



James M. Robb - Colorado River State Park

FY09-10



who we are

James M. Robb - Colorado River State Park consists of five sections of beautiful riverfront along 35 miles of the Colorado River as it flows through the Grand Junction area. From Island Acres in the east, through Corn Lake, the Colorado River Wildlife Area, Connected Lakes and down river to Fruita, this remarkable park offers unique scenic and recreation opportunities. Trails wind through stands of tall trees and along the banks of the famous and magnificent Colorado River. Island Acres and Fruita offer swimming, showers and tent camping as well as full-service campsites. The other three areas offer day-use activities including trails and boating for hand-propelled or electric-powered craft.

Visitors to James M Robb – Colorado River State Park (JMR-Colorado River State Park) spend about \$22.7 million annually at local businesses.

Source: Corona Research, *Colorado State Parks Marketing Assessment*, “Visitor Spending Analysis 2008-2009.”

top attractions

- Colorado state parks is actively involved in the Riverfront Trail along the Colorado River. This effort will provide convenient and quality trail access for people wanting to enjoy the river.
- The Grand Valley is a major tourist destination. Fruita, Grand Junction and Palisade are gateway communities to many natural attractions, including the Colorado National Monument, McInnis Canyons National Conservation Area, the Grand Mesa, the Colorado River and extensive federal lands.
- The Island Acres and Fruita portions of the park offer visitors a chance to enjoy the river, with camping available to those who want to relax and spend some time.
- The Grand Junction area is famous for the extensive bike and hiking trails available to the public, including the 150-mile Kokopelli Trail.
- Wineries, orchards, frequent events and festivals, scenic driving tours through the Dinosaur Diamond and Scenic Highway 65 attract visitors to the Grand Junction area.

our partners

- Grand Junction Visitor and Convention Bureau
- Colorado Riverfront Foundation
- Mesa Valley School District 51
- Colorado Division of Wildlife
- Mesa State College
- Grand Valley Audubon Society
- Mesa County
- City of Fruita
- City of Grand Junction
- Town of Palisade
- Mesa Land Trust

challenges we face

- An important challenge is understanding how to market a park with an attractive mild climate, convenience to the I-70 corridor and a long visitation season, with limited resources and options for a strong marketing effort.
- Multiple park units distributed along 35 miles of riverfront creates management challenges for natural resource issues, including control of non-native/noxious vegetation.
- Another challenge is to effectively coordinate efforts with other agencies to develop the Trail, while maintaining overall park operations and meeting park visitor needs.
- Improve the water quality at the Fruita section to reopen the swim beach and improved fishing opportunities.

our enduring vision

Colorado State Parks offer exceptional settings for renewal of the human spirit. Residents and visitors enjoy healthy, fun-filled interaction with the natural world, creating rich traditions with family and friends that promote stewardship of our natural resources. Park employees and their partners work together to provide ongoing and outstanding customer service through recreational programs, amenities and services.

statistics and ratios

Visitation FY 09-10: **449,741**

Estimated expenditures within 50 miles
of the park: **\$22,726,296 (2008-2009)**

Full-time staff: **8**

Visitor to full-time staff ratio: **56,218:1**

Temporary employees: **21**

Volunteers: **224**

Volunteer hours contributed: **6,344**

County: **Mesa**

Congressional District: **3**

State Legislative Districts
Senate: **7** House: **54, 55**

expenses/revenue

Total operating expenses: **\$980,645**

Total construction expenses: **\$0**

Total revenue generated: **\$916,530**

Self-sufficiency ratio: **93%**
(FY 09-10 revenues/operating expenses)

park inventory

Year became a state park: **1989**

Land acres: **562**

Water acres: **251**

Elevation: **4,498-4,700'**

Ownership

State parks: **83%**

Other: **17%**

Miles of Roads

Paved: **4.1**

Unpaved: **1.1**

Miles of Trails

Hiking: **9.9**

Biking: **7.8**

Horse: **3.4**

Boat ramps: **2**

Campsites: **137**

Picnic sites: **104**

Concessions: **0**

Major buildings/structures:

Two visitor centers

Two camper services buildings

Two group picnic areas

Two maintenance shop buildings

Park office

land acquisitions FY 09-10

There were no new acquisitions in FY 09-10.

volunteer activities

- The campground host program provides valuable services to campers and assists park staff during the long camping season.
- A volunteer conservation program with the Bookcliff Middle School continues to teach outdoor sciences and ethics in a natural classroom.

to contact us:

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Colorado State Parks