

ENTRADA INSTITUTE

25 YEARS CELEBRATING
THE COLORADO PLATEAU

FEEDING MIND, HEART and SOUL

The Entrada Institute is dedicated to preserving and celebrating the natural, historical, and cultural heritage of the Colorado Plateau. Headquartered at the gateway to Capitol Reef National Park. As a 501 (C)(3) nonprofit organization, Entrada hosts events that include lectures and concerts, sponsors scientific studies and creative work, and extends scholarships to local students. We are passionate about the rich history of this land and its people. We are devoted to ensuring the vitality of the region for generations to come.




FULFILLING A VISION

The Entrada Institute is poised to be a major player in addressing issues faced by the Colorado Plateau and its inhabitants. The challenges are more urgent than ever. The area's animal and plant life continue to be stressed by climate change, water supplies are diminishing, the population is increasing, cultural heritage sites are endangered, and local economies struggle to gain traction.

Entrada, as a creative and economic engine for the area, is actively preparing to meet the growing demand for cultural services and striving to be an effective voice in identifying solutions for social and environmental issues affecting the Colorado Plateau. After twenty-five years of effective programming in borrowed space at Robbers Roost Bookstore, the time has come to build a versatile and sustainable cultural complex to propel Entrada into the next quarter century.

We invite you to join us and welcome your financial support. Your gift will make a significant difference for those who live in and visit Capitol Reef country and for the stark magnificence of the Colorado Plateau.





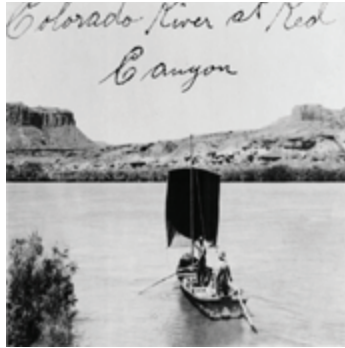
“ SEE FIRST HAND THE VALUE
ENTRADA PROVIDES TO THE
COMMUNITY, ITS RESIDENTS,
AND VISITORS FROM ALL
CORNERS OF THE WORLD.
ENTRADA CONTRIBUTES TO
INCREASING OUR APPRECIATION
OF THE NATURAL WORLD
AND ITS INHABITANTS.
ENTRADA ADDS IMMEASURABLY
TO THE FABRIC OF THIS AREA
AND DESERVES OUR SUPPORT. ”

ANNIE HOLT
ENTRADA BOARD OF DIRECTORS

ENTRADA INSTITUTE

BUILDING THE FUTURE

The unique structure that is now known as Robbers Roost was hand-built in 1976 as the home of life-long nature lovers and Utah enthusiasts, Ward and Gloria Roylance. Initially built as a residence, the facility later became a bookstore and café business. Robbers Roost: Books and Beverages has served redrock country and the Torrey Utah environs for more than 20 years. So, in 1992 when Entrada Institute was founded by a group of desert lovers who wished to share their enthusiasm for the Capitol Reef area with like-minded arts and outdoor lovers, the non-profit became a companion and guest to the Robbers Roost bookstore. Over the years, the distinct pyramid shaped building and its grounds have witnessed a rich cultural history which will be celebrated within the new cultural complex.





ENTRADA INSTITUTE

SERVING THE PRESENT

A Sunset Magazine article by Nicky Leach published more than two decades ago described The Entrada Institute as an organization “dedicated to preserving the red rock country and its heritage through arts and education.” The only thing that has changed is the breadth and scope of our outreach and ever-growing audience.

Increasing community involvement and visitor attendance at our programs has presented us with new challenges and opportunities. We’ve outgrown our current space for operations and are looking towards our future. We’ve developed a bold, new vision with a supporting strategic plan. **Entrada aspires to be the cultural gateway to Capitol Reef country by exploring the intersections between the arts, humanities, and sciences in the Colorado Plateau region. Through patronage and community support this vision can be realized.**



MASTER SITE PLAN

- 101 ROBBERS ROOST
- 102 BOOKSTORE
- 103 EXISTING HOUSE
- 104 BANNER LOCATION
- 105 EXISTING BRIDGE
- 106 GATE
- 107 MAIN ENTRANCE
- 108 CONTROLLED SERVICE
- 109 GATE
- 110 GUEST PARKING
- 111 ROBBERS ROOST
- 112 STAGE
- 113 MONUMENT SIGN
- 114 TICKETING/FIRST AID
- 115 VENDORS
- 116 GATHERING & TEACHING AREA
- 117 FOOD TRUCK AREA
- 118 GREEN ROOM
- 119 STAGING AREA
- 120 SOUND/AV BOOTH
- 121 AUDIENCE AREA
- 122 COMMUNITY PAVILION
- 123 EXISTING GARAGE
- 124 BATHROOMS
- 125 CULTURAL HOUSE
- GRAVEL
- ART INSTALLATION
- PHOTO-VOLTAIC PANEL ARRAY



ENTRADA INSTITUTE

BUILDING THE FUTURE

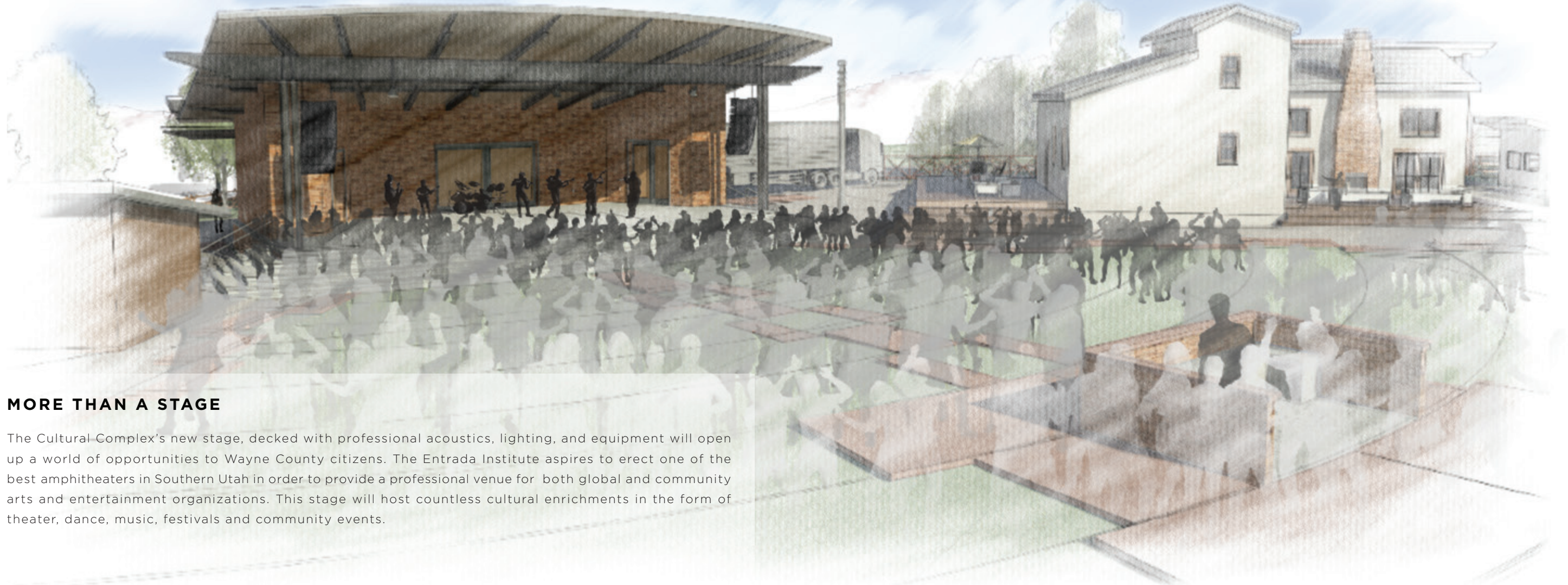


MORE THAN A HOUSE

When remodeled, the Entrada House will have the capacity to provide year-round conferences, seminars, workshops, exhibitions, focus groups, offices, and guest accommodations. An expanded wrap-around porch will provide additional seating for gatherings, festivals, and performances. With your support, the Entrada House will be transformed into a place to realize the “institute” function of the Entrada Institute. This flexible space will provide greater opportunity to work with businesses, political leaders, artists, educators, scientists, and others who want to engage in collaborative problem-solving.

ENTRADA INSTITUTE

BUILDING THE FUTURE



MORE THAN A STAGE

The Cultural Complex's new stage, decked with professional acoustics, lighting, and equipment will open up a world of opportunities to Wayne County citizens. The Entrada Institute aspires to erect one of the best amphitheaters in Southern Utah in order to provide a professional venue for both global and community arts and entertainment organizations. This stage will host countless cultural enrichments in the form of theater, dance, music, festivals and community events.



“ I FIND ENTRADA TO BE AN
EXCELLENT ENVIRONMENTAL
AND CULTURAL ORGANIZATION
MADE UP OF GENUINELY
DECENT AND TERRIFIC HUMAN
BEINGS WHOSE ETHICS I
REVERE AND WHOSE PRESENCE
AND COMPANY I ENJOY.”

DAVID LEE
FORMER UTAH POET LAUREATE
PAST CHAIR OF SOUTHERN UTAH
UNIVERSITY'S ENGLISH DEPARTMENT

MAKING OUR VISION A REALITY

The unique structure that is now known as Robbers Roost Bookstore and the surrounding grounds have served the Entrada Institute well since its inception in 1992. However, it is time to move forward and boldly meet the challenges facing the Wayne County area citizens. **We Invite you to partner with us in shaping a sustainable and enriched future in red rock country that will accommodate the ever-growing number of tourists and visitors while addressing the increasing stresses on the Colorado Plateau environment.**

**HOW CAN YOU CONTRIBUTE TO THIS
LANDMARK
PROJECT AND PROGRAMMING LEGACY?**

TOGETHER WE CAN CONTINUE OUR LEGACY



PHASE 1

ACQUISITION and SITE PREPARATION

TOTAL EARNED \$795,423

ACQUISITION
master site plan
architectural stage plans
architectural renderings
land acquisition payments made

SITE PREPARATION
site excavation
utilities / water / septic
plant trees
grass seed perimeter / canal
road / bridge widened
site fill delivered / rough site
grading
green room / patio built

PHASE 2

SITE IMPROVEMENT and BUILD HOLT COMMUNITY PAVILION

GOAL \$1,808,000

**SITE IMPROVEMENT
PROJECTS**
redesign parking
children's play area
contemplation park
vendor / workshop shelters
first aid station
new entry gates
architectural and engineering
documents

**NEW CONSTRUCTION
PROJECTS**
redesigned stage
install lighting / sound systems
install photovoltaic panels
art installations
landscape / irrigation
signage / wayfinding / donor
recognition

PHASE 3

RENOVATE ENTRADA CULTURAL HOUSE


GOAL \$735,000

RENOVATIONS PROJECTS
design / renovate / expand
VIP seating / deck and porch
art installations
landscape / irrigation
historic fencing
signage/ wayfinding / donor
recognition

TOTAL INVESTMENT GOAL

\$2,543,000





“WHAT IMPRESSED ME ABOUT ENTRADA RIGHT FROM THE START WAS HONORING AND CELEBRATING OUR NATURAL AND CULTURAL LEGACIES AT THE LOCAL LEVEL. THE ENTRADA INSTITUTE HELPS PROTECT AND PRESERVE THE HERITAGE OF WAYNE COUNTY, THE STATE OF UTAH, AND THE COLORADO PLATEAU. ENTRADA, YOU ARE THE ROLE MODEL FOR THE FUTURE!”

ROSEMARY SUCEC
ANTHROPOLOGIST
NATIONAL PARK SERVICE

“ 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 PATTERNS THAT ASTONISH
WITH STRANGE AND ENDLESS DIVERSITY. ”

- WARD ROYLANCE, CO-FOUNDER OF THE ENTRADA INSTITUTE



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architectural planning, design and renderings by diamond phillips. www.diamondphillips.com



Front/Back photographs by Zolt Levay, Entrada Institute Artist in Residence