

# JOHN WESLEY POWELL RIVER HISTORY MUSEUM

## Green River Trail Project

### Project Details

- Creates new public access to the Green River via walking trail and small riverside amphitheater
- Visible from I-70 business loop, museum, visitor information center, and town's economic hub.
- Estimated 10k-18k people will access annually.
- Feasibility study completed and delivered December, 2017.
- 8' asphalt pedestrian walkway.
- 20' X 20' riverside amphitheater stage – seating capacity estimated 150.
- Public access to the Green River is currently limited to boating.
- **A catalyst** – Creates 1/3 of a mile trail. Including turn around, this project creates over a half mile river walk. In line with the city's strategic plan, we hope this project will be a catalyst for a much longer river walk, making large sections of the river accessible to foot traffic.
- Requesting \$75k for trail construction

### Partners

- City of Green River
- Emery County
- State of Utah
- Private land owners –willing to offer right of way for river trail.
- Foundation grants – in process.
- Johansen & Tuttle – engineers working on the project.
- We have been in communication with SITLA, who are excited about increasing access and willing to allow permitting.
- Project cost including all partners - \$110k
- **Strong local support** – in a local survey taken in 2017 regarding recreation projects in Green River, the vast majority of respondents cited a river trail as the most desirable project.



### Programming

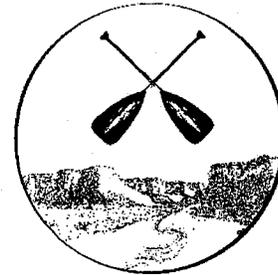
- Plan to raise funds for permanent interpretation on the trail (after construction) highlighting the history of landowners, Old Spanish Trail, Colorado Plateau, and content on natural resources.
- Amphitheater stage creates formal opportunities for river programming.
- Creates formal outdoor learning space for summer camps and education programs.
- **Ties into economic development** -The museum has long standing agreements with river outfitters who do their passenger training at our facility before trips through Desolation Canyon. The amphitheater creates a formal space for this training. It also creates a formal space for free public programming – lectures, festivals, events – and highly visible access from the road for tourists and visitors.

# JOHN WESLEY POWELL RIVER HISTORY MUSEUM

## Green River Trail Project

### Our Mission

Connecting people and communities to the significance of river history by celebrating the cultures and landscapes of the Colorado Plateau.



### About the Museum

Opened in 1990, The John Wesley Powell River History Museum is owned by the City of Green River and governed through a public-private partnership between the city and the museum's non-profit organization. The museum is situated in the northern half of the Colorado Plateau, on the banks of the Green River, a little more than one hundred miles north of the confluence of the Green and Colorado rivers. Historically, the museum has served as an information center and hub for tourists traveling through the town of Green River, and an educational and cultural resource for residents of Green River, Moab, and the surrounding region. The museum is primarily funded through admissions and gift shop revenue, public and private grants and donations, and supplemented by funding from the city of Green River.

Understanding a need for support outside of the City of Green River, a group of organizers created the John Wesley Powell River History Museum, Inc. in 2008 to further promote the mission of the museum. A 501(c)(3) non-profit organization, the museum corporation partnered with the city of Green River and originated the public-private partnership that exists between the museum and the city today. This partnership led to the hiring of the museum's first full-time executive director, a commitment to strategic planning, and a renewed effort across the organization to reach new levels of professionalization.

In 2015, the museum reaffirmed its commitment to the river running community through its annual River Runners Hall of Fame induction ceremony and made a renewed commitment to the community of Green River to offer regular programs, local exhibitions, and a commitment to preserving the history of the region. As the organization looks to the future, we see big dreams and visions on the horizon. We hope to renew the excitement and passion among the local and national community that existed at the genesis of our organization. We hope to create a sustainable, purposeful, and welcoming space that will continue to convey the significant impact that the communities and landscapes of the Colorado Plateau had on the history of the West.

### Quick Facts

- 19,000 visitors in 2017
- \$175k revenue generated in FY17
- Offered 15 public programs, with over 250 participants in FY17
- Public-Private partnership raised \$35,000 in outside funding in FY17
- 13 education groups and over 200 families received discounted admissions