ENTRADA INSTITUTE
25 YEARS CELEBRATING THE COLORADO PLATEAU
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.
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.

ANNE HOLT
ENTRADA BOARD OF DIRECTORS
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.
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.
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.
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

AQUISITION and SITE PREPARATION

TOTAL Earned $795,423

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

PROJECTS
- Master site plan
- Architectural stage plans
- Architectural renderings
- Land acquisition payments made

PHASE 1

SITE IMPROVEMENT and BUILD HOLT COMMUNITY PAVILION

GOAL $1,808,000

PROJECTS
- Redesign parking
- Children’s play area
- Contemplation park
- Vendor / workshop shelters
- First aid station
- New entry gates
- Architectural and engineering documents

PHASE 2

RENOVATIONS PROJECTS

GOAL $735,000

PROJECTS
- Design / renovate / expand
- VIP seating / deck and pavilion
- Art installations
- Landscape / irrigation
- Historic fencing
- Signage / wayfinding / donor recognition

PHASE 3

TOTAL INVESTMENT GOAL

$2,543,000

ROSEMARY SUCCEC
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