



# WESTERN NATIVE TROUT INITIATIVE

## 2018 Small Grants Program

### *Grant Report*

**Lead Organization:** Colorado Trout Unlimited

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**Project Information**

Project Title: Native Trout Community Engagement Campaign

Native Trout/Char Species: Greenback Cutthroat Trout, Colorado River Cutthroat, Rio Grande Cutthroat

Total Estimated Project Budget: \$6,231.40

Total Funding Granted by WNTI: \$3,000.00

**Project Objectives**

The primary objectives of the *Native Trout Community Engagement Campaign* are to:

- (1) Identify and/or strengthen new and existing partnerships. The project aims to identify two (2) new community partners that have not yet actively participated with Colorado TU or Western Native Trout Initiative on native trout recovery efforts/communications.
- (2) Facilitate community dialogue and understanding of native trout recovery projects in their local watersheds. The project will enable local TU chapters and partners to host 4 community events – which is defined broadly to include public presentations by recovery partners, tours, and stakeholder group meetings (i.e. BreWater coalition). Events can also include major public gatherings (i.e. fly fishing trade shows, conferences, etc.) where marketing materials supported by this grant are used to increase public understanding and engagement with native trout.

- (3) Creation and dissemination of marketing materials related to native trout recovery and watershed health. The project will support the creation of a messaging campaign that highlights the important recovery work going on in various areas related to native trout and disseminate that information through new and existing community partners (a key focus will be on Long Draw project). At least 300 members of the public will be contacted through these public events. Marketing materials created as part of the Campaign include: a professional native trout recovery poster/banner that can be used at public events across Colorado; ads (2) placed in local papers/social media to highlight native trout recovery events; and general native trout recovery brochures that highlight the different species endemic to Colorado, various recovery efforts, and how people can get involved.

### **Project Methods**

The *Native Trout Community Engagement Campaign* aimed to expand existing knowledge and support of native trout recovery projects in key communities throughout Colorado. To achieve this goal, the project intended to leverage new and existing relationships with well-established community networks (i.e. breweries, other NGOs, etc.) to host public events that allowed for presentations to be given by recovery partners in that area and/or facilitate conservation about native trout recovery in Colorado. Those relationships would also be utilized to disseminate critical information to their respective groups.

Two specific types of community events that would be held as part of this initiative are as follows:

- (1) Partnership development and engagement with BreWater. BreWater is a coalition of breweries in northern Colorado (including major companies like Odell and New Belgium). They meet throughout the year to collaborate on key community issues and messaging. Funds from this grant would be used to organize a site visit to key local projects (i.e. Long Draw), as well as develop materials that can be distributed through their networks (i.e. general recovery brochure described above). By engaging these major community leaders in the process of better understanding local Greenback Recovery efforts, the chance of future involvement (funding, communications, etc.) will likely increase.

Deliverables: (1) recovery site tour with recovery partners and BreWater/community leaders; development and printing of general "Native Trout Recovery in Colorado" brochure.

- (2) Public meetings and events. By working closely with chapters located in various recovery areas in Colorado, CTU can help provide public presentations related to ongoing native cutthroat recovery key watersheds (including areas such as Durango, Fort Collins, Grand County, Evergreen, and others). These meetings would engage local recovery partners and provide an opportunity to tell the recovery story, as well as receive public comment on various projects. These types of meetings will be critical to expanding public support, funding, and volunteer resources in the future. These meetings will likely take place in collaboration with other community partners and businesses – thus helping to further the previous Campaign objective (expanding community partners and leveraging networks).

Deliverables: (2) public meetings focused on native trout recovery (success will be determined by attendance, press coverage, and partner involvement); (3) large public events that include greater focus on native trout recovery with the help of new materials and visual banner.

## Project Results

Overall, the Native Trout Community Engagement Campaign was successful with the support of WNTI funding and various project partners. The results of the specific project objectives are described below, along with associated images. It is important to note that changes were made to the original BreWater partnership engagement strategy due to a number of unforeseen factors. With the acknowledgement of WNTI, the funds originally targeted for BreWater engagement were utilized for other beneficial native trout community engagement efforts. See the descriptions below for more details.

*Objective 1: Identify and/or strengthen new and existing partnerships. The project aims to identify two (2) new community partners that have not yet actively participated with Colorado TU or Western Native Trout Initiative on native trout recovery efforts/communications.*

Over the course of the 2018-19 restoration season, Colorado TU has developed relationships with a number of “new” business partners to increase engagement and financial support for native trout recovery in Colorado. While a handful of those relationships are still in the development phase and are not listed here, two successful partnerships include:

- **Dublin Dog (Outward Hound).** The pet supply company has partnered with Colorado TU to produce a limited edition run of cutthroat dog collars. All proceeds of the dog collars go into Colorado TU’s “Native Trout Fund”, which provides



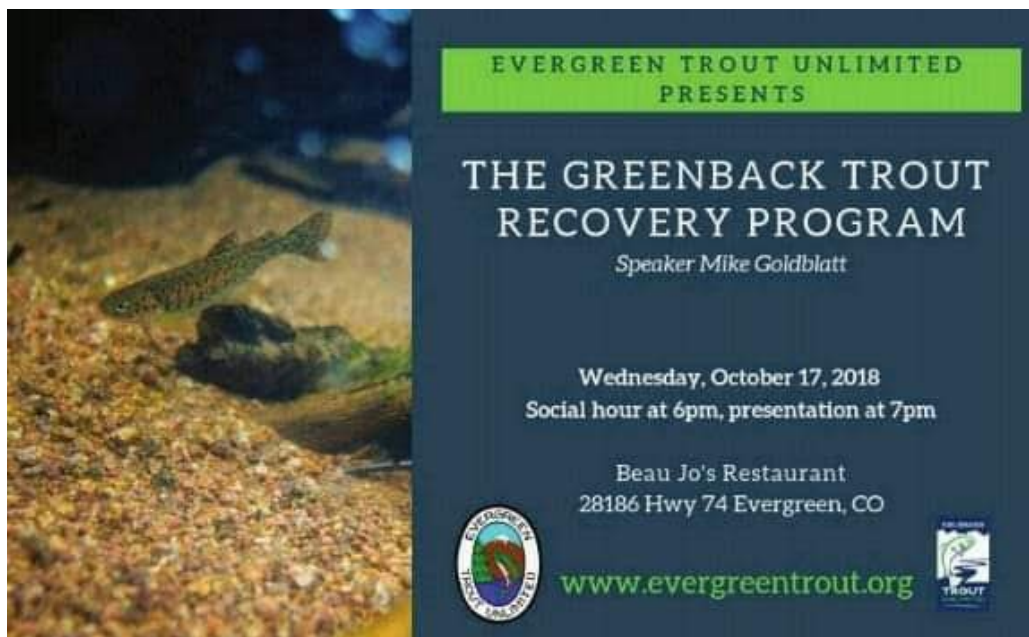
funding for various projects across the state. The collars are sold online, through many CTU business partners and local chapters, and at major events. These collars will increase awareness of native trout recovery among non-angling members of the public.

- **Colorado Native.** The Colorado Native brewery partnered with Colorado TU during the summer of 2019 to help with Greenback Cutthroat Trout stocking. The company highlighted the effort across their social media network, which has a significant number of followers. Conversations about future collaborations are ongoing.

*Objective 2: Facilitate community dialogue and understanding of native trout recovery projects in their local watersheds. The project will enable local TU chapters and partners to host 4 community events – which is defined broadly to include public presentations by recovery partners, tours, and stakeholder group meetings. Events can also include major public gatherings (i.e. fly fishing trade shows, conferences, etc.) where marketing materials supported by this grant are used to increase public understanding and engagement with native trout.*

WNTI funding played a significant role in helping Colorado TU increase the level of public engagement surrounding native trout in 2018-2019. In addition to the marketing materials described in “Objective 3”, WNTI funds supported a handful of public outreach efforts that increased exposure for native trout in Colorado. Due to unforeseen factors, the proposed public tour and engagement events with the BreWater organization were postponed for future years. With the support of WNTI, some funds were able to be redistributed to other events and expenses that promoted community engagement with native trout across the state. Those events included:

- **Evergreen Presentation of Greenback Cutthroat Recovery in Bear Creek Watershed, October 2018.** The Evergreen TU chapter president, Mike Goldblatt, presented on general Greenback Cutthroat Trout recovery, as well as opportunities for the Bear Creek watershed.



EVERGREEN TROUT UNLIMITED  
PRESENTS



THE GREENBACK TROUT  
RECOVERY PROGRAM

Speaker Mike Goldblatt

Wednesday, October 17, 2018  
Social hour at 6pm, presentation at 7pm

Beau Jo's Restaurant  
28186 Hwy 74 Evergreen, CO

[www.evergreentrou.org](http://www.evergreentrou.org)





- **Annual Fly Fishing Expo, January 2019.** The Annual Fly Fishing Expo takes place in Denver, CO during the first weekend in January. The event regularly draws thousands of local and regional anglers and their families over the course of three days. Funds from WNTI helped to design and purchase a series of native trout promotional materials (including a banner, brochures, and Greenback Poster) that were handed out to hundreds of people who visited the Colorado TU vendor booth.

Picture (Left): Colorado TU staff at the Fly Fishing Expo Booth.

- **Colorado TU Rendezvous Conference, April 2019.** The Colorado TU annual Rendezvous brings over 200 chapter leaders and conservation experts together for a weekend of networking and trainings. The 2019 conference had a significant focus on native trout recovery, including sessions discussing climate change impact on native trout; stream temperature analysis for native trout recovery; community engagement strategies around native trout, and more! The CTU Native Trout Recovery brochures were distributed to several chapters at the event for them to hand out to their community members.
- **Fly Fishing Rendezvous, April 2019.** This annual industry expo brings in thousands of outdoor enthusiasts and families each year. Colorado TU participated as a vendor and engaged hundreds of attendees in discussions about native trout, including passing out native trout brochures.



Picture (Above): TU Booth at Fly Fishing Rendezvous before the doors opened to the public.

- **Evergreen Presentation of Greenback Cutthroat Recovery in Bear Creek Watershed, June 2019.** Chris Carroll, local U.S. Forest Service Fisheries Biologist presented to a local group (around 20 people) of Evergreen residents about Greenback recovery and opportunities for stocking in the Bear Creek watershed. The local TU chapter has been working with the USFS actively to maintain stream temperature data collection sites at multiple locations throughout the drainage (this effort was made possible by a 2017 WNTI grant).



- **Friends of the Ark Fly Fishing Rendezvous, October 2019.** This Fly Fishing Rendezvous took place at Pueblo State Park and engaged hundreds of local outdoor enthusiasts in the area. Colorado TU partnered with the local Southern Colorado Greenbacks Chapter of TU to provide native trout information to residents.

Picture (Left): Volunteers from Pueblo's Southern Colorado Greenbacks Chapter of TU talk with the public about native trout and opportunities to engage in thos efforts.

*Objective 3: Creation and dissemination of marketing materials related to native trout recovery and watershed health. The project will support the creation of a messaging campaign that highlights the important recovery work going on in various areas related to native trout and disseminate that information through new and existing community partners (a key focus will be on Long Draw project). At least 300 members of the public will be contacted through these public events. Marketing materials created as part of the Campaign include: a professional native trout recovery poster/banner that can be used at public events across Colorado; ads (2) placed in local papers/social media to highlight native trout recovery events; and general native trout recovery brochures that highlight the different species endemic to Colorado, various recovery efforts, and how people can get involved.*

In order to engage the general public and outdoor enthusiasts in native trout recovery, Colorado TU organized and participated in several community events. As part of those events (some listed in this report in "Objective 2"), various promotional materials were generated to advance public understanding of the native trout recovery process and the presence of certain native trout species in their local watersheds. The various events described in "Objective 2"

successfully engaged over 300 people and developed the following materials (which will continue to be made available at events across Colorado in future years):

- **Colorado Native Trout Brochure.** This brochure was designed by partners from WNTI, Colorado Parks and Wildlife, the U.S. Forest Service, and Colorado Trout Unlimited. The document provides information on the four different species of cutthroat trout native to Colorado, the various elements of the recovery process, and how to get involved. This brochure has become widely popular among partner organizations and TU chapters – leading to a second round of printing. Some of the original “BreWater event funds” were used to supplement additional printing costs. See a copy of the brochure in “Appendix A”.
- **Colorado Native Trout Banner.** This 3’x6’ banner is used at various community events and conferences to attract and engage audiences in native trout recovery. The Banner highlights the four species of cutthroat native to Colorado. See a copy of the banner in “Appendix B”.
- **Native Trout Advertisements (3).** In an effort to engage a wider audience around native trout, Colorado TU utilized general public advertisements to broaden involvement beyond TU members and anglers. In two separate cases, CTU funded advertisements in the Canyon Courier, a newspaper servicing the I-70 mountain corridor to highlight the Evergreen Greenback Cutthroat Trout recovery presentations by Mike Goldblatt and Chris Carroll. Colorado TU also utilized several Facebook and Social media ad buys to engage a wider audience around native trout (primarily Greenback volunteer opportunities and stories). We believe that these advertisements achieved their goal of widening community engagement with native trout based on the fact that over 60% of Greenback stocking volunteers were not TU members (over 120 people).



Picture (Left): Newspaper ad in Canyon Courier for Greenback Recovery Presentation in Evergreen, CO

**Final Project Budget**

<b>Description of Service or Activity</b>	<b>Proposed Match (\$)</b>	<b>WNTI Grant Funds Requested (\$)</b>	<b>Actual Costs (\$)</b>	<b>Actual WNTI Funds (\$)</b>	<b>Actual CTU Match (\$)</b>
*Van Rental (for BreWater Tour/events)		1,500.00	0.00	0.00	0.00
Printing Native Trout Recovery Brochures		250.00	348.77	348.77	(incl. in staff design expense)
Native Trout Recovery Banner & Repair Cost		300.00	243.50	243.50	(incl. in staff design expense)
Advertising Costs for local meetings and boost public turnout		750.00	936.90	936.90	(incl. in staff design expense)
Travel (volunteer and staff) to support native trout meetings/events across Colorado	500.00	200.00	700.00	200.00	500.00
Planning, design, & implementation (staff time and resources)	2,731.40		2,731.40		2,731.40
**NT Venue Rental Fee (Objective 2 & 3)			100.00	100.00	
<b>TOTAL</b>	<b>\$3,231.40</b>	<b>\$3,000.00</b>	<b>\$5,060.57</b>	<b>\$1,829.17</b>	

\* BreWater event cancelled and funding repurposed.

\*\* Repurposed funding from original BreWater event expense.



## APPENDIX

A. Native Trout Brochure. Available Online:

<https://static1.squarespace.com/static/5a4f84d9914e6b2216f693cc/t/5d127d9579fae50001fe333d/1561492889972/NativeTroutBrochureDr8+%282%29.pdf>

B. Native Trout Banner. Available Online:

<https://static1.squarespace.com/static/5a4f84d9914e6b2216f693cc/t/5dc099ef13cc65456db35f6d/1572903414833/Banner9final.pdf>