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

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

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