

**Applicant Organization**

Organization Name: Tread of Pioneers Museum

Mailing Address: P.O. Box 772372

City: Steamboat Springs State: CO Zip Code: 80477

Telephone Number: 970.879.2214



Executive Director 3/29/19

Signature of Legally Authorized Representative Title Date

**Grant Recipient Contact Person**

Contact First Name: Candice Contact Last Name: Bannister

Title: Executive Director

Organization (if different from applicant organization):

Mailing Address:

City: State: Zip Code:

Telephone Number: Email: cbannister@treadofpioneers.org

**Grant Cycle**

Spring  Fall

**Project Type** (choose one that reflects the majority of the proposed project):

Acquisition & Development Those projects that involve excavation, stabilization, restoration, reconstruction, or acquisition of a designated property or site.

Survey & Planning Those projects that involve identification, recording, evaluation, designation and planning for the protection of significant historic buildings, structures, sites and districts.

**X Education** Those projects that provide historic preservation information or information about historic sites to the public.

**Project Title:**

Howelsen Hill History Audio Tour Post

**Brief Summary of Project:**

This project will produce an audio tour post that, through push button audio recordings, will tell listeners about the unmatched history of the Howelsen Hill Ski Area and ski jumping, Olympic heritage in

Steamboat Springs, and the legacy of Carl Howelsen, the Steamboat Springs Winter Sports Club, and more.

**Grant Request and Cash Match:**

Grant Request: \$3,000

Cash Match: \$1,500

In-Kind: \$1,500

Total Project Budget: \$6,000

**Narrative:**

Howelsen Hill is the oldest continuously operating ski area in North America. Founded in 1915, Howelsen is the home of the century-old Steamboat Springs Winter Sports Club and the training ground for 88 (and counting) Olympians. The site is also the most complete natural ski jumping complex in North America.

Norwegian ski jumper Carl Howelsen started the first Winter Carnival in 1914 on Woodchuck Hill (site of the present Colorado Mountain College). Convinced that ski jumping records could be broken if he had a steeper slope, Howelsen led the effort to build a ski jump on the hill near Elk Park, later named Howelsen Hill, for the second Winter Carnival of 1915.

It is no coincidence that the town where the famed skiing Norwegian called home and founded the Winter Sports Club in 1914 would become home to more Olympic athletes than any other town in the nation. It is also no coincidence that several of these elite athletes, particularly our hometown heroes on the 2010 U.S. Nordic Combined Olympic team, would train at the century-old ski jumping complex founded by a world-record holding, ski jumping pioneer.

This incredible history is worthy of interpretation so that locals and visitors alike can learn about this important local landmark. City studies and plans continue to identify the need for more education and outreach regarding the special history of this site, and the museum is prepared to take the next steps.

The Tread of Pioneers Museum shares this rich history at the museum through exhibits, programming and guided tours at Howelsen Hill in the summer. However, current visitors to Howelsen Hill cannot easily learn about the history of the site. There is no central exhibit location, though interpretive signs exist near the jump landings so that one can learn more about the specifics of ski jumping. Museum staff is working with the City of Steamboat Springs that manages Howelsen Hill, to install this audio tour post that will make the history of the site easily accessible at the push of a button.

For more on the Tour Mate Audio Tour Post product, go to: <https://tourmate.com/hardware-and-products/solar-eco-post/>

**Proposed Scope of Work & Budget**

*Write a detailed outline of the work you propose to accomplish in this grant, with corresponding costs for each task. Please see sample budget in the Instructions Documents.*

Research, write content, and record audio content for audio tour post: \$3,000

Purchase and creation of audio tour post: \$2,700

Installation of audio tour post: in-kind from City

Advertisement and promotion of the new audio tour post exhibit: \$300

**Project total = \$6,000**

Museum cash/in-kind match = \$3,000

**MAHFAB Grant Request = \$3,000**

**Property or Project History:** *Write a brief history and description of the property or a description of the project and its relationship to historic preservation. This category tells us why this preservation project is important.*

Howelsen Hill is the oldest continuously operating ski area in North America. Founded in 1914, Howelsen is the home of the century-old Steamboat Springs Winter Sports Club (SSWSC) and the training ground for more than 88 (and counting) Olympians. The site is also the most complete natural ski jumping complex in North America. Record-setting skiers and ski jumpers have travelled far and wide to compete in Winter Carnival and various competitions at Howelsen Hill.

Howelsen Hill is also home of most of the Winter Carnival century-old traditions, including the night show, opening ceremonies and more. Until the founding of the Steamboat ski area, Howelsen Hill was the primary place to ski in Steamboat Springs. Skiing and ski jumping legends such as Gordy Wren, the Werner Family, and Marvin Crawford, learned to ski and jump on the community's local hill.

Today, Howelsen Hill still hosts national and international ski and jumping competitions, as well many Steamboat Springs Winter Sports Club disciplines and Winter Carnival events. The community and the City of Steamboat Springs continue to support the operations of the hill despite many financial and engineering challenges. This treasured landmark is often referred to as the heart of downtown Steamboat Springs and holds a special place in the hearts of generations of local citizens.

For a more detailed history account: <http://www.coloradoskihistory.com/history/open/howelsen.html>

**Project Description:** *Provide a detailed description of the project.*

*This section demonstrates the appropriateness of the project and your knowledge of what is needed to complete it.*

Museum Curator Katie Adams and Executive Director Candice Bannister will research and write audio content for the audio tour post that will tell listeners about the unmatched history of the Howelsen Hill Ski Area and ski jumping, Olympic heritage in Steamboat Springs, and the legacy of Carl Howelsen, the Steamboat Springs Winter Sports Club, and more.

This content will then be recorded through special software and sent to the audio tour post company. The company will then pull content onto each of the four buttons on the tour post. The post will then be installed at the entrance of Howelsen Hill Lodge. Labels will be made identifying each button's content. Advertising and press releases will be utilized to announce the new exhibit location.

The tour posts are used outdoors throughout the U.S. at historic sites, national parks, and more. They are vandalism resistant, weather-proof, etc. They offer a unique and sensory experience to learning about the place around you. You are able to listen to the history while seeing the site vs. reading a sign. Traditional signs take up space, need maintenance, and can clutter up the landscape. Audio tour posts

can convey a variety of information in a short amount of time and take up little space. Also, they blend well with the landscape.

**Timeline:** *Create a list with key project milestones and corresponding month/year showing how your project will be carried out. This category shows you have adequately considered how to complete your project within a 24-month period.*

**Summer 2019:** Create and record content for audio tour exhibit

**Fall 2019:** Purchase and install audio tour post with loaded content

**Fall 2019-Fall 2020:** Promote and advertise new audio tour post exhibit

**Public Benefit:** *Tell us how/why the community supports and benefits from this project.*

Both visitors and locals can benefit from this project as it will make the rich history of Howelsen Hill accessible to all. Howelsen Hill and Steamboat's Olympic and ski jumping history are unmatched in the country, and the museum and the City should work together to make this more evident to the public. As we celebrate our heritage sites and unique history of Steamboat Springs, we inspire appreciation, stewardship, and pride.

The unit will also benefit Steamboat Springs as a heritage tourism destination. As we develop the accessibility and interpretation of our historic resources, we become known as an enjoyable place to visit for these reasons. Recreational tourism has its limits, and heritage tourism is a sustainable and growing economic development tool and sector.







March 28, 2019

Routt County Museum and Heritage Fund Board

Routt County, CO

Re: Audio Tour Post

Dear Museum and Heritage Fund Board:

The City of Steamboat Springs Parks and Recreation Department, as operator of Howelsen Hill Ski Area, would like to convey our support of the installation of an audio tour post at Howelsen Hill. As you may know, Howelsen Hill is the longest continuously operated ski area in North America as well as having the largest and most complete natural ski jumping complex on the continent. Howelsen has also served as the training grounds for 89 Olympians and counting. Howelsen is the original ski area of Steamboat Springs and the foundation for the City's moniker of Ski Town USA. With all of that history Howelsen Hill has many stories to tell. At present, Howelsen Hill has limited interpretive signage to convey our long and storied history to visitors.

The addition of audio interpretive posts would allow Howelsen Hill to share its stories to visitors around the clock and throughout the year. This technology can provide a low cost and low maintenance service that fills a void by making the history of Howelsen Hill accessible to visitors at their convenience.

Please consider the value of this project in sharing the rich history of Howelsen Hill when deliberating the Tread of Pioneer's grant proposal. The City Parks and Recreation Department is in strong support of this project.

Thank You,

A handwritten signature in black ink, appearing to read "Brad Setter".

Brad Setter, Howelsen Hill and Rodeo Complex Manager