



DEPARTMENT OF NATURAL RESOURCES

• Visitor Services

• Open Lands

• Weed Management & Forestry

1800 South County Road 31

Loveland, CO 80537

(970) 679-4570/ (970) 679-4574 FAX

www.larimer.org/naturalresources

April 14, 2009

TO: Open Lands Board Members

FROM: Rob Novak – Education program coordinator

RE: Draft Site Themes for Red Mountain Open Space

In order to increase the effectiveness of interpretive messages and ensure the overall theme for interpretation at Red Mountain Open Space is prevalent, research shows that the use of a site theme is beneficial.

The site theme is a distillation of the overall interpretive theme for the site. The best themes are simple, catchy, and provocative and provide the visitor with a structure for the way they think about the property.

This theme will appear on various non-personal interpretive products (interpretive panels, select kiosk panels, site brochure, webpage for RMOS) and will include one of the phrases below, as well as an associated visual element (options being developed by Sue Sell)

Suggested site themes for Red Mountain Open Space:

“Diversity on a living landscape”

“The past meeting the present where the mountains meet the plains”

“Life on the edge”

This idea will be open for discussion at the April board meeting and your input on the selection of one of the above themes will be solicited.

If you have any questions please contact me at (970) 679-4561 or rnovak@larimer.org