



Investing in Experience



Entrada Institute's
Capital Campaign in
Capitol Reef Country



Entrada:

(Spanish, feminine noun) Entrance, Gateway

The Entrada Institute

The Entrada Institute is a 501(C)(3) nonprofit organization dedicated to preserving and celebrating the natural, historical and cultural heritage of the Colorado Plateau area in Southern Utah. Entrada Institute is headquartered in Torrey, Utah, the gateway to red-rock country and Capitol Reef National Park.

Our Vision

The Entrada Institute has a rich twenty-year history of investing in environmental, cultural, and educational projects in Southern Utah. Focusing our energies in these three main areas, we've worked to protect and celebrate the Colorado Plateau while enhancing the well being of the human community in this remarkable region. We continue to partner with local groups and individuals to produce lasting ecological and social benefits for the land and the people who live here. We provide informative and entertaining events such as lectures and concerts, sponsor new scientific studies and creative work, and extend scholarship support to local students. We are passionate about the history of this land and its native and immigrant communities, and we're dedicated to ensuring the vitality of the region for future generations. As we continue to develop as an organization, Entrada remains wholly dedicated to our original purpose: promoting the ecological health of this extraordinary landscape and enhancing quality of life for the people of the High Plateaus.





Dear Friends,

As many of you already know, Entrada is a Spanish word that means "entrance" or "gateway." It is also a term that perfectly expresses our objective in sharing this capital campaign information with you — both our new friends and those in the community who have supported us for the past 20 years.

It would be an understatement to say that this is an exciting time for the Entrada Institute. As you will discover in these pages, we are continuing to offer an amazing range of programs in our Saturday Sunset Series, from musicians who share their love of this amazing area through original songs to authors who expand our appreciation of the human and natural history of the Colorado Plateau, to scientists who help to increase our understanding on topics ranging from geology to insects and fauna.

We're also helping these artists and scientists to create new works. Our annual Artist-in-Residence programs with the Honor Driven and Fellowship awards, help artists, scientists and others create new work inspired by this area.

We also support the Wayne County community in other ways. During Torrey's July 4 Big Apple Days celebration, we sponsor a used-book sale, with all proceeds going to help underwrite scholarships for Wayne High students.

Finally, I am thrilled to report one last piece of good news: after more than two decades of being headquartered at Robbers Roost, Entrada now has its own home. Thanks to the generosity of a long-time supporter, who provided a low-interest loan, we have purchased the property and house adjoining Robbers Roost. The renderings in this packet and accompanying explanations will tell you more, but our plans call for expanded year-round programming, an amphitheater, minor remodeling in the existing house to allow for workshop, presentation space and a dedicated office, as well as other exciting features on the grounds. If you would like to see the property and learn more, please let us know and we will be happy to arrange a personalized, on-the-ground visit.

As I noted above, these are certainly exciting times for the Entrada Institute board of directors, and we hope you will be equally excited. As president, I invite you to join us. We welcome your ideas, your energy, and your financial support.

Very best,

Carolyn Hradek
President, Entrada Institute

Community-based Economic Development in Wayne County, Utah and the surrounding region.



From Humble Beginnings

The Entrada Institute had humble beginnings, but high aspirations. In 1992, a group of redrock devotees created the Entrada Institute as a way to share their love of the isolated, beautiful country around Capitol Reef National Park with other fellow desert rats and art lovers.

The early years were a struggle, with ad hoc presentation venues and little in the way of funding. But the commitment of the founders, the natural beauty of the area and a talented local arts community all contribute to the Institute's growth.

A Regional Cultural Center

Today, the Entrada Institute has blossomed into a major education and performance center for the arts and natural sciences, drawing thousands of visitors annually.

The Institute's educational mission is accomplished through exhibits and a calendar of seminars, forums and scholarly dialogues, all designed to promote a deeper appreciation of the environmental significance of the region. A parallel calendar of concerts, readings and art shows provides visitors and the local Wayne County community with access to a vibrant arts scene.

And A Brighter, Richer Future

The Entrada Institute remains committed to its founders' vision of promoting greater understanding and appreciation of nature and the arts. However, as the Institute's programs expand and its calendar attracts more and more people each year, its facilities, provided all these years by Robber's Roost Bookstore, are hard pressed to keep up.

The Entrada Institute's capital improvement campaign is designed to address these issues, and ensure we continue to meet the challenges of the future while remaining true to the mission.

Entrada Programs

Enhance Education

Educational Scholarships

Foster Creativity and Scientific Discovery

Artist-in-Residence Honorarium

Earth and Social Sciences Fellowship

Feed the Mind, Heart and Soul

Saturday Sunset Series

Take the Stage: A Youth Musical Festival

Women's Redrock Music Festival

Annual V. Douglas Snow Arts and the Park

Cowboy Poetry and Music Roundup

Heritage Starfest

Harvest Time Scarecrow Festival

Apple Days Patriotic and Music Program



"There are cliffs and buttes, mountains and mesas, canyons and valleys, domes and pinnacles, rounded slopes and numberless smaller forms, all painted in a rainbow spectrum of glorious hues, sculptured into shapes-designs-patterns that astonish with strange and endless diversity."

— Ward Roylance, co-founder of the Entrada Institute

The Enchanted Wilderness: A Redrock Odyssey. (Four Corners West, 1986), 9.



Enhance Education Prospects



Our Scholarship program provides educational opportunities and cultural experiences for youth to develop their talents and skills, explore their interest in local history and Colorado Plateau environs, and fulfil their dreams.

We broaden local access to educational opportunities for adults and to those residing in remote rural communities on the Colorado Plateau.

Each year we provide much needed financial support for 25-30 Wayne County High School graduating seniors who want to seek vo-tech training or a college education. With your help, we will be able to increase current levels of support by expanding the Entrada Scholarship Programs, including the Bernice Chaffin Scholl Memorial Scholarship and Barnhill Scholarships. Just 15% annual growth in our scholarship funding will also allow us to create a winter on-line curriculum to run November through April, through which we plan to further engage local residents, including local youth who will play a large part in determining the future of the Colorado Plateau.

What impressed me about Entrada right from the start was how inclusive it is of valuing, honoring, and celebrating both our natural and cultural legacies. By focusing on those legacies associated with the Colorado Plateau and locally, Entrada protects and preserves the heritage of Wayne County, the state of Utah, and the Colorado Plateau. Entrada, you are a role model for the future!

— Rosemary Sucec, Cultural Anthropologist,
National Park Service





Artist-in-Residence

Each year, the Entrada Institute names an Artist-in-Residence. This financial award goes to a writer or artist to support work that encourages dialogue and discovery about the natural treasures and peoples of the Colorado Plateau.

Support the creation of new works in the arts and humanities that reflect the beauty and awesome power of the Colorado Plateau, its impact on human culture, and its unique natural ecosystems.

I've been composing music throughout the decades and a resident of Utah since 1979. Being based in this region often forms the music that I create, to the point where reviewers have stated that the songs I write reflect the openness of the Western landscape. The Entrada institute's Artist-In-Residence program offered me the chance to spend focused time on the Colorado Plateau, creating music inspired by the landscape and history of the area. I now regularly perform the music composed during the program and include it in concerts in other regions during performance time where I elaborate on the beauty of the state of Utah. This residence program became the root of a larger collection of music inspired by the region that I've been working on since and hope to continue building on over time.

The Entrada Institute has invited me to perform on many occasions in Torrey and also for some events located in Salt Lake City. The organization designs a series of meaningful activities, standing out as one of the finest community assets I've seen as I've traveled the country. Concerts at Robbers Roost in Torrey have always been on my list of favorite events, being the chosen performances that I've scheduled in that area of the state. It's an honor to be included in these activities and I hope to continue this relationship, especially as my collection of music about the Colorado Plateau increases.

—Kate MacLeod, Artist-in-Residence

Foster Creativity and Scientific Discovery



Earth and Social Sciences Fellowship

The new Fellowship encourages work on the issues Entrada cares about most: improving the lives of young people, enabling the creative pursuit of science, and conserving and restoring the natural systems of the Colorado Plateau. We invite your support.

Entrada is successful in its ability to select and support recipients who are best able to make meaningful impact on the environment and social life on the Colorado Plateau.

Three momentous events happened when I was twenty-seven. I got married, discovered Capitol Reef National Park, and moved to Utah— permanently. Although I miss Texas, Capitol Reef and the Colorado Plateau hold me here. My appreciation of the redrock country is enhanced by my almost-twenty-year association with the Entrada Institute, a volunteer organization of like-minded people who love the desert and are energized by its fierce beauty. Through its programs and supporters, I've come to know the plateau as more than a great place for hiking and camping—it's a place of inspiration for artists and a treasure trove for geologists, anthropologists, and other scientists. It's a hard land in which to earn a living, and many of its local residents carry on the efforts of their pioneer ancestors who settled the area. It's also a ghostly diary upon which its ancient inhabitants left a record of their lives. Thank you, Entrada, for providing a venue for artists, writers, and scientists to create new works and show their results to audiences of park visitors, tourists, locals, new residents settling in the shadows of the Cockscomb, and interlopers like me.

— *Frank McEntire is well known in Utah for his work of the past 30 years as an artist, curator, writer, administrator, and recipient of the 2003 Entrada Ward Roylance Award.*



Entrada is virtually the only organization on this planet that I claim allegiance to other than two writing conferences in which I teach on a yearly basis. I find Entrada to be an excellent environmental organization made up of genuinely decent and terrific human beings whose ethics I revere and whose presence and company I enjoy. I take tremendous pride in being a Ward Roylance Award recipient as well as being an honorary citizen of the Entrada community, and I likewise take tremendous pride in being identified as a member of Entrada and having a book with that as its title.

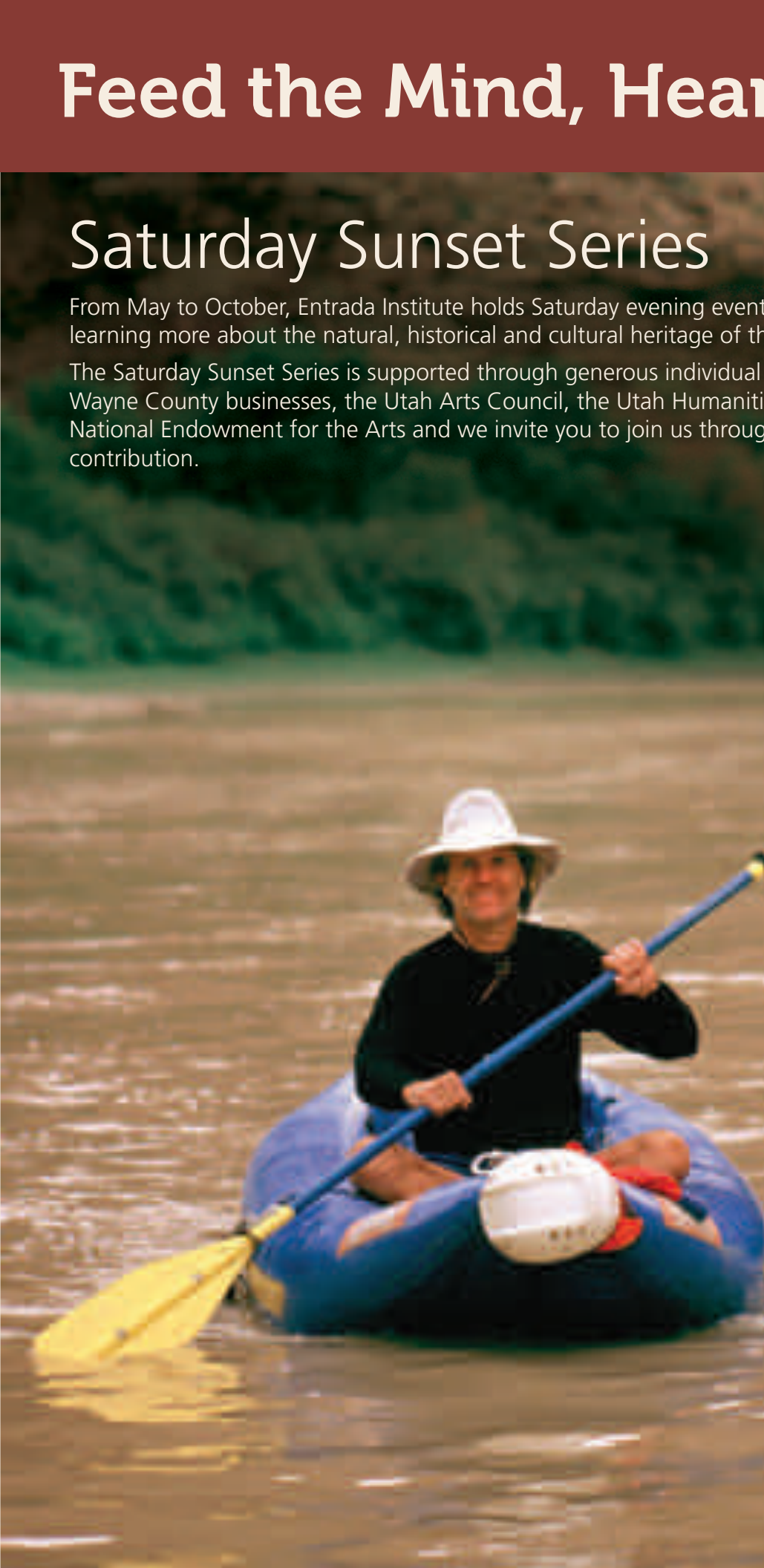
— *David Lee is a former Utah Poet Laureate and past Chair of Southern Utah University's English Department.*

Feed the Mind, Heart and Soul

Saturday Sunset Series

From May to October, Entrada Institute holds Saturday evening events for those interested in learning more about the natural, historical and cultural heritage of the Colorado Plateau.

The Saturday Sunset Series is supported through generous individual and corporate donations, Wayne County businesses, the Utah Arts Council, the Utah Humanities Council, and the National Endowment for the Arts and we invite you to join us through your financial contribution.

A photograph of a person wearing a white wide-brimmed hat and a dark long-sleeved shirt, sitting in a blue inflatable raft on a river. The person is holding a blue paddle with yellow blades. The background shows a river with some rapids and a forested hillside in the distance.

My passion is the rivers of the Colorado Plateau. With books on John Wesley Powell, the San Juan River, and Desolation Canyon, I have devoted my professional career to trying to understand what attracted people to these rivers, how those people have lived along them, and what the future holds for these magical but often little known places.

In these efforts I have been fortunate to have the support of the Entrada Institute. They have invited me numerous times to share my research with their well-informed, highly engaged audiences in Torrey, Utah. I could not have had a better venue at which to talk about my passion. In all my talks around the Plateau, I have enjoyed my trips to Torrey the most. Kudos to the Entrada Institute for their support of and interest in the Colorado Plateau and its people. This is a great organization!

— James M. Aton, Professor of English, Southern Utah University
Author (with Robert S. McPherson) of *River Flowing from the Sunrise: An Environmental History of the Lower San Juan* (Logan 2000), *The River Knows Everything: Desolation Canyon and the Green* (Logan 2009), and *John Wesley Powell: His Life and Legacy* (Salt Lake City 2010)



Take the Stage: A Youth Musical Festival ■ Women's Redrock Music Festival ■ Harvest
Annual V. Douglas Snow, Arts and the Park ■ Cowboy Poetry and Music Roundup ■

An Invitation

Entrada is poised to be a major player in addressing 21st Century challenges faced by the Colorado Plateau and its inhabitants – both human and wildlife. The challenges are urgent, as the area's animal and plant life continues to be stressed by climate change, diminishing water supplies, and Wayne County's economy continues to struggle. These factors make it difficult to meet the cultural and educational needs and employment requirements of its citizens.

With its many partners in Wayne County and throughout the state, all touched by the spirit of community and passion for the arts and life sciences, Entrada will have a powerful mitigating influence on these challenges in the years to come.

The Institute's greatest contribution is its ability to engage the hearts, minds, and imaginations of participants in its programs. These strengths have been appreciated by visitors and locals alike, as demonstrated in dramatically increased participation. Our success has also presented our greatest challenge – and new opportunities.

Thanks to the good graces of Entrada's friends that own Robbers Roost, we have since our inception used its building and surrounding property for most of our events – all at no charge. Sometimes this has not been an advantage to their business. Overcrowded conditions that could pose safety hazards and diminished experience for event participants are apparent.

As Entrada enters its third decade as a dynamic and viable organization, its board of directors developed a carefully evaluated strategy about how its future will be realized. Our vision includes establishing a place to call home, a place to better serve our community on a year-round basis.

Just south of and adjacent to Robbers Roost is a fairly new house that sits on 2-½ acres. Entrada acquired the property through a generous, low-interest private loan. Our plans call for an amphitheater, and remodeling the existing house to allow for extended programing, hosting, and administrative functions in addition to restroom facilities and landscaping.

These are certainly exciting times for Entrada, its visitors, and the Wayne County community. We hope you will



at Time Scarecrow Festival ■ Heritage Starfest Apple Days Patriotic and Music Program

be equally thrilled for what will become a center for performing arts and community events, a place for lectures, exhibitions, workshops, seminars, festivals, and learning. There will be nothing like it in all of South-Central Utah.

To realize this plan, Entrada needs to raise \$1,200,000 during the next three years. These funds will cover the property purchase, build the amphitheater stage, restrooms, workshop, and concession spaces, put in landscaping, provide expanded, year-round programming, and start a new programming endowment.

We express appreciation to those who have contributed so generously in the past to Entrada. We invite those who value Entrada's unique contributions to join in sustaining our capital campaign in Capitol Reef Country. As previously noted, these are incredibly exciting times for Entrada, and we hope you will be equally excited. We invite you to partner with us in this challenging endeavor—perhaps the largest capital campaign for a non-profit organization ever in Wayne County.

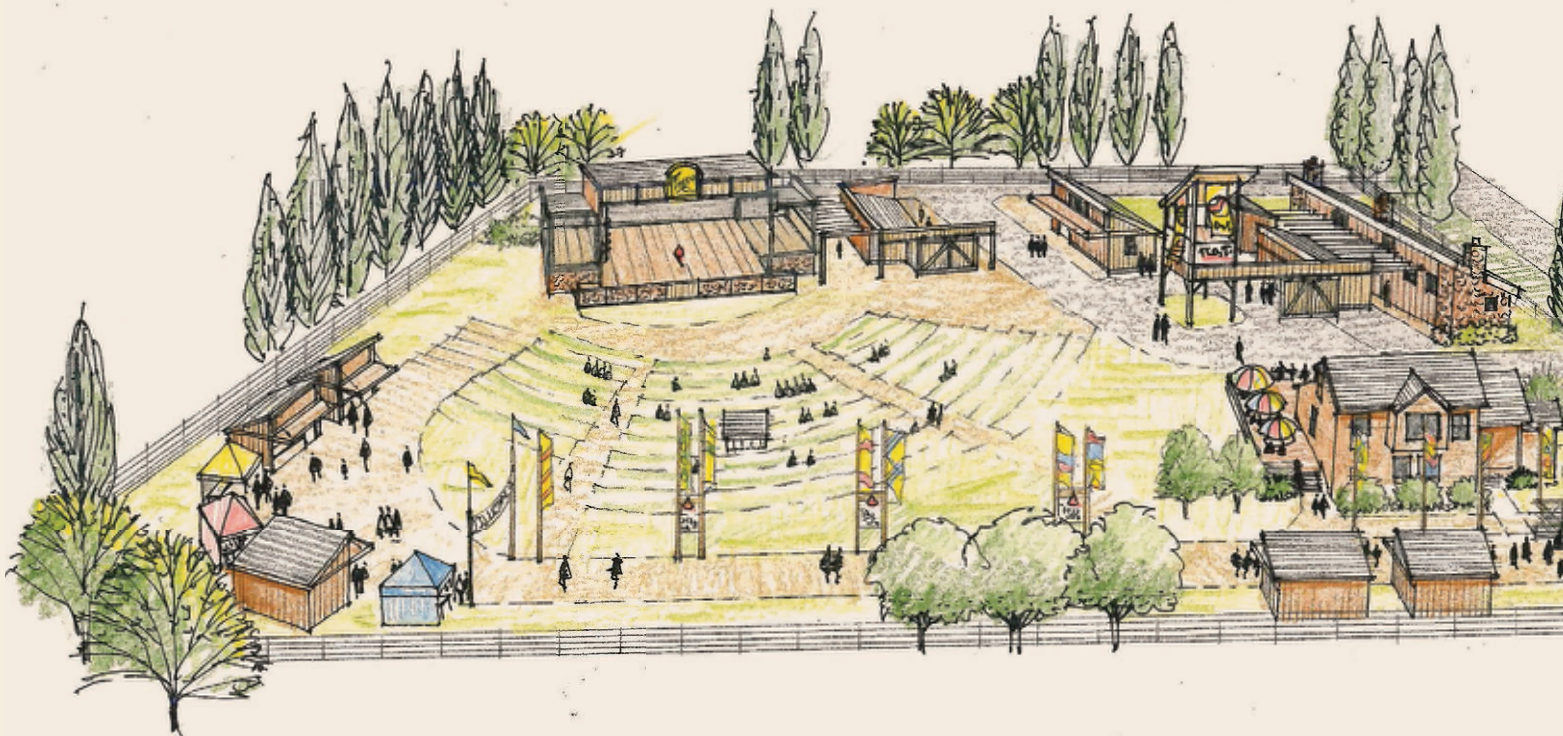
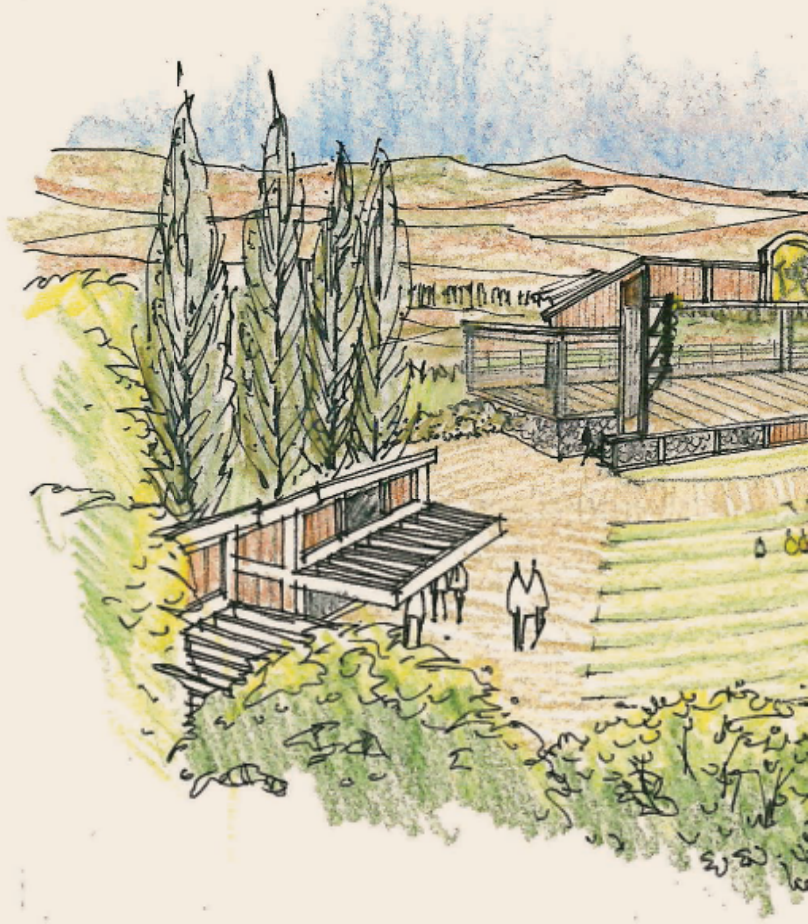
The Entrada Institute was instrumental in me gaining a deeper appreciation of the Capitol Reef area. Without Entrada, I never would have discovered Velvet Ridge, the inspiration for several successful paintings, nor would I have been invited to teach a painting workshop as an Artist in Residence. Without my exposure to one of Entrada's creative writing workshops, I would never have had the courage to publish my book of prose, poetry and drawings. Great friends, great music, literature and poetry in a landscape so beautiful as to instill a deep longing to live more deeply and passionately. What more could you want?

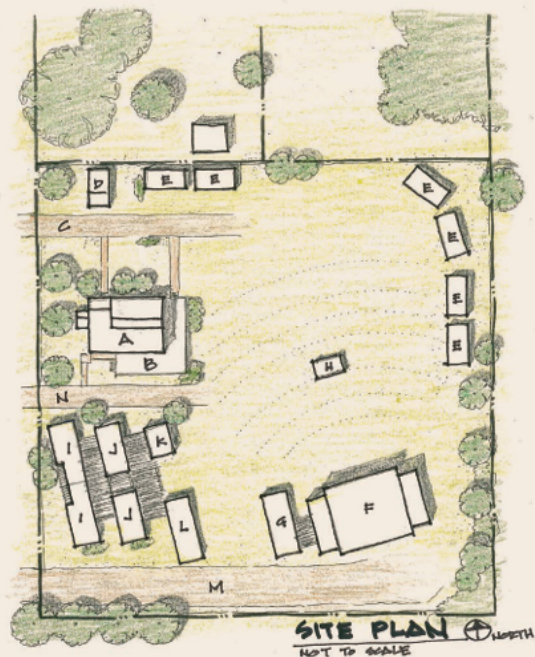
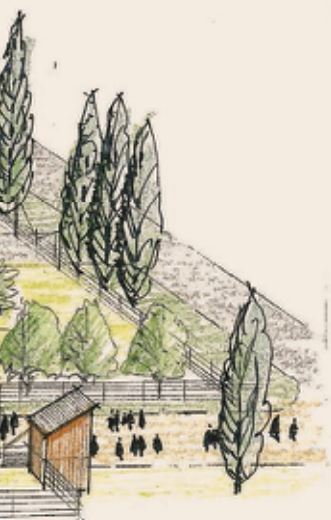
— Royden Card, painter and author



Site Plan

For Entrada to keep up with increased demand for cultural services, it must provide adequate and safe accommodations. The new Entrada Center will allow for expanded, year-round programming and provide a venue that will entice many performers, lecturers, and others to come to Wayne County who would never have considered it otherwise. The 2014 Utah Symphony performance in Teasdale, Utah, which attracted an audience of over 1,000 local and out-of-town guests, is but one indicator of the Center's potential. The accompanying site plan and renderings indicate the expansive vision Entrada has for its future.





- LEGEND**
- | | |
|-------------------|------------------------|
| A EXISTING HOUSE | H SOUND/LIGHTING |
| B VIP DECK | I CONFERENCE/BEDROOMS |
| C MAIN ENTRY | J RESTROOMS |
| D BOX OFFICE | K CONCESSIONS |
| E VENDOR/CAMP PAD | L EMT, OFFICE, ETC |
| F STAGE | M VEHICLE ENTRY ACCESS |

Economic Impact of Entrada

Wayne County remains one of Utah's most remote and economically challenged rural areas. As part of Entrada's mission, we have sought to contribute to community sustainability through scholarships and educational preparatory opportunities for youth and high school students, as well as programming designed to attract, retain and extend tourist days in the area.

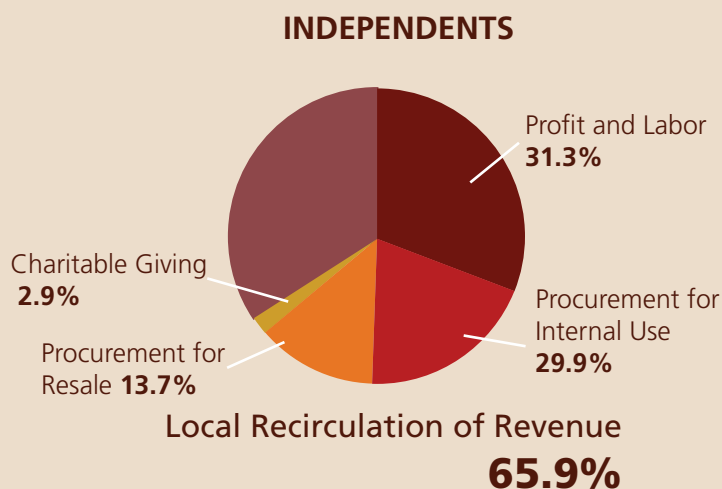
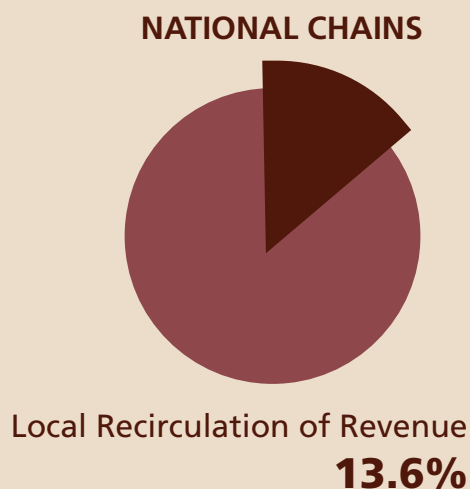
In cooperation with the County and Municipal governments, the Natural History Association, and the National Park Service, we have successfully designed and grown cultural arts and educational and interpretative programs which enhance the understanding and appreciation of the culture, history and natural surroundings of the Colorado Plateau, while bolstering local enterprises.

On an annual basis, the Entrada Institute sponsors, co-sponsors or provides volunteer support for community programming ranging from workshops, interpretive lectures, music series and concerts, festivals, and living tradition demonstrations that are the very heart of Wayne County's small businesses. The publication of the Civic Economics impact study Entrada co-commissioned in 2012 clearly showed the impact of every dollar the community invests in programming has a direct multiplier effect on

both the spirit and the livelihoods of local citizens. In fact, the return on every dollar spent in retail shops and restaurants associated with Entrada's activities results in a 5x greater impact to the local economy than that of national communities and nearly double that in urban centers throughout Utah. As practitioners to Local First principles, we will continue to lead the way in showcasing the unique attributes of not only the Colorado Plateau, but also that of our community and the distinct character of its independent businesses spread across the small towns of Bicknell, Caineville, Fremont, Grover, Hanksville, Loa, Lyman, Teasdale and Torrey.

In our 20-year history, we have grown from providing modest arts and humanities programming for the county to encompassing a broader vision that includes "place making." Through targeted economic development, community and cultural engagement, and more recently, a place to call "home," Entrada will for decades to come celebrate the Colorado Plateau as never before. We invite you to celebrate with us and support development of the Entrada Center – a place to enlighten minds, foster creativity and scientific discovery, feed heart and soul, and be awed by the natural surroundings of Capitol Reef country.

NATIONAL CHAIN VERSUS INDEPENDENT RETAILERS WAYNE COUNTY, UTAH



Following is a summary of the Entrada Center Development Plan

TOTAL INVESTMENT GOAL: **\$ 1,200,000**

PHASE ONE: Site Improvements and Construct Amphitheatre.

Estimated Costs

a. Site prep, excavation & grading	\$ 30,000
b. Utilities	\$ 75,000
c. Engineering	\$ 45,000
d. Basic landscaping & irrigation	\$ 25,000

Estimated Amphitheater Construction

a. Stage & green room	\$ 125,000
b. Stage equipment	\$ 60,000
c. Sound & control booth	\$ 8,000
d. Land costs	\$ 60,000
e. Misc.	\$ 2,000
f. Programming endowment	\$ 50,000

PHASE ONE estimate **\$ 475,000**

PHASE TWO: Remodel Existing Building, Conference and Seminar Space, Restrooms, Concessions, Storage, New Programming.

a. Estimated remodel to existing structure	\$ 185,000
b. Land Costs	\$ 60,000
c. Build workshop & seminar space	\$ 105,000
d. Restrooms, concessions, storage	\$ 125,000
e. Programming endowment	\$ 50,000

PHASE TWO estimate **\$ 525,000**

PHASE THREE: Land payoff, vendor and workshop shelters.

a. Workshop and vending facilities	\$ 120,000
b. Land Costs	\$ 30,000
Programming endowment	\$ 50,000

PHASE THREE estimate **\$ 200,000**

Campaign Total **\$ 1,200,000**

Entrada Institute is the singular strong voice for the rich history and culture of the Colorado Plateau region. During the past twenty years, it has had a positive impact on the local economy through its historical, cultural, and scientific programs, along with its popular art and music festivals drawing thousands of visitors to the area. Its educational and scholarship programs are critical to this isolated, rural county.

— Steve Taylor, PhD, Colorado Plateau historian, Fremont, UT



A Lasting Contribution

Significant contributions are made to the local community and Utah in terms of economic growth, intellectual impact, and cultural and civic engagement.

Entrada's reputation and brand are identified within Utah and is recognized nationally because of its influence and reputation as a

leader among advocates of the Colorado Plateau.

Entrada's welcoming environment and educational and cultural offerings are enhanced for participants by consistently providing engaging and meaningful experiences on a year round basis.

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In 2014 the Entrada Institute, Inc. was accredited by the Utah Rural Development Council as an eligible 501(c)3 private nonprofit corporation partner for its activities promoting community and economic development in Wayne County, an eligible Enterprise Zone Community. That means donors are eligible for a tax credit (not to exceed \$100,000) of 50% of the value of a cash contribution . For more details on this donor incentive program go to: <http://business.utah.gov/programs/incentives/enterprise-zones/tax-credits/>

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