CHAUTAUQUA
NATIONAL HISTORIC LANDMARK

January 26, 2011

Dear Mayor Susan Osborne and City Council:

The Colorado Chautauqua Association (CCA) very much appreciates the opportunity to address Council on February 1st to introduce to you and the community our strategic vision for the Colorado Chautauqua National Historic Landmark. This will be our first occasion to meet with Council to discuss the Colorado Chautauqua and its future since a study session in April 2001.

The essence of our "Chautauqua 2020" planning is to ensure the Colorado Chautauqua's sustainable future for generations to come. Our beloved Chautauqua has, in fact, seen interesting evolution over its 113 years that has contributed to its survival -- and beyond mere survival, its resurgence and flourishing – when most chautauquas across the country disappeared. The CCA board of directors and staff has taken seriously our role as the steward of this community gem and national treasure and been diligent and proactive in anticipating and planning for the opportunities and challenges of the future. Among these opportunities and challenges is financial sustainability.

Colorado Chautauqua Association already invests more than $1 million annually in repairs/maintenance and capital replacement/improvement of the 67 historic buildings and 26 acres of grounds within its purview. Our challenge is to also pay for implementation of the many recommendations of the 2004 Chautauqua Park Cultural Landscape Assessment and Plan (CLA), both on the CCA leasehold and off-leasehold, and other desired physical, environmental, hospitality, interpretive and programmatic improvements. Improvements to the National Historic Landmark benefit the community in two important ways – through direct experience of Chautauqua by our community members, and through the economic benefit of the annual influx of visitors to Chautauqua. Chautauqua is ranked among the top three destinations for visitors to Chautauqua (per the Downtown Users Study).

An important aspect of our strategic vision for Chautauqua is creating an additional revenue generation opportunity that will generate additional sustained revenue for reinvestment in the desired physical, environmental, interpretive, and programmatic improvements to the Colorado Chautauqua that are consistent with its historic character and historic and current mission. We look forward to introducing our concepts and to additional detailed discussions. Thank you for your interest and the opportunity!

Sincerely,

Susan G. Connelly

Susan G. Connelly
Executive Director

ATT: Chautauqua 2020 Planning Vision Statement (2010)
Map of the Colorado Chautauqua National Historic Landmark

Colorado Chautauqua Association | 900 Baseline Road Boulder, CO 80301 | www.chautauqua.com

Chautauqua 2020 Planning:
"Ensuring Chautauqua's Sustainable Future
by Solving Problems and Creating Opportunities"
Endorsed by the CCA Board of Directors 9/29/10

To ensure a sustainable and vibrant future for the Colorado Chautauqua National Historic Landmark's second century, the Colorado Chautauqua Association (CCA) has developed the Colorado Chautauqua 2020 Plan.

Several years in the making, the 2020 Plan is dedicated to preserving the buildings, grounds and spirit of the Colorado Chautauqua while making enhancements to anticipate and meet the needs of modern usage and the future while serving the community and Chautauqua's many stakeholders. The 2020 Plan grew out of and incorporates the recommendations of the Chautauqua Park Cultural Landscape Assessment and Plan (CLA) completed in 2004 and the HVS Nine-month Retreat Feasibility Study (2005). The CLA 's advisory committee included representatives of the City of Boulder, neighbors, and a team of experts in landscape architecture, civil engineering and transportation planning.

Highlights of the Colorado Chautauqua 2020 Plan recommendations include:

- Relocation of McClintock Trailhead northeast of current location to facilitate access to a larger supply of parking and to reduce congestion in the historic core of Chautauqua
- Relocation of the Chautauqua Picnic Shelter north of the Auditorium closer to the existing children's playground to improve the overall picnic experience through more convenient and safer access to the playground, Chautauqua Park (i.e., the Green) and parking
- Support of a comprehensive transit program to reduce traffic and parking congestion within the Colorado Chautauqua and the surrounding neighborhoods, thereby increasing pedestrian safety and protecting character and spirit of Chautauqua. Components of this program may include the reintroduction of regularly-scheduled bus service, a neighborhood permit parking program, a bike share program and a car share program.
- Construction of a modest 7,000 square foot, two-story (3,500 square feet per floor) building consistent with other public buildings at Chautauqua (e.g., Dining Hall at 8,342 sf and Community House at 8,370 sf) to: allow relocation of CCA back office functions and service vehicles from the interior of the historic neighborhood; create additional bathroom facilities to serve the Auditorium, aiding accessibility for the elderly and

handicapped and reducing pressure on the historic Chautauqua Dining Hall; provide the opportunity to restore the historic Primrose building; and provide additional meeting and event space, particularly focused on the September through May period

- Undergrounding of overhead utility lines to significantly reduce wind-induced fire danger in and around Boulder's only National Historic Landmark and eliminate detriment to historic character and appearance
- Improvement of storm water drainage and replacement of obsolete roads and utilities infrastructure
- Implementation of the CLA recommendations (e.g., restoration of Garden Place), including CCA investment in safety improvements off-lease (e.g., bus/vehicle pullout and orientation kiosk near Ranger Cottage, new main entry and new sidewalk on Baseline)
- Investments in the year-round Chautauqua Dining Hall experience
- Creation of a visitor center for the National Historic Landmark
- Enhancement of year-round programming for the benefit of the local community and to support destination visits

THE COLORADO CHAUTAUQUA

BOULDER, COLORADO