

# THE GREENWAY CURRENT

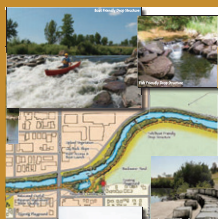
THE 2011 GREENWAY FOUNDATION ANNUAL REPORT



PLANNING, FUNDING, AND DESIGN • ENVIRONMENTAL EDUCATION • RIVERSIDE EVENTS • YOUTH EMPLOYMENT

[WWW.GREENWAYFOUNDATION.ORG](http://WWW.GREENWAYFOUNDATION.ORG)

## TABLE OF CONTENTS



### PLANNING, FUNDING, AND DESIGN: PAGES 2 - 5



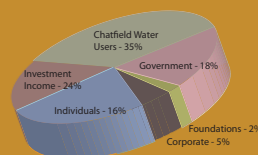
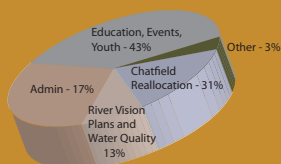
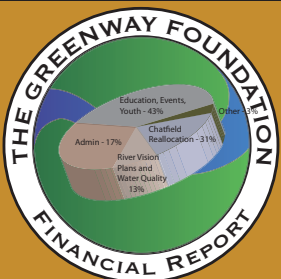
### ENVIRONMENTAL EDUCATION: PAGES 6 - 9



### RIVERSIDE EVENTS: PAGES 10 - 11



### YOUTH EMPLOYMENT: 12 - 13



### FINANCIAL REPORT PAGES 14 - 15



### SPONSORS AND STAFF: PAGES 16 - 17



Over the course of the last 35 years, The Greenway Foundation has advocated for one client and one client only – the South Platte River and her tributaries. Since our efforts began in June of 1974, The Foundation has been involved in the creation of over \$100 million of environmental and recreational improvements along the South Platte River and its tributaries that have, in turn, resulted in over \$10 billion of relatable economic enhancements to the surrounding region. In other words – Green=Green!

Over the last three years, The Foundation, in partnership with numerous public and private partners, has created the next evolution for our City's greatest natural resource, the River Vision Implementation Plan (RVIP). RVIP sets forth a series of short, mid, and long term goals focusing on maximizing the environmental and economic value of the South Platte River Greenway and, in return, serves as a means of enhancing the economic and developable potential of the surrounding area. By 2035, over 50,000 new residents are projected to be living adjacent to the South Platte River as industrial properties continue to be converted into mixed use/transit oriented neighborhoods. It is critical that sufficient park, trail, waterway and natural area improvements are integrated with this development so that these new neighborhoods can enjoy the recreational and environmental benefits they need and deserve. The Foundation is committed to continuing to partner with Denver's public, private, philanthropic and political communities to ensure that the recommendations within RVIP become a reality and the ongoing protection and improvement of our River continues.

The Foundation's youth education program, SPREE, continues to evolve, grow, and improve. Over 5,000 Denver area elementary age school children experience the beauty and importance of our urban waterways. SPREE's most recent expansion is the high school River Ranger program with over a dozen high school aged students working with the adult SPREE staff to host summertime day camps, overnight camping experiences, and serving as boat guides on LoDo's Venice on the Creek.

The Foundation also hosts a variety of cultural and community events throughout the year including: the Live-Life-Smiling Mile High Mile, Spring RiverSweep, an annual benefit Golf Tournament, Confluence Concerts, Reception on the River, and Fall RiverSweep. Each of these events, with its own focus and flavor, helps introduce and re-engage our citizenry with the importance of our urban waterways to the riparian, quality of life and economic opportunities that the South Platte River, Cherry Creek and other tributaries bring to Denver and the surrounding area.

All of the successes and accomplishments of The Greenway Foundation have and continue to depend on the countless partners and supporters that allow our work to take place. While much has been done, there is even more yet to accomplish. On behalf of my Board of Directors and my staff, I offer our collective appreciation and gratitude to all those who allow our goals, objectives, and dreams to, one by one, become a reality!

-Jeff Shoemaker  
Executive Director

# THE SOUTH PLATTE RIVER

## YESTERDAY, TODAY, AND TOMORROW

On June 16, 1965 fourteen inches of rain fell in just over four hours sending a torrent of water down the South Platte River through the heart of Denver. The resulting flood was the most devastating natural disaster in Denver's history. Homes, bridges, and businesses were destroyed and washed away. As the floodwaters began to recede, debris littered the South Platte River from city limit to city limit.

In the aftermath of the flood, homes and businesses were rebuilt, but much of the debris and wreckage in and along the banks of the river were left behind. In the decade following the flood, the South Platte River was increasingly neglected and abused. Local waste removal companies would often dump their loads directly into the river, and at some points along the river, the garbage was so excessive that the water flowing through the river was no longer visible.

In 1974, Denver Mayor Bill McNichols appointed State Senator Joe Shoemaker as chairman of the Platte River Development Committee (PRDC). The committee was charged with reclaiming the South Platte River. As the work along the South Platte began, it was quickly evident that funding from the city alone would not be sufficient for the ambitious reclamation goals of the PRDC.

In 1976, the PRDC evolved into The Greenway Foundation as a 501(c)3 non-profit organization allowing for the solicitation and obtainment of private contributions with a mission to revitalize, restore, and reclaim the South Platte River as an environmental, recreational, cultural, scientific, and historical amenity for the city of Denver.

SOUTH PLATTE RIVER  
CIRCA 1974





Over the last 37 years, The Foundation has partnered with Denver's Department of Parks and Recreation and numerous other public, private, and philanthropic organizations to collectively create over 100 miles of riverside trails, over 100 acres of riverside parks and natural areas, over 100,000 linear feet of water quality improvements, and invest over \$100 million in green improvements along the South Platte River and its tributaries in Metro Denver. This ongoing commitment to Denver's greatest natural resource continues with the River Vision Implementation Plan (RVIP), highlights of which are featured on pages 6-7 of The Greenway Current.

In addition, The Foundation is working on several projects to continue to improve the water quality in the South Platte River. These projects include the Chatfield Reallocation Project and PURE (Protect our Urban River Environment).

#### **Chatfield Reallocation Project**

One of the many benefits that will be a result of this significant opportunity to provide much needed water supply to the Metro Denver community is also to better strategize and increase the stream flow for the South Platte River, thereby enhancing the environmental and recreational viability of the River. For a full article on the Chatfield Reallocation Project, please visit [www.gnwy.org](http://www.gnwy.org)

#### **Protect our Urban River Environment**

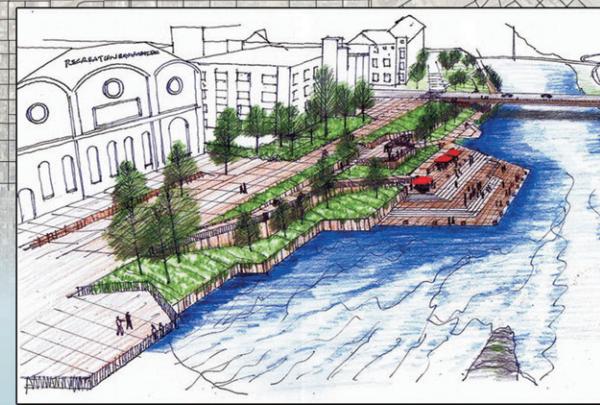
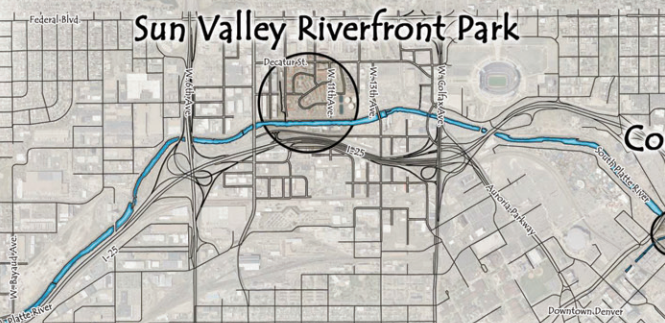
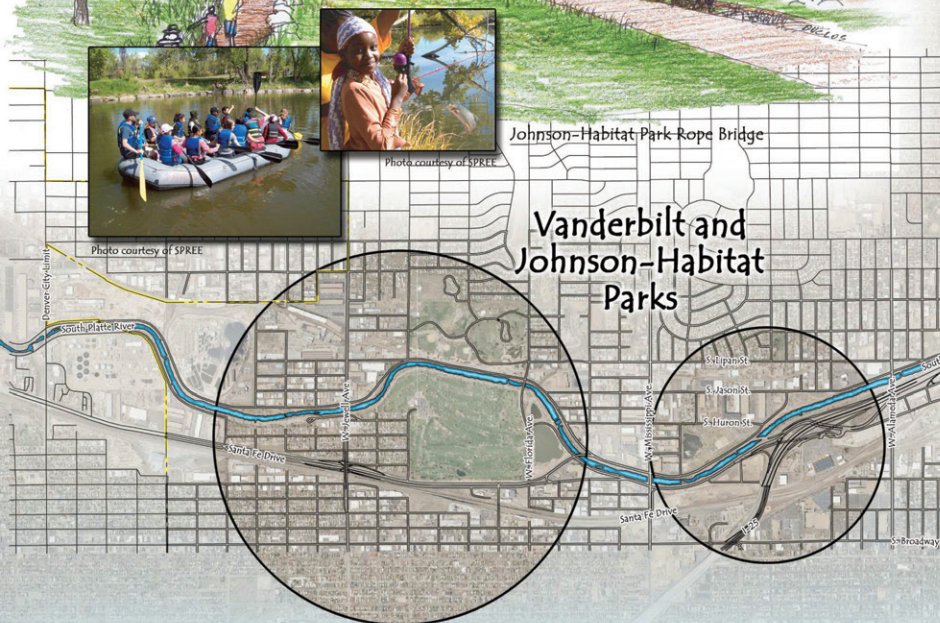
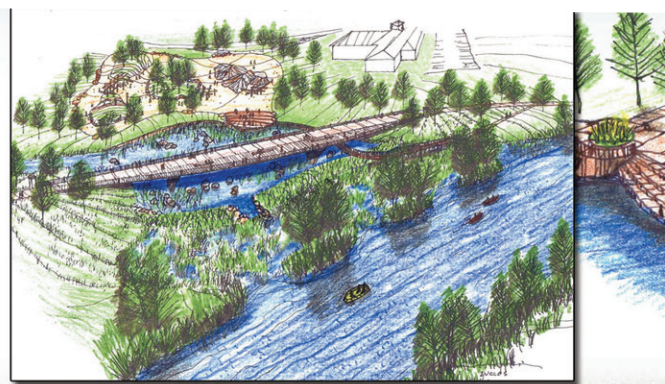
Using information and education planning, PURE hopes to raise public awareness and commitment to keeping trash – the most visible form of pollution – out of the River. Enhanced water quality will occur from this engaged, collaborative, and cooperative based approach to reduce all forms of pollution in the River. For a full article on PURE, please visit [www.gnwy.org](http://www.gnwy.org)

SOUTH PLATTE RIVER  
CIRCA 2011



# THE NEXT STEPS

## A RENEWED VISION FOR DENVER'S SOUTH PLATTE RIVER

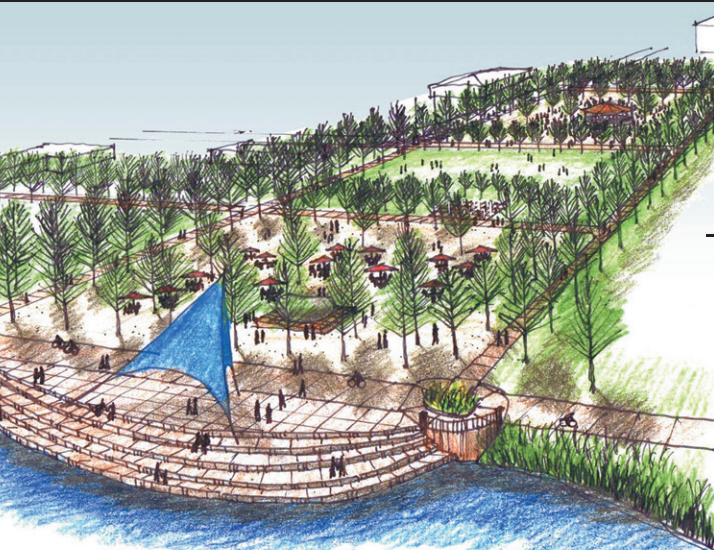


Plaza at Confluence



Trail Gateway at Denver City Limit

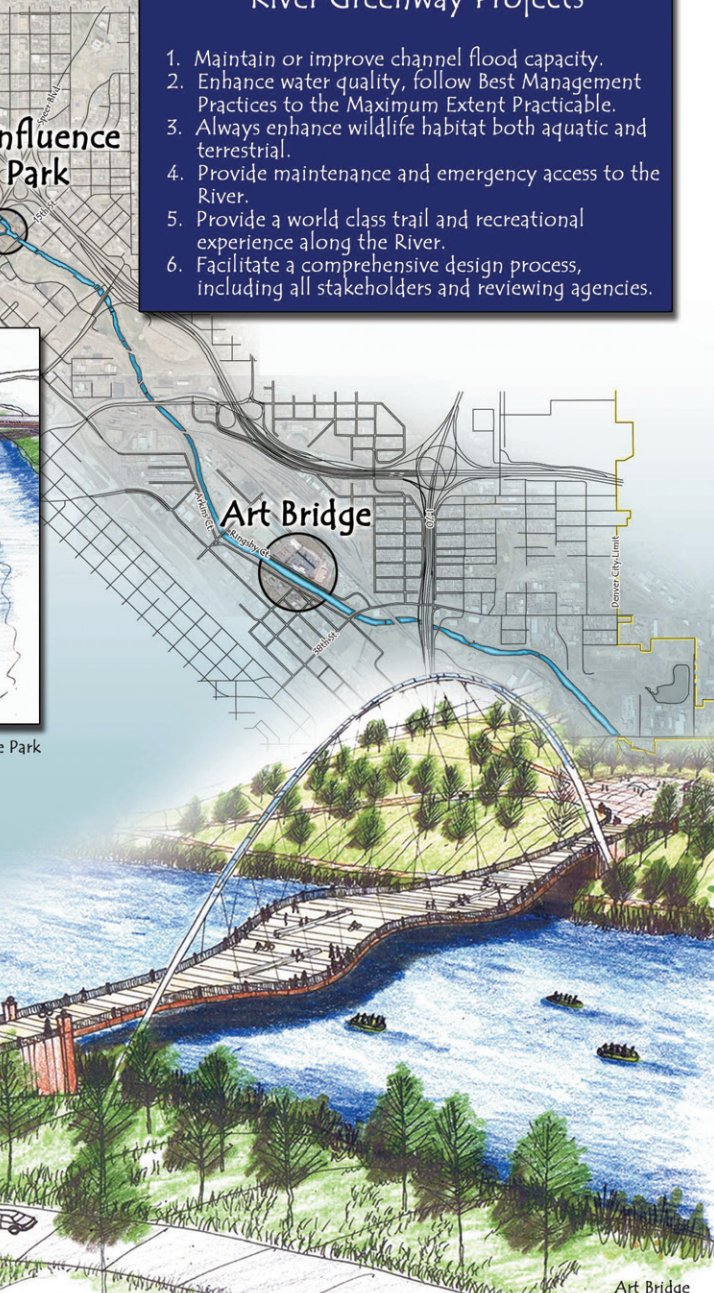




Sun Valley Riverfront Park Plaza

## Core Principles on all South Platte River Greenway Projects

1. Maintain or improve channel flood capacity.
2. Enhance water quality, follow Best Management Practices to the Maximum Extent Practicable.
3. Always enhance wildlife habitat both aquatic and terrestrial.
4. Provide maintenance and emergency access to the River.
5. Provide a world class trail and recreational experience along the River.
6. Facilitate a comprehensive design process, including all stakeholders and reviewing agencies.

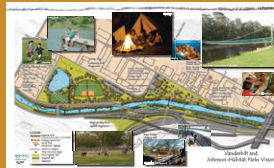


## Short Term Projects

### Grant Frontier/Overland Regional Park



### Vanderbilt and Johnson Habitat Park



### Sun Valley Riverfront Park



### Confluence Park



### Art Bridge



In 2009, The Greenway Foundation partnered with Denver's Department of Parks and Recreation (DPR) to craft a grant proposal to Great Outdoors Colorado (GOCO) to fund the creation of the River Vision Implementation Plan (RVIP) for the entire South Platte River Corridor in Denver. This plan built on the recommendations within the previously completed River North (RINO) and River South (RISO) Greenway Master Plans. The grant was awarded from GOCO in partnership with additional funding from DPR and The Greenway Foundation as well as in-kind support from Trust for Public Lands and Volunteers for Outdoor Colorado.

The focus of RVIP has been to take all of the recommendations from the RINO and RISO Plans and compile them into a priority based set of recommendations focused on their ability to be implemented.

RVIP has been endorsed by Denver City Council, including an official proclamation that states the significance of RVIP and the need for its recommendations to become a reality.

To learn more about The River Vision Implementation Plan, download the RINO, RISO and RVIP plans in their entirety and learn about how to support these critical efforts to further enhance and protect the South Platte River, please visit [www.gnwy.org](http://www.gnwy.org).

## Overland Pond Park Improvements

The Greenway Foundation also oversees the continued evolution and enhancement of Overland Pond Park.

To learn more about these needed and significant improvements at Overland Pond Park, please visit [www.gnwy.org](http://www.gnwy.org).

## SPREE

## SOUTH PLATTE RIVER ENVIRONMENTAL EDUCATION

KINDERGARTEN



1ST GRADE



2ND GRADE



3RD GRADE



4TH GRADE



5TH GRADE



Over the course of its 37-year history, The Greenway Foundation has introduced tens of thousands of children to the South Platte River through its SPREE program. On SPREE excursions these children learn about the river, its role in Denver's history, and that the South Platte River was, and still is, Denver's most valuable natural resource. Last year alone, SPREE educators guided over 5,000 learners on environmental education field trips along the most urban stretches of the South Platte River.

By the time a student completes their 5th grade year at a SPREE school, they have had six school-based excursions to the River and have developed a meaningful personal connection with the River and its inhabitants. These learners have acquired the knowledge to be educated citizens, critical thinkers, and engaged decision makers, and they have built the skills that they will need to take action on environmental issues.



# SOUTH PLATTE RIVER ENVIRONMENTAL EDUCATION

LEARN MORE ABOUT SPREE ONLINE AT: [WWW.GNWTY.ORG](http://WWW.GNWTY.ORG)



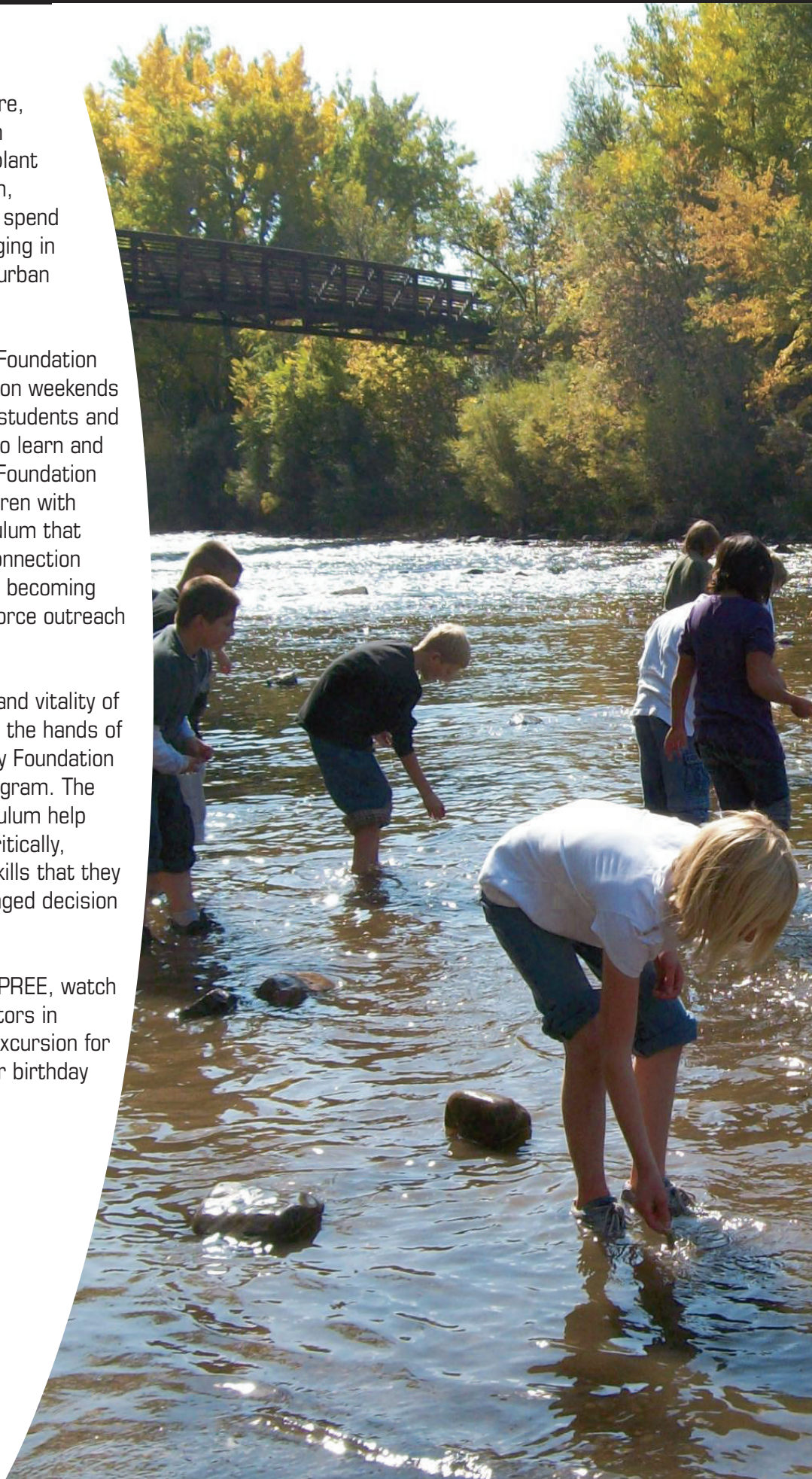
I like the part were  
my class all go's in  
the water. the  
Best part is when  
I amote cote a  
fish and I did see  
ene compan's. and  
I like the part were  
we go in the coldn.  
it was so samll.  
it look jus right  
for me,

SPREE programming connects learners to the environment through ecology, history, folklore, and recreation along the South Platte River in Denver. From plant identification to boat navigation, learners on SPREE excursions spend their day interacting and engaging in a hands-on way with Denver's urban waterways.

In addition to excursions, The Foundation hosted four free family events on weekends throughout the year providing students and their families the opportunity to learn and have fun along the River. The Foundation also provided over 1,000 children with award winning at-home curriculum that allows them to expand their connection to the South Platte River while becoming special agents in the SPREE Force outreach program.

The future health, protection, and vitality of the South Platte River rests in the hands of the children that The Greenway Foundation serves through the SPREE program. The excursions, events, and curriculum help these children learn to think critically, problem solve, and build the skills that they will need to be active and engaged decision makers.

To read the full article about SPREE, watch videos of programs and educators in action, and reserve a SPREE excursion for a school group, scout troop, or birthday party, please visit [www.gnwy.org](http://www.gnwy.org).





MILE HIGH MILE



FISHING FOR KIDS



ART ON THE RIVER



SPREE SCHOOLS GIVE BACK



GO OUTSIDE AND PLAY DAY



SUMMER CAMP



SPREE SPECIAL EVENTS

# EVENTS

When The Greenway Foundation initiated its effort to restore the South Platte River, the River was toxic to consume, dangerous to touch, and unpleasant to be near. As landfills, paint factories, and warehouses were converted to parks, trails and open spaces, The Greenway Foundation started to host riverside events with a then unimaginable goal of bringing people to the River to introduce them to these new amenities and initiate a re-engagement between Denver's greatest natural resource and its citizens.

Over the past decades, these events have become a vital part of life along Denver's urban waterways. From free events like Confluence Concerts, Spring RiverSweep, and Fall RiverSweep to fundraising events like the Live-Life-Smiling Mile High Mile and the Greenway Golf Tournament, these events provide an opportunity for everyone to find a way to engage with and have fun along Denver's urban waterways.

To learn more about The Greenway Foundation's Riverside Events please visit our web site at [www.gnwy.org](http://www.gnwy.org).

Accessing The Greenway Foundation's web site is a great way to obtain the most up-to-date information about The Greenway Foundation's Riverside Events, watch videos of past events, and RSVP or buy tickets to events where applicable.

Dates and times of events in this document are subject to change without notice. Please check the web site for the most up-to-date information. [www.gnwy.org](http://www.gnwy.org)





## CONFLUENCE CONCERTS

### FREE OUTDOOR CONCERTS

Carrying on the tradition that began over 30 years ago, the Confluence Concerts will once again return to Confluence Park in 2011. These concerts feature some of Denver's hottest musical acts with the picturesque backdrop of the South Platte River at Confluence Park.

*All concerts are from 6:30-8:30 p.m.*

- July 7- The Denver Brass (Jazz)
- July 14- Dennis Stroughmatt and Creole Stomp (Zydeco directly from Louisiana)
- July 21- The Quemando Salsa Orquesta (Latin Jazz)
- July 28- The Red Sax Quartet (Jazz)



## SPRING RIVERSWEEP

In April, 300 volunteers came together at Johnson Habitat Park to remove trash from the South Platte River. By the end of the day, over 2.5 tons of trash were removed from the River and surrounding area. This was the inaugural year for the Spring RiverSweep, and it is an exciting new addition to The Greenway Foundation's Event lineup.



For more information related to the 2012 Spring RiverSweep please visit [www.gnwy.org](http://www.gnwy.org).



## FALL RIVERSWEEP

### SEPTEMBER 24, 2011

Saturday, September 24, 2011 will celebrate the 19th Annual South Platte RiverSweep. Each year, close to 500 volunteers help remove trash and debris along the banks and trails of the South Platte. In addition, volunteers help with numerous other projects



including trail construction, painting, graffiti removal, tree protection, willow harvesting/relocation and more.

Sign up now at [www.gnwy.org](http://www.gnwy.org).



## LIVE-LIFE-SMILING MILE HIGH MILE

### APRIL 22, 2012

The Live-Life-Smiling Mile High Mile is Denver's Premier one mile family run. The race course takes runners around the outside of Invesco Field at Mile High, then turns into the stadium through the player's tunnel for a dramatic finish at the 50-yard-line on the field.

2011 saw the event grow to over 1800 participants racing to benefit The Greenway Foundation's SPREE Program.

Register for the 2012 Live-Life-Smiling Mile High Mile at [www.milehighmile.com](http://www.milehighmile.com).



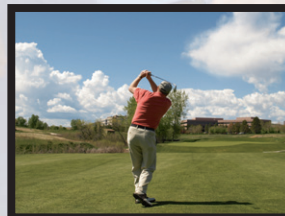
## GREENWAY GOLF TOURNAMENT

### MAY 21, 2012

The Greenway Foundation Golf Tournament at Meridian Golf Club is The Greenway Foundation's newest event. On May 23, 2011, 76 golfers squared off at Meridan Golf Club to benefit The Greenway Foundation. This event will return

for its second year on May 21, 2012.

For more information about the 2012 Greenway Golf Tournament, please visit [www.gnwy.org](http://www.gnwy.org).



# GREENWAY RIVER RANGERS

Beginning in 1980, The Greenway Foundation has provided employment opportunities for young adults along Denver's urban waterways. This unique opportunity was designed to provide Denver youth with training and experience that would help them grow into leaders within their community while introducing them to the myriad of careers in environmental education, parks and open space, tourism, interpretation, and other related fields.

The primary responsibilities of Greenway River Rangers has been to provide assistance to Denver Parks and Recreation through trash removal, park enhancement and trail building while also providing a one-of-a-kind experience to thousands of Denver residents and visitors from around the Country through The Greenway Foundation's boating concession, Venice on the Creek.

Venice on the Creek offers an experience like no other in Denver or even Colorado. The Greenway River Rangers are trained to provide a fun and educational tour of the Cherry Creek in Lower Downtown while guiding customers up and down the Creek in gondola style boats. In the evening, candle lit lanterns are added to the boats providing a little romance for those looking for a more intimate experience.

In 2010, the Foundation expanded the River Ranger program by adding opportunities for the youth employees to earn their Environmental Education Certification over the course of the summer, and added day trips and summer camps for the Rangers to serve as teachers and role models for younger children while building their leadership skills.



Thank you for helping  
me go to SPREE camp.  
I wish it was all summer.  
I love being a secret  
agent!

I want to be a river  
ranger when I am  
big like them. They  
are really fun and they  
like legos.

Love, Sam  
XOXOXOXO



This expanded program also puts focus on opening doors and creating pathways for youth from demographics traditionally under-represented in the field of environmental education. Throughout the summer these individuals are able to start to build the knowledge, tools, and skills critical to pursuing a career in this, or a related field.

To learn more about The Greenway River Rangers, please visit [www.gnwy.org](http://www.gnwy.org).

The website provides the full article about The Greenway River Rangers, videos of the programs and educators in action, includes the link to register children in one of The Foundation's summer camps and reserve a ride on Venice on the Creek.



## Venice on the Creek

Support the Greenway River Rangers while experiencing Denver like never before! Gently glide down Cherry Creek in Lower Downtown. During the day, enjoy a fun and entertaining tour through Denver's past and present. At night, candle lit lanterns are added to the ride for the perfect evening out. Reservations are required, and boats fill up quickly. Reserve a boat today at [www.veniceonthecreek.com](http://www.veniceonthecreek.com).



## Summer Camp

Support the Greenway River Rangers by registering a child for the most exciting summer camp in Denver. Information and reservations at [www.spreeweb.org/summercamp](http://www.spreeweb.org/summercamp).

# FUNDING

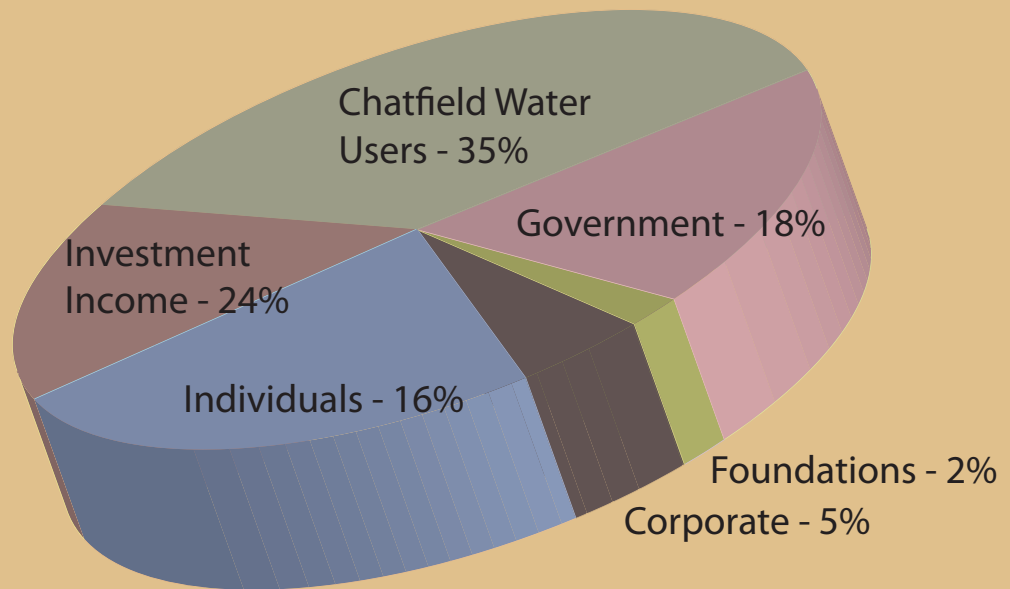
## Where the Money Came From

The Greenway Foundation has joined with many partners to expand its reach and ensure the future health and beauty of the urban South Platte River.

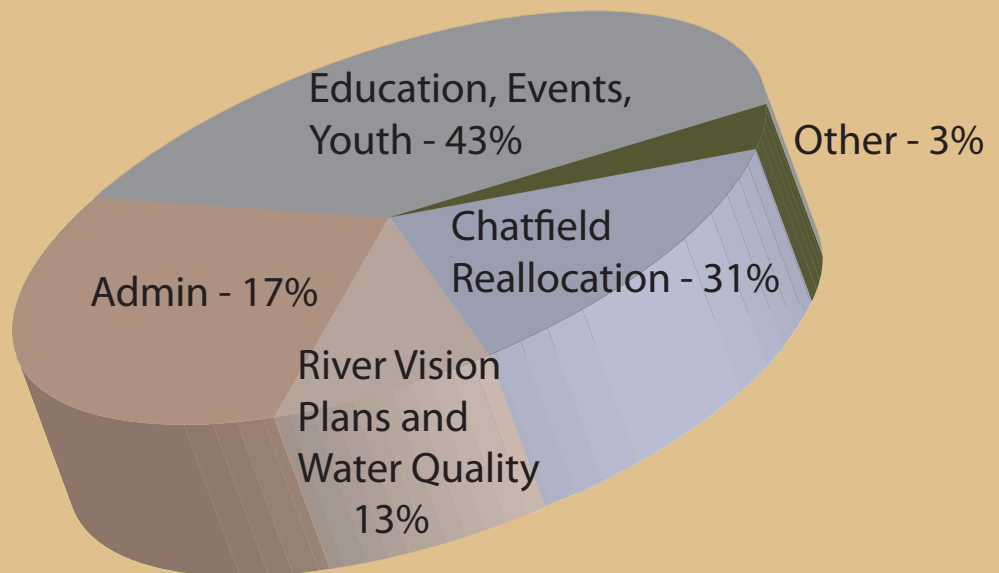
**Thank you for helping to make these ambitious goals achievable.**

As the Foundation continues to focus its energies on the many recommendations within the River Vision Implementation Plan, efforts are underway to strategically expand the innovative SPREE and River Rangers programs. The Foundation continues to sustain its many current partnerships, while also extending its efforts to reach out and open new doors with individuals, institutions, businesses and government agencies whose interests and passion match key priorities that have the ability to effect lasting change.

Please join The Greenway Foundation in working for the South Platte River and its tributaries. **Together, we can make a real difference!**



## How the Funds Were Distributed





## WAYS TO GIVE

### GIVE ONLINE

Giving online is fast, easy, and secure. Gifts of any amount may be made and an e-mail confirmation is provided. Both one-time and recurring monthly gifts can be made online. [www.greenwayfoundation.org](http://www.greenwayfoundation.org)

### USE THE ATTACHED REMITTANCE ENVELOPE

A simple check or credit card charge is quick and straightforward.

### CORPORATE SPONSORSHIPS

Businesses play a vital philanthropic role in The Foundation's work. We welcome corporate relationships and offer sponsorship of many types of events.

### PLANNED GIVING

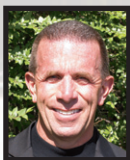
There are many ways to make a planned gift that benefits The Foundation. Please contact us for a simple bequest form, or for information on other types of planned gifts.

### FOR FURTHER INFORMATION

For more information about how you can support The Greenway Foundation and its mission, please contact:

Lisa May  
Development Director  
[lisa@greenwayfoundation.org](mailto:lisa@greenwayfoundation.org)  
(303) 525-1136

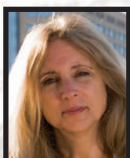
# STAFF



Jeff Shoemaker - Executive Director  
jeff@greenwayfoundation.org  
(303) 818-8078



Jolon Clark - Associate Director  
jolon@greenwayfoundation.org  
(303) 743-9720 ext 820



Lisa May - Development Director  
lisa@greenwayfoundation.org  
(303) 525-1136



Clndy Shoemaker - Special Events Director  
cindy@greenwayfoundation.org  
(303) 358-6696



J.J. Clark - Excursion and Multimedia Coordinator  
jj@spreemail.org  
(303) 743-9720 ext 830



Mary Palumbo - Extended Learning Coordinator  
mary@spreemail.org  
(303) 743-9720 ext 840



Dustin Waite - Outreach and Youth Employment Coordinator  
dustin@spreemail.org  
(303) 743-9720 ext 850

## OTHER CONTRIBUTORS TO THIS PUBLICATION

Casey Davenhill  
Overland Pond Park Stewardship Partners

David Howlett  
Capitol Representatives

Marge Price  
Capitol Representatives



# SPONSORS

**The Greenway Foundation received invaluable support from these organizations**

## Foundation, Government and Corporate Support

1st Bank  
Aurora Water  
Barefoot Wine and Bubbly  
Castle Pines North Metro District  
CDM  
Centennial Water & Sanitation District  
Central Colorado Water Conservancy District  
City & County of Denver  
Colorado Whitewater Association  
Confluence Kayaks  
Denver Environmental Health  
Denver Parks and Recreation  
Denver Trout Unlimited  
Denver Water  
Douglas County Water Resources Authority

Dr. Anil Idiculla / Live-Life-Smiling  
Earth Force  
Environmental Protection Agency  
Kenney Brothers Foundation  
Madison Insurance  
PUSH Gym  
REI  
Riverfront Park Community Foundation  
Roxborough Water & Sanitation District  
S2 Corporation  
SCFD Tier III  
South Metro Water Supply Authority  
Wright Water Engineers  
Xcel Energy Foundation

## In Kind Support

American Solutions for Business  
Breckenridge Brewery  
Coca-Cola  
Urban Drainage and Flood Control District  
vitaminwater

## Media Support

9 News  
KUVO 89.3 FM  
Sports Radio 104.3 The FAN

**THE GREENWAY FOUNDATION**  
**5299 DTC BLVD., SUITE 710**  
**GREENWOOD VILLAGE CO 80111**  
**WWW.GNWX.ORG**

---

## **BOARD OF DIRECTORS**

---

JOE SHOEMAKER, Founder  
Attorney at Law

KIP STASTNY, Chairman  
Property Management

BAR CHADWICK, Vice Chairman  
City Planner/Project Coordinator  
City and County of Denver

JOHN MORAN, Secretary  
C.P.A.

JON BRIDGES  
Administrator, City of Englewood

LARRY ELROD  
Business Owner

LESLEY ROPER  
Parks & Open Space Consultant

PAULA SANDOVAL  
Business Owner

PETE WEST  
Xcel Energy, Retired

---



The 2011 edition of the Greenway Current is dedicated to a lifetime Friend of the River, Merle Grimes (1958-2010).

