



VALLES CALDERA NATIONAL PRESERVE

MASTER PLAN for INTERPRETATION

6.0 IMPLICATIONS & IMPLEMENTATION

The implications of this Master Plan for Interpretation extend far beyond the presentation of interpretation to Preserve users. This section will detail these implications, which naturally derive from the elements of the plan and provide a framework for implementation.

Los Alamos Historical Society



6.1 Preserve Operations and Management

The primary operational implications for the Master Plan is that the Preserve will be more intensively used, feature more complex experiences, require additional staff and volunteers, and need to address the operation and management of overnight accommodation and a public facility.

Additional Staff Requirements:

- Managing, staffing and maintaining an interpretive center
- Managing and maintaining overnight accommodation both central and remote in location
- Managing and staffing additional history-based interpretation at the Ranch Headquarters
- Potentially operating food and retail services
- Expanding marketing to a larger geographical area and niche markets
- Additional patrolling of site and buildings

Additional Operational Requirements May Involve:

- Maintenance of new buildings and renovated structures
- Potentially new road construction and de-commissioning of existing roads
- Meeting Federal/State regulations for accommodation and food services
- More complex financial accounting

6.2 Business Planning

Implementing this Master Plan will involve a substantial capital outlay and significantly increased staff and maintenance costs. In exchange, revenues will also increase significantly. Of the activities currently undertaken or planned for the Preserve, recreation— including interpretation and education— has the highest potential for revenue generation. Revenue would be generated from:

- Expanded site use and revisits as a result of extended recreational options (longer trails, skiing, etc.)
- Expanded visits as a result of new programming and exhibitry at the Ranch Headquarters
- Expanded visits as a result of value-added guided events, e.g. horseback tours, archaeological digs, etc.
- Accommodation, both rustic and upscale
- Interpretive center entrance fees or, if no fees, food and retail sales and additional fee-for-service site use



6.3 Implementation

This section details the elements of the plan, which have been rationalized and discussed in previous sections. They are categorized according to priority based on short, medium, and long term schedules.

6.3.1 Short Term (1-3 years)

Operational

- Conduct a cost-benefit analysis and feasibility study for providing public lodging in the lodge in the Ranch HQ, bunkhouse along Redondo Creek, and/or San Antonio cabin.
 - If feasible economically and operationally, implement of a limited scale
 - Contract out, identify, or create a new staff position with the responsibility to conduct an oral history of the people and events on the site and make sure that they are communicated broadly. Note: an outline of a possible special event that has a supportive goal is included in an appendix to this document.
 - Develop an operational approach that underscores collaboration and cross-fertilization of disciplines and roles within the organization.
 - Facilitate Staff and Volunteers getting together regularly to understand what is happening within the organization.
 - Provide Staff and Volunteers with training in dealing with the public and interpreting the mission, messages and stories of the organization and place.
 - Incorporate the public in accomplishing as many roles as possible.
- Form partnerships with surrounding groups and organizations who can assist in providing interpretation and spreading the word about the mission, messages and stories of the organization and place.

Conflict Resolution

- Develop a plan that lays out the “absorption” / “level of use” zones that can provide guidance for future decision-making on level of public use.
- Continue the current program development approach that separates diverse uses through careful scheduling and spatial distribution.

Community Audience

- Provide opportunities for broad participation in diverse activities that do not detract from the ability of the Preserve to support itself.
- Test providing access to all recreation activities via a lottery-based, low cost, fixed % of tickets which are made available only to the local communities
- Develop communications methodology that does not solely rely on the Web.
- Develop programs, activities and roles that respond to the needs of “neighbors”
- Test hosting community-focused special events that focus on informal gatherings and shared experiences

Interpretation

- Conduct a Feasibility Study and Concept Design for a visitor facility in the Preserve; determine any environmental impacts.

- Hire and train professional interpreters to undertake “Living History” interpretation on-site.
- Assess suitability of current Ranch HQ structures for use in Living History programs, e.g. addition of graphics, exhibits, etc.
- Recruit multilingual interpreters of Hispanic and Pueblo origin
- Test implementation of additional interpreter-led group experiences, for example:
 - Equestrian guided rides
 - Birding tours
 - Archaeological digs
 - Biking tours
- Determine additional forms of Service Learning that can be undertaken.
- Test and evaluate
 - Hay rides
 - Chuckwagon dinners
 - Cultural celebrations
 - Musical festivals
- Replace present graphics used at the viewpoints along Hwy 4 with graphics which better interpret the Preserve, its values and goals. Will probably entail three or four graphic panels per site which could form a low aspect interpretive station if mounted on a low structure made of materials appropriate to the site and setting.
- Determine potential for additional interpretive graphics inside existing structures, e.g. ranch buildings, San Antonio cabin, movie sets, etc.





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6.3.2 Medium Term (4-6 years)

Operational

- If test implementation of overnight accommodation in existing structures is successful, (for example, no significant operational or environmental impacts; revenue generating), implement as full program
- Determine economical and operational feasibility of establishing accommodation at other locations on the site. This could range in scale from simple tent platforms in order to confine camping to specific locations, small huts or cabins, up to larger structures, which could accommodate up to 12 people.
 - If feasible, conduct test implementation using tent platforms and/or yurts

Conflict Resolution

- Review proposed extended experiences for zoning changes

Community Audience

- Continue and expand community participation

Interpretation

- Complete visitor facility design and begin construction
- Add successful interpreter-led programs to full program status
- Living history-based programming implemented as full program

- Where considered important to interpretation, add additional interpretive graphics inside existing structures, e.g. ranch buildings, San Antonio cabin, movie sets, etc.



6.3.3 Long Term (7-10 years)

Operational

- If test implementation of additional overnight accommodation is successful, build out to full program.

Conflict Resolution

- Review and scheduling to determine any changes required as a result of new initiatives

Community Audience

- Continue and expand community participation

Interpretation

- Open visitor facility to the public

