



Contact:

Terry McDermott

Communications &

Marketing Manager

505-661-3333

TMcDermott@VallesCaldera.gov

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NEWS RELEASE

VALLES CALDERA REVENUE ENHANCEMENT STUDY COMPLETE

Financial Self Sufficiency Possible

Jemez Springs, New Mexico - A comprehensive study that illustrates how the Valles Caldera National Preserve (VCNP) can achieve financial self-sufficiency was unveiled by the VCNP today. The study, conducted by the Economics Group of ENTRIX, Inc., based in Vancouver, Washington presents a palette of possibilities which can be used to paint an environmentally responsible picture of financial self- sufficiency for the VCNP.

“The report analyzed programs and activities at the VCNP and around the country with respect to financial, cultural and environmental viability at the Valles Caldera,” said Gary Bratcher, Executive Director of the Valles Caldera Trust. “Armed with this information the staff, management and Board of Trustees can develop a bona fide business plan that will enable us to achieve our financial goals while preserving the environment”.

The Valles Caldera Trust is a wholly owned federal corporation challenged to achieve financial self sufficient management of the VCNP while preserving natural resources and providing reasonable access to the public. The Board of Trustees commissioned ENTRIX in early 2008 to conduct a strategic study of revenue enhancement opportunities to fulfill those requirements. ENTRIX evaluated a number of revenue-generating business enterprise activities including lodging and hospitality, education and research, hunting, fishing and other recreation programs to generate revenue.

ENTRIX fashioned a pair of alternatives that employ a variety of common elements including the development of a visitor center, an education and research center and renovation of existing cabins and structures. The alternatives are suggested models of how the VCNP can attain financial self- sufficiency but are not the final revenue enhancement plans for the VCNP.

“These alternatives and other ideas will be subject to the rigid scrutiny of the ongoing Public Access and Use Planning process which also incorporates a stringent National Environment Policy Act (NEPA) component,” said Bratcher. “The process will then deliver an even broader range of alternatives that will be presented to the public for comment later this year with a final decision report expected in 2010.”

The entire ENTRIX report can be viewed on the Valles Caldera National Preserve website at <http://www.vallescaldera.gov/about/trust/docs/VCTRevenuePlan20090327.pdf>

ENTRIX, Inc. is a professional environmental and natural resource management consulting company specializing in water resources management, environmental and natural resource liability management (ENRLM), natural resources management and NEPA/state compliance and permitting. For more information on ENTRIX contact:

Gretchen Greene, Ph.D.
(360)883-0191
ggreene@entrix.com