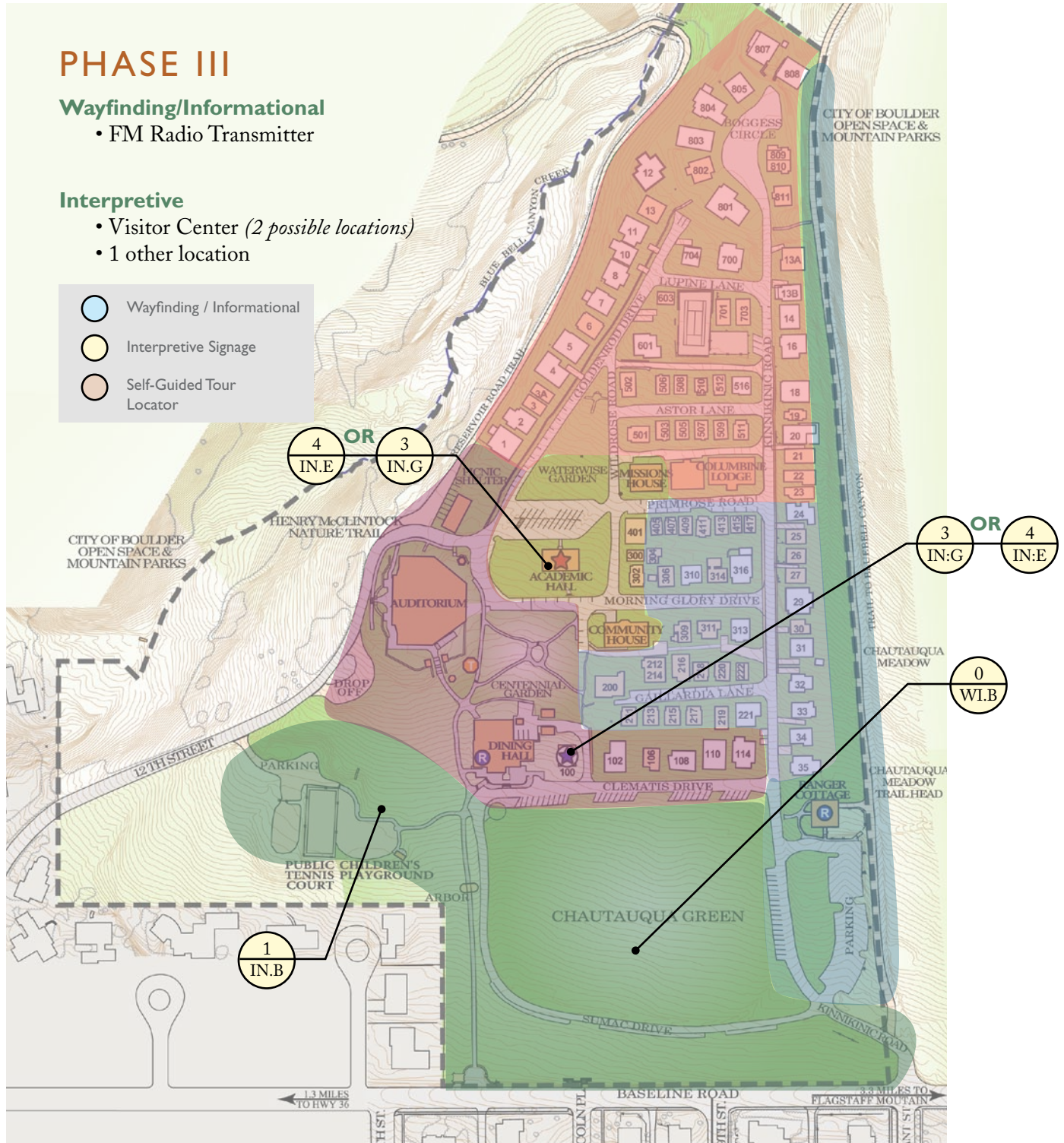
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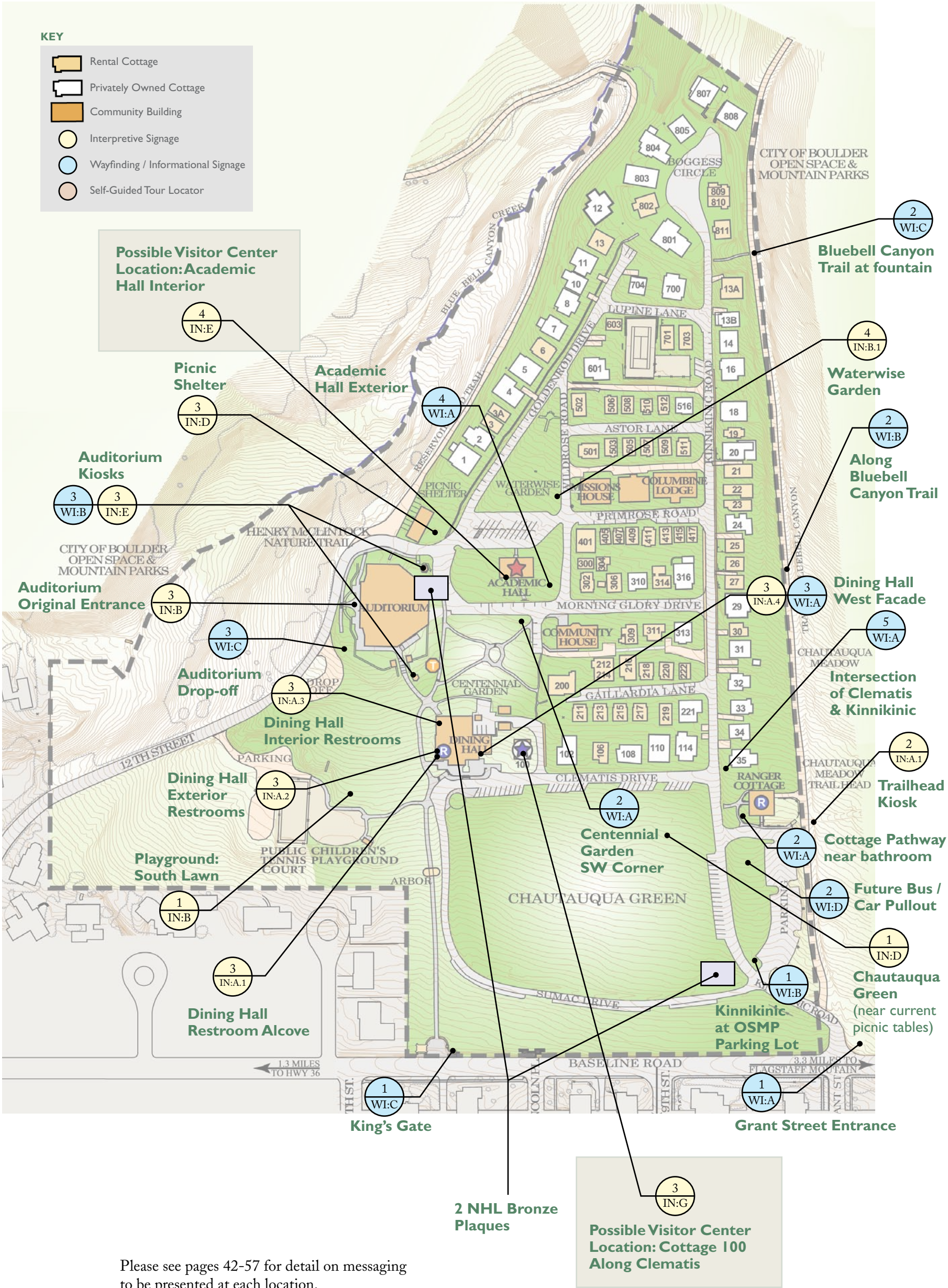
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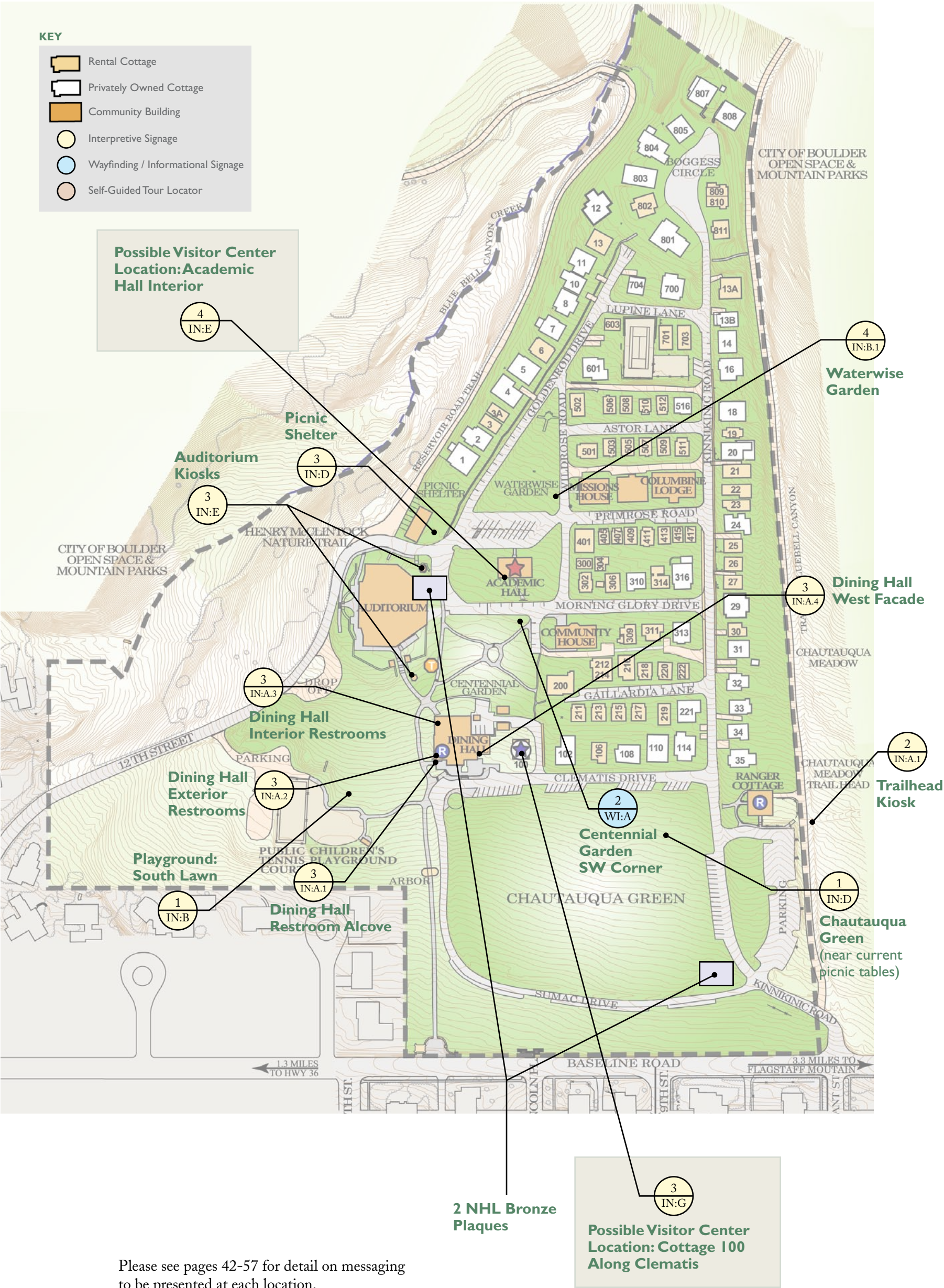


All Signage, All Phases
Wayfinding / Informational and Interpretive
(excluding self-guided tour locators)



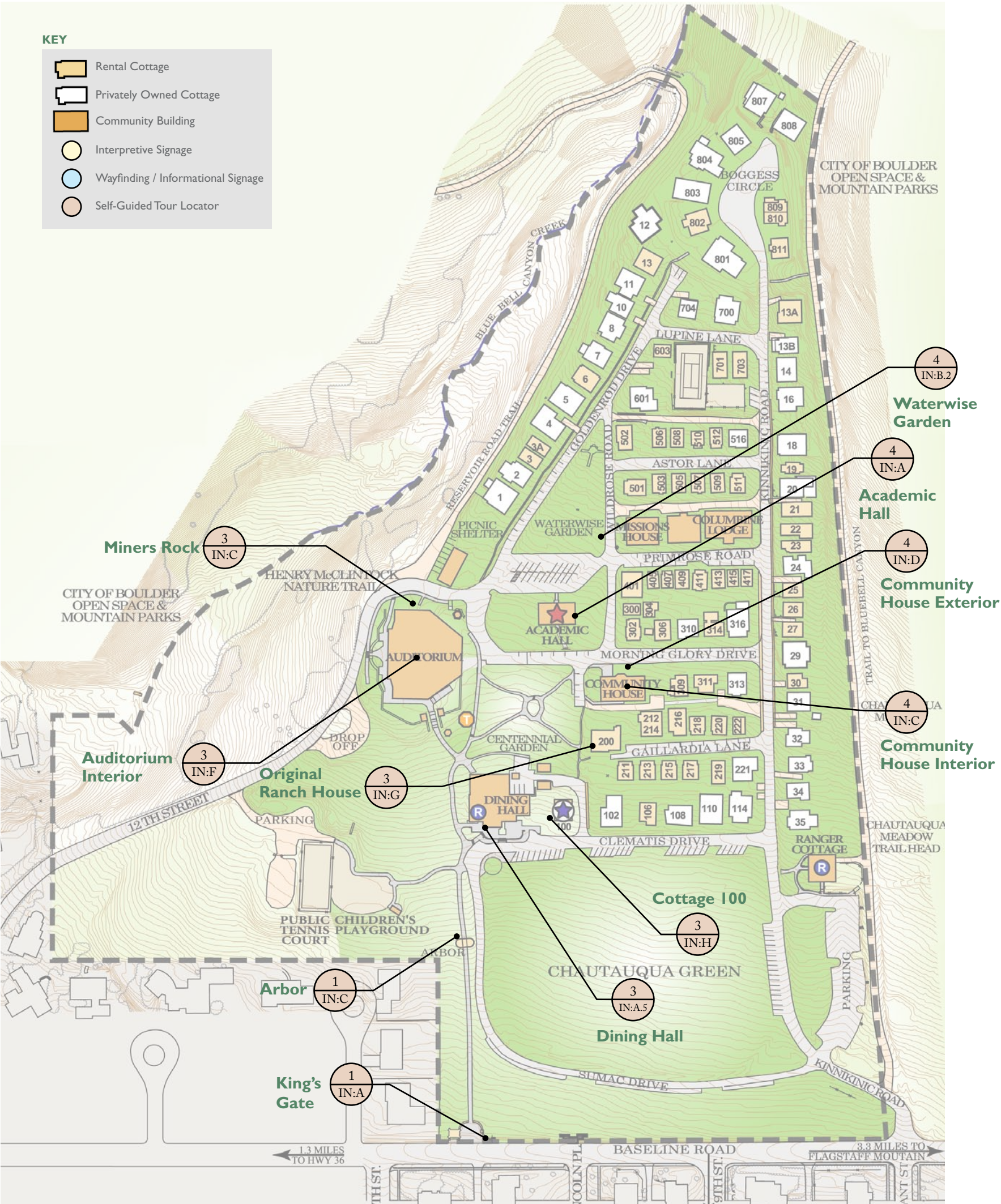


Interpretive Signage, All Phases
(excluding self-guided tour locators)



Please see pages 42-57 for detail on messaging to be presented at each location.

Interpretive Self-guided Tour Locators
(Phase II)



Please see pages 42-57 for detail on messaging to be presented at each location.