

FREMONT ADVENTURE RECREATION

2024 YEAR-END REPORT &
2025 SPONSOR PACKET



MISSION AND CORE VALUES

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

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

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

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

FAR CHARTER, 2010, REVISED 2017

NOTE FROM THE DIRECTOR

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

Please join us in 2025 to hike, bike, volunteer, or meet others in the area who appreciate outdoor recreation. Come find us and let us know what you think of new trails, events, or other topics. See you on the trails!



Brian VanIwarden, Director

NOTE FROM THE COORDINATOR

We take our mission statement seriously at FAR: building trails is not enough to create community, that also requires supporting and developing a program of events and educational opportunities for all. We wholeheartedly believe that the outdoors helps foster physical and mental health and that events create moments of collective joy that strengthen our community as a whole. In 2025, we are excited to offer a calendar of events that encourages all recreationists - from beginner to advanced - to join us in celebrating recreation, Leave No Trace principles, community involvement, and the future our Fremont County. We look forward to seeing you at all of our 2025 events - whether you're a participant, spectator, or volunteer.



Ashlee Sack, Coordinator

 www.joinFAR.org

 /FremontAdventureRecreation

 @fremont_adventure_recreation

 1% for Trails Information: trails@joinFAR.org

 General Information: coordinator@joinFAR.org

Thank you for your commitment to our community!

COMMUNITY OUTREACH

Brian VanIwarden - Director
Jon Banker
Adam Hartman

Brian LeDoux
Vicki Meier
Megan Merry

Joan Sindler
Shawn Weatherill
Travis Payne

Ashlee Sack - Coordinator

MEMBERSHIPS

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



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

BOARD PARTICIPATION

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



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

COMMUNITY SUPPORT

FAR is committed to creating a culture of community and outdoor recreation participation. We are happy to support other organizations and clubs in the region with similar goals.

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

2024 CALENDAR

JANUARY

1 FAR Resolution Run

APRIL

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

JULY

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

OCTOBER

Weekly FAR Running Club
Cañon City Employee Health Fair

FEBRUARY

18 Snow Queen Frosty 5K

MAY

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

AUGUST

Weekly FAR Running Club

NOVEMBER

Weekly FAR Running Club

MARCH

TBD Trash Cleanup

JUNE

1 RIO / Guide Leave No Trace Training
4 Support of AMR Safety Jam
Weekly FAR Running Club

SEPTEMBER

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

DECEMBER

Weekly FAR Running Club

GOALS REPORT

PROGRAM OVERVIEW - 2024 BY THE NUMBERS

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

\$31,230 Amount of 1% for Trails funds generated by businesses in 2024

1.1 Miles of new trail in Fremont County opened in 2024 (Stone Quarry Trail)

50 Number of FAR members we had in 2024

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

1,430 Number of people who ran or rode with us in a timed 2024 athletic event.

30 Number of times our Run-FAR Running Club has met

17.25 Miles of trail maintenance done on local trail systems

0 Number of times our running club has cancelled

6 Trail signs replaced due to theft or dubious campfire burning

35,000 Number of Adventure Guides that have been distributed since 2015

78.1 Total miles of purpose-built singletrack trail in the Royal Gorge Region



2024 HIGHLIGHTS

- Received \$23,000 in grant funding from the Outdoor Recreation Industry Impact Fund (ORIF) to help fund our contracted coordinator, trailbuilder, and trail maintenance crew.
- Continue coordinated planning with BLM to plan continuation of the Royal Loop, including a South Rim trail.
- Worked with the Royal Gorge Bridge & Park and the City of Cañon City to allow cyclist and runner access to the South side of the Bridge.
- With PPORA's Outdoor Pikes Peak Initiative to create a vision for the Pikes Peak Region.
- Continued hosting the runFAR Running Club, which meets Wednesdays at 5:30 pm at MUGS.
- Distributed the Student Adventure Guide to all local 6th grade students.
- Colaborated with Royal Gorge RIO and AHRA to distribute Safety Guides to local 3rd grade students.

2025 GOALS

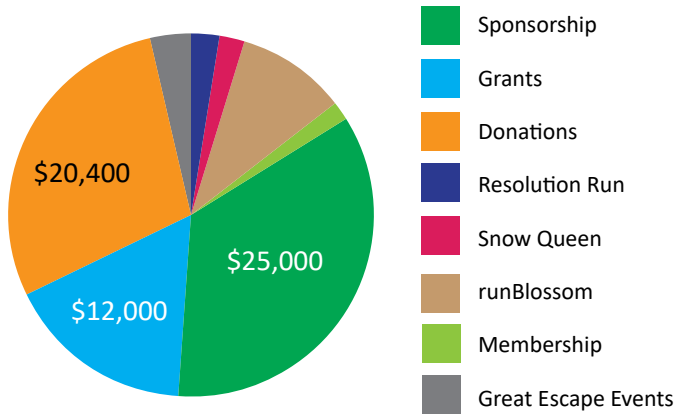
- Continue coordinated planning with BLM to plan continuation of the Royal Loop, including a South Rim trail.
- Work with BLM to fund and coordinate large-scale efforts to improve conditions at Oil Well Flats.
- Work with the CCRD to create a Bike Play Park near John Griffin Park at the Riverwalk.

FINANCIAL OVERVIEW

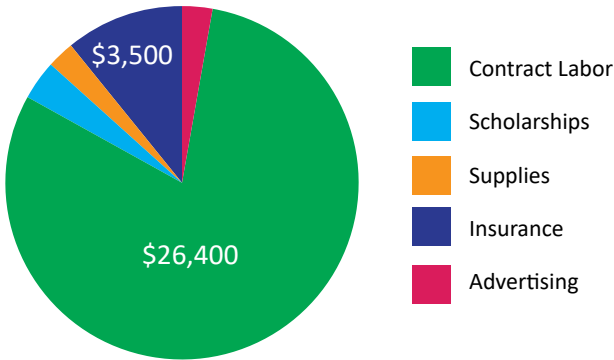
FAR REVENUE



Revenue generated for FAR is used to fund events, pay for promotional materials, award scholarships, pay our coordinator, and fund programs each year.



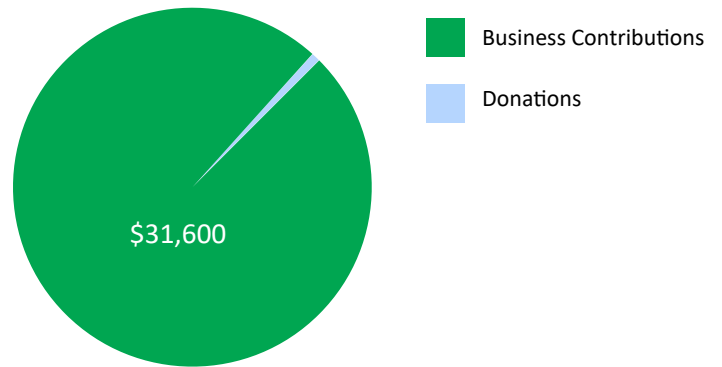
FAR PROGRAM EXPENSES



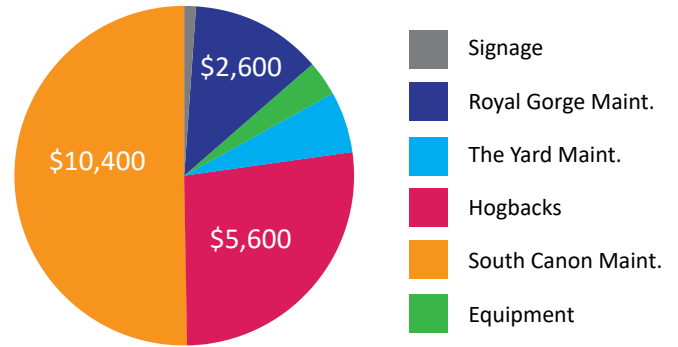
TRAILS INCOME



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



1% FOR TRAILS EXPENSES



ULTRA-MARATHON LEVEL SPONSORS

THANK YOU!

MARATHON LEVEL SPONSORS

HALF-MARATHON LEVEL SPONSORS

10K LEVEL SPONSORS **5K SPONSORS**

PARTNERS

1% FOR TRAILS CONTRIBUTORS

We started 2024 with a balance of about \$78,721 in our 1% for Trails account. With additional funds contributed by 12 local businesses and a few donors, we funded about 12 miles of significant trail maintenance and some additional signage. We have a balance of about \$83,874, which is slated for maintenance costs at Oil Well Flats and any additional trailbuilding needs, maintenance costs, or matching grant funds in 2025.

TRAILS REPORT



ROYAL GORGE TRAILS

Dreamweaver received some much-needed attention from Steve Thomas and the City of Cañon City's Parks Department. The new (2023) trail at Fremont Peak has welcomed many new happy hikers, and Royal Cascade is now on its second full year. Weed abatement continues to be one of the biggest issues at the Gorge, and we spent 1% funds to help assist.



SOUTH CAÑON TRAILS / THE YARD

We spent about \$8,000 of 1% for Trails money to conduct some much-needed intense maintenance on Hard Time, Great Escape, and Watchtower. Thanks to Fremont Mitigation for doing such a great job! Smooth Criminal also had some repairs done, and the Yard also had some maintenance issues that were remedied with work from Steve and 1% for Trails funds.



OIL WELL FLATS

We were proud to have been awarded a 2024 Non-Motorized Trails Maintenance grant. Many thanks to Colorado Parks & Wildlife for this award. We've run into a few scheduling and capacity hiccups, but are looking forward to getting crews, volunteers, and contracted workers out to Oil Well to help mitigate some long-standing issues soon.



HOGBACKS

After years of working with the BLM Royal Gorge Field Office and the Colorado Division of Reclamation, Mining, and Safety, the Stone Quarry trail was expanded from the Stone Quarry Sprur to link with Graneros. Initiated by FAR in 2020, the project was completed by trailbuilders Steve Thomas and Fremont Mitigation & Services.

EVENT REPORT



RESOLUTION RUN

OF PARTICIPANTS: 190

We welcomed 190 brave runners and walkers (a 30% increase from last year) to the 2024 Resolution Run. It was another "dry" year, and while cold, there was NO SNOW! We are proud to offer this fun community event that celebrates health and wellness.



SNOW QUEEN

OF PARTICIPANTS: 192

Back at the Riverwalk, we had a snowy and cold Snow Queen, but still had lots of lovely ladies join us for the annual event. As always, it was a pleasure to celebrate the successes and stories of our runners and walkers at this casual event.



RUNBLOSSOM / YETI

OF PARTICIPANTS: 840

Another record-breaking year for runBlossom! This year we saw over 250 YETI kids run in the event, and another 550 in the competitive wave. This 5K offers a great course for both beginners, intermediate, and advanced runners, and we always look forward to being a part of the Blossom Festival.



GREAT ESCAPE TRAIL EVENTS

OF PARTICIPANTS: 210

This year, event coordinator Travis Payne joined our board and we added the Great Escape Trail Events to our lineup. With a 5K, 10K, and 27K course offering, there really was something for everyone at the Whitewater Festival event. It was great to see so many families out together!



DINO-RIFIC 1MI FUN RUN

OF PARTICIPANTS: 53

As we look to support and encourage a new generation of outdoor recreation users, we are trying to modify events to welcome kids and families. Our Dino-Rific 1-Mile fun run at the Royal Gorge Dinosaur Experience does just that - offering a fun and safe run for younger kids. This year we saw participation double and hope to see the same again in 2025.

BUSINESS CONTRIBUTIONS

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



FAR will print the **2025 Adventure Guide** in the spring. For inclusion in the sponsor section of the guide (which will not be printed again for a few years), you **MUST** become a sponsor by the deadline of February 15th.



FAR SPONSOR

BUSINESS DONATION FOR FAR PROGRAM COSTS

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

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



1% FOR TRAILS PROGRAM

CUSTOMER-GENERATED TRAILS DONATION

The 1% for Trails program began in 2016 as a method of creating a substantial and sustainable funding source for trail systems in the Royal Gorge Region. This program can be tailored for your business, whether you decide to implement an opt-in method of collection, or an opt-out method. This money is then collected by FAR to use for trail building and maintenance programs (minus a 20% administration fee dedicated to FAR’s associated program costs). Your contributions will be used specifically for trails, including:

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

BUSINESS CONTRIBUTOR BENEFITS

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

2025 CALENDAR OF EVENTS

JANUARY

1 FAR Resolution Run

FEBRUARY

22 FAR Snow Queen Frosty 5K

MARCH

TBD Trash Cleanup

APRIL

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

MAY

4 FAR runBlossom 5K/Half-marathon
www.runblossom.org
18 Dino-Rific 1K Kids Fun Run

JUNE

TBD Summer Social and Swag Giveaway
TBD Trail Work Day

JULY

19 Great Escape Trail Events

AUGUST

TBD Member Social
TBD Support of National Night Out

SEPTEMBER

TBD National Public Lands Day

OCTOBER

NOVEMBER

DECEMBER

SWAG



This year, our limited-edition Fremont Peak Nalgene is made available only to sponsors and donors. We can't wait to see all the places you'll take it!

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



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

MEDIA REACH



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



Our Facebook page has 4.9K followers. We post 3-5 times per week and have a robust engagement pattern.



Our Instagram page has 1,400 followers. We post about 2 times per week.



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

BUSINESS CONTRIBUTOR BENEFITS

WE'D LIKE TO THANK YOU FOR YOUR SUPPORT!

We are pleased to offer the following benefits to our supporters. Whether your contribution is a one-time sponsorship donation or a year-long 1% commitment, the listed benefits will apply to the 2025 season.

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

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

MARATHON (\$1,000+) LEVEL

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

HALF-MARATHON (\$500) LEVEL

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

10K (\$250) LEVEL

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

5K (\$100) LEVEL

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

FAR PROGRAM SPONSOR

BUSINESS CONTRACT



We sincerely hope you'll consider sponsoring FAR in 2025. Your one-time donation will be invested right back into our community via our signature events such as runBlossom, Snow Queen Frosty February 5K, and more; and also scholarships, community education programs, and other events. Your donation also helps "keep the lights on" as we pay program and operating costs.

BUSINESS/ORGANIZATION INFORMATION

Contact Name: _____ Contact Phone Number: _____

Contact Email: _____

Business / Organization Name: _____

Physical Address: _____

Mailing Address: _____ City: _____ Zip: _____

Website: _____ Business Phone (for advertising): _____

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

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

Number of Adventure Guides requested: _____

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

Check Enclosed (PREFERRED to avoid fees)

Will donate online (Use QR code at right.)



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

Fremont Adventure Recreation, 455 Greenhorn Drive, Cañon City, CO 81212

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

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

Signature of contact: _____ Date: _____

Contract and payment due by February 15, 2025

1% FOR TRAILS CONTRIBUTOR

BUSINESS CONTRACT



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

BUSINESS/ORGANIZATION INFORMATION

Contact Name: _____ Contact Phone Number: _____

Contact Email: _____

Business / Organization Name: _____

Physical Address: _____

Mailing Address: _____ City: _____ Zip: _____

Website: _____ Business Phone (for advertising): _____

Check Enclosed (PREFERRED to avoid fees)

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

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

Fremont Adventure Recreation, 455 Greenhorn Drive, Cañon City, CO 81212

Approximate payment dates:

Quarterly _____, _____, _____, _____

Yearly



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

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

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

Signature of contact: _____ Date: _____

Contract due by February 15, 2025

MEMBER BENEFITS

WE'D LIKE TO THANK YOU FOR YOUR SUPPORT!

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

MARATHON (\$1,000+) LEVEL

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

HALF-MARATHON (\$500) LEVEL

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

10K (\$250) LEVEL

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

5K (\$100) LEVEL

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

STARTING LINE (\$50) LEVEL

- Membership swag item

MEMBER CONTRIBUTION

PERSONAL OR CHARITABLE DONATION



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

WHAT WE HAVE PLANNED FOR FUNDS IN 2025:

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

DONATION INFORMATION

Contact Name: _____

Contact Phone Number: _____

Contact Email: _____

Mailing Address: _____ City: _____ Zip: _____

Donation Amount: \$ _____

Check Enclosed (PREFERRED)

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

*Checks should be made out to 'Fremont Adventure Recreation' and may be made sent to:
Fremont Adventure Recreation, 455 Greenhorn Drive, Cañon City, CO 81212*



Signature of contact: _____ Date: _____

Contract and payment due by February 15, 2025