



PAGOSA SPRINGS

AREA CHAMBER OF COMMERCE

The Best Of Colorado

Article Submitted by
Mary Jo Coulehan
Executive Director,
Chamber of Commerce

Located in the "Colorado Sunbelt", only 35 miles north of the New Mexico border, Pagosa Springs enjoys the best of all worlds – breathtaking spring-time, moderate summers, magnificent, colorful autumns, and temperate winters while still being able to have "the most snow in Colorado." Whether a lake, stream or river, the fishing is exceptional giving the avid angler many options to test their skills.

We who work and live in this area consider ourselves lucky indeed to be a part of a community surrounded by such natural beauty. The Pagosa Springs Area Chamber of Commerce is proud to be a part of shaping the growth and destiny of not only the town, but all of Archuleta County.

As the only sizable town in Archuleta County, as well as the County seat, Pagosa invites all sorts of people to work and play all year round. With a membership of over 750 dedicated businesses and interested citizens, the Pagosa Springs Area Chamber of Commerce is actively working to achieve a viable economy and improve our quality of life. The Chamber acts as the hub of the business community and works closely with the Archuleta Economic Development Association to encourage healthy growth within the county. The Chamber Visitor Center greeted over 38,000 guests in 2006, and responded to more than 7500 requests for information about the area! Our always improving website continues to grow with community information and ease of navigation for the viewer and requests for information are most often made online. Vacation and relocation packets contain information concerning business assistance, education, medical facilities, library services, community profile information, realty and construction data. Vacation packets also include information on lodging, dining and recreation. Due to the fact that tourism is the primary area industry, the Chamber is always looking at new

ways to promote our area through television, radio, print publications and promotional material. Membership in the Southwest Colorado Travel Region, a commanding presence on the World Wide Web, summer and winter trade shows and video productions all provide effective means through which the Chamber can share our very special community with thousands of interested people. Special events draw tourism throughout the year and the Chamber plays a prominent role in sponsoring them. WinterFest held in February celebrates the season with a winter triathlon, snowmobiling races, and locals and visitors can participate in activities from the "Anything Goes Downhill Sled Race" to crewing for a hot air balloon team. The annual Fourth of July Arts and Crafts Festival is celebrating 29 successful years in 2007 along with a myriad of other holiday festivities such as the parade, the Red Ryder Rodeo Roundup and a free live music concert and BBQ leading up to the fireworks. ColorFest, celebrated at the onset of autumn, features something for everyone in the family: a wine festival, a balloon rally and balloon glow, and the celebration of a dietary staple: green chile along with music at the free Mountain Chile Cha Cha festival.

Pagosa is also expanding its musical venues. The Music in the Mountains series returns in the summer for its sixth season with concerts by world renowned classical artists at a breathtaking location, and then it continues to involve kids of all ages with the free Family Festivo performance in Town Park. The Four Corners Folk Festival, a three day event enters its eleventh year over the Labor Day weekend. The summer kicks off with the Independent Music Festival, "IndieFest" in early



June. Both events have become extremely popular attractions, bringing in fans from all over the United States and musical artists from all over the world. From the business standpoint, the Chamber also offers workshops and seminars to the business community in areas of local interest as well as monthly free business counseling sessions with the Director of the Small Business Development Center at Fort Lewis College. Numerous networking opportunities are available from our "After Hours" mixers to "Maximizing Your Membership" informational sessions. Invest back into your business by attending one of the monthly "Business Bites"

luncheons offering a topic to enhance your business savvy. We also have an active senior citizens program, numerous active outdoor clubs, a school system with a record of academic achievement, the Archuleta County Education Center, a wide variety of civic and service organizations, and numerous churches offering a variety of religious pursuits. These attributes combined with the area's unparalleled natural beauty, gives Pagosa an unsurpassed quality of life for those who live in this mountain paradise for all seasons. Whether it is experiencing the peace and beauty of the natural attractions, discovering that great shopping or dining experience or maximizing that adrenaline high, "What's Your Rush?" is on everyone lips! For additional information on area attractions, events and activities, as well as business development, please stop by or call our facility, conveniently located on the river in historic downtown Pagosa Springs or discover our website at www.pagosaspringschamber.com.

Pagosa Springs Area Chamber of Commerce
P.O. Box 787
Pagosa Springs, CO 81147
(970) 264-2360; (800) 252-2204
Fax: (970) 264-4625

RIGHT: Last year's Sports Swap offered new and used gear and equipment at reasonable prices for local adventurers.

*Getting Back
to Nature...*



The San Juan Outdoor Club

By Paula Bain

One of the most active clubs in the Pagosa Springs area is the San Juan Outdoor Club. It consists of a mixed age group from 18 to 85 years of age. On the first Thursday of each month, the club meets at 6:30 p.m. Except for when the quarterly pot lucks take place, a guest speaker is scheduled to enlighten us on an interesting topic. The meetings present an opportune time to socialize with many people who are interested in activities involving the outdoors.

Many activities are scheduled throughout the year, for example: hiking, four-wheeling/camping, snowshoeing, cross-country skiing, river rafting, biking, and other sports and fun things too numerous to mention.

The San Juan Outdoor Club organizes an annual sports swap every October at the Extension Building on highway 84. Equipment consists of skis, cross country skis, sports clothing, helmets, ski boots, etc. that are either new or used. This helps local people and club members to purchase quality sports equipment at often cheaper rates. It also helps local sporting goods businesses as well as private parties to sell their unsold and/or unused stock.

We also offer yearly scholarships to high school seniors in Archuleta County who are going to be going to college. Often, we receive letters and visits to our meetings from some of those who have won one of our scholarships. This has been very gratifying to for our club members to see how our scholarships have helped young adults in their journey on one of life's many pathways.

Every June, the club takes part in the American Cancer Society fund raiser, The Relay for Life. Club member become involved with walking for the Relay as well as providing refreshments for all those involved. The funds go towards cancer research.

