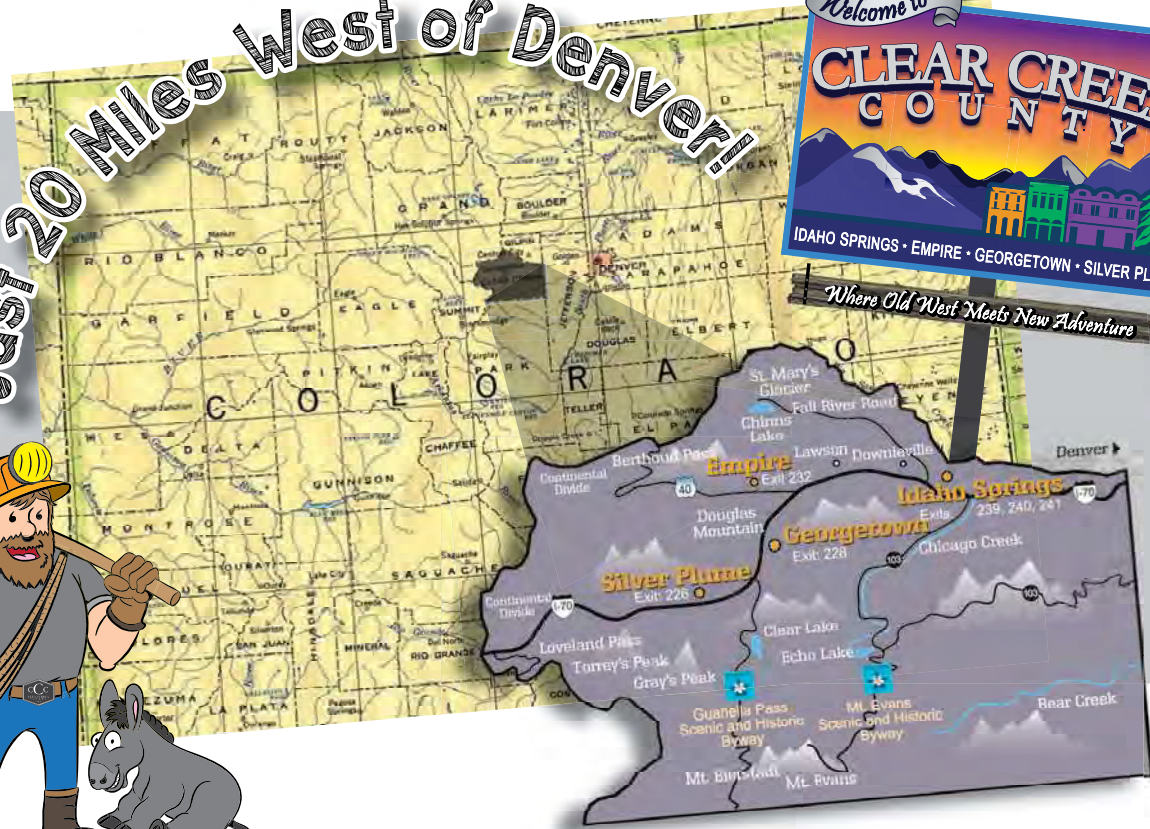




*Clear Creek County Tourism Bureau
Marketing Project Deliverables FY17*

Just 20 Miles West of Denver!

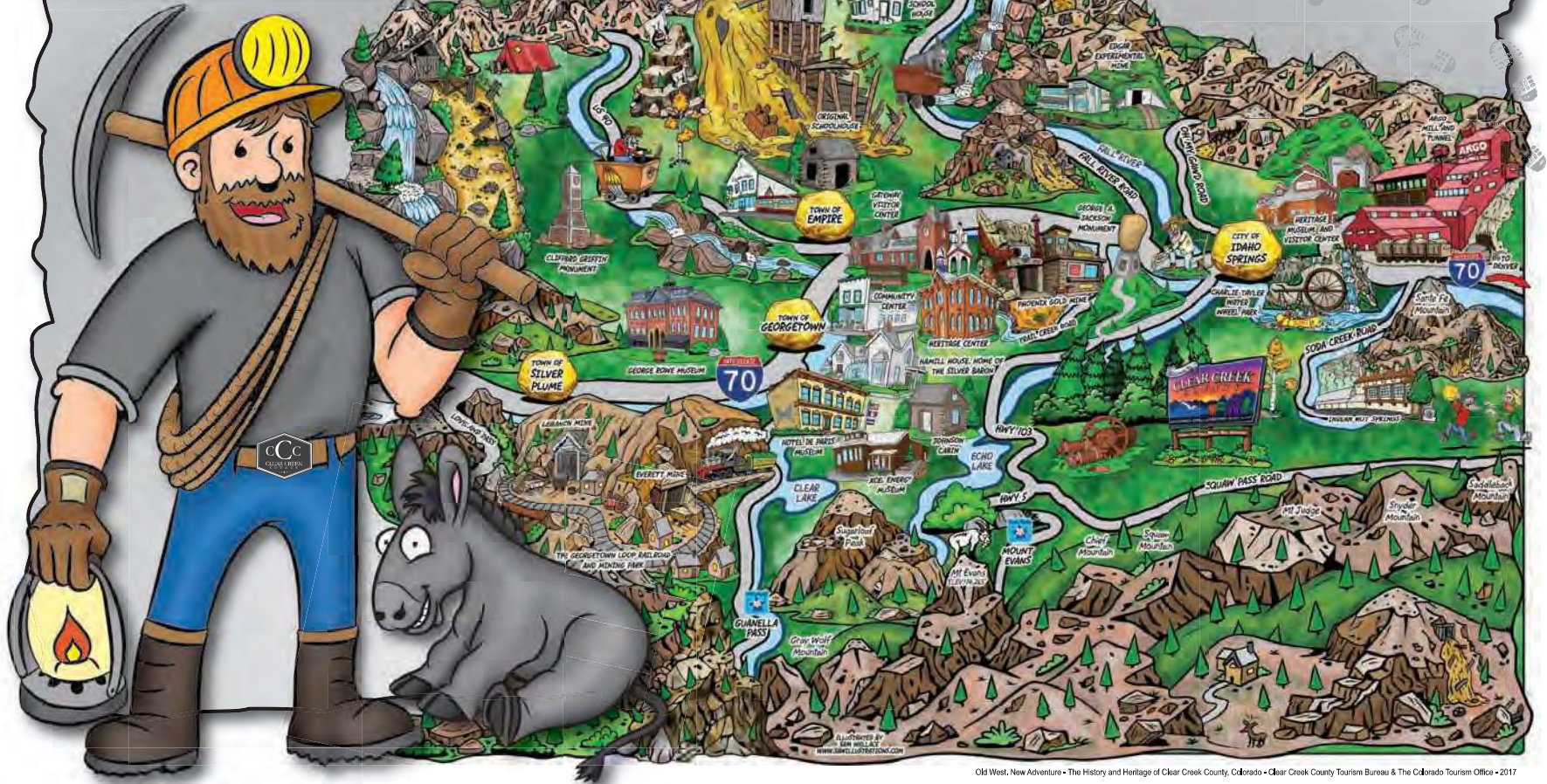


The 2017 History and Heritage campaign highlighting Clear Creek County and our authentic mining heritage was incredibly fun, exciting and successful! The new initiative showcased our portion of Colorado's mining history to local residents, business owners and those visiting Idaho Springs, Empire, Georgetown, Silver Plume, as well as surrounding areas. The new program created an interactive experience welcoming everyone to explore mining attractions and historical landmarks through an interactive adventure map, mascot, printed and electronic advertisements, promotional items and special events.

Cassandra Patton,
Director
Clear Creek County Tourism Bureau

EXPLORE CLEAR CREEK COUNTY

EXPLORE even more online
with our interactive map!
ClearCreekCounty.org/Explore



The historic towns and cities of Clear Creek County, Colorado hold incredible, authentic mining history boasting more than 150 years of heritage and culture. Outside of travel time dropping from two weeks by wagon to under 30 minutes by car, it is amazing how little has changed! Today, EXPLORE the four original mining camps of Idaho Springs, Empire, Georgetown and Silver Plume that later became boom towns and see what rich history you will uncover as you visit various mining attractions and destinations scattered throughout the County.

Mines for a Day...

Venture back into the late 1800s and early 1900s as you experience a well rounded tour of mining history from one side of the County to the other.

Begin your adventure at the **Argo Mill and Tunnel** where a tour guide will explain the significance of the Argo Tunnel (once the longest mining tunnel in the world) and how it provided water drainage, ventilation and economical transportation of ore for surrounding mines. Walk in the footsteps of late-day, hard rock miners as you descend the five story mill while enjoying original artifacts and mining equipment.

2350 Riverside Drive, Idaho Springs, CO 80452
 (303) 567-2421 | www.ArgoMillTour.com

For groups of 10 or more, head west a mile and a half to the **Edgar Experimental Mine**, owned and operated by the Colorado School of Mines, which produced high-grade silver, gold, lead and copper in the 1870s. Today it is an underground laboratory for future engineers, providing experiences for those working to find, develop, and process natural resources. (Reservations Required)

365 8th Avenue, Idaho Springs, CO 80452
 (303) 567-2911 | www.inside.mines.edu/Mining-Edgar-Mine

Want to experience an operating mine owned by the longest continuing mining family in Colorado? Then look no further than the **Phoenix Gold Mine** located just 3 miles west of Downtown Idaho Springs. Enjoy the scenic drive along Clear Creek and Trail Creek as you prepare to learn more about mining and milling while discovering gold, silver, copper, iron pyrite and tellurium still in the earth.

800 Trail Creek Road, Idaho Springs, CO 80452
 (303) 567-0422 | www.phoenixgoldmine.com

Finish the day by heading 13 miles west of Idaho Springs to the **Lebanon and Everett Mines** at the Georgetown Loop Railroad. This incredibly scenic train ride provides exclusive access to the mines while winding you through the Rocky Mountains between Georgetown and Silver Plume. At the mid-way point stretch your legs and explore mining tunnels ranging from 500 to 900 feet bored in the late 1800s. Here discover rich veins of silver, learn about early-day mining, and get a sense of what mining was like when it was in operation.

646 Loop Drive, Georgetown, CO 80444
 (303) 569-2030 | www.georgetownlooprr.com

Extend Your Stay...

Fully engage in our mining history and heritage with a weekend or week-long getaway! Visit www.ClearCreekCounty.org for a complete list of lodging, dining, and recreational activities!

Choose from action packed entertainment such as: ATV tours, white water rafting, horse back riding, zip-lining, challenge courses, zorbing, and 14ers! Those looking for laid-back, leisurely entertainment should check out our day spas, mineral hot springs, scenic drives, museums, unique shops, and art galleries. For an incredible natural experience, our public lands offer the perfect mountain setting for recreational opportunities such as hiking, mountain biking, fishing, and hunting.

With an array of overnight accommodations you can choose from hotels within the local municipalities, yurt style glamping, or pitching a tent in the great outdoors!

There are many options for delicious miners fare ranging from formal, sit-down dining to fast-casual dining. Additionally, a few locations offer pairing your dining experience with a brewery or distillery tour!

Let's EXPLORE Clear Creek County!
 Pick up your free mini mascot and take him with you while you EXPLORE and uncover incredible history.
 :: Then post · tag · share your memories on Facebook ::
[Facebook.com/CJMiner303](https://www.facebook.com/CJMiner303)
 #EXPLORECLARECREEK

Don't miss our County-wide special events and festivals that take place most weekends throughout the summer and showcase Colorado musicians and local artisans. Each event offers an incredible variety of spontaneous fun for the entire family. Visit www.ClearCreekCounty.org/events to see what's happening around the County this weekend!

- **City of Idaho Springs**
- Heritage Museum and Visitor Center
- ✂ Argo Mill and Tunnel
- George A. Jackson Monument
- Charlie Taylor Water Wheel Park
- The Underhill Museum
- Central Hose House
- ✂ Edgar Experimental Mine
- ✂ Phoenix Gold Mine

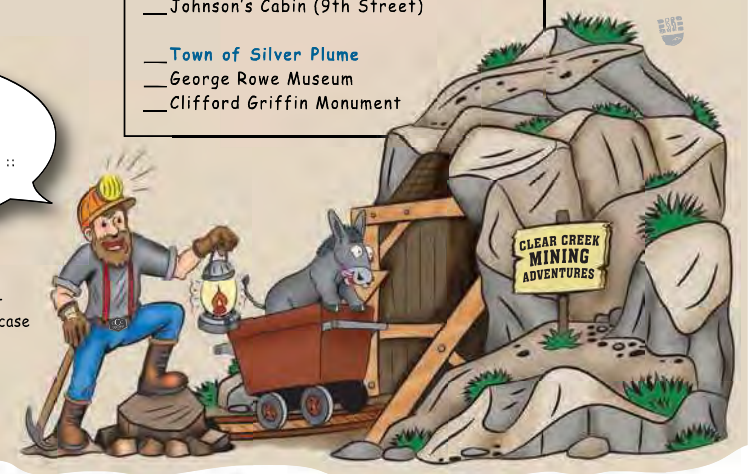
- **Town of Empire**
- Original Schoolhouse

- **Town of Georgetown**
- The Gateway Visitor Center
- Georgetown Community Center
- ✂ Lebanon and Everett Silver Mines at The Georgetown Loop Railroad
- Hamill House, Home of the Silver Baron
- Hotel de Paris Museum
- Alpine Hose No. 2 Fire Museum
- Xcel Energy Museum
- The Heritage Center
- Johnson's Cabin (9th Street)

- **Town of Silver Plume**
- George Rowe Museum
- Clifford Griffin Monument

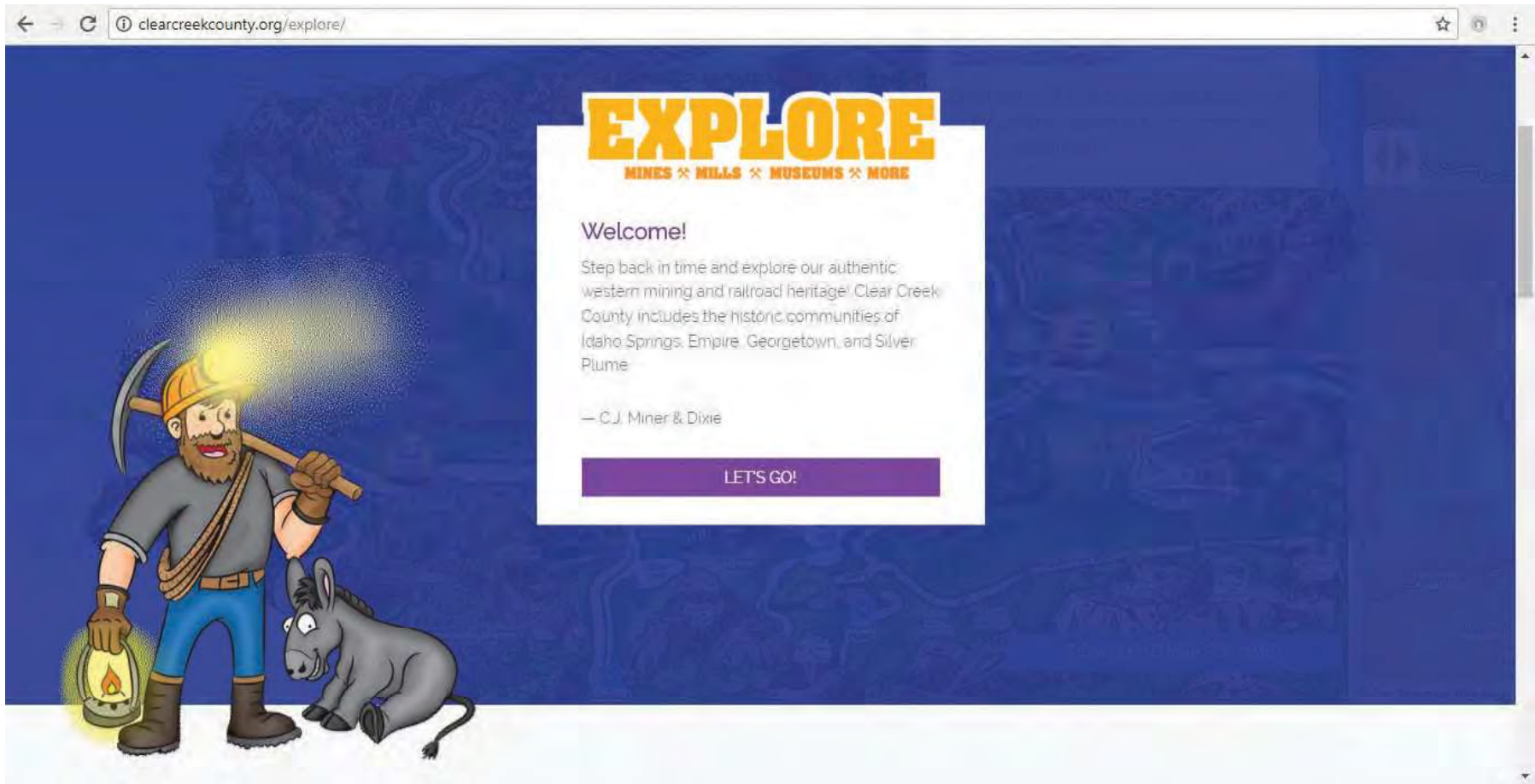
EXPLORE
 these landmarks to learn more about the history and heritage of Clear Creek County and be sure to visit other businesses and attractions along the way!

How many of these landmarks can you find on the map?



In 1859 Prospector George A. Jackson discovered gold at the confluence of Chicago Creek and Clear Creek triggering the Colorado Gold Rush!





This section showcases screen shots of the digital interactive map that was designed to connect guests with information on desktop computers and mobile devices to our four mining attractions, original mining towns, and additional landmarks within the County.
www.ClearCreekCounty.org/EXPLORE

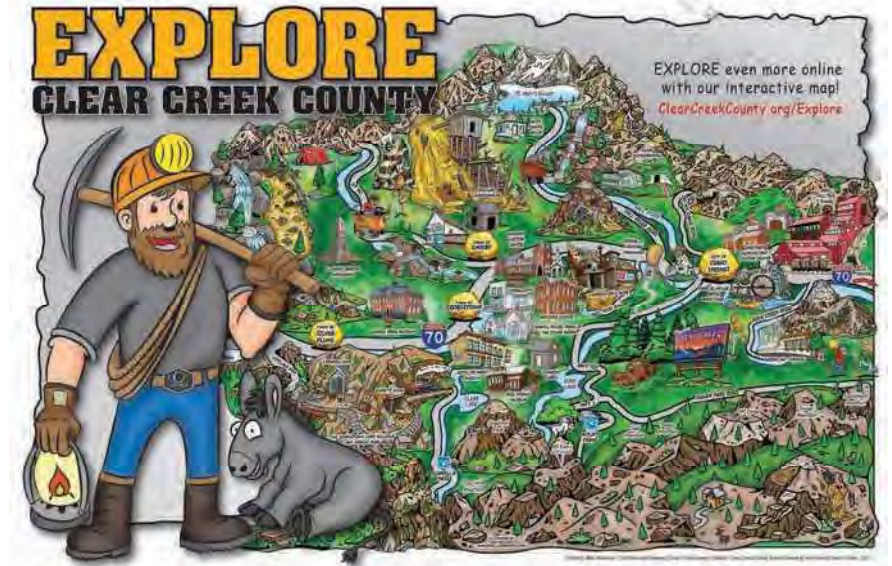
Digital Interactive Adventure Map

Screenshots of EXPLORE page and printable PDF

Explore Clear Creek County

The historic towns and sites of Clear Creek County, Colorado hold incredible, intertwined mining history boasting more than 200 years of heritage and culture. Instead of travel, you're stepping from the screen for a glimpse of what life was like in the mining boom. EXPLORE the history of Clear Creek County, Colorado. EXPLORE the history of Clear Creek County, Colorado. EXPLORE the history of Clear Creek County, Colorado. EXPLORE the history of Clear Creek County, Colorado.

<p>Argo Mill and Tunnel Idaho Springs</p> <p>With the Argo Mill and Tunnel, create a fun guide to understand the significance of the Argo Tunnel (one of the longest mining tunnels in the world) and how it provided vital drainage, ventilation and economical transportation of the rich surrounding mines.</p> <p>MORE INFO GET DIRECTIONS</p>	<p>Edgar Experimental Mine Idaho Springs</p> <p>Head to the Edgar Experimental Mine (originally operated by the Colorado School of Mines, which produced high-grade silver, gold, lead and copper in the 1870s). Today it is an underground laboratory for future engineers. After 100+ years of mining, it is still a working mine. Reservations Required.</p> <p>MORE INFO GET DIRECTIONS</p>	<p>Phoenix Gold Mine Idaho Springs</p> <p>Wait to experience an operating mine owned by the largest continuing mining family in Colorado? Then visit no further than the Phoenix Gold Mine. Enjoy the scenic drive along Clear Creek as you prepare to learn more about mining and mining while discovering gold, silver and copper all at the same time.</p> <p>MORE INFO GET DIRECTIONS</p>	<p>Lebanon Silver Mine Georgetown/Silver Plume</p> <p>Enjoy a scenic train ride aboard the Georgetown Loop Railroad that provides historic access to the Lebanon and Bennett Mines while enjoying you through the Four's Mountains. At the midway point, switch your legs and explore mining heritage based in the late 1800s.</p> <p>MORE INFO GET DIRECTIONS</p>
<p>Idaho Springs</p> <p>This vibrant community (well, it started like you back in 1870) is one of the oldest towns in Colorado's gold country where future legends from all over the world were born by the promise of riches.</p> <p>MORE INFO GET DIRECTIONS</p>	<p>Empire</p> <p>Empire was founded in 1882 (however the settlement, originally called, Valley City, later changed to Empire in 1885). Today, it's a town of historic charm where you can enjoy the scenic views of the world's most beautiful mountain adventures.</p> <p>MORE INFO GET DIRECTIONS</p>	<p>Georgetown</p> <p>In 1876, two families (the George and David Griffith) set out west to make a claim near George Jackson's discoveries but instead they ended up mining. Instead they opted to follow the claim because they didn't have the money to buy the claim. They ended up mining and discovered gold in August of 1876 at the base of the mountain that today bears the family name.</p> <p>MORE INFO GET DIRECTIONS</p>	<p>Silver Plume</p> <p>To show down the first man (not of Silver Plume) to the town of Silver Plume, the town of Silver Plume was founded in 1870. Today, less than 100 people live there year-round.</p> <p>MORE INFO GET DIRECTIONS</p>



EXPLORE even more online with our interactive map! ClearCreekCounty.org/Explore

The historic towns and sites of Clear Creek County, Colorado hold incredible, intertwined mining history boasting more than 200 years of heritage and culture. Instead of travel, you're stepping from the screen for a glimpse of what life was like in the mining boom. EXPLORE the history of Clear Creek County, Colorado. EXPLORE the history of Clear Creek County, Colorado. EXPLORE the history of Clear Creek County, Colorado.

Mines for a Day

Visit one of the four original mining camps of Idaho Springs, Empire, Georgetown and Silver Plume. Four local historic towns have and we will take you to each one. We will provide you with a map and directions to each town.

Second Year Site

Fully engaged in our mining history and heritage with a wealth of award-winning exhibits, you'll enjoy a day of mining, dining and recreational activities.

Let's EXPLORE Clear Creek County!

Join us for a fun day of mining history and heritage with a wealth of award-winning exhibits, you'll enjoy a day of mining, dining and recreational activities.

EXPLORE these landmarks to learn more about the history and heritage of Clear Creek County and be sure to visit other businesses and attractions along the way!

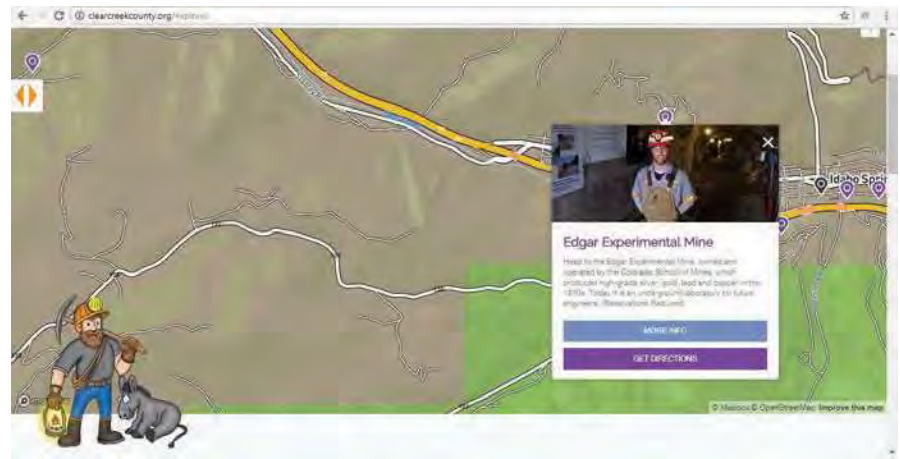
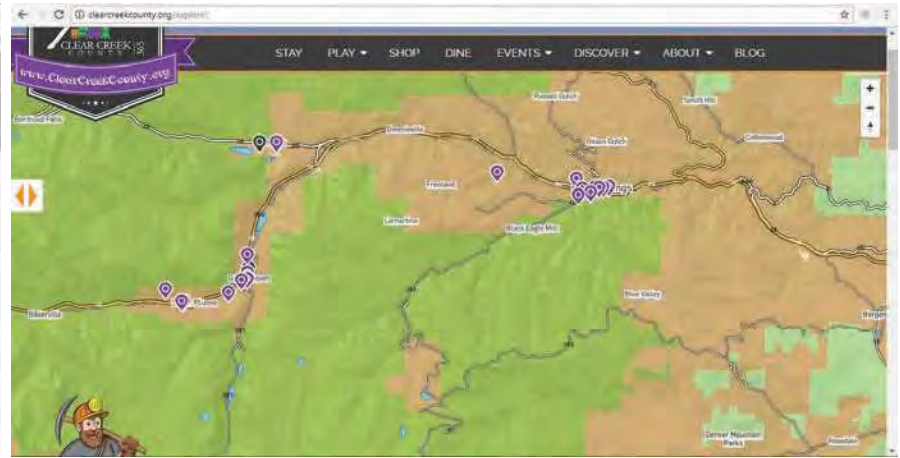
How many of these landmarks can you find on the map?

- City of Idaho Springs
- Heritage Museum and Visitor Center
- Argo Mill and Tunnel
- George A. Jackson Monument
- Charlie Taylor Water Wheel Park
- The Underhill Museum
- Central Year House
- Edgar Experimental Mine
- Phoenix Gold Mine
- Town of Empire
- Original Schoolhouse
- Town of Georgetown
- The Gateway Visitor Center
- Georgetown Community Center
- Lebanon and Everett Silver Mines at The Georgetown Loop Railroad
- Hamilton House, Home of the Silver Boy
- Hotel de Paris Museum
- Alpine Vista Inn, El Fin Museum
- Neil Emery Museum
- The Heritage Center
- Johnston's Cabin (18th Street)
- Town of Silver Plume
- George Swan Museum
- Gilford Griffin Monument

FACT In 1859 prospector George A. Jackson discovered gold at the confluence of Chicago Creek and Clear Creek triggering the Colorado Gold Rush!

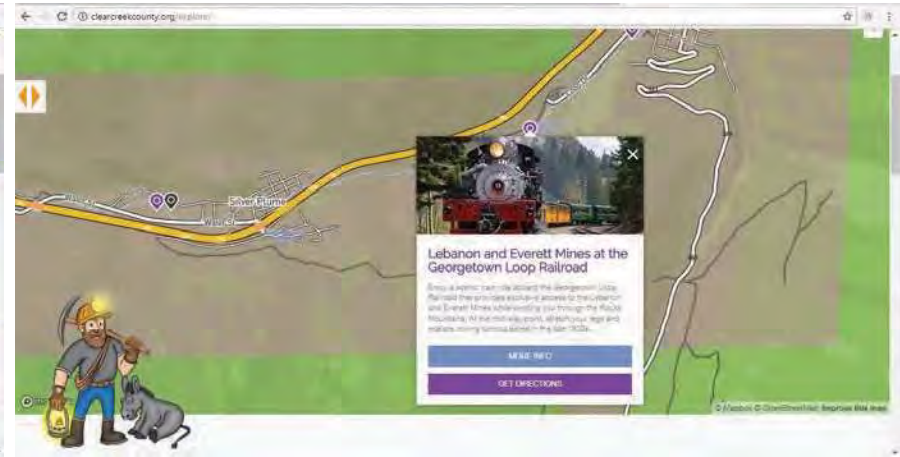
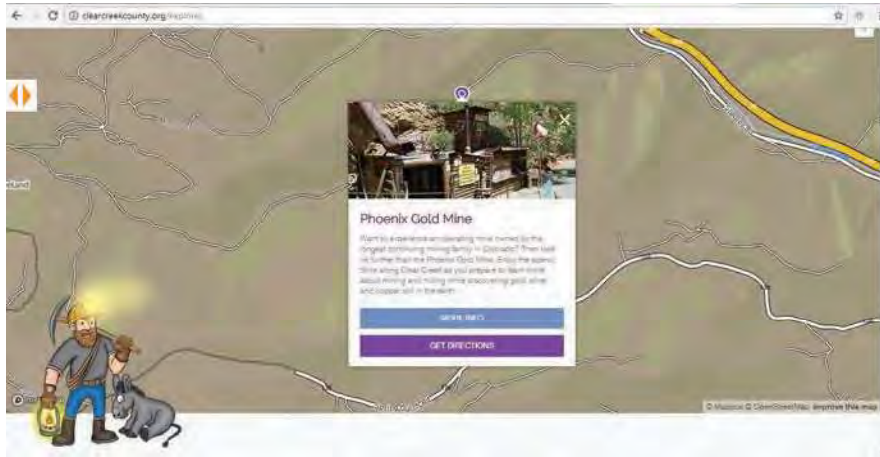
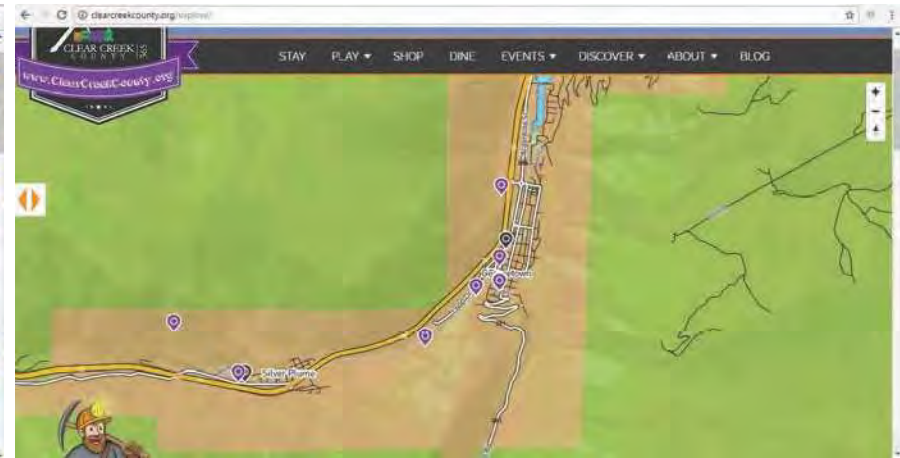
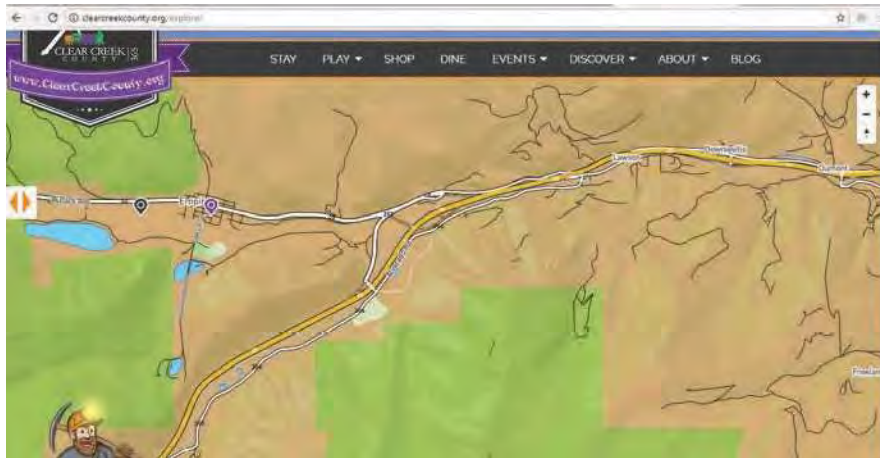
Digital Interactive Adventure Map

Screenshots of interactive map and expanded pinpoint locations on the map



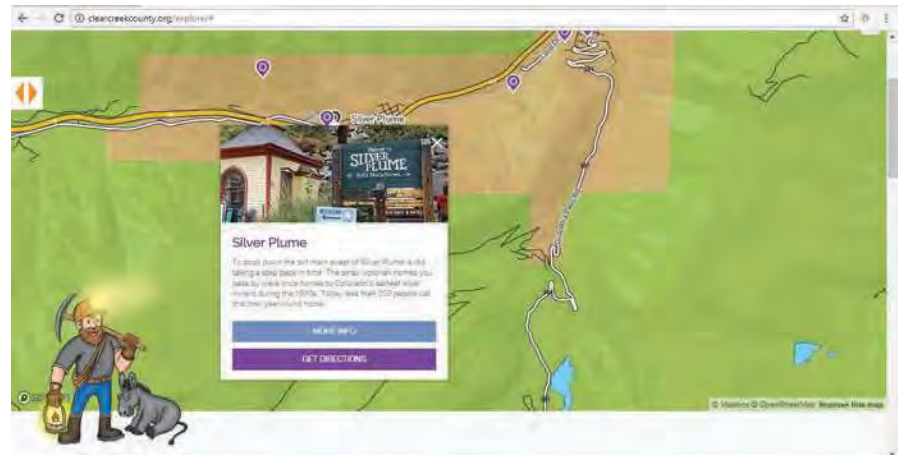
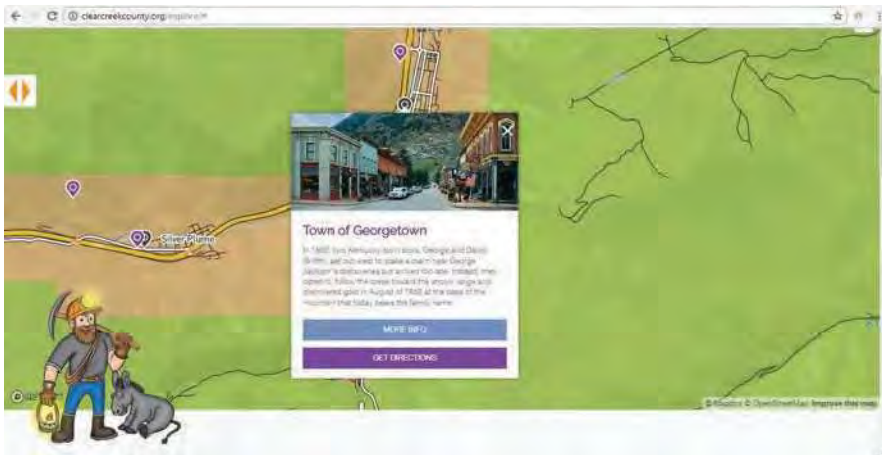
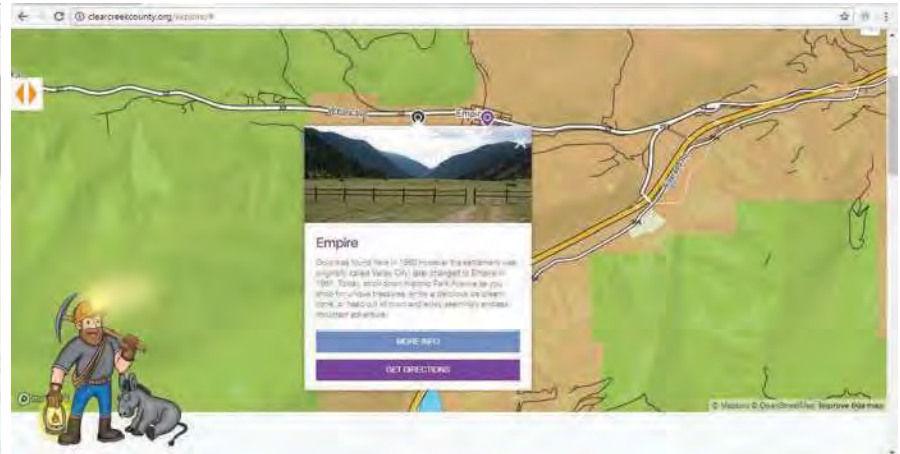
Digital Interactive Adventure Map

Screenshots of interactive map and expanded pinpoint locations on the map



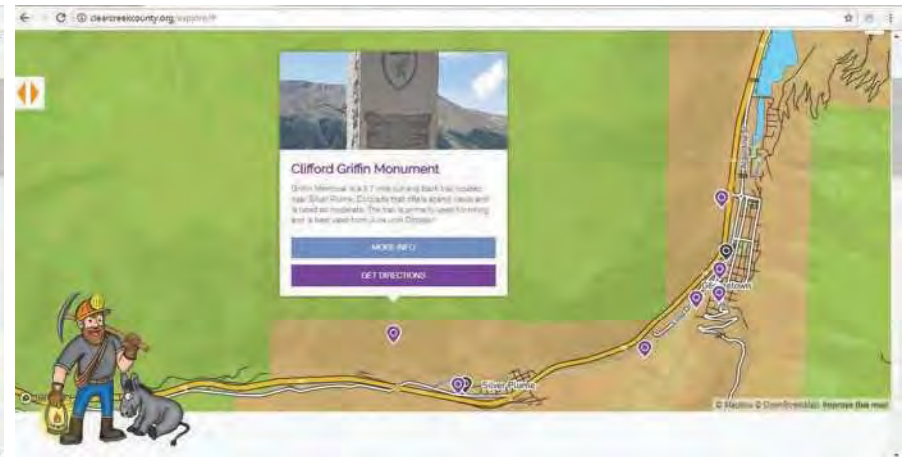
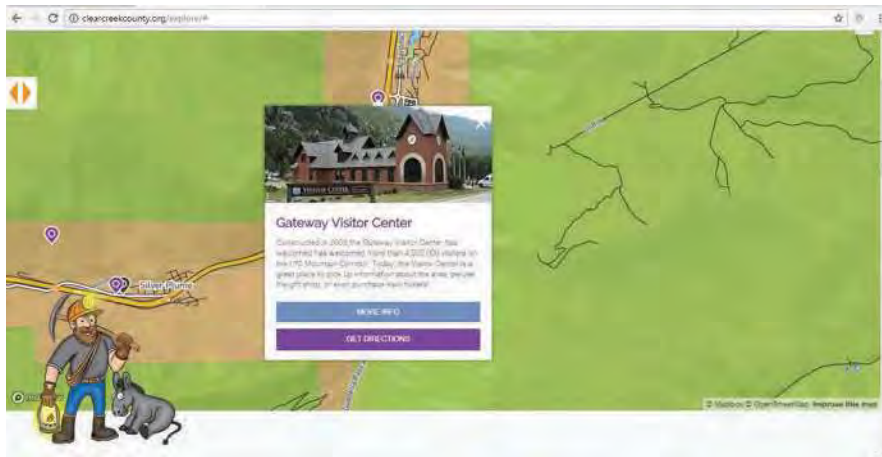
Digital Interactive Adventure Map

Screenshots of interactive map and expanded pinpoint locations on the map



Digital Interactive Adventure Map

Screenshots of interactive map and expanded pinpoint locations on the map



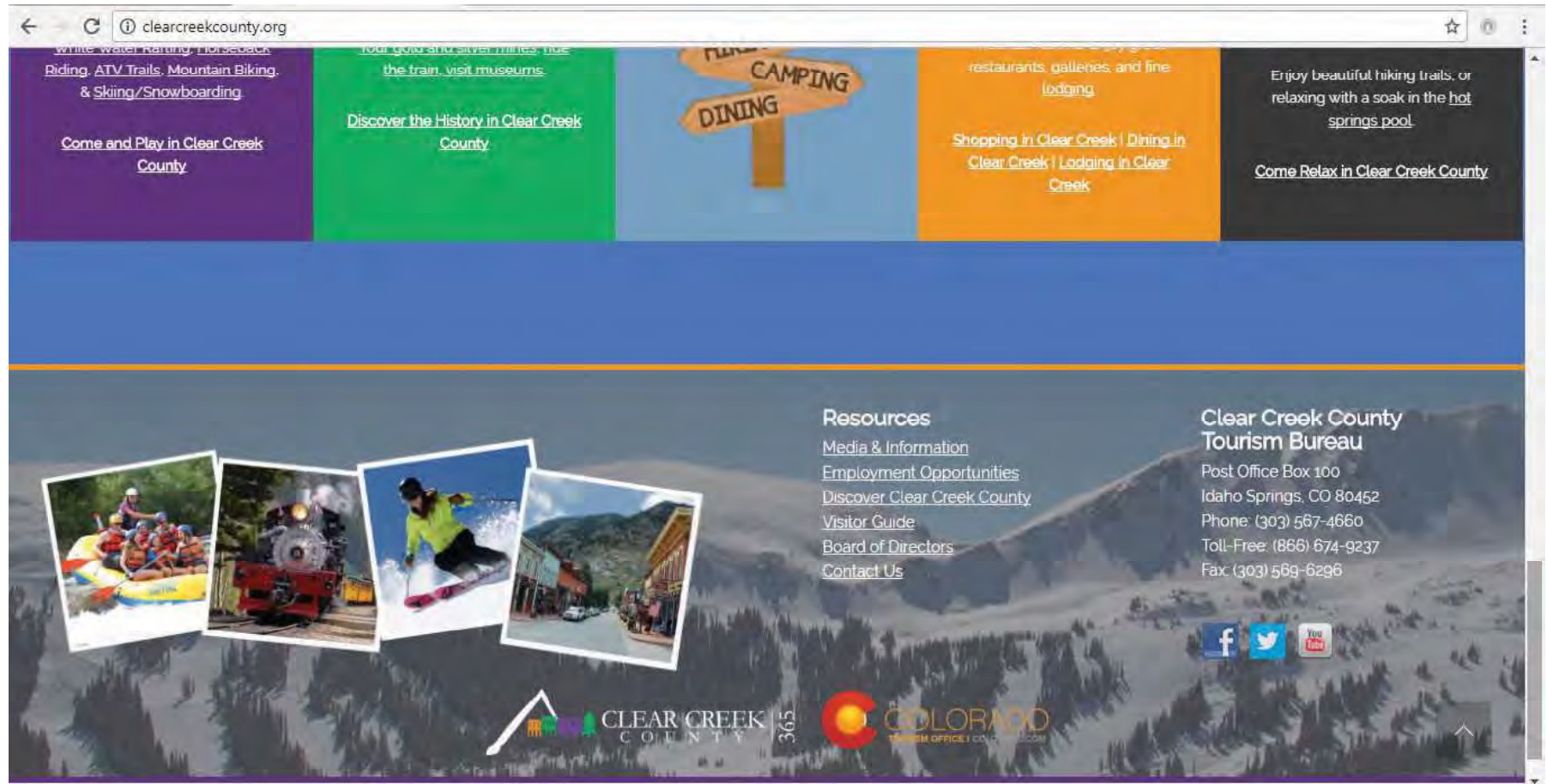
Digital Interactive Adventure Map

Link to EXPLORE page on our home page www.ClearCreekCounty.org



Digital Interactive Adventure Map

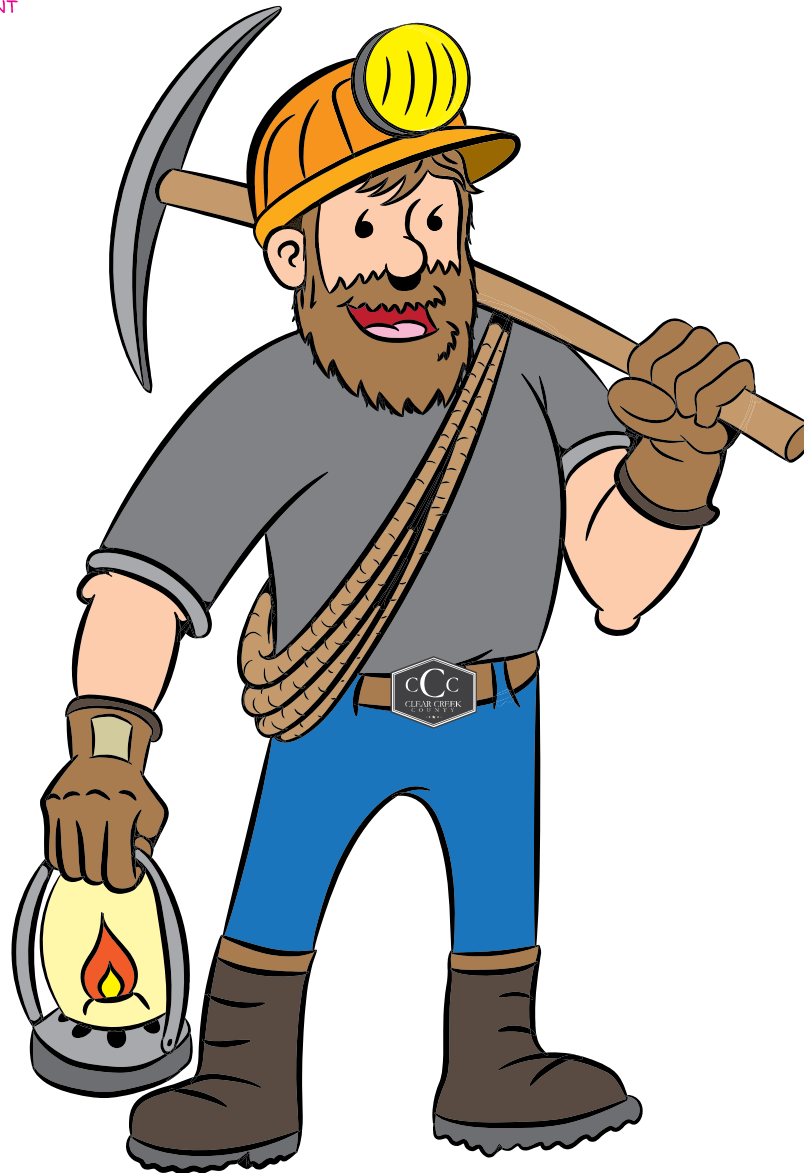
Colorado Tourism Office Logo placed in the footer of our home page www.ClearCreekCounty.org



Mascot - C.J. Miner

20,000 Mini Character Cutouts and 3 Life size Cardboard Standups

FRONT

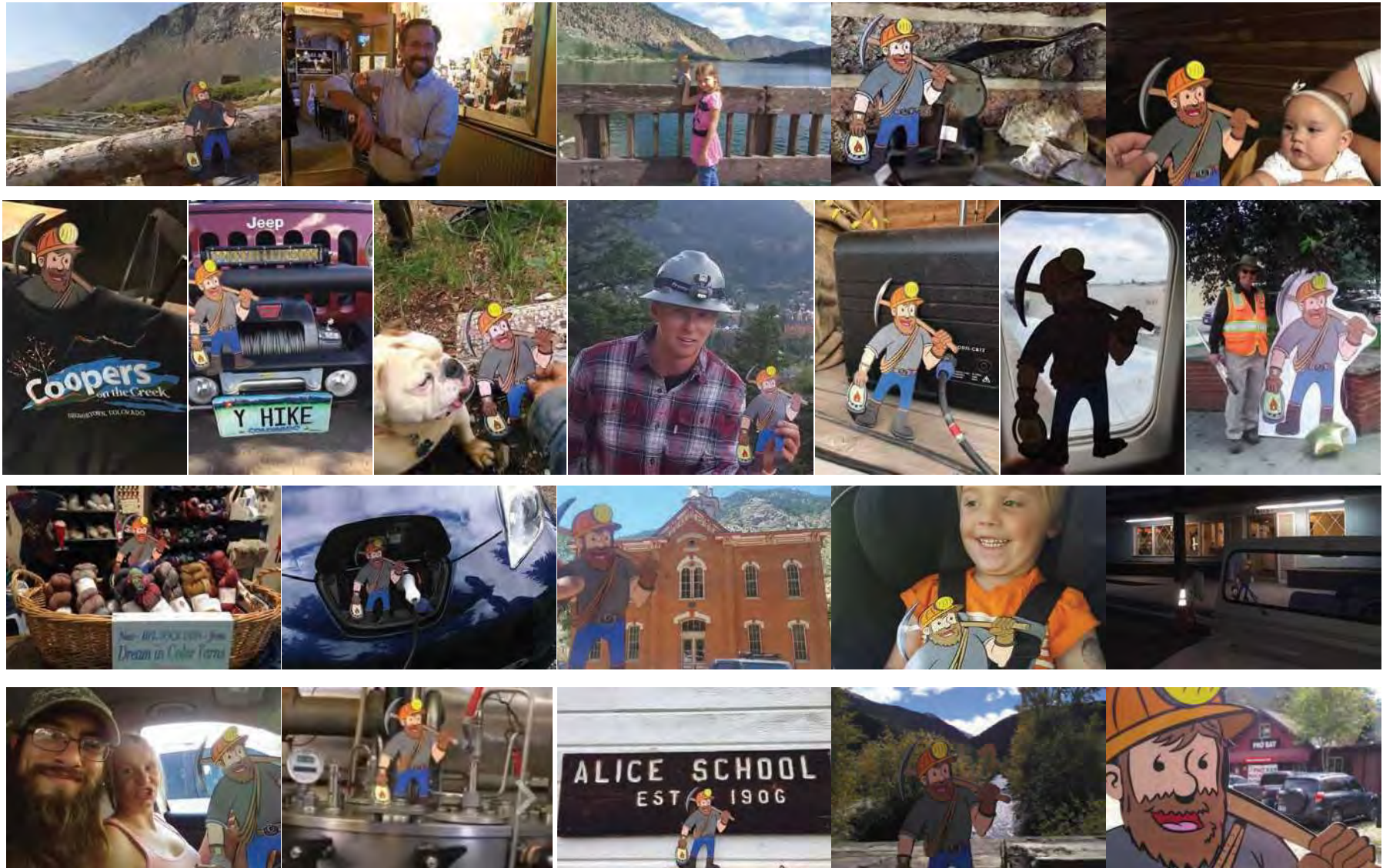


BACK



Mascot - C.J. Miner

Example of photos provided by visitors, residents, and business owners interacting with the mascot on the C.J. Miner Facebook page



Mascot - C.J. Miner
Facebook Page

The screenshot shows the Facebook profile for C.J. Miner. The profile picture is a cartoon mascot of a miner wearing a yellow hard hat and a grey shirt, holding a pickaxe. The cover photo is a black and white image of a mine tunnel with tracks. The page includes a navigation bar with 'Timeline', 'About', 'Friends', 'Photos', and 'More'. A section titled 'DO YOU KNOW C.J.?' asks for friend requests. The 'Intro' section identifies C.J. Miner as a tour guide in Clear Creek County, Idaho Springs, Colorado. The timeline shows a post by Ken Laituri from September 28, 2015, about fishing with C.J. Miner. A 'Photos' section displays a grid of images, and a 'Friends' section lists 225 friends, including Cassandra Mane, Mayor Mike Hillman, Lee Ann Waychoff, Tommy Garcia, Jason Carnes, Jackie Maxwell, Brian Roybal, Einar Jensen, and Elaine Lewers.

www.facebook.com/CJMiner303

Mascot - C.J. Miner

Life size cardboard cutouts



Who is CJ Miner?

CJ Miner has become a brand extension of the Clear Creek County Tourism Bureau and was originally created to support our new marketing campaign highlighting our portion of Colorado's History and Heritage - especially as it applies to the Colorado Gold Rush and Silver Boom. But I must say... he has quickly become so much more and I think we may keep him around awhile!!

The concept came from the "Flat Stanley" project many children create in school where in short, they send a paper cutout figure to friends and family and have them take pictures with him and send them back to the child for a virtual vacation, field trip or experience to talk about, and share with their class. Additionally the Buffalo Bill Museum and Grave created a "Super Bill" a few years ago and I loved the idea of one day having our own...

Generally speaking, CJ Miner is a fictional character - however - his name represents the Cornish miners often called "Cousin Jacks" as many other miners were unable to pronounce their Cornish names. Additionally while looking into History regarding George A. Jackson we discovered his nickname was believed to be "Captain Jackson" as some articles state that he served in the military prior to his discovery of gold... However rather than trying to make a cartoon version of a historical figure we were well advised that we would be able to have more fun with the character if we made it "our own" - So the Tourism Board agreed to name him CJ Miner.... However, some do call him "A FLAT MINER" or "MINI MINER" and we think these nicknames are great too!!

Taking it one step further the Tourism Board thought it would be really great to bring him to life and so we created his very own Facebook Page - CJMiner303 - where you might notice his birthday is January 18, 1959 - Of course this was done intentionally to be written "January 18 '59" for short... Highlighting the month and year George A. Jackson discovered gold at the confluence of Chicago Creek and Clear Creek here in Idaho Springs. Clever right? >> So far CJ has 185 friends and has been spotted at several locations throughout the County!

In regards to the new campaign - June 15th was the official launch where we held a kick off reception to announce the new project, introduced our new mascot CJ Miner, presented the new marketing materials, talked about the campaign and encouraged visitation to the new interactive website www.ClearCreekCounty.org/EXPLORE

With the Marketing Match Grant from the Colorado Tourism Office, brainstorming by the Tourism Board to tie the entire History and Heritage effort together and the expertise of a hired illustrator and technology firm we were able to create this beautiful new campaign and mascot for the County.

For me, seeing the entire project come together is incredibly fulfilling, but especially when I see a child's eyes light up when I hand them a mini miner, watch their excitement as they look over the adventure map for the first time, or even see an adult smile and hear them chuckle!

*Cassandra Patton, Director
Clear Creek County Tourism Bureau*



July 18, 2017

MOUNTAIN CULTURE

EXPLORE CLEAR CREEK COUNTY

Clear Creek County's new mascot is modeled after "Flat Stanley."
Photo by Jeffrey V. Smith

Mascot invites visitors to EXPLORE Clear Creek County

By Jeffrey V. Smith
CLEAR CREEK COUNTY

C.J. Miner is Clear Creek County's colorful new mascot. The cartoon hard rock miner, and his companion Dixie, are here to entice visitors to explore the county's mines, mills, museums and more. The two are only a part of an exciting new campaign to promote the "authentic western mining and railroad heritage" of the county and its historic towns of Idaho Springs, Empire, Georgetown, and Silver Plume.

The new promotional program and self-guided learning experience targets Front Range residents and out-of-state visitors and invites them to explore Clear Creek County's history and mining heritage through an interactive map, trip itineraries and special events. "Designed to increase overall visitation to Clear Creek County, this new plan will showcase our historic mining districts, lead visitors to explore gold and silver mines, mills, and the opportunity to discuss our history and heritage with County historians," according to Clear Creek County Tourism Bureau Director Cassandra Patton.

The goal for the program is to help transform Clear Creek County's "pass through community stigma" and offer a "new beginning" to the county. "The new program will increase visitation and ideally become a cornerstone for our tourism industry to build upon," Patton explained. "Governor Hickenlooper recently stated 'How do we get people to spend less time on our highways and more time enjoying our trails?' and 'What if our real competition is really the television set.' Both

are brilliant statements and, in fact, they could easily be applied to our authentic mining heritage, our attractions, and our destinations. It's time to encourage citizens of Colorado and visitors to experience what Colorado and Clear Creek County truly have to offer."

The new marketing plan was created by Patton to highlight the county's history, which was determined to be an under utilized asset. With the expected closure of the Henderson Molybdenum Mine in Empire within the next 3-5 years, the county estimates it will lose 70 percent of all collected property taxes. According to Patton, budget cuts are underway and the economic impact continues to be a hot topic as well as the growing tourism industry and desirable revenue growth.

"Currently, tourism is the second highest revenue generating industry in Clear Creek County, and many are hoping the revenue will continue to grow and help offset the loss of the Henderson Mine," she said. "Although many are hopeful, we are quite aware that tourism alone cannot remedy the 70 percent loss in property tax. However, we can look for small ways to strengthen our community, maximize our offerings, and begin to prepare for the closure. New, innovative ideas like this educational experience are highly valued as it provides a positive momentum for the county to build upon, a new tourism draw to increase overall visitation to the county, and additionally will give our communities an opportunity to take pride in our mining heritage."

Continued on page 19

Tourism campaign highlights history

Continued from page 10

The overall design and creative development for the campaign is the result of plenty of hard work by Patton and a small creative team. "New campaigns take a little bit of thought, creativity and strategy, but ultimately a lot of follow through," she said. "Each year the Clear Creek County Tourism Bureau applies for a \$25,000 Marketing Matching Grant with the Colorado Tourism Office. This year, I really wanted to get creative as we were not awarded the additional funding for 2015 or 2016. So, I packed in grant writing workshops, county meetings... as well as the Governor's Tourism Conference, and other miscellaneous meetings that would further help me understand what (the county tourism bureau) could use to expand our marketing efforts, and in turn, drive more revenue into the county. I said, after reviewing the information I took away from each meeting, I could not help but focus on the 'underplayed history' here and wanted to bring it to life in a new innovative way."

With her creative background, Patton explained she began to "think in color and bring all of the ideas together" to start writing the grant and simply allowed it to "come together on its own." Regardless, the campaigner took plenty of planning and forethought.

"From start to finish I wanted to make sure I followed a pattern in creating a new experience for visitors while capitalizing on the rich history here," she said. "The main idea was an interactive map that would highlight specific landmarks to explore, and then build off of that with trip ideas and special events. Another key element would be marketing and designing the advertising campaign that would ultimately educate visitors about the experience. Once the rough draft was written, I gained additional insight from the Tourism Bureau Board of Directors as well as additional county stakeholders, employees and business owners who helped refine the concept and wrote incredible letters of support to be included with the application." The hard work paid off in November when the county was awarded the full \$25,000 to fund the campaign.

"The primary asset to the new campaign is our printed interactive map as well as the animated, interactive map found on our website ClearCreekCounty.org," Patton explained. "Other supporting elements are a cartoon of C.J. Miner that can go on the 'explore' adventure with you, his personal Facebook page (CJMiner303) where you can share your experiences, as well as special appearances of the life size card board cutout throughout the County, or special stickers you receive for attending a special event. In addition to the experience there are other marketing efforts underway such as billboards along I-70, online paid advertising, printed newspaper advertising, and our up-

coming Tourism and Heritage Talks in the Park happening in August."

Rather than making a cartoon version of a historical figure, the tourism board were "well advised" they could have more fun with the character if they "made it our own." It was agreed to name him C.J. Miner, although he has been called "Flat Miner," since he's modeled after the idea of "Flat Stanley." The board thought it would be "really great to bring him to life," so a Facebook page was created.

While Patton did the heavy lifting — including designs for the billboard, newspaper and web advertisements, other printed promotions, sticker designs, C.J. Miner's Facebook page and layout of the printed map — there are a few others to thank for the new program. "Sam Wallace, our freelance illustrator and I worked closely on the design of C.J. Miner as well as the elements within the adventure map as well as the Clear Creek County Tourism Bureau Board of Directors," she said. Also, Karb and Hogan created the live interactive animated map on the website.

Look for the new promotional materials in visitor centers and businesses all over Clear Creek County and stop by the county's tourism website to find several exciting and historical places to discover and explore right here in our backyard.

WE'VE MOVED!
Across the Street!

OUR NEW ADDRESS:
120 E. 2nd Street, Nederland

Food & Supplies for Pets, Livestock and Wild Birds

monday-friday 10am-6pm
saturday 10am-5pm
closed sunday

120 E. 2ND STREET • NEDERLAND
303-250-3411 • NEDFEED

WEDNESDAY, JUNE 21, 2017 WWW.CLEARCREEKCOURANT.COM

G-town railroad unveils expanded programs

By CAROLINE JOAN PEIXOTO
For the Courant

The Georgetown Loop Railroad, an indispensable piece in Clear Creek's rich mining history, promoted its newest developments for the county's growing tourism scene last Thursday. The private event included a train ride, tours of the Everett and Lebanon mines, food, drink, music and a presentation from the Clear Creek Tourism Board.

"We are so excited about everything we have to offer this season, with an extension to the mines," said Clear Creek Tourism Director Cassandra Patton, "and my personal favorite — our new mascot, CJ Miner."

The excitement was palpable as the steam engine whistled loudly, setting off from Devil's Gate Depot in Georgetown and heading up the mountain to Silver Plume.

While the evening's event was



Photo by CAROLINE JOAN PEIXOTO

A GEORGETOWN LOOP steam engine makes its way to Silver Plume on Thursday during an event at which the railroad attraction unveiled expanded programming.

primarily aimed toward tourism businesses and marketing companies, it was also attended by eager children and their parents, enjoying the warm summer night.

"It's incredible what they've done," said Mad Dog Mike, a historical impersonator aboard the train, referring to the Lebanon mine which has been extended an additional 500 feet into the mountain. "I'd been on the mine tour a few years back, and now with the extension, you go so much deeper. It's really amazing to see."

The Clear Creek railroad was first built in 1872, reaching into Black Hawk, before opening in Idaho Springs in 1877. When Georgetown was dubbed the "Silver Queen of Colorado" in 1879, a loop was started to put the beauty of the West and the innovation of the mines on display. The loop reached its peak in the last decade of the 1800s, with seven trains a day for this "must see" excursion of the Rockies.

With the invention of the automobile, however, the train's popularity waned, and with the demand for manpower during World War II, the mines closed. Throughout the 1970s and '80s, donations from the Boettcher Foundation and the Colorado Historical Society revived this timeless piece of history.

From the donated provisions by locals Tommyknocker Brewery and Da Rivalt Fish & BBQ Co.,

to the music by the Mark Morris Band, to the enthusiasm of the mine operators to share their tours and all of the attendees, the support for the continual development of the Georgetown Railroad and the honoring of a time gone by was clear.

WEDNESDAY, JULY 19, 2017

CORRECTION

An event at Georgetown Loop Railroad in June was held to promote the Clear Creek Tourism Bureau's newest offerings and extended programs. The event's intent was inaccurately reported in the June 21 Clear Creek Courant.

www.CLEARCREEKCOURANT.COM WEDNESDAY, JUNE 28, 2017

New tourism mascot touting the county's mining heritage

BY IAN NELIGH
Courant Editor

Cheerful, bearded and with a pet donkey, the Clear Creek Tourism Bureau's mascot is gracing billboards along Interstate 70.

C.J. Miner is part of the bureau's attempt to draw tourists into the county while highlighting the area's unique mining heritage.

"He has his own Facebook page and his own e-mail account — and he's a tour guide," said tourism bureau director Cassandra Patton.

Visitors can receive a map and miniature cutout of C.J. Miner to take with them as they see 24 landmarks in the county including the Argo Tunnel, Phoenix Gold Mine and the Lebanon and Everett mines at the Georgetown Loop Railroad.

There's also an animated map with the mascot and his donkey at <http://clearcreekcounty.org/explore>.

"You're going to see C.J. Miner large and in charge," Patton said.

The tourism bureau has spent \$50,000 to highlight the area's mines, mills and museums. The Colorado Tourism Office and the county tourism bureau split the cost.

Patton said the final cost would likely be more, but she couldn't yet give an estimate.

Two billboards featuring C. J. Miner will be visible for eight weeks at I-70 at Denver West and at I-70 and C-470, and cost the bureau \$14,000.

The campaign will finish at the end of August, and Patton said the bureau will evaluate how it went and consider a second phase next year.



THE CLEAR CREEK TOURISM BUREAU UNVEILED a mascot with C.J. Miner and a baby donkey, which can be seen on billboards along I-70.

Sam Wallace, a Loveland-based artist, designed the mascot for Clear Creek. He sketched a handful of ideas, which were used to get to the current iteration of C.J. Miner.

"Part of the initial conversation was to not do what you typically think of as a dirty, mean, scruffy looking miner, so I went from there," Wallace said. "I also added the baby donkey. (I) kind of thought it would be funny to have a little dog with him that was (really) a donkey."

Wallace also designed the cartoon map of the tourist destinations in the tourism guide. The key to the new mascot was lots of bright colors and silliness.

"(And) lots of smiles and googly eyes, something I've come up with over years of cartooning," Wallace said.

Contact Ian Neligh at couranteditor@evergreenco.com, and check www.clearcreekcourant.com for updates and breaking news.

Printed Advertisements - Billboard

Two locations east facing on Interstate 70 at DenverWest and Interstate 70 at C-470



EXPLORE

MINES ✂ MILLS ✂ MUSEUMS ✂ MORE

Authentic Colorado mining history boasting more than 150 years of history, heritage, and culture!

- ✂ Mine, Mill, and Museum Tours
- ✂ Gold and Gemstone Panning
- ✂ Narrow Gauge Railroad Rides
- ✂ Themed Adventures and Attractions

Be sure to check out our brand new interactive map online too!



Visit ClearCreekCounty.org/explore to plan your trip!

20 Miles West of Denver! Idaho Springs • Empire • Georgetown • Silver Plume





EXPLORE CLEAR CREEK COUNTY

EXPLORE even more online
with our interactive map!
ClearCreekCounty.org/Explore

Visit ClearCreekCounty.org/explore to plan your trip!

Authentic Colorado mining history boasting more than 150 years of history, heritage, and culture!

 COLORADO
TOURISM OFFICE | COLORADO.COM

 CLEAR CREEK
COUNTY
TOURISM BUREAU | WWW.CLEARCREEKCOUNTY.ORG

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FREE EVENT

Engage in our History and Heritage with Local Historians...
Tourism and Heritage Talks in the Park
Friday, August 18th and Friday, August 25th

<p>August 18th at 2:00 pm</p> <p>Mining Past and Present Don Allan Historical Society of Idaho Springs</p> <p>Citizens Park 1545 Miner Street Idaho Springs</p>	<p>August 25th at 10:00 am</p> <p>Historic Santiago Mill Danny Tomlinson Santiago Mill Stewards</p> <p>Gateway Visitor Center 1491 Argentine Street Georgetown</p>
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EXPLORE
CLEAR CREEK COUNTY

Visit ClearCreekCounty.org/explore to plan your trip!

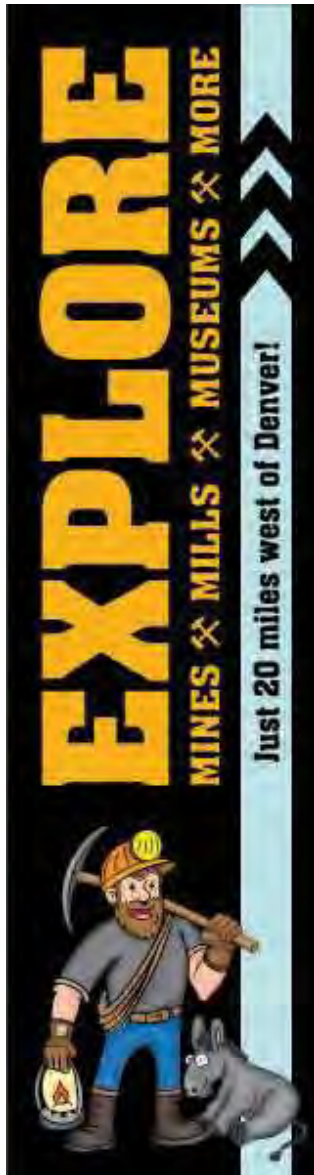
Authentic Colorado mining community boasting more than 150 years of history, heritage, and culture!

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TOURISM BUREAU | WWW.CLEARCREEKCOUNTY.ORG

Electronic Advertisements

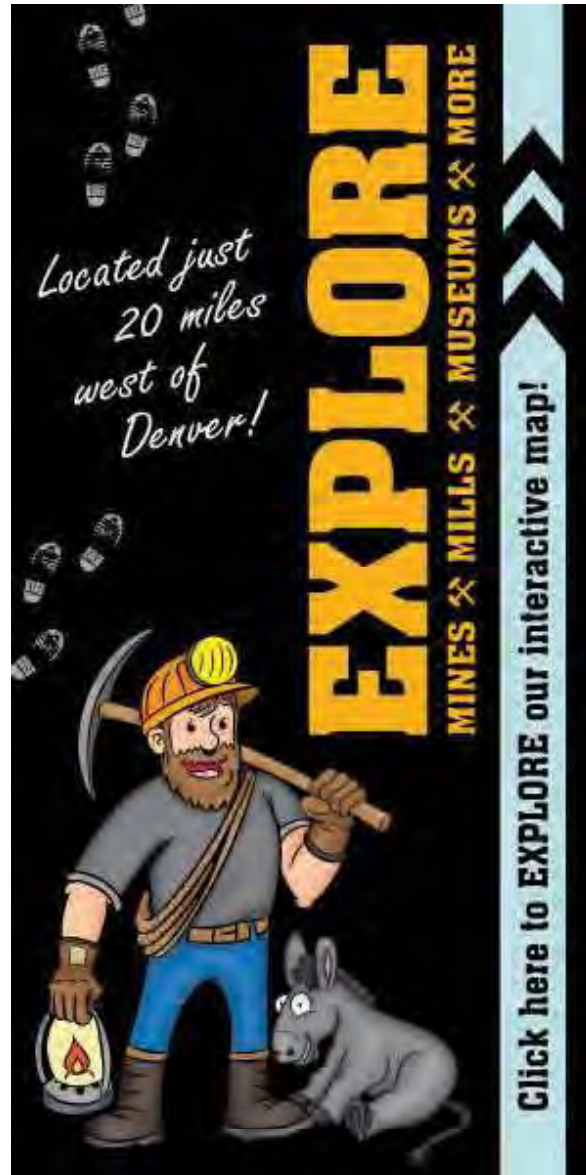
Variety of online ads that were used in display advertising



EXPLORE
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE

Just 20 miles west of Denver!

A vertical banner advertisement with a black background. At the top, the word "EXPLORE" is written in large, bold, yellow letters. Below it, "MINES ✕ MILLS ✕ MUSEUMS ✕ MORE" is written in smaller yellow letters. At the bottom, there is a cartoon illustration of a bearded miner wearing a yellow hard hat, a grey shirt, blue pants, and brown boots. He is holding a pickaxe over his shoulder and a lantern in his right hand. A grey donkey is sitting next to him. The text "Just 20 miles west of Denver!" is written in white on a light blue background at the bottom. The banner has a light blue arrow pointing right at the top.

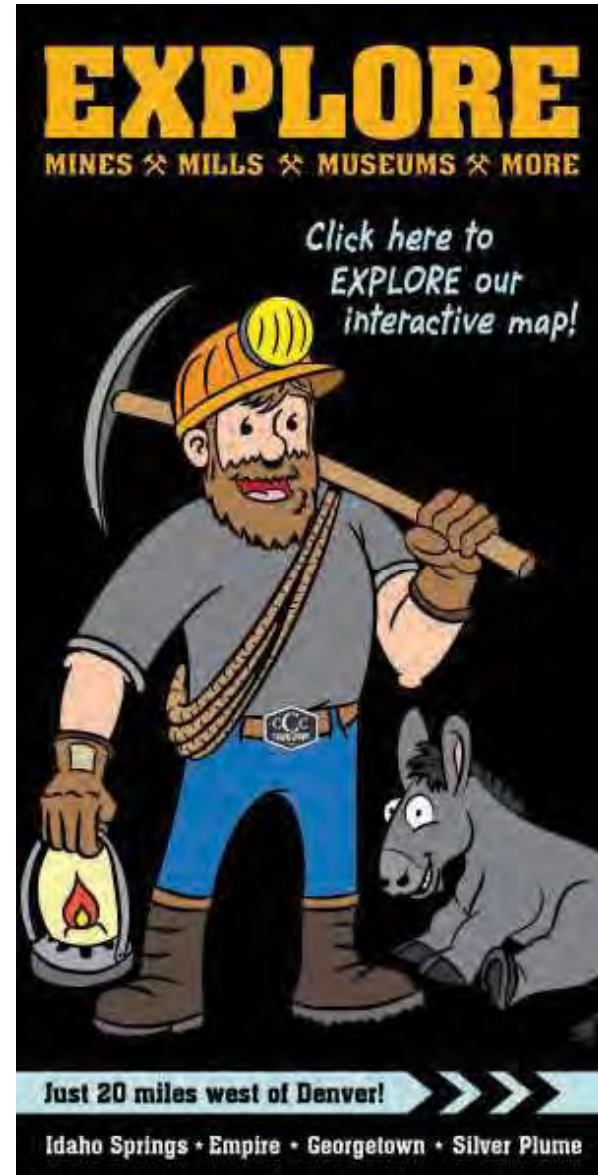


*Located just
20 miles
west of
Denver!*

EXPLORE
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE

Click here to EXPLORE our interactive map!

A vertical banner advertisement with a black background. At the top, the word "EXPLORE" is written in large, bold, yellow letters. Below it, "MINES ✕ MILLS ✕ MUSEUMS ✕ MORE" is written in smaller yellow letters. In the center, there is a handwritten note in white cursive: "Located just 20 miles west of Denver!". At the bottom, there is a cartoon illustration of a bearded miner wearing a yellow hard hat, a grey shirt, blue pants, and brown boots. He is holding a pickaxe over his shoulder and a lantern in his right hand. A grey donkey is sitting next to him. The text "Click here to EXPLORE our interactive map!" is written in white on a light blue background at the bottom. The banner has a light blue arrow pointing right at the top.



EXPLORE
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE

Click here to
EXPLORE our
interactive map!

Just 20 miles west of Denver!

Idaho Springs • Empire • Georgetown • Silver Plume

A vertical banner advertisement with a black background. At the top, the word "EXPLORE" is written in large, bold, yellow letters. Below it, "MINES ✕ MILLS ✕ MUSEUMS ✕ MORE" is written in smaller yellow letters. In the center, there is a cartoon illustration of a bearded miner wearing a yellow hard hat, a grey shirt, blue pants, and brown boots. He is holding a pickaxe over his shoulder and a lantern in his right hand. A grey donkey is sitting next to him. The text "Click here to EXPLORE our interactive map!" is written in white on a light blue background at the bottom. The banner has a light blue arrow pointing right at the top.

Electronic Advertisements

Variety of online ads that were used in display advertising

EXPLORE
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE

Click here to
EXPLORE our
interactive map!

Just 20 miles west of Denver! >>>>

Idaho Springs • Empire • Georgetown • Silver Plume

EXPLORE >>>>
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE *Click Here!*

EXPLORE Click here for
interactive map!
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE 20 miles west of Denver! >>>>

EXPLORE Click here for interactive map!
20 miles west of Denver! >>>>
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE www.ClearCreekCounty.org

EXPLORE
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE

Click here to
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Just 20 miles west of Denver! >>>>

Idaho Springs • Empire • Georgetown • Silver Plume

20 miles west of Denver!
EXPLORE
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE

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interactive map!

www.ClearCreekCounty.org >>>>

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*Authentic Colorado mining history
boasting more than 150 years of
history, heritage, and culture!*

- ✂ Mine, Mill, and Museum Tours
- ✂ Gold and Gemstone Panning
- ✂ Narrow Gauge Railroad Rides
- ✂ Themed Adventures and Attractions

CLEAR CREEK MINING ADVENTURES

CLEAR CREEK COUNTY
TOURISM BUREAU | WWW.CLEARCREEKCOUNTY.ORG

Click here to plan your trip!

20 Miles West of Denver! Idaho Springs • Empire • Georgetown • Silver Plume

Electronic Advertisements

Variety of online ads that were used in display advertising



Just 20 miles west of Denver! >>>>

Idaho Springs • Empire • Georgetown • Silver Plume

EXPLORE
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE

A cartoon miner wearing a yellow hard hat with a headlamp and a grey shirt, carrying a pickaxe over his shoulder, is positioned in the center of the banner.



Just 20 miles west of Denver! >>>>

Idaho Springs • Empire • Georgetown • Silver Plume
www.ClearCreekCounty.org

EXPLORE
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE

A cartoon miner wearing a yellow hard hat with a headlamp and a grey shirt, carrying a pickaxe over his shoulder, is positioned in the center of the banner.



Click here to EXPLORE our interactive map! >>>>

20 Miles West of Denver! Idaho Springs • Empire • Georgetown • Silver Plume

EXPLORE
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE

A cartoon miner wearing a yellow hard hat with a headlamp and a grey shirt, carrying a pickaxe over his shoulder, is positioned in the center of the banner.

Not rendering correctly? View this email as a web page [here](#).

5280

Getaways

Exclusive travel promotions from 5280 advertisers.


JUNE 29, 2017

EXPLORE

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Authentic Colorado mining history
boasting more than 150 years of
history, heritage, and culture!

- ✂ Mine, Mill, and Museum Tours
- ✂ Gold and Gemstone Panning
- ✂ Narrow Gauge Railroad Rides
- ✂ Themed Adventures and Attractions




CLEAR CREEK COUNTY
THE RURAL | WWW.CLEARCREEKCOUNTY.ORG

Click here to plan your trip! >>>

20 Miles West of Denver! Idaho Springs • Empire • Georgetown • Silver Plume

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**SUMMER WEEKENDS
ARE HERE!**

EXPLORE
MINES x MILLS x MUSEUMS x MORE

- x Mine, Mill, and Museum Tours
- x Gold and Gemstone Panning
- x Narrow Gauge Railroad Rides
- x Themed Adventures and Attractions

Click here to plan your trip!

20 Miles West of Denver! Idaho Springs • Empire • Georgetown • Silver Plume

5280 Magazine
Like This Page · Paid · July 10 · 🌐

20 miles west of Denver is where the first gold strike took place. In Clear Creek County, you're able to visit working mines and pan for gold in the historic Victorian mining towns of Georgetown, Idaho Springs, Silver Plume, and Empire. It's the perfect summer weekend excursion that boasts more than 150 years of history, heritage, and culture. <http://clearcreekcounty.org/explore/> — with Clear Creek County.

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👍 6

🗨️ Write a comment... 😊 🤔

 **Visit Colorado**
July 20 · 🌐

Trains and mines, what a fun way for the entire family to experience and explore Colorado's exciting history!

SHOUTOUT: Have you taken a train ride or mine tour in CO?



Top 5 Mining Attractions Just 20 Miles West of Denver!

Step back in time and EXPLORE Clear Creek County where you can experience a day in the life of 19th century Colorado hard rock miner! Enjoy authentic mine tours, take a train ride aboard a narrow gauge railroad through the Rocky Mountains, pan...






CLEARCREEKCOUNTY.ORG



Top 5 mining attractions just 20 miles west of Denver!

Step back in time and EXPLORE Clear Creek County where you can experience a day in the life of 19th century Colorado hard rock miner! Enjoy authentic mine tours, take a train ride aboard a narrow gauge railroad through the Rocky Mountains, pan...

Click Here to EXPLORE using our interactive map

- **Lebanon and Everett Mines:**
Step back in time and EXPLORE Clear Creek County where you can experience a day in the life of 19th century Colorado hard rock miner! Enjoy authentic mine tours, take a train ride aboard a narrow gauge railroad through the Rocky Mountains, pan...
2015-2016
2015-2016
- **Phoenix Gold Mine:**
Step back in time and EXPLORE Clear Creek County where you can experience a day in the life of 19th century Colorado hard rock miner! Enjoy authentic mine tours, take a train ride aboard a narrow gauge railroad through the Rocky Mountains, pan...
2015-2016
2015-2016
- **Argo Mill and Tunnel:**
Step back in time and EXPLORE Clear Creek County where you can experience a day in the life of 19th century Colorado hard rock miner! Enjoy authentic mine tours, take a train ride aboard a narrow gauge railroad through the Rocky Mountains, pan...
2015-2016
2015-2016
- **Edgar Experimental Mine:**
Step back in time and EXPLORE Clear Creek County where you can experience a day in the life of 19th century Colorado hard rock miner! Enjoy authentic mine tours, take a train ride aboard a narrow gauge railroad through the Rocky Mountains, pan...
2015-2016
2015-2016
- **Capital Hill Mine - Now Open!**
Step back in time and EXPLORE Clear Creek County where you can experience a day in the life of 19th century Colorado hard rock miner! Enjoy authentic mine tours, take a train ride aboard a narrow gauge railroad through the Rocky Mountains, pan...
2015-2016
2015-2016

Electronic Advertisements

Paid Facebook posts on our page 'Visit Clear Creek'



Clear Creek County

Published by Cassandra Marie (?) · July 5 · 🌐

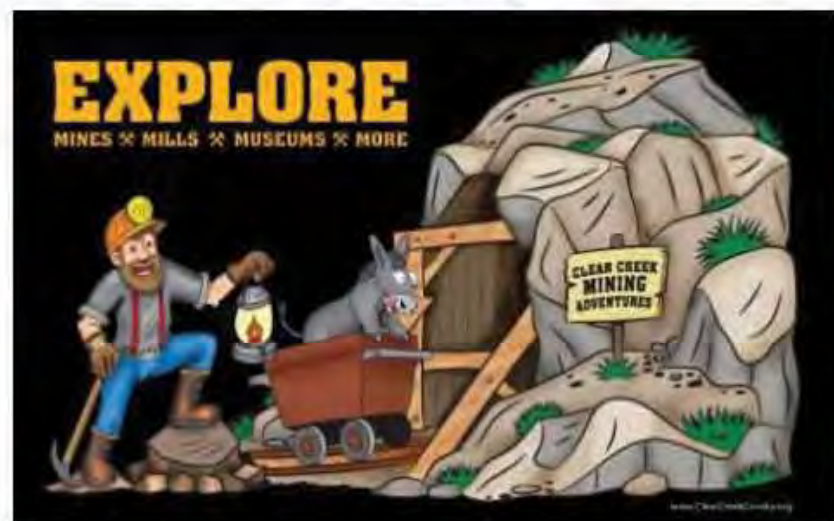
20 Miles West of Denver - Come EXPLORE authentic Colorado mining history boasting more than 150 years of history, heritage, and culture! #ExploreClearCreek www.clearcreekcounty.org/explore



Clear Creek County

Published by Cassandra Marie (?) · August 7 · 🌐

20 Miles West of Denver - Come EXPLORE authentic Colorado mining history boasting more than 150 years of history, heritage, and culture! #ExploreClearCreek www.clearcreekcounty.org/explore



Electronic Advertisements

Paid Facebook posts on our page 'Visit Clear Creek'



Clear Creek County
Published by Cassandra Marie [?], August 14

Save the Date: Friday, August 18th at 2pm
Tourism and Heritage Talks in the Park, Idaho Springs

Come hear about the start of the Colorado Gold Rush and learn about the importance of mining from local historian Don Allan!... See More



*Mining Past and Present - Don Allan - August 18th at 2pm
Citizens Park - 1545 Miner Street, Idaho Springs CO 80452*



Clear Creek County
Published by Cassandra Marie [?], August 23

Save the date: THIS Friday, August 25th 10am - Noon
Tourism and Heritage Talks in the Park, Georgetown
Gateway Visitor Center - 1491 Argentine Street, Georgetown CO 80444

Come hear about the Historic Santiago Mill and the preservation efforts made by the Stewards from local historian Danny Tomlinson! There will also be free mini miners, adventure maps, stickers and additional information about the County! ... See More



*Historic Santiago Mill - Danny Tomlinson - August 25th at 10am
Gateway Visitor Center - 1491 Argentine Street, Georgetown CO 80444*

Electronic Advertisements

Additional campaign related Facebook posts on our page 'Visit Clear Creek'

 **Clear Creek County**
Published by Cassandra Marie [?] · August 15 · 🌐

Thank you MMAC Monthly for the incredible recognition of C.J. Miner and our new Heritage Tourism campaign underway!! #EXPLOREClearCreek #ColoradoHistory #ClearCreekCounty



Mascot invites visitors to explore Clear Creek County
By Jeffrey V. Smith CLEAR CREEK COUNTY C.J. Miner is Clear Creek County's colorful new mascot. The cartoon hard rock miner, and his companion Dixie, are here to entice visitors to explore the count. ...
MMACMONTHLY.COM

 **Clear Creek County**
Published by Cassandra Marie [?] · August 22 · 🌐

Check out this great footage of the first Tourism and Heritage Talk in the Park that took place Friday in Citizens Park, Idaho Springs, Colorado.
Don Allan, local historian and Vice President of the Historical Society of Idaho Springs discussed the importance of mining and the History of Idaho Springs...

#EXPLOREClearCreek #ClearCreekCounty #ColoradoHistory #MiningHistory #IdahoSprings



Tourism and Heritage Talks in the Park - Don Allan
The Clear Creek County Tourism Bureau held the first tourism and heritage talk in the park on Friday, August 18, 2017 in Idaho Springs at Citizens Park. Don ...
YOUTUBE.COM

 **Clear Creek County**
Published by Cassandra Marie [?] · September 10 · 🌐

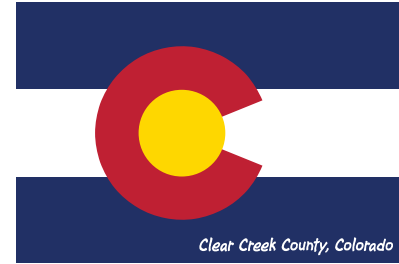
August 25th, we held our 2nd Tourism and Heritage Talk in the Park - Danny Tomlinson gave a great presentation regarding the Santiago Mill and discussed the area and mining history. Check it out!

Please note due to the length of the video trimming was required and Filmora was used to produce the clipped segment. Thank you for watching!



Tourism and Heritage Talks in the Park - Danny Tomlinson
The Clear Creek County Tourism Bureau held the second tourism and heritage talk in the park on Friday, August 25, 2017 in Georgetown at the Gateway Visitor C...
YOUTUBE.COM

Sticker Designs



Kick-off Reception

Printed and Electronic Invitations

You're Invited...

EXPLORE

MINES ✕ MILLS ✕ MUSEUMS ✕ MORE

KICK OFF RECEPTION

DATE	LOCATION	TIME
June 15th	Georgetown Loop Railroad 646 Loop Drive Georgetown, CO	5:30 PM - 8:30 PM Train departs at 6:00 pm sharp!

#303-456 **TICKET**

Admit One

RSVP Only - Valid June 15, 2017 - 6pm



The Clear Creek County Tourism Bureau invites you to step aboard the tourism train and join us in celebrating the launch of a new program and heuristic experience promoting our portion of Colorado's history and mining heritage!

**Reservations are required by 6/5 as seating is limited
Please call Theresa Schuller (303)618-0571**

Evening includes train ride, local food and refreshments, music by Mark Morris & Friends, gold panning, and optional tours of the Lebanon and Everett Mines!



You're Invited... This THURSDAY Evening
RSVP required (303) 618-0571
Theresa.Schuller@historicrailadventures.com

You're Invited...

EXPLORE

MINES ✕ MILLS ✕ MUSEUMS ✕ MORE

KICK OFF RECEPTION

DATE	LOCATION	TIME
June 15th	Georgetown Loop Railroad 646 Loop Drive Georgetown, CO	5:30 PM - 8:30 PM Train departs at 6:00 pm sharp!

#303-456ADTL3A **TICKET**

Admit One

RSVP Only - Valid June 15, 2017 - 6pm



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**Reservations are required as seating is limited
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Evening includes train ride, local food and refreshments, music by Mark Morris & Friends, gold panning, and optional tours of the Lebanon and Everett Mines!



Kick-off Reception

Evening Program for Attendees

The Clear Creek County Tourism Bureau would like to take a moment to thank all of you for attending this evening.

We would also like to say thank you and recognize Da Rivuh Fish and BBQ Company for providing the food, and also to the Georgetown Loop Railroad for hosting our event and providing everyone with a complimentary train ride as well as the staff for all of the additional amenities!

Thank you!



www.ClearCreekCounty.org/Explore



Schedule of Events

EXPLORE

MINES ✂ MILLS ✂ MUSEUMS ✂ MORE

6:00

All Aboard the Tourism Train

6:45

Arrive at the Platform for the Lebanon and Everett Mines

Head down the walkway for a brief presentation followed by food and drinks, an optional mine tour, gold panning, a visit with the local burros, and mingling

8:15

Please make your way back to the platform for the train to return to Georgetown

8:55

Train arrives at the Devil's Gate Depot in Georgetown

Exterior Design

With the acquired grant funding assistance awarded by the Colorado Tourism Office, we << The Clear Creek County Tourism Bureau >> are launching a new program and heuristic experience targeting Front Range residents and out of state visitors to come and EXPLORE our portion of Colorado's history and mining heritage!

We understand that "Our past is our future" and the goal of this new program is to showcase our mines and mills while stirring up a newfound interest in the four original mining camps that later became the boom towns of Idaho Springs, Empire, Georgetown and Silver Plume!

In having you here today, our hope is that you will enjoy seeing the elements of the campaign come together and find a renewed excitement for the incredible history and mining heritage we are able to celebrate today ~ County-wide!

*Alone we can do so little,
together we can do so much.*

- Helen Keller

Argo Mill and Tunnel
2350 Riverside Drive • Idaho Springs
(303) 567-2421
www.argomilltour.com
Adults \$22 | Children 10 to 5 \$14
(Children 4 and under free)
Gold panning included with price of tour
Gemstone panning \$10 & Additional gold \$12

Edgar Experimental Mine
365 8th Street • Idaho Springs
(303) 567-2911
inside.mines.edu/Mining-Edgar-Mine
Groups of 10 or more with reservations
Call for pricing

Phoenix Gold Mine
800 Trail Creek Road • Idaho Springs
(303) 567-0422
www.phoenixgoldmine.com
Adults \$10 | Children \$5
(Children 11 and under free)
Gold panning additional \$5 fee

Lebanon and Everett Mines
646 Loop Drive • Georgetown
(888) 456-6777
www.georgetownlooprr.com/mine-tour
Adults \$36 - \$40 | Children \$28 - \$31
Pricing depends on selected mine tour
Mine tours are only accessible by train and not available without the train ride package.
Gold panning is included in the Everett tour and not available with the Lebanon tour

Interior Design

Kick-off Reception

Table top posters for Mining attractions



8.5" x 11" prints inserted into acrylic frames

Kick-off Reception
Event Photos



Kick-off Reception
Event Photos



Tourism and Heritage Talks in the Park
Mining Past and Present
Presented by Don Allan
and the Clear Creek County Tourism Bureau



**2:00 PM
TODAY**

**FREE EVENT
HERE AT
CITIZENS PARK**

EXPLORE
MINES ✕ MILLS ✕ MUSEUMS ✕ MORE



FREE EVENT

Engage in our History and Heritage with Local Historians...
Tourism and Heritage Talks in the Park
Friday, August 18th and Friday, August 25th

August 18th at 2:00 pm Mining Past and Present Don Allan Historical Society of Idaho Springs Citizens Park 1545 Miner Street Idaho Springs	August 25th at 10:00 am Historic Santiago Mill Danny Tomlinson Santiago Mill Stewards Gateway Visitor Center 1491 Argentine Street Georgetown
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EXPLORE
CLEAR CREEK COUNTY

Visit ClearCreekCounty.org/explore to plan your trip! >>>

Authentic Colorado mining community boasting more than 150 years of history, heritage, and culture!



Kick-off Reception

Supporting design for presentation by Danny Tomlinson and the Santiago Mill Stewards

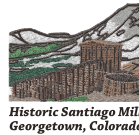


GETTING HERE...

Take I-70 to Exit 228 for Georgetown, and follow the signs to Guanella Pass Scenic Byway. Drive up Guanella Pass for about 2.5 miles. Look for a brown sign on a sharp left switchback that reads "Waldorf." This road is called Leavenworth or FR 248.1; it is a 4WD road that is extremely rocky and steep in the beginning but levels out as it follows the old Argentine Central Railroad. The drive is approximately 7.5 miles one way.

Please note that all vehicles must travel on designated Forest Roads (FR), which have a number designation to allow better navigation throughout the forest. Also this road may be impassable in late autumn through early summer due to snow, and may be gated off at times for wildlife and resource protection.

For a FREE Motor Vehicle Use Map (MVUM) of the Arapahoe and Roosevelt National Forest please visit the Gateway Visitor Center in Georgetown or the Idaho Springs Heritage Museum and USFS Visitor Center.



You can help the Santiago Mill Stewards in our preservation and restoration efforts by making a tax deductible contribution to:

Georgetown Trust, Inc.
Santiago Mill Fund
PO Box 1037
Georgetown, CO 80444

We are a group of unpaid volunteers and the Georgetown Trust, Inc is a 501(c)(3) organization. Donations are tax-exempt to the extent allowed by law. See more at www.georgetowntrust.org

Thanks for your interest in the Historic Santiago Mill



Photos courtesy of Danny Tomlinson and Don Allan



Historic Santiago Mill Georgetown, Colorado



Exterior Design



PRICELESS!!! With a \$1,000,000 View!

Yes, a million-dollar view is what you're going to see when you visit the world-famous Santiago Mill. The Santiago is probably the most well-preserved and finest example of a Depression-Era silver and gold mill in the entire United States. The Mill sits at 12,200' on the side of Mt. McClellan, just 1 1/2 miles east of the Continental Divide and accessible only via a 7 1/2 mile 4WD trail. The Mill still has all the equipment inside - the Griz, the Blake jaw crusher, the ball mill, the classifier, the flotation cells and the Wilfley table. Access to the interior of the Santiago Mill is currently restricted because of safety concerns.

The Santiago Mill Stewards have been in a wonderful partnership with the US Forest Service to preserve the Mill, to remediate the toxic chemicals in the tailings dump and to preserve access to the Mill. When visiting the site, you will enjoy a real history lesson in the rich mining heritage of Colorado.

The Santiago Mine was part of the Argentine Mining District which began producing in the 1890's and the Mill remained in operation until the mid-1960's.



Because of the extreme elevation and harsh environment, the Mill is only accessible by high clearance vehicles such as Jeeps and other 4WD vehicles from about mid-June (June 25, 2017) until about October 1. Be sure to bring your camera, as we almost always see moose, mountain goats, deer, marmots, and occasionally elk as we go up Leavenworth Creek. There are both golden and bald eagles in the area and are frequently seen by visitors.

The trail to the Santiago Mill generally follows the old narrow-gauge rail bed to Waldorf and there are very few "shelf" portions on the trail. You can finish up with a quick trip out to Pavilion Point to enjoy spectacular views of Silver Plume and the Georgetown Loop Rail Road about 1,000 feet below.

The Santiago Mill Stewards have worked closely with the USFS and the Forest Supervisor Office of the Arapaho and Roosevelt National Forests in preserving and restoring the Santiago Mill. The weather is a constant challenge at this high altitude and we have had to replace the roof several times in the past few years. In the winter of 2016-17, the roof of the tower housing the grizzly and the jaw crusher was blown off, taking the



north wall of the tower with it. We are hopeful that repairs can be completed during the summer/fall of 2017 to prevent further weather-related damage.

The "hot spots" inside the Mill as well as the toxic metals on the tailings dump were cleaned up during the summer/fall of 2016 in a project overseen by the USFS.



There currently is no access to the interior of the Mill because of weather damage to the doors and ramps. There is no lighting inside the Mill, so safety is a major concern. We anticipate that in the future, the public will be able to access and view the interior.

— The Historic Santiago Mill Stewards, 2017

Interior Design

Tourism and Heritage Talks in the Park
Event Photos - Idaho Springs, Colorado



Video of presentation can be viewed here: <https://youtu.be/VfnIHuWNCHA>

Tourism and Heritage Talks in the Park
Event Photos - Georgetown, Colorado



Video of presentation can be viewed here: <https://youtu.be/WmHZlyL1FPo>

Clear Creek County Tourism Bureau

PO Box 100 | Idaho Springs, CO 80452 | 303.567.4660 o | 303.569.6296 f | www.ClearCreekCounty.org

