WELCOME
Following the Cache la Poudre River, the Cache la Poudre River National Heritage Area (CALA) provides the opportunity to celebrate the river’s cultural and historical contributions. As the managing nonprofit entity for the Heritage Area, the goal of the Poudre Heritage Alliance (PHA) is to build a deeper understanding of the Poudre River’s national significance.

GOALS

ORGANIZATIONAL CAPACITY
STORY-TELLING
STRIKING A BALANCE
PLANNING FOR TOURISM

PROGRAMS & PROJECTS

HERITAGE CULTURALIST PROGRAM
Participants go through a training program and assist with PHA events and programs.

COUNCIL TREE VIDEO ARCHIVING
PHA worked with the Northern Arapaho Tribe to tell the story of the Council Tree site through videos and interpretive signage.

EMPLOYEE WELLNESS PROGRAM
PHA provides this year-long program that takes place outdoors on the Poudre River Trail.

ALLIANCE OF NATIONAL HERITAGE AREAS REGIONAL CONFERENCE
PHA hosted the fall conference for the Alliance, which includes 2 days of training, presentations and multiple educational field trips.

“[Grants received from PHA] are helping our organization preserve open spaces, reconnect the river to its natural form and connect our community to the Poudre River history and natural environment.”
Wade Willis, Town of Windsor in a letter to Congressman Cory Gardner

ESTIMATED NUMBER OF VISITORS TO AREA IN 2016

118,700
**2016 FUNDING & EXPENSES**

**FUNDING SOURCES**
- **TOTAL:** $373K
  - US National Park Service Appropriation: $333K (89%)
  - Non-Federal Income: $40K (11%)

**EXPENSES**
- **TOTAL:** $292K
  - Salaries & Contract Labor: $153K (52%)
  - Large Grants: $49K (17%)
  - Our Programs: $33K (11%)
  - Events/Sponsorships: $24K (8%)
  - Facility Lease: $13K (4%)
  - Supplies & Services: $10K (3%)
  - Travel & Training: $8K (3%)
  - Education: $2K (1%)
  - Small Grants: $635 (<1%)
  - Non-Federal Expenses: $148 (<1%)

**ECONOMIC LEVERAGING**
- **TOTAL:** $775K
  - PHA Contributions: $122K (16%)
  - Contributions from other sources: $654K (84%)

For every $1 of federal money contributed to communities in the Heritage Area, $5.37 was contributed by public/private funding sources.

**WANT TO LEARN MORE?**
CHECK OUT THE FULL 2016 ANNUAL REPORT AT PHAANNUALREPORT.COM

**GRANT REVIEW**

**AWARDED**
- RALPH PARSHALL HISTORICAL DOCUMENTATION STUDY
  Contributed $4K of $8K total project cost
- POWER OF PLACE FILM
  Contributed $7K of $60K total project cost
- FULFILL OUR WISH STATUTE
  Contributed $23K of $168K total project cost

**ONGOING**
- GOCO CACHE LA Poudre INSPIRE COALITION GRANT
  Contributed $5K of $163K total project cost
- EATON HOUSE
  Contributed $20K of $60K total project cost
- EDUCATIONAL PARTNER PROGRAM
  Contributed $10K of $20K total project cost

**COMPLETED**
- FRANK STATE OPEN SPACE
  Contributed $9K of $110K total project cost
- EASTMAN PARK MASTER PLAN
  Contributed $15K of $58K total project cost
- WATERWORKS II
  Contributed $3.7K of $34K total project cost
- GREAT DIVIDE TOUR
  Contributed $10K of $50K total project cost
- BYWAYS LOOP TOUR
  Contributed $10K of $25K total project cost
- AQUABLITZ
  Contributed $5K of $21K total project cost