



Economic Impact Study Mountain Biking Montezuma County, CO

April 19, 2013



By: Taylor Sennett, Grant Duke, Lucas Perlstein

***Prepared Under the Direction of
Dr. Mika Kusar, Ryan Mahoney, Donna Graves
Fort Lewis College
School of Business Administration***

Table of Contents

Executive Summary 1

Assumptions 1

 Assumption 1:..... 1

 Assumption 2:..... 1

 Assumption 3:..... 1

 Assumption 4:..... 1

Introduction 2

 Objectives 2

 Methods 2

Secondary Data 2

 Organizations..... 3

Primary Data..... 3

 Qualitative Data 3

 Hotels 3

 Restaurants and Other Establishments 4

Surveys..... 5

 Introduction 5

 The Survey 6

 Results 6

 Demographics..... 7

 Gender and Age..... 7

 Income and Education 7

 Primary Reason for Visiting the Area 8

 Trail Visit Frequency..... 9

 How People Heard About the Trail Systems..... 10

 Group Size 11

 Where People are Coming From (City)..... 12

 Where People are coming From (City) 13

Economic Impact..... 14

 Visitor Spending Profile..... 14

Value of a Visitor 16

Additional Findings..... 17

 Important Notes 17

Weaknesses..... 18

Recommendations..... 18

Conclusion 20

 Assumptions Addressed..... 20

 Assumption 1:..... 20

 Assumption 2:..... 20

 Assumption 3:..... 21

 Assumption 4:..... 21

Special Thanks 21

Sources..... 21

Appendices 22

 Appendix A: 22

 Appendix B: 25

 Appendix C:..... 29

Executive Summary

Effort was put into better identifying who visits Mountain Bike Trails in Montezuma County, CO. A main focus of this study was to find out if mountain biking and the Montezuma and Dolores County Bike Trail Systems are an economic driver for the area. It is desired to better understand specific economic impacts Mountain Biking have on Montezuma County Colorado. This study generates new insights into key demographics of the mountain bikers in the area. Surveys were taken at two locations, Phil's World and Sand Canyon. Both these locations are located in Cortez. There were a total of 209 surveys collected over a period of a few weeks. Surveys were collected on one Thursday afternoon, two Saturday afternoons, and one Sunday mid-morning during mid-March. 23 local Businesses were surveyed. Biking turns out to be a positive influence and an economic driver for a majority of the businesses. A majority of businesses could roughly estimate a 0-15% increase in revenue due to cycling. The average stay of a cyclist at a hotel is 1-2 nights. Mountain biking and National/State Parks/National Monument are the primary reason for visiting the area. Bikers visit the trail systems from all over the US and the World with a large percentage from Europe. A single visitor who lives outside Montezuma County, CO riding Phil's World and Sand Canyon trails that estimates spending between \$1.00 and \$150.00 is estimated to be valued at an average of \$36.35 to Montezuma County. When taking into account all the bikers who estimated spending nothing, at least \$1.00 to \$150.00 and the ones spending over \$150.00 could be valued at an average of \$62.17 to the economy of Montezuma, County, CO.

Assumptions

Assumption 1:

- Mountain biking generates economic activity for Montezuma County, CO.

Assumption 2:

- Mountain biking is a primary economic driver for Montezuma County, CO.

Assumption 3:

- Mountain biking trails in Montezuma County, CO provide recreation not only for locals living within the County but for visitors living outside the County.

Assumption 4:

- Investment in the expansion of trails within Montezuma County, CO is justified by the large amount of economic activity drawn by the trails.

Introduction

Mountain Biking is a popular sport that brings money to many local economies around the United States. The Southwest United States is a destination hot spot. The first thing that we did for the project was meet with Ryan Mahoney (Town Manager of Dolores) and Donna Graves (Owner of Information Services and Region 9 Consultant.) It was a pleasure to meet and work with Ryan and Donna for this research project. Ryan was a major part of our project. His job is to provide service to the people of Dolores; he justifies investments by deciding where taxes are spent. Ryan had some main objectives for our study. He wanted to collect strong supporting data for grants to improve trail systems in Dolores and find ways to improve Dolores overall. Our study was on Montezuma County but we narrowed down our study by focusing mainly on Mancos, Cortez and Dolores.

Objectives

Our major objectives for this project included the following. We really wanted to find the overall financial impact of mountain biking in Montezuma County CO. We wanted to build a broader scope of activity in the area during the shoulder seasons. We wanted to discover and interpret correlations between biking and specific economic activities. Building a good visitor spending profile was a key factor in our project. Our final and most important objective was to create a good enough study and analysis to persuade the county into connecting the Boggy Draw Trail system to Dolores.

Methods

Our main methods for going about our research involved Surveying of Mountain bikers at both Phil's World and Sound canyon trail systems, phone interviews with many of the local business in the area and Broader research on the topic.

Secondary Data

For our secondary data we focused on the United States, Colorado and Montezuma County. Our secondary data for the United States included facts such as 2.5 billion mountain bike trips happen every year in the US. Mountain biking is one of very few sports that has had an increase in participation of 11.8 percent from 2000 to 2011. Mountain biking is most common in the western part of the US. We discovered that there are even places such as Moab, Utah where mountain biking brings up to \$8.8 million into their economy annually. Biking is very big in Colorado and brings the economy over \$1 billion annually. There are places like Fruita, Colorado where mountain biking brings \$25 million into the economy every year. Colorado is one of the most popular mountain bike destinations in the US and even

the world. Montezuma County has a population of 25,442. The economy is built off oil, gas, farming and agriculture but these are closely followed by mountain biking and trail systems. The county puts great emphasis on the biking community and there trail systems. Some of our secondary data included other surveys and studies. We researched a survey on the "12 Hours of Mesa Verde". A huge event like this does great things for the local economy. We discovered that every visitor for the event brought in roughly \$500. There where participants from 19 different states and with all these event members, local bike shops increased by \$10,000 in revenue during the event.

Organizations

More of our secondary data involved biking organizations. The first big organization that we looked into was "Trails 2000". This organization focuses mainly on the 4 corners or the southwest. They have a main goal of educating the public on trail maintenance. The organization has many paying enthusiasts and we came across a statement that said up to 3,000 hours of volunteer work for trail maintenance and public involvement from the members is valued at \$500,000. The second organization that we focused on was Great Outdoors Colorado (GOCO) which began in 1971. The program supports the Colorado Trail program by writing grants for trail development. GOCO awarded \$6.2 million in grants across the state in 2012.

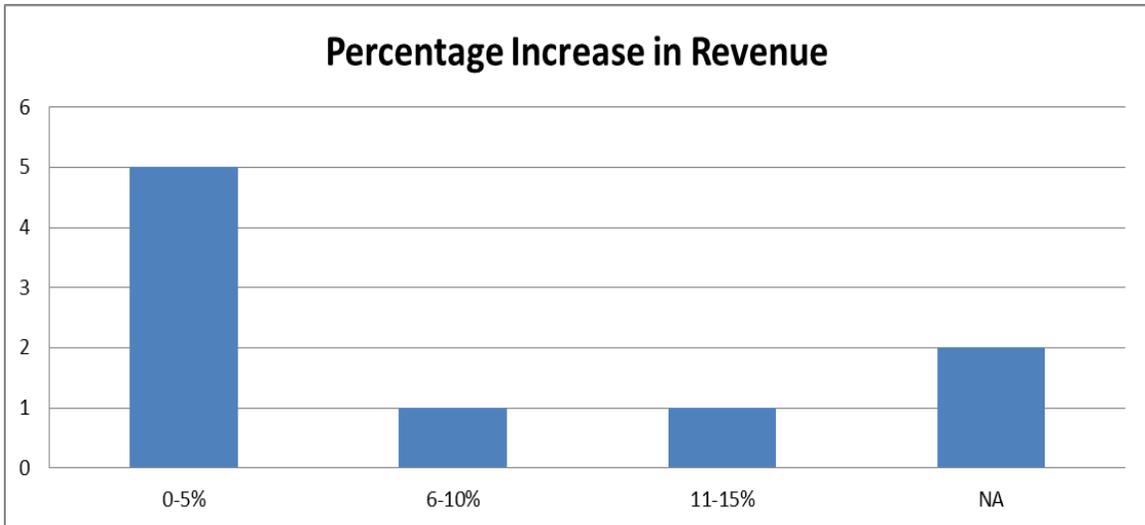
Primary Data

Qualitative and Quantitative Data

For our qualitative data we surveyed many different businesses. We accumulated 9 hotel surveys, 9 restaurant surveys and 5 surveys from other establishments.

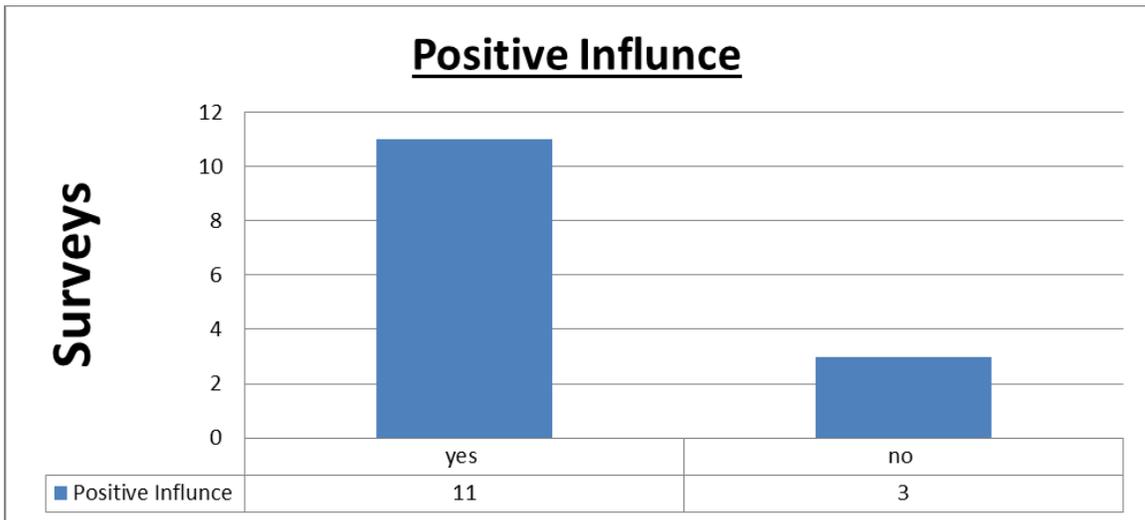
Hotels

From our hotel surveys we found out that cycling has a positive influence on the county, as you can see below. The average stay for visitors was 1-2 nights. The Hotel owners mostly stated that the main reason for people visiting is national and state parks, national monuments and mountain biking.

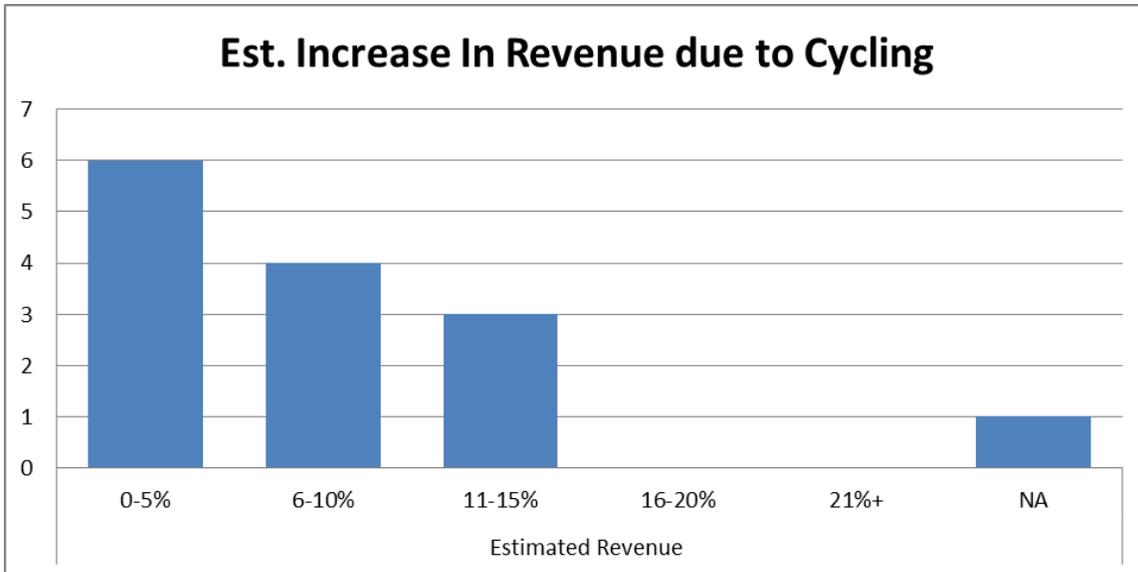


Restaurants and Other Establishments

With our survey for the restaurants and other establishments we found out that mountain biking has a positive influence on their business as you can see below.



From our surveys we found out that the majority of visiting customers are local though they get customers from all over the US, Australia, New Zealand, Russia and all over Europe. Of the restaurants and other establishments surveyed no one said that they receive more than a 15% increase in revenue due to cycling. Below you can see how many establishments fall under which percentage increase due to biking.



We received some key takeaways from these surveys. Some qualitative data that we received was that there is a 79% positive influence overall on the restaurants and other establishments in the area. We found out that the majority of business comes from locals although there are visitors from all over the world. The majority of businesses had an estimated revenue increase due to cycling of 0-15%.

Surveys

Introduction

In order to better understand the economic impact of mountain biking in Montezuma County we developed a one on one survey for people riding in the area. The survey was handed out at two strategic locations in order to get information on mountain bikers visiting the area. The first location is the trail system, Sand Canyon or also known as Canyon of the Ancients. The second location was the very popular Phil’s World trail system. These locations were chosen because of their popularity and the fact that they were the two trail systems open this early in the season. The surveys were passed out to every rider as they were either getting ready to ride the trails or when they came back after the trip. We chose two weekends, the weekend of March 23rd and 24th and the weekend of March 30th and 31st. These two specific times were chosen because they were right when the mountain biking season started.

Survey

The survey consisted of 13 questions. Four of the questions were concerning general demographics such as the riders' age, gender, income and education. We wanted to find the demographic so we would have a better understanding of the group of people that ride the trails.

We asked people what their primary reason for visiting the area was. We wanted to know what brought people to the area in the first place whether it was to mountain bike, to visit the national parks or state parks or to take part in outdoor activities. This question was designed for tourists visiting the area.

The next question asked people how many times a year they rode the trail systems in the area. We wanted to find the frequency in which people came to the area to spend money.

We asked people how they heard about the mountain biking opportunities in the area. The answers provided were printed publication, Internet, word of mouth and other. This question was designed to understand how people heard about the systems and to better market the systems in the future.

Another question asked how many days do you plan to stay in the area. This question was designed for the tourists visiting from out of the area to understand how long the average tourist will stay in Montezuma County.

We also asked the survey respondents how many people were in their group. We wanted to find out if people rode the trail systems by themselves or if they preferred to ride with a friend.

We asked people where they were planning on staying during their visit to the area. The answers consisted of, I live here, Hotel Motel RV park in the area, not planning on staying in the area, camping or other.

Another question asked people whether they were planning on riding any other trails while in the area.

The most important question we asked was how much money will you spend in the area. The possible answers were in bracket form starting with \$0, \$1 - \$20, \$21 - \$50, \$51 - \$150 and over \$150. This question was designed to find out whether people living outside the area will end up spending money in Montezuma County and how much they will spend. The answers will end up giving us information to develop a consumer spending profile of the people visiting.

Finally we asked where they were from, city and state. This question will tell us who visits these trails and will give us a better understanding on where to market.

With these survey questions we will have a better understanding as to who visits the trails, where they come from, how many people they bring with them and how much money they will end up spending while they are here.

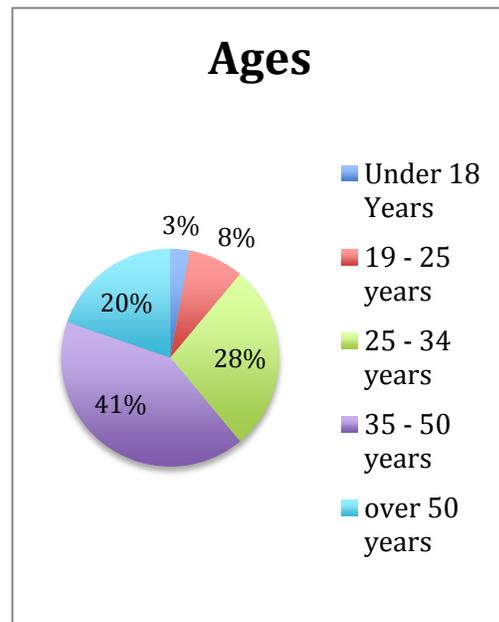
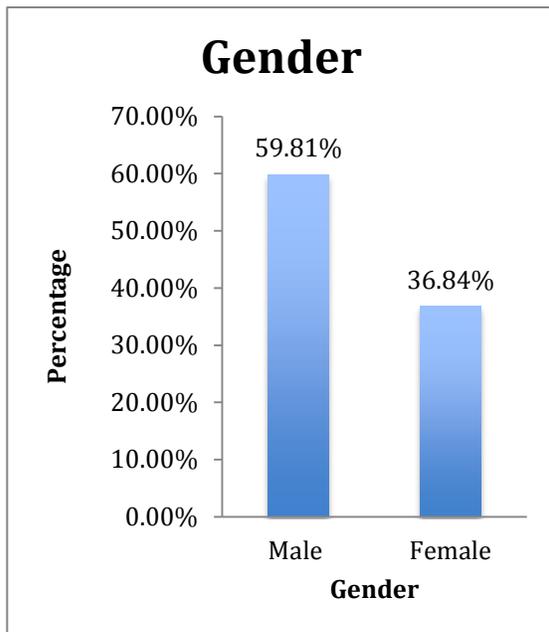
Results

From the two weekends there were 209 survey respondents. Every person interviewed was more than happy to help with the study. Since the survey was conducted at the very beginning of the season the data was skewed a little because it is not peak tourist season. This early in the season we received data from mostly people in the four corners region but nevertheless still received valuable data.

Demographics

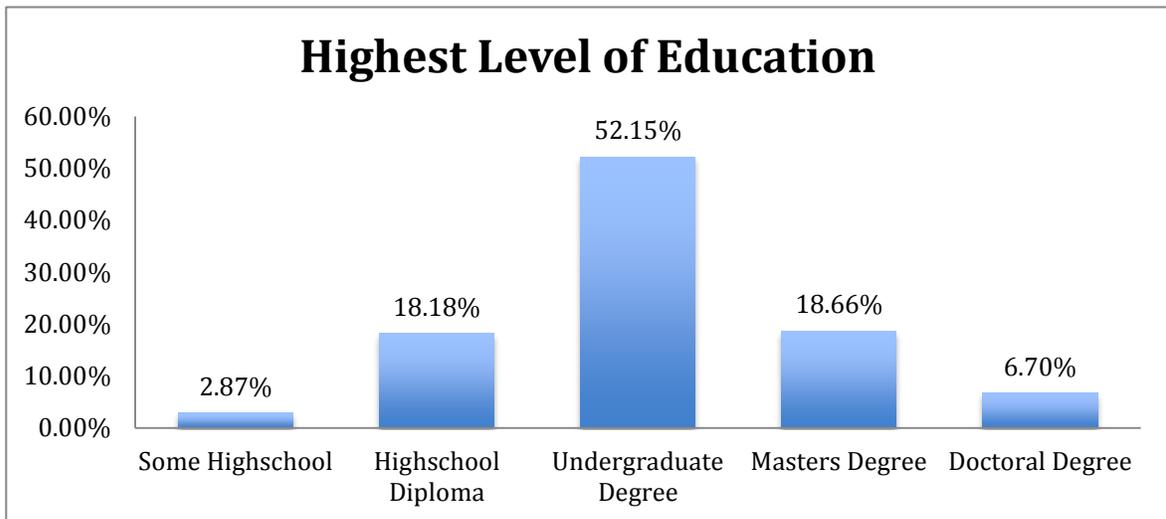
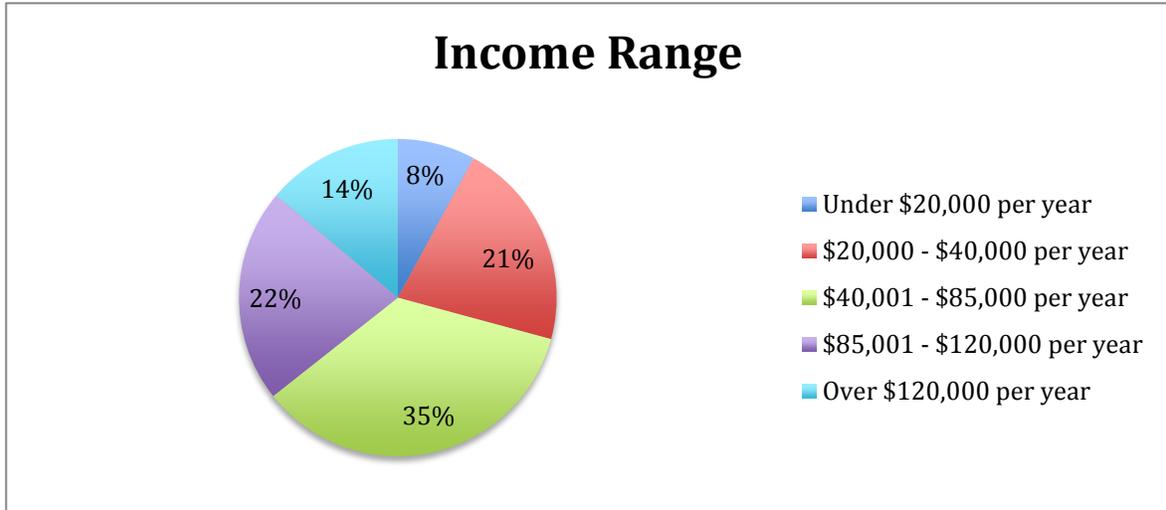
Gender and Age

The survey results show that the major demographic of mountain biking in the area were males between the ages of 35 and 50. 60% of the survey respondents were male while 36% were female. 41% of the people were between the ages of 35 and 50. This shows that mountain biking is not so much a youth sport but for people of all ages. 88% of people surveyed were over the age of 25.



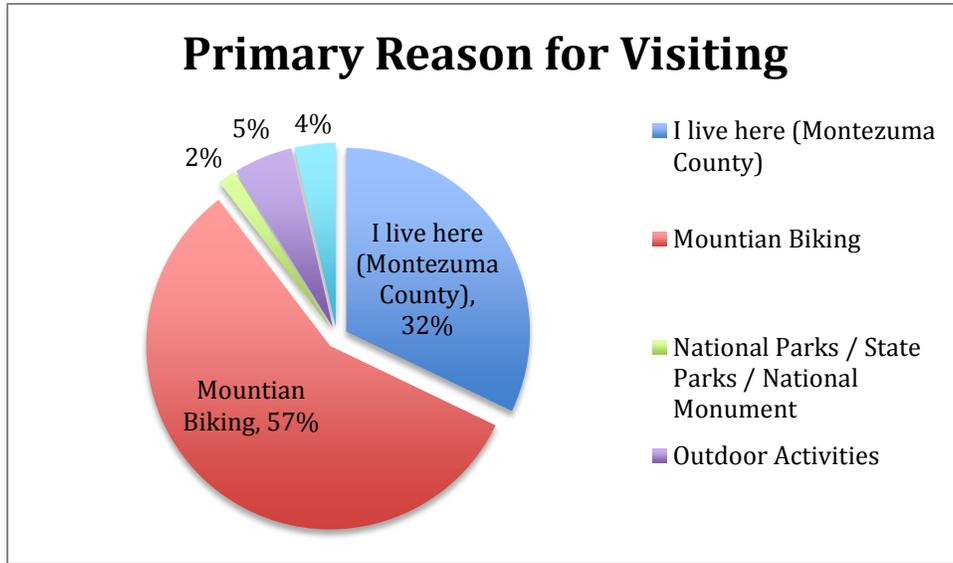
Income and Education

The results show that about 80% of people surveyed have at least a college education. 52% of people have an undergraduate degree, 18% have a Master’s degree and 7% have a Doctoral degree. This result shows that people who mountain bike regularly have a certain degree of sophistication. This information coincides with the income of the riders. Almost 70% of people riding these trails have an income of more than \$40,000 a year and 35% make more than \$85,000 a year. This is useful information because people with a higher income tend to go out more and spend more money when they do. Below are the graphs depicting the income and education of the people surveyed.



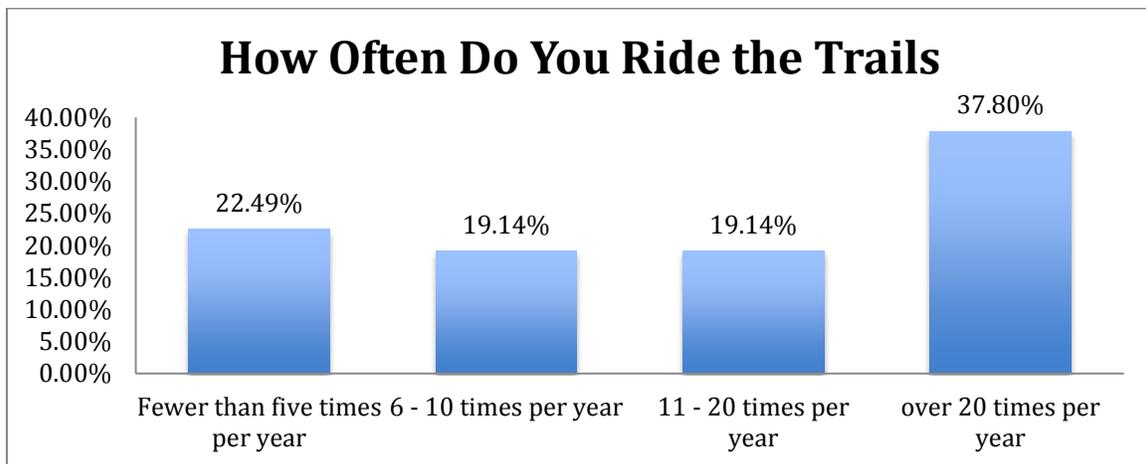
Primary Reason for Visiting the Area

When asked what the primary reason people visited the area, most people responded either they lived here or they were here to mountain bike. This information is not surprising seeing as how the surveys were conducted at the head of the mountain biking trail systems. A lot of the people who answered “I live here (Montezuma County)” were actually from Durango, which is La Plata County. This question was meant for the tourists visiting from outside the area to find out what was the main driver that brought them to the area in the first place. 57% of people said they came here to mountain bike and 32% of people said they live here. Below is the graph detailing this information.



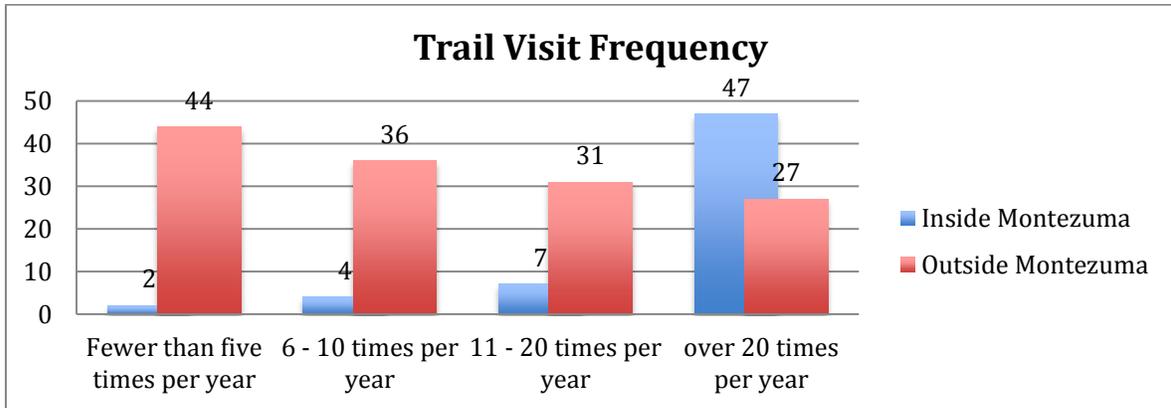
Trail Visit Frequency

This question focuses on how many times people end up riding the trails each year. The available are broken into different brackets. Fewer than five times per year, 6 – 10 times a year, 11 – 20 times a year and over 20 times. A surprising 76% of people surveyed ride the trail systems more than 6 times a year. 19% say they ride 6 – 10 times a year, 19% say they ride 11 – 20 times a year and 38% say they ride the trails over 20 times per year. This shows a certain dedication people have towards mountain biking. Below is the breakdown of how many times people ride the trails in the area.



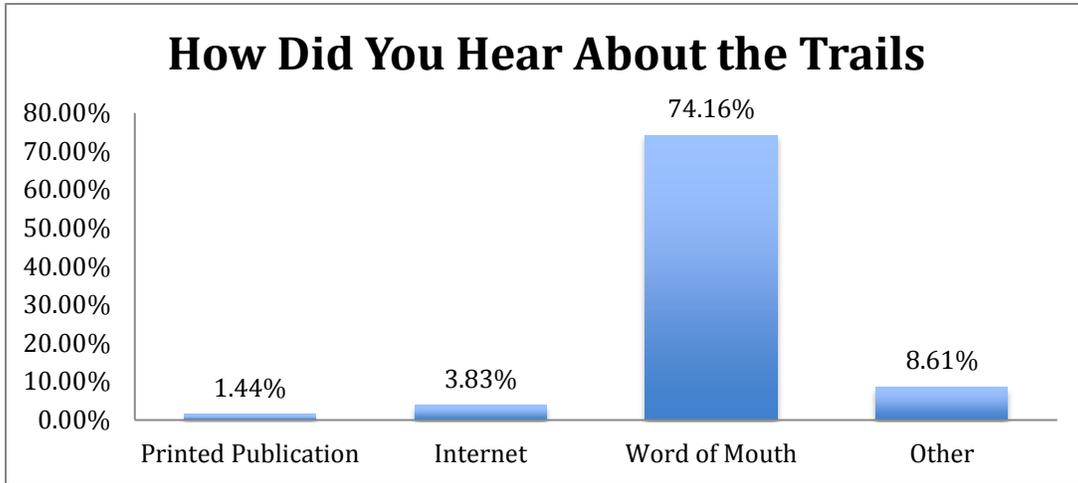
Using the information about where people are from, the information was consolidated to whether they were from Montezuma County or visiting from outside of Montezuma County. The information was cross referenced with the frequency

people rode the trails to find out how many times a year people visiting the area will end up riding throughout the year. 68% of people outside of the local economy will end up riding the trails more than 6 times a year and 42% of the people will ride the trails more than 11 times a year. This is interesting because these people will bring money into the economy multiple times a year. The data shows that 78% of people who live in the area will end up riding the trails over 20 times per year. Below is the graph detailing this information.



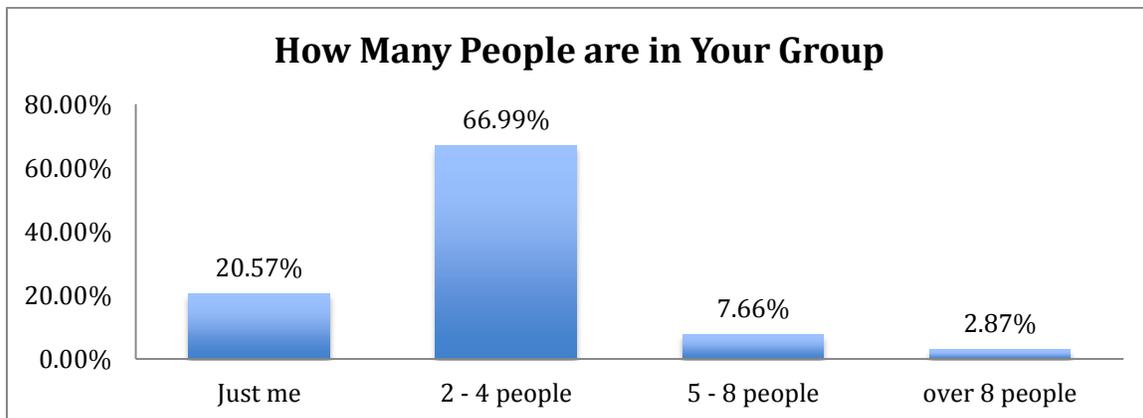
How People Heard About the Trail Systems

This question asks people how they have heard about the trail systems in the area. This question was designed to figure out how the trail systems have been effectively marketed and where marketing efforts should shift. A staggering 74% of people say they have heard about the trail systems from word of mouth which is a friend telling another friend who tells another friend. Word of mouth in small towns and communities is as effective as a full scale marketing effort. Only 1.44% of people said they heard about the trails from a printed publication while 3.83% of people said they found out about the trails through the Internet. 8.61% said they heard about the trails from “other” while some people wrote in “friend.” This is also the same thing as word of mouth. Below is the graph detailing this information.

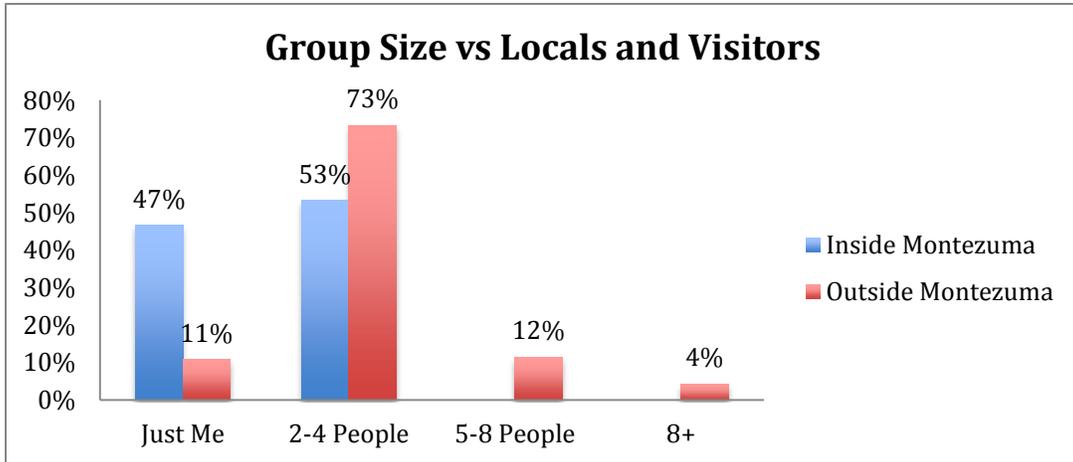


Group Size

When asked, how many people are in your group the majority of people said they came with someone. 67% of people said there were 2-4 people in their group. 77% said they came with a friend or multiple friends. This shows that people would rather ride with a friend than ride alone. This is good information because if there are groups of people riding they are more likely to go to a restaurant for lunch or a beer after the ride. Below is the information about group sizes.

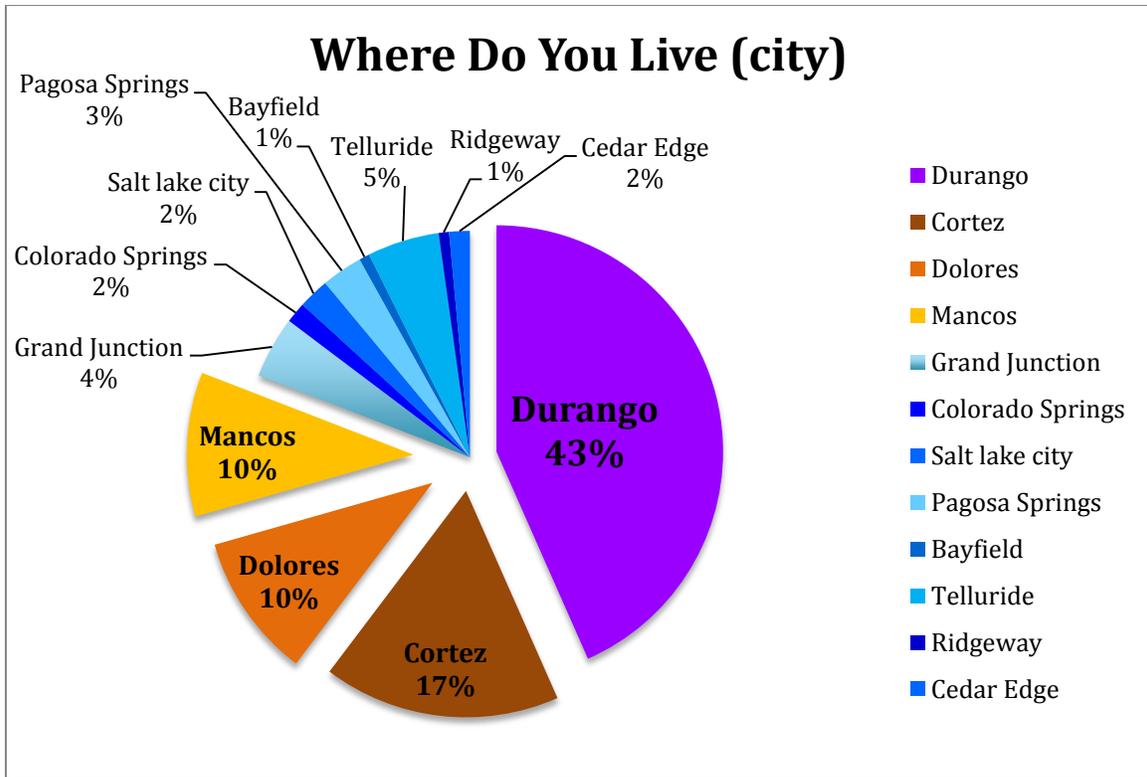


We cross-referenced the data above with whether or not they live in Montezuma County. The data shows that people who live in Montezuma County come with either a group of 2 – 4 people (53%) or by themselves (47%). This is completely different than the people who visit the county. From the people that live outside of Montezuma, 89% come with a group. This shows that if people are driving a distance to mountain bike, they would rather have a friend with them. Mountain Biking is a social sport, people want to have someone to talk to about the ride. If people come with a group they will end up spending more money than people who are alone.



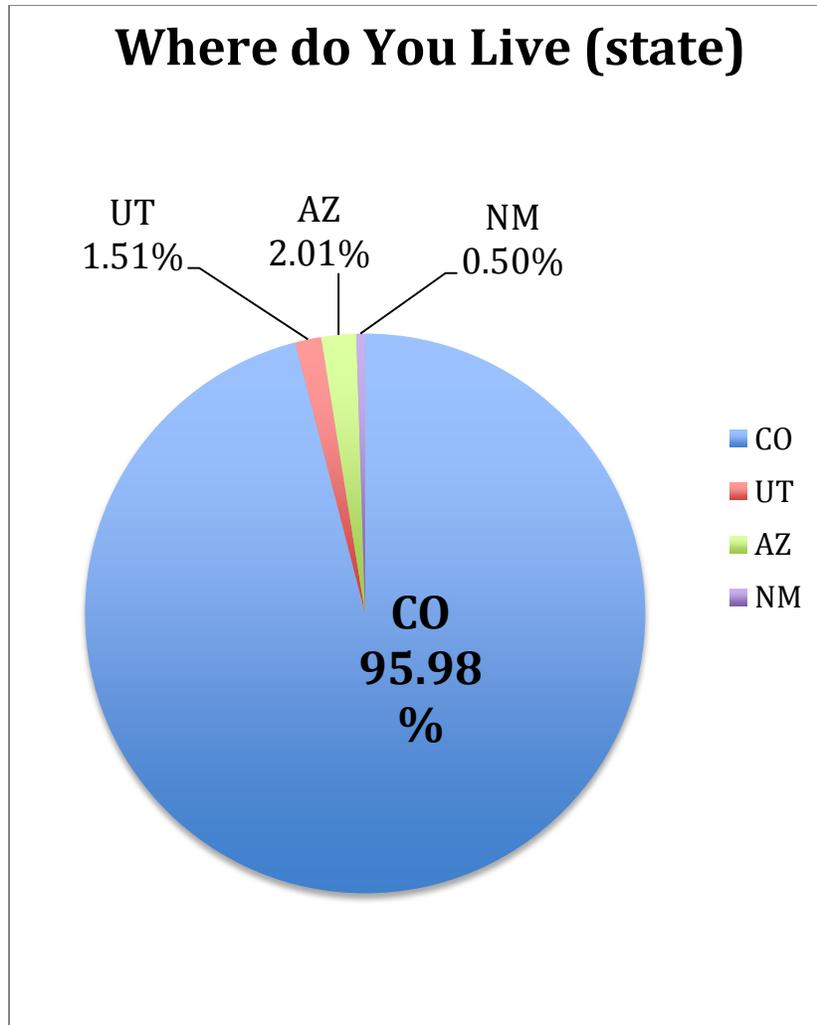
Where People are Coming From (City)

In order to find out where people are coming from we asked them to list the city and state that they are from. This early in the season we surveyed people mostly from Colorado and some from adjoining states. Most people came from Durango, CO (28%). 37% of the survey respondents live in Montezuma County. 35% of the people came from outside South West Colorado. These places include, Montrose, CO, Ophir, CO, Telluride, CO, Carbondale, CO, Colorado Springs, CO, Rico, CO, Lewis, CO, Ridgeway, CO, Grand Junction, CO, Cedar Edge, CO, Salt Lake City, UT, Flagstaff, AZ and Albuquerque, NM. It is great to see that so many people come from outside of Montezuma County. Even the people from Durango will end up bringing money into the local economy. Below is a breakdown of where people are from.



Where People are coming From (City)

Below is a breakdown of where mountain bikers are coming from by State. The graph shows that just over 95% of the respondents live in Colorado with a very minute minority living in Arizona, Utah, and New Mexico.



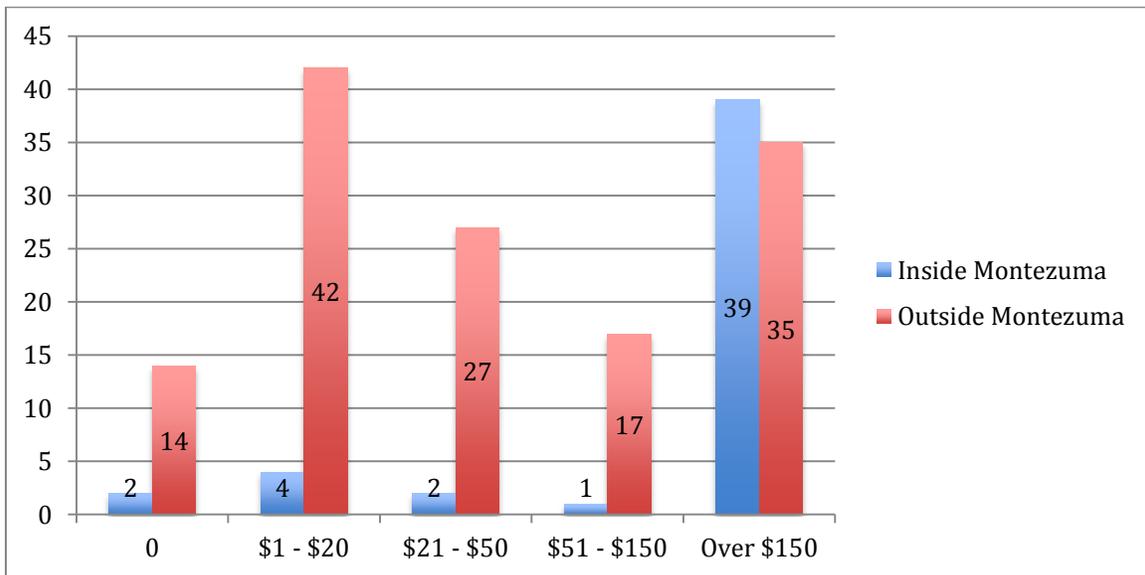
Economic Impact

Visitor Spending Profile

Here is the most important question. We asked people to estimate how much they will spend in the area for this trip. We supplied people with brackets, \$0, \$1-\$20, \$21-50, \$51 - \$150 and over \$150. The results were surprising but skewed since a lot of people surveyed are already part of the local economy. In order to develop a better understanding of how much money was brought into the local economy, we used the information above (where are you from) to figure out whether they are from Montezuma County or if they are visiting the area. Below is the number of survey respondents who are either from Montezuma County or visiting the area and how much they will spend in Montezuma County.

	\$0 - \$20	\$21 - \$50	\$51 - \$150	Over \$150	
Inside Montezuma	2	4	2	1	39
Outside Montezuma	14	42	27	17	35

As you can see, mostly everyone visiting the area, about 90%, will end up spending some kind of money in the area. This is great information because if anyone visits the area, they will spend money either at a gas station, a restaurant or at one of the local establishments. Below is a breakdown of the people visiting the area and how much they estimate they will spend.



Value of a Visitor

With the information we gathered, we were able to develop a consumer spending profile detailing the amount of money the average visitor will spend in the area during the early season. The average visitor is the survey respondent that is bringing money into the economy. We came to two different figures depending on what we can quantify. The first figure is below.

Visitor Survey Data (living outside Montezuma County)				
Spending Categories	% of Visitors	# of Visitors	Median of Spending Category	Visitor Value
(\$1-20)	31%	42	\$10.50	\$441.00
(\$21-50)	20%	27	\$35.50	\$958.50
(\$51-150)	13%	17	\$100.50	\$1,708.50
(\$151+) not included	26%	35	\$0	\$0.00
Totals	64%	86		\$3,108.00

Average Value of Single Visitor: \$36.14

Total Visitor Value / Total # of Visitors
 $\$3,108.00 / 86 = \36.14

Info not included: 10% of visitors spending \$0.00

As you can see above, we took the median of each of the spending categories. For the category, \$1 - \$20, the median of the spending category is \$10.50. For \$21 - \$50 the median is \$35.50 and for \$51 - \$150 the median is \$100.50. For this number we did not include the \$150 and over because there is no median for this spending category. We took the number of visitors and multiplied that by the median of the spending category to find the visitor value. Adding the three of the visitor values together we came to a total of visitor value throughout all of the people that we surveyed between the two weekends that are from outside of Montezuma County. We took the total visitor value and divided that by the number of visitors. This number is the average value of a single visitor to the area. This means that on average each person who will spend money will spend at least \$36.14. Again, this is the average value for the three spending categories. The table on the next page details this same equation but includes the people spending \$0 and the people spending over \$150.

- During the bike race, “12 Hours of Mesa Verde” each individual visitor was worth and average of \$500.00 to the local economy.
 - Visitors came from a total of 19 different US States
 - A bike shop (unable to specify) located in Montezuma County had one of its best days ever during the event weekend.
 - Revenue increased for bike shop by \$10,000 during event weekend
 - **Source:** biker survey
 - *Unsure of Validity: info is questionable*
- One business in Dolores, CO stated that the entrance to her business was blocked by a bike race that went through town. This directly hindering the ability for people to enter her business forcing her to almost close for the event.

Weaknesses

Every Experiment comes with trial and error, success and failure. By analyzing our weaknesses understanding is gained on how to improve the study. We surveyed bikers during at and near the off season which hindered our data collection. The biker survey was only done at the trail systems, Phil’s World and Sand Canyon National Monument, both in Cortez, CO. Not surveying at other trail systems such as Boggy Draw made our audience smaller than its true potential. We did not do a trial run with our survey hindering our ability to make crucial changes which would depict the impact. When the study is improved and points of interest are clearly identified better methods develop capturing more correctly the mission of the study.

Recommendations

- Given the study the following recommendations were made
 - Recommendations followed by possible results
- A. Trial run is conducted before implementation of full survey**
 - a. Catch mistakes and improves survey
 - b. Find correlations with specific economic activities
 - c. Create a precise “Visitor Spending Profile”
- B. Continue the Study...**
 - a. During peak biking season: June – September
 - b. During specific bike events

C. Include Road Bikers

- a. Increase the scope of project

D. Collect data from more places

- a. Different bike trails
- b. Create a comprehensive Economic Impact Study on the bike race, "12 Hours of Mesa Verde"

E. Boggy Draw Trails Connection

- a. Increase visits to Montezuma County, CO
- b. Maintain strong bike reputation

F. Establish a Program Similar to "Trails 2000" for Dolores, CO

- a. Increase support and involvement
- b. Maintains trails
- c. Raises money

G. Implement Events during Shoulder Season

- a. Ex. "Snowshoe Your Favorite Trails"
 - i. Brings local community together
 - ii. Local snowshoe activity for tourists
- b. Ex. "Extreme Winter Trails"
 - i. Boosts appreciation for trails among youth

H. Implement More Mountain Biking Events and Programs

- a. Increase town exposure
- b. County Promotion

I. Increase Biking Trail Visits with Women and Youth (<25yrs old)

- a. Increase in number of visits

J. Increase Advertising and Promotion of all conventional and non-convention Outdoor activities

- a. Raises awareness of activities that is not known generally by the public

K. Increase Internet Presence and Printed Publication

- a. Increase in visits from non-locals

L. Host an Amateur Bike Film Event in Dolores, CO

- a. Brings people directly into the town
- b. Brings dollars directly into the town
- c. Positive economic stimulant
- d. Community connection through friendly competition
- e. Distribution of bikers' stories
- f. Increase in word of mouth advertising

Conclusion

Mountain Biking is a popular outdoor activity. Outdoor activities are a primary reason that many visit Montezuma County, CO. Economic Impact Studies help identify opportunities that can be beneficial to communities. It is important to understand variables that affect the economy. The sooner communities can do this the sooner action can be taken to improve the welfare of the people. As communities become more aware of the economic drivers specific to their economy, they have a greater chance to instill positive economic change.

Assumptions Addressed

Assumption 1:

- Mountain biking generates economic activity for Montezuma County, CO.
 - The study indicates that mountain biking generates economic activity for Montezuma County, CO. A Majority of businesses surveyed from Montezuma County do see a direct correlation linking cycling and associated events to an estimated increase in their revenue by 0% to 15%. A visitor spending profile was created to put a dollar value that a single visitor (living outside Montezuma County) was worth to the local economy. Two different average dollar values are proposed:
 1. Average Value of a Single visitor = \$36.14
 - Excluding visitors estimated spending of \$0.00 and \$150+
 2. Average Value of a Single visitor = \$62.17
 - Including visitors estimated spending of \$0.00 and \$150+

Assumption 2:

- Mountain biking could be a primary economic driver for Montezuma County, CO.
 - Our findings do not directly point to mountain biking as a primary economic driver for the County. Important information was collected that suggests mountain biking to be a rooted deep in the culture of the County. The four corners is widely known for its outdoor activities specifically biking in general. 8 of the 209 surveyed relocated to La Plata and Montezuma County, CO specifically for outdoor activities including biking. 2 of the 8 came to retire. This shows that money is coming into the area that can be traced to the outdoor activities here.

Assumption 3:

- Mountain biking trails in Montezuma County, CO provide recreation not only for locals living within the County but for visitors living outside the County.
 - o Data was collected that demonstrates that the majority of mountain bikers who we surveyed live outside of Montezuma County, CO. The quality trails of Montezuma County attract many people living outside Montezuma County. People living in Durango account for 43% of total people surveyed.

Assumption 4:

- Investment in the expansion of trails within Montezuma County, CO is justified by the large amount of economic activity drawn by the trails.
 - o The data shows that Phil's World trail system attracts people from all over the state and four corners. There is a large concentration of tourists from Europe that visit Montezuma County for biking purposes. New additions and trail maintenance could generate excitement and additional curiosity with locals and visitors (tourists) for Montezuma County, CO. This could lead to more economic activity.

Special Thanks

Special Thanks goes out to Dr. Mika Kusar, a professor at Fort Lewis College, Ryan Mahoney, the Town Manager of Dolores, CO, Donna Graves, Owner of Information Services and Region 9 Consultant, Durango Joes, all the businesses and bikers who filled out a survey, and anyone else that may have help guide this study. Again, thank you all.

Sources

1. <http://www.bikesbelong.org/resources/stats-and-research/statistics/participation-statistics>
2. <http://www.bikesbelong.org/resources/stats-and-research/statistics/participation-statistics/>
3. <http://atfiles.org/files/pdf/CObikeEcon.pdf>
4. <http://quickfacts.census.gov/qfd/states/08/08083.html>phasis: Mountain biking / Trail systems
5. <http://www.trails2000.org/>

5. Can you estimate what your guests are doing in the area?
- a. National Parks/State Parks/ National Monument
 - b. Mountain Biking
 - c. Other Outdoor Activities
 - d. Other _____

Restaurants (IN THE SUMMER)

1. Do you feel cycling has a positive influence on your business?
2. Can you estimate where your customers usually come from?
3. Can you estimate a rough percentage increase of revenue due to cycling?
- (0-5%)
 - (6-10%)
 - (11-15%)
 - (16-20%)
 - (21%+)

Appendix B:

HOTELS IN DOLORES AND CORTEZ

Super 8 Cortez

505 E. Main St Cortez 81321
980 565 8888

Cortez Mesa Verde Inn

640 S Broadway Cortez 81321
970 565 3773

Econo Lodge

2020 E Main St
970 565 3474

Knights Inn

440 S. Broadway
970 565 3755

Cortez Days Inn

430 N State Hwy 145
970 565 8577

Baymont Inn and Suites

2321 East Main Street
970 565 3400

National 9 Inn Sand Canyon

Cortez
970 565 8562

Rodeway Inn

Cortez
970 565 3761

Dolores Mountain Inn

701 Railroad Av Dolores
970 882 7203
Lars (owner)

Mesa Verde Motel

191 W. Railroad Ave Mancos
970 533 7741

Fox Den River Cabin

24507 Why 145
214 770 8805

Sundance Bear Lodge

33890 Hwy 184 Mancos
970 533 1504

Cozy Comfort RV Park

970 822 2483
Brenda Savage (owner)

Outpost Motel and Cabins

1800 Central Ave. Dolores
970 882-7271

***Ginger Black (owner) (also ask her about the Ginger Jar and do a separate interview for that business**

RESTURANTS IN DOLORES AND CORTEZ

The Depot

520 Railroad Ave Dolores
970 882 7500

Patsy Sainz (owner)

Karla's Bakery and Restaurant

18396 Highway 145 Dolores
970 882 1428

Karla (Owner)

Ponderosa Restaurant

8th Street & Hwy 145
970 882 7910

call around 12:30 and ask for Val

Riverfront Pizza and Suds

1219 Railroad Ave Hwy 145
970 882 4007

Sherri Scheiss (Owner)

Dolores River Brewery

100 S. 4th St Dolores
970 882 4677

Mark Youngquist (Owner)

Pepperhead

44 w. Main St
970 565 3303
Tess (Owner)

Tequila's Mexican Restaurant

1740 East Main St #1 Cortez
970 565 6868

Nero's

303 W. Main St Cortez
970 565 7366

Main Street Brewery

21 e Main st Cortez
970 564 9112
Janet Woods (owner) call in evening

Shiloh Steakhouse

5 Veach St Cortez
970 565 1665

Stonefish Sushi

16 W. Main St Cortez
970-565-9244
Before 11 or between 2-4:30
Brandon Shubert (Owner)

Absolute Bakery

110 S. Main Mancos
David Blaine (owner)
970-570-9223 (cell)

Let It Grow

90 N. Mildred Cortez
(970) 565-3099
Jude

OTHER ESTABLISHMENTS

Lizardhead Cyclery

350 Railroad Ave Dolores
970 739 6085

Kokopelli Bike Shop

130 W. Main Cortez
970 565 4408
Ask for Pete, Scott or Jimbo(owners)

Dolores Food Market

400 Railroad Dolores
970 882 7353

Taz Vass (owner)

Dolores General Store

300 Central Av Dolores
970 882 2143
Shawna Valdez (970-882-7600)

Dolores Liquors

202 S. 3rd st
970 882 4809
Izzy (owner)

The Flying Pig

350 Railroad Av Dolores
970 882 7865
Sheila Wheeler (owner)

Karma Coffee West Fork Gallery

105 S. 5th Street Dolores
970 882 2211
Michelle Pickens (Owner)

Sideshow Emporium

411 Central Ave Dolores
(970) 882-4646
Heather Narwid (Owner)

Zuma Grocery

121 Railroad Ave Mancos
(970) 533-7300

P & D Grocery

280 W Frontage Rd Mancos
(970) 533-7932

Chamber of Commerce

Cortez Chamber (Dena Guttridge)

928 E. Main

970 565 3414

cortezchamber@cityofcortez.com

Mancos Valley Chamber

P.O. Box 949

970 533 7070

chamber@mancosvalley.com

Dolores Chamber (Stuart Hanold)

PO Box. 602

970 822 7717

doloreschamber@centurytel.net

Appendix C:

Mountain Biking Economic Impact Survey Montezuma County, Colorado

1. Please circle the answer that describes you
Male/Female
2. Please circle that answer that describes your age
Under 18 years
19 – 25 years
25 – 34 years
35 – 50 years
over 50 years
3. Please circle the answer that describes your household income range
Under \$20,000 per year
\$20,000 - \$40,000 per year
\$40,001 - \$85,000 per year
\$85,001 - \$120,000 per year
over \$120,000 per year
4. Please circle the answer that describes your level of education
Some Highschool
Highschool Diploma
Undergraduate Degree
Master's Degree
Doctoral Degree

5. What is your primary reason for visiting the area?
 - I live here (Montezuma County)
 - Mountain Biking
 - National Parks/State Parks/National Monument
 - Outdoor Activities
 - Other _____
6. How often do you ride the trails in Montezuma County per year (includes Phil's World, Sand Canyon, Boggy Draw)?
 - Fewer than five times per year
 - 6 – 10 times per year
 - 11 – 20 times per year
 - over 20 times per year
7. How did you hear about mountain biking opportunities in the area?
 - Printed publication
 - Internet
 - Word of mouth
 - Other
8. How many days do you plan to spend in the area?
 - I live here
 - 1 – 2 days
 - 3 – 5 days
 - 6 – 10 days
 - over 10 days
9. Where do you live (City and State)?
10. How many people are in your group?
 - Just me
 - 2 – 4 people
 - 5 – 8 people
 - over 8 people
11. Where are you planning to stay during your visit?
 - I live here (Montezuma County)
 - Hotel/motel/RV park in the area
 - Not planning to stay in the area
 - Camping (public lands)
 - Other
12. Are you planning to ride on any other trails while in the area?
 - Yes
 - No
13. Can you estimate the amount of money you will spend while in the area?
 - \$0
 - \$1 – \$20 dollars
 - \$21 - \$50 dollars
 - \$51 \$150 dollars
 - over \$150 dollars

