



Monte Vista Chamber of Commerce Newsletter July 2023

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CHECK OUT THIS INCREDIBLE INFORMATION FROM FOX 21 NEWS ABOUT THE SAN LUIS VALLEY!

[FOX21 NEWS: WE ARE THE SAN LUIS VALLEY](#)

[Monte Vista Chamber of Commerce works to enhance the quality of life in the city.](#)



History of Bull Riding

16th century

Bull riding originated in charreadas, contests of ranch and horsemanship skills that developed on the haciendas of Old Mexico. First termed jaripeo, bull riding was originally a variant of bull fighting where riders would literally ride the bull to death. It later evolved into an event where participants merely rode the bull until it tired and stopped bucking. Three styles of jaripeo still exist: Tierra Caliente is the most common; Charro riders only ride small bulls or large calves;

and Colima is the deadliest and most difficult style, due to the rider being positioned in such a way that they can pitch forward onto the bull's horns.

1850s

By the mid-1800s, charreada-style competition became popular in the Southwest, particularly in Texas and California where Mexican and Anglo ranch hands worked together. In 1852, the Lone Star Fair held in Corpus Christi, Texas, became the first-ever Anglo-American organized event to host a charreada-style bull fighting. Don Camarena, a matador from Mexico City, headlined the event. Jaripeo was featured as a secondary event, but was so popular that it made newspaper headlines as far away as New Orleans. During this time, Wild West shows also began adding steer riding to their acts, as steers were far easier to handle than bulls.

1936

Although bull riding was a popular exhibition event, it, like most other rodeo events, lacked standardized rules. That changed in 1936, with the creation of the Cowboy's Turtle Association, which came to be after cowboys protested rodeo promoter W.T. Johnson's treatment of cowboys during the Boston Garden Rodeo. One of these cowboys was Dick Griffith, winner of four-consecutive bull riding championships. This new organization increased the popularity of rodeo, and in turn, bull riding. In 1945, they changed their name to the Rodeo Cowboy's Association, and became the Professional Rodeo Cowboy's Association (PRCA) in 1975.

1992

Bull riders broke away from the traditional rodeo scene and created their own organization and governing rules in 1992. Believing that bull riding, as the most popular rodeo event, could stand alone without sharing the limelight, 20 bull riders—including Ty Murray, Tuff Hedeman, and Cody Lambert—gathered in a hotel room in Scottsdale, Ariz., and each contributed \$1,000 to the creation of the Professional Bull Riders, Inc. (PBR). Additionally, the PRCA still features bull riding as one of its sanctioned events

Present day

The PBR continues to make impressive strides in revenue, bull rider earnings, fan growth, and media attention. The PBR World Finals is known as the Super Bowl of the PBR – a grueling multi-day event that marks the end of the PBR season, determines the best rider and bull for the year, and turns one cowboy into a millionaire. The World Finals is the richest bull riding event in the sport, which includes a \$1 million bonus awarded to the rider who is crowned the PBR World Champion.

The multi-tiered PBR event structure features 27 weeks of premier Unleash The Beast events, the Pendleton Whisky Velocity Tour and Touring Pro Division, plus international circuits in Australia, Brazil, Canada and Mexico. In 2021, the PBR paid out \$9 million to riders and \$2 million to stock contractors, and more than 1,200 bull riders from five countries hold memberships. Today, bull riding is considered the fastest growing sport in the United States.

In 2022, PBR announced the relocation of its crown jewel, the World Finals, to Fort Worth, Texas, and Dickies Arena in May. As part of the relocation, PBR condensed the annual schedule for the Unleash The Beast to mimic other mainstream sporting seasons by running November-May.

Upon completion of the PBR World Finals, 22-year-old son Daylon

Swearingen captured the Jerome Robinson Cup by riding six of his eight bulls to clinch the million-dollar 2022 PBR World Championship.

Business of the Month:



The Ski-Hi Stampede, Colorado's oldest pro rodeo, has roots as deep as the San Luis Valley itself. It began in 1919, but two years were deducted because of World War II, when no events were held. The first rodeo was held August 11-13, 1919, and was called the Ski-Hi Stampede.

Welcome to the 101st Ski Hi Stampede! Come out and join us for two fun filled weekends starting with the Bullfighters Only on July 8th and then all of Stampede weekend July 27th-30th!!!! Make sure you don't miss any of the action!

[CLICK HERE FOR MORE INFORMATION!](#)

The Chamber is looking for a part time assistant manager!

If you are interested, please call the Monte Vista Chamber at 719-852-2731.

**Office hours are 9am - 12pm and 1pm - 4pm
Monday through Friday**

Upcoming Ribbon Cuttings:

Children's Specialty Clinic Wednesday 7/5/2023 11:00am



COME JOIN US! OPEN HOUSE



Doll & Teddy
Bear Clinic!

CHILDREN'S
SPECIALTY CLINIC
PEDIATRICS - ABA - THERAPY
SAN LUIS VALLEY

Visit us online
Scan our QR code:



July 5th 11a-1p
10 Rupert St. West Entrance
Monte Vista, CO 81144

"A non profit organization dedicated to creating an integrated group of specialists together to serve children with complex medical needs.
A special focus for us is serving children with neurodiversity including autism, intellectual disability, attention deficit hyperactivity disorder, oppositional defiant disorder, and in utero substance exposure."



Find us on:
facebook



CHILDREN'S SPECIALTY CLINIC

PEDIATRICS - ABA - THERAPY

SAN LUIS VALLEY

An integrated cooperative of care for children with complex medical needs with special focus on those with neurodiversity including autism, intellectual disability, attention deficit hyperactivity disorder, oppositional defiant disorder, and in utero substance exposure.

BEHAVIORAL THERAPY



Cooperating with Colorado Autism Consultants to provide ABA therapy for the first time in the San Luis Valley with commitment to developing a locally based care team for sustainability.

MEDICAL THERAPY

Cooperating with SLV AHEC to create on the job training for local graduates in physical, occupational, speech and feeding therapy specialties.

*Coming
Soon*

MENTAL HEALTH



Cooperating with local mental health to hire and train the first mental health specialist in the San Luis Valley for children with neurodiversity.

MEDICAL SUBSPECIALTY

Cooperating with Children's Hospital Colorado to bring Rehabilitative, Neurology, Cardiology, and Developmental Pediatric clinics to the San Luis Valley.



HOME HEALTH & CNA FAMILY TRAINING



Cooperating with Full Circle Family Home Health to initiate locally based pediatric home health nursing services as well as CNA training for families of children with medical complexity.

CURRENT PROJECTS

Elopement Safe Outdoor Therapy Space

Thank you to our current donors: LOR Foundation, Academy Sports & Turf, Pence Engineering, Mathias Concrete, Restoration Forestry!

UPCOMING PROJECTS

Furnishing 3 medical exam rooms for Children's Hospital Colorado Outreach

Thank you Emerys Ray Aurich Memorial Foundation!

Parent cozy corner & resource library in clinic lobby

Thank you Emerys Ray Aurich Memorial Foundation!

Children's book library for clinic lobby

Thank you Emerys Ray Aurich Memorial Foundation!

WISH LIST PROJECTS

Provider work room

House for travelling doctors, staff & students

Grow our own PT, OT, Speech & Feeding therapies

Pediatric clinic specific to unique needs of medically complex children

Interested in supporting us?



Children's Specialty Clinic of the San Luis Valley

10 Rupert Street

Monte Vista, CO 8114

719-852-3742

childrenspecialtyclinic@gmail.com

www.childrenspecialtyclinic.org

Buck's Diesel, LLC

Grand Opening Luncheon

Tuesday, July 11th 10:30 - 2:30

1122 N US Hwy 285

**Chef Charles the BBQ Guy
Door Prizes
Pre-Harvest Specials**

Entrance north side of yard off of Cnty Rd 35A



3rd Friday Art Walk
Monte Vista, Colorado

3rd Friday Art Walk
Downtown Monte Vista
4-8PM

May 19th
June 16th
July 21st
August 18th
September 15th

Live Entertainment
Local Artists and Vendors
Hands on Art Activities
Music
Door Prizes
and more...
Art Demonstrations



Hosted by
The Mystic Valley Art Council
mysticvalleyartcouncil@hotmail.com



Please join us in downtown Monte Vista, Colorado every 3rd Friday for our community Art Walks.

Artists, entertainment, art demonstrations and art activities will be set up on the first block of Adams Street and in local businesses throughout town. Local businesses will be offering some amazing art walk specials and will be participating in a community scavenger hunt each month. This is a wonderful opportunity to get out and enjoy an evening of art, entertainment, local shopping and local dining in Monte Vista.



To become a vendor, or learn more, contact Melinda Meyers at scseeddevelopment@gmail.com



**San Luis Valley
Intertribal Powwow**
September 22-24th, 2023

**MC
Whitney Rencountre**

**Competition Pow Wow
All Dancers and All Drum Groups
Invited**

Indigenous Arts and Crafts

**Friday 2-8PM
Saturday 10AM-8PM
Sunday 9AM-Noon
Community Feed Saturday evening**

**Outcalt Event Center at the
Ski Hi Complex
Monte Vista, Colorado**



[For More Information Click Here](#)

Questions or seeking information? - Click the buttons on the right-hand side to view more information about Monte Vista as well as various local events in the San Luis Valley!

*Monte Vista Chamber of Commerce
Facebook*

*Monte Vista Chamber of
Commerce*

The next Monte Vista Chamber board meeting Thursday, July 27th at 7 AM.

Member Updates



We hope you decide to move messages from the Monte Vista Chamber to your Primary tab from the Promotions tab. By doing so, all future emails from us should be delivered to the Primary tab. Thanks!

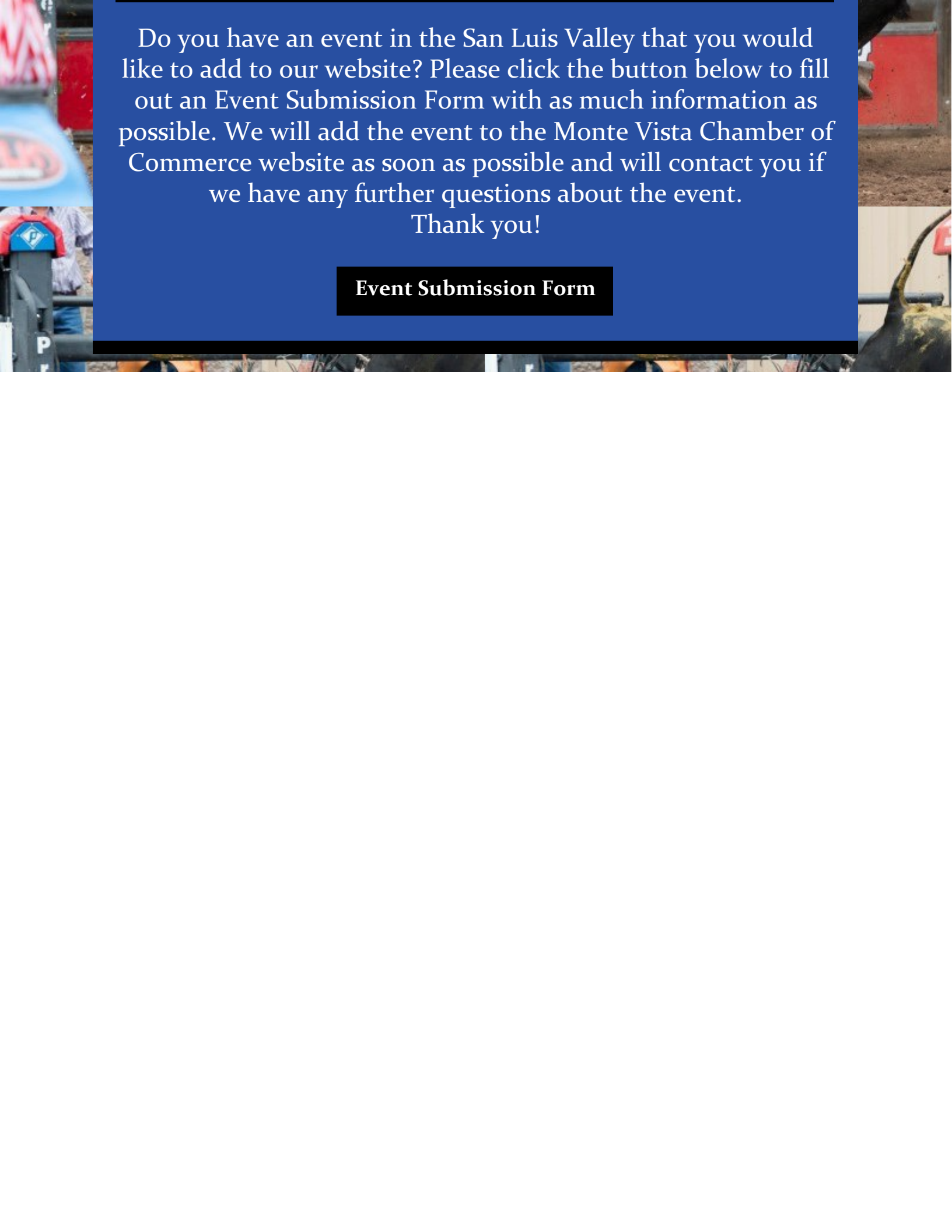
**CHECK OUT
MEMBERSHIP
BENEFITS HERE!**

New Members:

- None this Month

Renewing Members:

- Polished Edge
- Jade Communications
- Rio Grande Hospital
- Gary Wilkinson
- Southern Colorado Computer Services
- Ski Hi Stampede

The background of the page is a photograph of a rodeo event. On the left, a person in a red and white striped shirt is partially visible. In the center, a blue overlay contains white text. On the right, a black bull is visible, and a red structure is in the background.

Do you have an event in the San Luis Valley that you would like to add to our website? Please click the button below to fill out an Event Submission Form with as much information as possible. We will add the event to the Monte Vista Chamber of Commerce website as soon as possible and will contact you if we have any further questions about the event.

Thank you!

Event Submission Form