

2016 Media Kit

City of Montrose
Office of Business and Tourism
107 S Cascade Ave
Montrose, CO 81401

info@visitmontrose.com
VisitMontrose.com
970.497.8558







CONTENTS

Mission and Vision	4
Welcome to Montrose!	5
Accredited Destination Marketing Organization	6
One Destination, Countless Opportunities	7
Visitor Center	8
All-America City	9
Getting Here	10
Montrose at a Glance	12
History	13
Heritage	14
Meeting Your Expectations	17
A Most Interesting Story	18
Online Resources	19
Contact	21



MISSION AND VISION



City of Montrose, Colorado

Office of Business and Tourism

107 S Cascade Ave
Montrose, CO 81401

Website

VisitMontrose.com

Contact

970.497.8558
info@VisitMontrose.com

MISSION

The Montrose Office of Business and Tourism (OBT) serves the community by designing innovative tourism and retail programs that work in tandem to create a thriving business, tourism, and lifestyle culture.

VISION

The OBT strives to shape, promote, and exemplify a community brand that embodies the area's unique character, lifestyle, and surroundings, and that enrolls residents as its most persuasive brand ambassadors. It seeks to engage the community in developing a local culture that complements the brand promise and creates momentum for positive changes that enhance Montrose as a home for its residents and as a tourism and relocation destination.

WELCOME TO MONTROSE!

We are delighted to present you with this media kit to aid in your research of great destinations in Colorado. Located 260 miles southwest of Denver, Montrose is the hub of the Western Slope of the Rocky Mountains and well-positioned for year-round adventure. Minutes from hotels, restaurants, shops, and other city life, the Black Canyon National Park beckons you for jaw-dropping views and breathtaking drives along the rim or a pontoon-boat ride for neck-stretching views of the canyon's sides. A unique place to visit and a great place to live, Montrose boasts a bounty of historical and cultural experiences and attractions for day-trippers and vacationers alike.

Maybe you are in the mood to go in search of rare wildflowers or locate spectacular waterfalls. Perhaps this is the trip to discover a relaxing scenic byway or visit neighboring resort communities such as Telluride or Ouray.

We have many culture- and history-rich opportunities for you to explore as well. Learn Native American heritage at the Ute Indian Museum, experience pioneer life at the Montrose County Historical Museum, and see over 500,000 artifacts from the Old West at the Museum of the Mountain West.

Feel like shopping? Take a stroll downtown and see what treasures find you. No matter your desire, we have you covered.

As you allow the clean air, plentiful space, and spectacular panoramic views to revive your soul and rejuvenate your health, you will quickly discover there is so much to do that doing the same thing twice is not on the menu — unless, of course, you want it to be. Our team is always available to answer any questions you may have or even to help you plan your trip. So, go ahead and look deeper into what we have to offer as you stay here and play everywhere.

We look forward to meeting you!

Your Visit Montrose Team





ACCREDITED DESTINATION MARKETING ORGANIZATION

In 2015, the OBT team gave the city a fresh new logo that better characterizes today's Montrose; provided Western-style hospitality to 71% more visitors; helped increase economic activity by 20% over 2014; welcomed the Ute Museum to the Downtown Visitor Center; hosted the first annual FUNC Fest river festival; and became an accredited destination management organization, placing it in an elite group of only 200 worldwide.

This designation of excellence embodies our dedication to industry best practices, allowing us to work closer with event planners and group and tour operators. It also means actionable commitment to first-rate hospitality – and that translates to the daily assistance and advice we provide to our leisure, recreation, and adventure travelers through our guest services program.

The OBT is accredited by the Destination Marketing Accreditation Program of the Destination Marketing Association International, 2025 M St, NW, Suite 500, Washington, D.C., 20036, USA, 202.296.7888.



ONE DESTINATION, COUNTLESS OPPORTUNITIES



Montrose is conveniently located in the center of adventure on the Western Slope of Colorado. From its own flavor of boutique shopping to the convenience of known big-box stores and everything in-between, it is the perfect spot to lay your head in preparation for your next mountain adventure. Located at the foot of the San Juan Mountains and just minutes from the Black Canyon, one of the hidden gems of the National Park system, Montrose offers the best of western hospitality and beauty.

Do it all in one weekend – make it epic! Ski world-renowned Telluride Ski Resort one day, and snowshoe the Black Canyon the next; eat a locally-sourced gourmet meal or drink a local brew or wine, or do it all – because you can!

Go on... create that Monday morning envy!

Gateway to Grandeur

Montrose is the gateway city to the Black Canyon National Park. Nestled conveniently off of one of Montrose's main thoroughfares, The Black (as some fondly refer to it) is easily accessed and can be enjoyed for hours – or days! It is truly a special highlight among the many wonders of this place we are fortunate enough to call home.





VISITOR CENTER

Looking for a place to eat, stay, or play? Check out the Visit Montrose website and the mobile app. Or, stop by the Downtown Visitor Center, located right in the heart of Montrose, to develop your adventure plans using one of eight interactive electronic travel displays.

Our friendly and knowledgeable staff is eager to welcome you to Montrose and offer ideas for activities, scenic drives, events, and more.

Gift Shop and Lounge

Whether you are looking for a delightful place to read the morning paper, buy popular souvenirs and logo wear, or re-energize for the journey ahead, the gift shop and lounge has what you need.

Grab a delicious beverage and sit on the glorious porch in a rustic rocking chair while writing home on a newly purchased postcard or catching up on email by way of complimentary WiFi.

Directions and Parking

Riding a bike rented from one of our top-notch bicycle shops? Maybe you drove or came to town in an RV? We have parking just for you right in front of the historic Elks building, located at 107 S Cascade Ave, just one block from historic downtown.



State-of-the-art technology brings guests and locals the opportunity to browse the area on their own with touch screens that highlight anything that may be of interest. The award-winning IT team at the City of Montrose, along with other local partners, helped create this wealth of user friendly technology that greets guests and allows them to explore the region and even print a map to lead them on their adventure!

Gateways to Montrose



Montrose Regional Airport

With direct air service from major U.S. cities year-round, the Montrose Regional Airport makes it easy to reach us from virtually anywhere in the world.



Black Canyon National Park

One of the nation's natural treasures, the canyon allows visitors to immerse themselves in a memorable vacation experience undiminished by the overuse often experienced in better-known destinations.



Museum of the Mountain West

Travel back in time to the Old West with guided tours that allow you to enter historic buildings and be "up close and personal" with rare and unusual artifacts displayed in authentic settings.

ALL-AMERICA CITY

The All-America City Award is given by the National Civic League annually to ten communities in the United States and is the oldest community recognition program in the nation. It distinguishes those whose citizens work together to identify and tackle community-wide challenges and achieve uncommon results. Winners can be neighborhoods, towns, villages, cities, counties, or regions.



In 2013, Montrose was awarded the honor of being designated as an All-America City. True to the spirit of the award, Montrose's successful bid for the honor resulted from a collaborative effort involving the City of Montrose, Welcome Home Montrose, the Montrose Community Foundation, Montrose Economic Development Corporation, Montrose Downtown Development Authority, Chamber of Commerce, and a long list of individuals and organizations.





GETTING HERE

Montrose Regional Airport - MontroseAirport.com

The airport is served year round by United Express, operated by SkyWest, with flights to Denver. Summer service is provided by United Airlines to Houston and American Airlines service to Dallas-Fort Worth. Winter flights expand with service to Houston and Newark by United Airlines, Dallas and Chicago by American Airlines, Atlanta by Delta Airlines, and Los Angeles and Phoenix/Mesa by Allegiant Air. The airlines occupy ticket counters, baggage facilities, and offices at the airport for full services to the flying public (*see next page for flight availability*).

Montrose is centrally located in southwestern Colorado. An ideal destination for adventurers, we are easily accessible by car from a variety of locations.

Albuquerque, NM	322 miles, 6 hrs	Flagstaff, AZ	400 miles, 7 hrs
Aspen, CO	136 miles, 2 hrs 43 mins	Las Vegas, NV	567 miles, 8 hrs 13 mins
Cortez, CO.....	135 miles, 2 hrs 46 mins	Moab, UT.....	172 miles, 2 hrs 48 mins
Colorado Springs, CO	235 miles, 4 hrs 23 mins	Phoenix, AZ	543 miles, 9 hrs
Denver, CO.....	265 miles, 4 hrs 49 mins	Salt Lake City, UT.....	342 miles, 5 hrs 23 mins
Durango, CO	106 miles, 2 hrs 32 mins	Santa Fe, NM.....	324 miles, 5 hrs 55 mins
Grand Junction, CO	60 miles, 1 hr 8 mins	Telluride, CO.....	65 miles, 1 hr 25 mins
Gunnison, CO.....	64 miles, 1 hr 16 mins		



Telluride Express | 888.212.8294 | TellurideExpress.com

Telluride Express is the premier ground transportation service to all area airports (i.e. Telluride, Montrose, Grand Junction, Durango, Cortez, and Gunnison) with door-to-door shared-ride and private-ride accommodations. Telluride Express is the only company authorized by the Colorado Public Utility Commission to provide unrestricted call and demand limousine service between Telluride, Montrose, and Cortez airports.

CONVENIENT FLIGHTS

Fly non stop to:

> ATLANTA > CHICAGO > DALLAS-FORT WORTH > DENVER
> HOUSTON > LOS ANGELES > NEWARK > PHOENIX > SAN FRANCISCO



AREA ATTRACTIONS

From our scenic mountains to spectacular Black Canyon National Park, Montrose Regional Airport is Your Runway to Recreation.

ACTIVITIES

Enjoy a large complement of outdoor activities, restaurants and hotels, making for an unforgettable experience which begins the moment you step off the plane.



MONTROSE REGIONAL AIRPORT

Your Runway to Recreation

Flight information can be found at

MONTROSEAIRPORT.COM

MONTROSE AT A GLANCE

Population: 18,994 (2014 population estimate - Colorado Department of Local Affairs)

Climate: Montrose, Colorado, gets 9 inches of rain per year. The US average is 37 inches. Snowfall is 10 inches. The average US city gets 25 inches of snow per year. The number of days with any measurable precipitation is 69.

On average, there are 245 sunny days per year. The July high is around 85 degrees, and the January low is 0. Our comfort index, which is based on humidity during the hot months, is 75 out of 100, where higher is more comfortable. The US average on the comfort index is 44.

Seasonal Signature Events

SPRING

Wine and Food Festival



SUMMER

FUNC Fest - Fun on the Uncompaghre River



FALL

Oktoberfest



WINTER

Holiday Magic - Garden of Lights



HISTORY

Early Settlement

The first settlers came to the Uncompahgre Valley in the 1870s but legally could not purchase land until after September 1881, when the Ute Indians were relocated to a reservation in Utah. The first stake was driven in December of 1881. Montrose officially became a town in 1882.

The town was known by the names of Pomona, Dad's Town, Uncompahgre Town, and several other names, before it finally came to be known as "Montrose." Joseph Selig suggested the name "Montrose" after a favorite character in Sir Walter Scott's novel, *The Legend of Montrose*. The town of Montrose was founded originally to provide supplies to nearby mining communities. With the mines' decline, agriculture soon took over as the major economy. In addition to raising livestock, settlers worked the fertile valley soil producing fruits, grains, and vegetables.



The Gunnison Tunnel, constructed to provide vital irrigation water to the Uncompahgre River Valley, opened in 1909. Its inauguration was highlighted by the visit of President Taft and signaled the beginning of a new era of agricultural production in Montrose.



The Railroad

In 1882, the Denver and Rio Grande Railroad Company built its narrow gauge mainline railroad through Montrose on its way from Denver to Salt Lake City, Utah. In 1890 the D&RGRR completed its standard gauge railroad from Denver to Grand Junction, leaving Montrose on the narrow gauge from Salida to Grand Junction and Ouray. In 1906, the track from Grand Junction to Montrose was changed from narrow gauge to standard gauge.

The same strategic location that led to Montrose becoming a hub for transportation and commerce at its founding still serves as an asset today. Although much has changed since the city's beginning in 1882, Montrose continues as a thriving gateway to the many wonders of western Colorado.

HERITAGE

Our city is home to three fantastic museums that tell the story of Montrose and its rich history.

Montrose County Historical Museum

The museum, housed in the old Denver & Rio Grande Railroad depot, offers visitors the opportunity to experience an extensive collection of artifacts and photographs focusing on all facets of early-day pioneer life and settlements in and around the Uncompahgre Valley – from homesteading, farming, ranching, mining, transportation, and medicine, to education and the arts.

A rare original stagecoach that once traveled between Montrose and Ouray is a favorite of many visitors. The museum grounds include two log cabins complete with exhibits, a caboose, several rare tractors, as well as other large farm implements.

21 N Rio Grande Ave (just north of W Main St)
970.249.2085 | MontroseHistory.org
Open seasonally – Call for hours



Museum of the Mountain West

Discover an impressive collection of more than a half million Old West artifacts dating from 1880 to 1930, all displayed in authentic settings. Inside the 10,000 square foot main museum building is a recreated western town containing nine storefronts: a saloon, drug-store, dry goods, grocery store, millinery, and old-fashioned doctor and dentist offices. Displays outside of the storefronts include extensive Old West gun, camera, washing machine, and radio collections. Historic buildings relocated from around the Montrose community are a part of the tour. They include the Diehl Carriage Works where boxer Jack Dempsey trained and fought, a one-room school house, a 1913 church, an 1890 school, and an 1882 Denver & Rio Grande Railroad section house.

All tours take about two hours and are guided by a knowledgeable docent offering an experiential taste of what it was like to live in western Colorado in the early days. You will be captivated at life as it was over a century ago.

68189 Miami Rd (4 mi east on E Hwy 50)
970.240.3400 | MountainWestMuseum.com
Open year-round – call for hours



Ute Indian Museum

This fascinating museum offers one of the most complete collections of Ute artifacts in the United States. Dioramas, changing exhibits, and programs bring history and culture together for all to learn about and enjoy.

The museum grounds include the Ouray Memorial Park, teepees, picnic areas, the gravesite of Chief Ouray's wife, Chipeta, a native plants garden, an outdoor display of the Dominguez-Escalante Expedition of 1776, a pier out to the Uncompahgre River, and a museum store that features Ute pottery, silver jewelry, books, and other handcrafted Indian artwork.

Be sure to take a special excursion to one of the most outstanding prehistoric art sites in the nation at the Shavano Valley Petroglyph site. Docent-led tours to the site can be arranged at the Ute Indian Museum. Tour availability is limited.

Until fall of 2016, while the main museum building is renovated and expanded, the Ute Indian Museum is temporarily located downstairs in the beautiful Downtown Visitor Center.

Permanent Address – 17253 Chipeta Rd (3 mi south on U.S. Hwy 550)

Temporary address (Sept 2015 - Fall 2016) – Downtown Visitor Center, 107 S Cascade Ave
970.249.3098 | VisitMontrose.com/museum

Open year-round – call for hours





MEETING YOUR EXPECTATIONS

Special events are an important foundation of all communities. They serve to build a sense of community, reveal and enhance the local character, and create a “sense of place” by highlighting what’s unique and special about the area — all while fostering a sense of attachment and belonging. Besides, they are just plain fun!

Location, location, location

Montrose has a variety spaces, sites, and venues available for events of various sizes and needs. Contact the OBT for a list of available meeting rooms or contact these providers to discuss their offerings and locations.

- Holiday Inn Express and Suites – 970.240.1800
- Montrose County Fairgrounds – 970.964.2180
- Montrose Pavilion – 970.249.7015
- Museum of the Mountain West – 970.240.3400
- Proximity Space – 970.497.7040
- Signature Events – 970.249.5806
- Turn of the Century – 970.209.1419
- Ute Indian Museum – 970.249.3098



I like to see a man
proud of the place
in which he lives. I
like to see a man
live so that his
place will be proud
of him.

—
Abraham Lincoln



A MOST INTERESTING STORY

- Why stay here and play everywhere?

Proximity to so many opportunities satisfies a myriad of interests. Montrose holds the amenities, and nature holds the adventure – right in our backyard!

- Black Canyon National Park, the hidden gem

Recently named an International Dark Sky Park, the Black Canyon offers 24 hours of beauty to hike, bike, fish, camp, or even just enjoy a relaxing drive.

- The water park is great from spring to fall!

The new Montrose Water Sports Park, at the center of our beautiful city, maintains excellent flows April through October. It is truly a fantastic addition to Montrose fun.

- Old town charm in a beautiful setting

Test your skills at the mini-golf course, enjoy lunch downtown, set out for an afternoon of bowling, then head on over to the drive-in and grab a bite to eat as you round out a classic day of fun. Be sure to check out the historic Fox Theater for your cinematic fix.

- Sportsman's Paradise

With countless options for unparalleled experiences in fishing, hunting, birding, and more, there is something for every sportsman here in the shadows of the magnificent San Juans.

- Motorsports Nirvana

Ditch the asphalt and go off-road. Montrose offers plenty of off-highway vehicle adventures in the form of 4x4/jeeping, ATVing, dirt biking, and rock crawling.

- Scenic Drives

Located in the center of six of the country's most scenic and historic drives, Montrose is the perfect home base for all kinds of day trips. It is always the right time of year to take in amazing scenery while on a drive. Remember to bring your camera!

- Golfing

Montrose is home to three diverse golf courses, each featuring jaw-dropping views of the San Juan Mountains. The Links at Cobble Creek features links-style golfing, The Bridges is a par-71 Nicklaus Design course, and the Black Canyon Golf Course offers the best of both worlds with a park-style course on the front nine and a links-style course on the back.

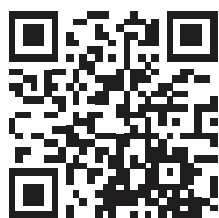
ONLINE RESOURCES

In addition to the Downtown Visitor Center, the OBT is delighted to offer many avenues to learn about the community that we call home. Below is a listing of online tools that can aid in everything from planing a visit with us to knowing where to find the best coffee – and why the locals love it.

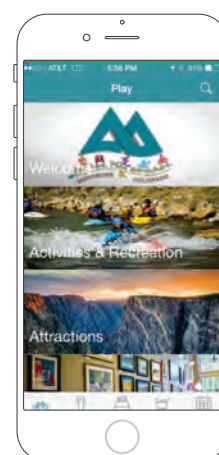
VisitMontrose.com

Abundant information is available at your fingertips at VisitMontrose.com. View ideas for anything from trail access to restaurants, packages to adventures, and visit our digital visitor center for a selection of visitor materials to enhance your stay.

Visit Montrose App



This robust app offers the ability to have a look at Montrose businesses, hotels, restaurants, attractions, shopping, and events to take the guesswork out of where to go and how to get there. The app is also a fantastic tool to plan your trip itinerary ahead of your visit.



Visit Montrose Social Media

In addition to a first-person perspective of our community, social media pages offer an extensive look into our community and fun faces that you can expect to see while out and about.

Welcome to Montrose, we're glad you're here!

Facebook: facebook.com/VisitMontrose

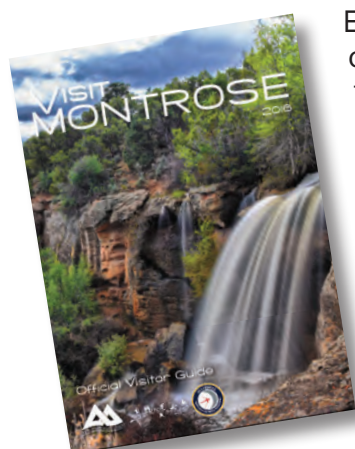
Twitter: twitter.com/VisitMontrose

Instagram: instagram.com/VisitMontrose

#MontroseCO #MontroseLifestyle



Official Montrose Visitor Guide



Every year, the OBT publishes a magazine that shares a more in-depth view of the Montrose community. The award-winning guide can be mailed to you by contacting the Downtown Visitor Center at 970.497.8558 or downloading a digital edition at VisitMontrose.com/OMVG.



Kayaking at the Montrose Water Sports Park



Teepees at the Ute Indian Museum

“

It is not a walk through the park. It is a walk through a living, breathing painting.

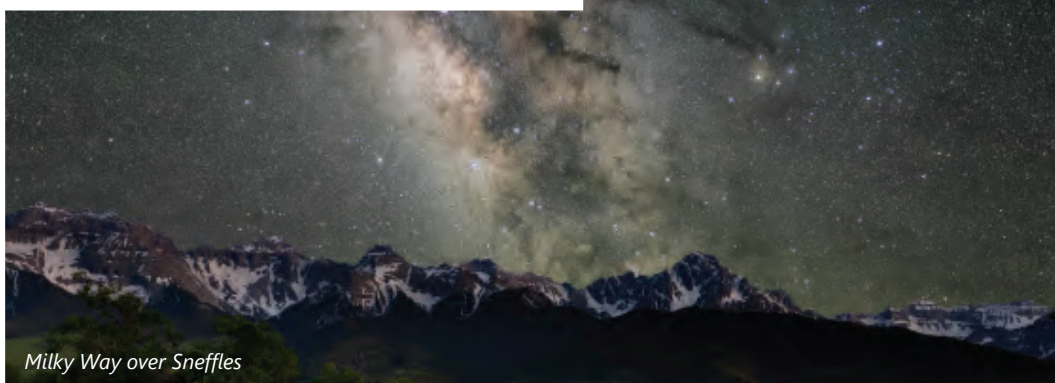
—
Mark Smith
Montrose Resident



Majestic View at the Grand Mesa



Biking the Black Canyon



Milky Way over Sneffles

CONTACT



Address

107 S Cascade Ave
PO Box 790
Montrose, CO 81401



Contact

T. 970.497.8558 | 855.497.8558

Kelly Rhoderick
Marketing Coordinator
970.240.1436 O
970.417.2033 M

Rob Joseph
Director
970.240.1427 O
303.258.0700 M



Online

VisitMontrose.com
info@visitmontrose.com
facebook.com/VisitMontrose
twitter.com/VisitMontrose
instagram.com/VisitMontrose
#MontroseCO #MontroseLifestyle



VisitMontrose.com



Get your app!

