

# Project Name: Poudre Heritage Alliance – Cache la Poudre River National Heritage Area (CALA) Strategic Interpretive Plan

Purpose Statement: (to be decided – ideas welcome!)

<b>Situation &amp; Priorities</b> 1) Promote a variety of historical and cultural opportunities; 2) engage people in their river corridor; 3) inspire learning, preservation, and stewardship	Inputs	Outputs		Outcomes → Impact				
		Activities	Participation	Future We Want to Create / Change We are Working Toward				
					<i>Thoughts Skills Motivations Knowledge</i>	<i>Awareness Attitudes Aspirations</i>	<i>Actions Policies Decision-Making</i>	<i>Behaviors Practice</i>
	Our Resources	What We Do	Who We Reach	Short Term **mind-shifts**	Medium Term **behavior changes**	Long Term **systemic change**		
	Physical assets (Poudre River Trail, land, water, etc.)	Branding	All stakeholders in "Resources" column, plus:	Understand/learn from history and "mistakes of past" (i.e., moving from conflict to collaboration)	Support and advocacy for PHA, the river, CALA, and all NHAs (e.g., additional funding, volunteering, donating, preservation efforts, etc.)	Continued use of the Poudre River for generations to come—and for PHA to interpret in the future		
	NHA designation/other NHAs	Storytelling	Residents	Appreciate work and sacrifices of those before us (e.g., history of water law)	Collaborative and coordinated river use (e.g., agriculture, industrial, municipal)	All people reconnected with their natural environment		
	History and research	Visitor wayfinding	Recreationalists	Knowledge of where water comes from, how it gets to us, and its many uses (e.g., agriculture, industrial, municipal)	Discover the river ("ah-ha" moment)	The river is not only cherished, preserved, but revitalized for generations to come		
	Cities of Windsor, Ft. Collins, Greeley	Content delivery to visitors to NHA: -area's history -environmental issues -underappreciated cultures -overarching themes re: water	Students Youth/Educational	Understanding of what makes and keeps the river healthy	Notice more; observe and get curious	Respect for all cultures/all peoples' need for and right to water		
	Communities	Stakeholder outreach and input (Tasks 2 and 5)	Elders	Knowledge of how water has shaped and is shaped by communities	Visit the river; enjoy; have fun	Valuing growth without sacrificing collective heritage		
	Funding/investment	Refine/develop "big idea" and interpretive themes/thematic elements	Researchers	Awareness that water supports diverse people, cultures, species, and needs (e.g., water is a special resource by which we are all connected)	Take conservation-minded actions (e.g., plant native species, conserve water)	One human ecosystem		
Existing interpretation	Highlight connections between CALA sites: -municipalities -agriculture -industrial -recreational -spirituality	Private Sector	Understanding that individual actions affect many (e.g., conservation ethics)	Socially and environmentally responsible water and river use	Perpetual love and respect for river			
Poudre Heritage Alliance (PHA) Mission and vision Staff Board Partners/relationships Volunteers	Educational programming	Government (e.g., entities, elected officials, etc.)	Awareness of PHA and CALA--and of NHAs	Connection and collaboration driving action (e.g., "what's ours is all of ours")				
Key stakeholders: Landowners Partnering organizations Universities National Park Service Northern Arapahoe Tribe Poudre Learning Center	Tourism	NGOs/nonprofits	Support river restoration/conservation	Coordinated interpretation, branding, and design throughout region/river				
Consultants/Studio Tectonic	Develop themes by key locations	Local/regional/national/international visitors to NHA	Belief that everyone is entitled to equal access to and appreciation of river/NHA	PHA as convenor and coordinating entity; supports regional collaboration and is "go to" partner				
Previous experience (i.e., not a brand new NHA)	Develop interpretive strategy and tactics (including mapping and signage locations)	Potential stakeholders and partners	Appreciation of and respect for beauty and history (of NHA, river, etc.)	PHA sets precedent/lead nationally (including within NHA network)				
Dedication/Commitment	Poudre River Forum	Prospective donors, funders, foundations, etc.	Sense of place/connection to river/area	Diversity, equity, access, and inclusion prioritized in PHA plans/practices				
GIS mapping	Breweries	Peers/other NHA sites	Collaborative, not scarcity, mindset					
<b>Assumptions</b> —in place now and we'll continue to rely on  PHA's and key partners'/stakeholders' commitment to strategic interpretation An abundance of water to meet all needs (e.g., environmental, recreation, tourism, etc.)			<b>External Factors</b> —out of our control, but could influence the above  COVID-19, funding cuts, weather, climate, etc.					