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**FOR IMMEDIATE RELEASE**

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## **MAYFLY CONSERVES UNCOMPAHGRE RIVER**

### ***BUSINESS DONATES RIVERFRONT PROPERTY TO MONTROSE COMMUNITY***

MONTROSE, Colorado -- On Tuesday, December 18th, representatives from local business Mayfly Outdoors and officials from the City of Montrose finalized a land exchange agreement to preserve over 41 acres along the Uncompahgre River. Mayfly, the outdoor products company best known as a manufacturer of award-winning fly fishing equipment, proudly donated over \$800,000 in property back to the community. The company relocated to Montrose in 2016 and is a Certified B Corporation.

With the donation, Mayfly fulfills one of its goals to preserve and protect vital wetlands, open space, and riverway within City limits. The transfer is believed to be one of the largest single land donations in the history of Montrose specifically for conservation.

“Mayfly is a mission-driven organization and our goal is to make an impact. We are very happy that the City’s values align with ours in terms of river preservation and open space,” said David Drago, President of Mayfly. “This initiative is part of our mission to improve our community’s access to more outdoor activities, while ensuring that the river is protected.”

The donated property covers nearly 1.5 miles of riverfront and encompasses nearly 1.8 million square feet of wildlife and fishing habitat.



Photo Credit: Matt Jones Photography

“This generous land donation will extend public access to the river for its entire length through the City, enhancing recreational opportunities for both residents and visitors,” said Roy Anderson, Mayor of the City of Montrose. “It will enhance the beauty of our City and create more reasons for tourists to make Montrose a destination.”

The land is also adjacent to the recently announced [Colorado Outdoors](#) project, and sets in motion the construction phase of *Connective Initiative* grant the City of Montrose received from Great Outdoors Colorado

(GOCO). In 2017 the City, along with the Montrose Recreation District, was awarded two million dollars from GOCO to construct a new trail for outdoor enthusiasts, families and kids. The trail will provide a safe connection to Riverbottom park, and eventually to the Montrose Recreation Center under U.S. Route 550. The grant was the the largest grant GOCO had ever awarded Montrose.

“The dedicated property is within a majority of the northern section of the new river trail, which is a 10 foot wide concrete path connecting under Main Street,” said Scott Murphy, City Engineer. The trail was designed by local civil engineering firm Del-Mont Consultants, and construction is set to begin in early 2019 by another local business, Western Gravel Constructors. “It’s great to keep the investment local,” added Dragoo.

Mayfly, along with the City of Montrose, Colorado Parks and Wildlife (CPW), Trout Unlimited, and several other community stakeholders, are now well into the design stages for the river restoration project. The partnership will encompass an estimated \$2.5 million in additional funds intended to enhance fishing habitat along the river, complete riverbank stabilization work, and increase access points for users.

“To truly appreciate what this means to Montrose residents and visitors is to understand that new rivers and riparian areas are not being created,” said Renzo DelPiccolo, area wildlife manager for CPW. “For Mayfly to donate 1.5 miles of protected public river access and associated habitat is extraordinary. The fishing alone should be exceptional combined with other water recreation and enjoyment of the unique habitat is an enormous win-fall for everyone.”

David Nickum, Executive Director at Colorado Trout Unlimited (TU), added that this is a special moment that his organization celebrates. “Mayfly not only produces great products for anglers, but they also bring vision and leadership to the outdoor industry in conserving and restoring the natural resources locally.” Gunnison Gorge Angler, the local TU chapter near Montrose, has been heavily involved in preserving the river for several decades. “TU is excited by this opportunity to work with Mayfly to do even more for the river and community in the future.”

As part of the Montrose City Council meeting, City representatives also unanimously approved the final plat for the Colorado Outdoors project. Colorado Outdoors is a 160-acre community development project in the northern part of Montrose.

The approval of the final plat is the culmination of more than two years of planning and design, and over 14 months of construction within Phase It. Phase I is an investment of nearly \$19 million dollars, and encompasses the areas central 40 acres. Mayfly is building its new, 41,000 square foot headquarters and manufacturing facility within Phase I of the park. The mission of the Colorado Outdoors project is to transform Montrose into a compelling destination for businesses, bringing in more jobs and industry to the region.



The Mayfly Outdoors new Headquarters rendition | Photo Credit: Colorado Outdoors, LLC

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**ABOUT MAYFLY OUTDOORS**

Mayfly Outdoors is a Colorado-based outdoor products company founded in Colorado Springs, Colorado. Mayfly subsidiaries operate under various brand names including Abel and Ross Reels. Combined, these businesses are the recipients of more industry “Awards in Excellence” for innovation, dependability and performance than any other fly-fishing tackle manufacturers in the world. More information can be found at mayflyoutdoors.com

**ABOUT B CORPORATIONS**

Certified B Corporations are leaders of a global movement of people using business as a force for good. They meet the highest standards of overall social and environmental performance, transparency and accountability and aspire to use the power of business to solve social and environmental problems. There are more than 2,000 Certified B Corporations in over 130 industries and 50 countries with 1 unifying goal – to redefine success in business. For more information, go to www.bcorporation.net.

**ABOUT CITY OF MONTROSE**

The mission of the City of Montrose is promote the Montrose Lifestyle by providing innovative and service-oriented leadership for a vibrant community. The City is a Home Rule Municipality that is the county seat and the most populous municipality of Montrose County, Colorado. The city population was 19,132 at the 2010 United States Census. Montrose is located in western Colorado in the upper Uncompahgre Valley and is an economic, labor, and transportation waypoint for the surrounding recreation industry. More information can be found at cityofmontrose.org.

**ABOUT COLORADO OUTDOORS OUTDOORS, LLC**

Colorado Outdoors is a community development company whose mission is to transform Montrose into a compelling destination for business. Its focus is on the revitalization of the famed Uncompahgre river corridor in Montrose, Colorado. The goal is to provide the region with three things: 1) A desirable location for business relocation and commercial enterprise, bringing skilled jobs; 2) A restored and enhanced river for the benefit of the community; 3) Quality, workforce housing for local residents. Please visit coloradooutdoors.co for more information.