



*Monte Vista Chamber of
Commerce Newsletter
May 2023*



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Website](#)



Did You Know?

(article by Helen Smith - Alamosa Citizen November 21, 2022)

The San Luis Valley offers one of the most nutritious and affordable food products there is: the potato.

As the largest and highest commercial agriculture valley in the world, the region is also the second largest producer of fresh market potatoes in the nation, boasting over 150 potato growers that raise more than 70 varieties. According to the Colorado Department of Agriculture, there is an average of over two billion pounds of potatoes grown in the region annually.

As a high alpine desert, the Valley has warm days and cool nights that make an ideal environment for growing potatoes. The climate has also proven effective

for pest and disease control. As the only area in the United States that has quarantine for late blight, the San Luis Valley remains free of the disease, due in large part to the inspection of all local and imported seed and other processes. The result is a very high quality, resilient, fresh market product.

What makes the industry even more remarkable is that producers are working with an increasingly limited water supply due to drought conditions and other external pressures such as water export schemes. What makes the situation even more interesting is that agriculture is the primary economic driver in the Rio Grande Basin with roughly 515,300 acres of irrigated land. However, producers have become very innovative in the way they have approached irrigation methods as well as raising alternative crops.

One method for reducing water usage is the Conservation Reserve Enhancement Program (CREP). The Rio Grande Water Conservation District website notes that CREP is defined and administered by the United States Department of Agriculture – Farm Service Agency (USDAFSA) through the authority of the 2014 Farm Bill (Conservation Title).

In general, CREP allows the USDA, in cooperation with a local sponsoring entity, to offer an annual rental payment for a term of 15 years to producers willing to fallow a parcel(s) of land and forgo the use of the associated water right or well during that time. The goal is to foster land and water conservation. It has become increasingly clear that water must remain connected to agriculture in order to maintain a sustainable food supply. In fact, there is statewide data from a Colorado State University survey that suggests 68 percent of Coloradans consider agriculture to be one of the top priorities for water usage during a drought. Furthermore, 95 percent believe that maintaining land and water in agriculture production is important.

Nonetheless, potatoes yield a return for the amount of resources that are put into growing them. The potato produces more calories per unit of water than almost any crop. Additionally, potatoes have more potassium than a banana (620mg) along with 26 grams of complex carbohydrates and 30 percent of the recommended daily value of vitamin C. The potato is a reliable source of nutrition that can be served in countless different ways.

However the potato industry doesn't just provide a product that offers a wide range of nutritional value, it is also vital to the economic stability of the region and the state as a whole. Colorado's agriculture sector employs upwards of 195,000 people and utilizes 32 million acres. Agriculture is also one of Colorado's top economic pillars and generates approximately \$47 billion annually. In 2020 alone, Colorado potatoes had an economic impact of \$259 million. Not only does the potato industry provide a nutritious product, it is a vital piece to Colorado and the San Luis Valley economies.

Producers in the San Luis Valley face everyday challenges head-on. Because of efforts to maximize the use of resources in an efficient manner, the region still exports arguably one of the best products in the nation. The potato industry is one of the cornerstones of the San Luis Valley way of life. The future of the industry will depend on those who support it.

Business of the Month:

The Flower Market

Phone: (719) 628-0315

Address: 3507 US Hwy 285 N - Monte Vista, CO



The Flower Market is a family owned and operated greenhouse/nursery located just 3 miles North of Monte Vista on Highway 285. This will be our 4th year in business and we are continually adding fun new things to our inventory. We specialize in a variety of bedding plants and hanging baskets. We have a wonderful selection of perennials that are specific to our growing region. We ramped up our vegetable selection this season and are looking forward to serving the home gardener! Our opening day is May 5th 9:00am to 6:00pm. If you're looking to add some color and beauty to your home or business this season, come out and see us!

Hours: Wed. - Sat. 9:00am to 6:00pm

Sunday 12:00pm to 4:00pm

CLICK HERE FOR MORE INFORMATION!

The OptiMystics Citizens Action Network is hosting Monte Vista's 3rd Annual Cinco de Mayo!

Join us on Friday, May 5th 11 a.m. until about

7 p.m. in downtown Monte Vista



The OptiMystics Citizens Action Network is hosting Monte Vista's 3rd Annual Cinco de Mayo celebration this May 5th, in downtown Monte Vista. We'll shut down the 100 and 200 blocks of Adams Street, plus 2nd Avenue from Adams Street to the alley ways both east and west, for the day. Local craft vendors, food trucks, a beer garden, plus local organizations will be on hand all day. Lots of exciting things are planned throughout the day including a live DJ, face painting, bounce houses, belly dancers, kids crafts/activities, great food & drink and more. Drop in and visit our local businesses along the way. Take in the unique Swoop of the Cranes art project. All the fun and excitement will start at 11 a.m. and run until at least 7 p.m.

[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**



Drag Main through some old mountain towns before cruising the Silver Thread Scenic Byway - Presented by SLV Fast Friends

Draggin' Main will take you from Monte Vista, Colorado through some old mountain towns and alongside the headwaters of the Rio Grande River on the Silver Thread Scenic and Historic Byway, one of the most beautiful roads in Colorado. There will be stops along the way to admire wildlife, historic sites, and fun surprises. There will be photo sites manned by automotive photographers, as well as some outstanding photo ops along the route. Everyone is welcome to join the tour, which will start with breakfast at the Best Western Movie Manor three miles west of Monte Vista on US 160 at 7:30 a.m. The cruise will leave beginning at 10:00 a.m. There is no entry fee, but a poker-run style 50/50 drawing will be available to participants for a chance at winning fifty percent of the pot. Depending on the turnout, the pot could be sizable. The remaining funds and all other money raised above expenses will be donated to the San Luis valley 4-H Foundation's Scholar Support program to benefit kids in all six counties of the San Luis Valley.

Upon return to Monte Vista, there will be a block party downtown including a slow cruise through town, followed by a double-feature of hot rod movies at the Movie Manor. All in all,

June 3 should be a fun, memorable day for all who decide to join us. Good people, good times, and a great drive through some gorgeous country promise those who come a memorable weekend. We will also be posting other great destinations in the San Luis Valley for those who decide to come early or stay late.

[For More Information Click Here](#)

Draggin' Main **BLOCK PARTY**

In Conjunction with the Draggin' Main Tour of the Silver Thread Scenic Byway

June 3, 2023 3 - 8:30 P.M.

**Downtown Monte Vista
FOOD - BEER GARDEN - VENDORS**

♪ Music by **Ol Scratch** ♪

50/50 Drawing

Slow Cruise through town for Draggin' Main Tour Participants
Followed by a Hot Rod Double-Feature at the Star Drive-In

Presented by

SLV FAST FRIENDS OptiMystics Citizens Action Network
Monte Vista Chamber of Commerce LOR Foundation
City of Monte Vista Mystic Valley Arts Council
Best Western Movie Manor/Star Drive-in



This street festival will take place on Saturday, June 3rd, from 3-8:30PM. The 100 & 200 block of Adams Street will be shut down, along with 2nd Avenue, from the intersection of Adams St., up to the alley ways both east and west. We're planning on having local art & craft vendors, food trucks, a beer garden and live music during the downtown festival.

This block party is a wrap up to the Draggin' Main event taking place all day Saturday. Upon return to Monte Vista, the downtown merchants, the City of Monte Vista, the OptiMystics Citizens Action Network, the Monte Vista Chamber of Commerce, the Mystic Valley Art Council, the LOR Foundation and SLV Fast Friends will welcome participants and everyone else to the fun!

Vendor registration and further information can be found
[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*

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*Monte Vista Chamber of
Commerce*

The next Monte Vista Chamber board meeting Thursday, May 25th 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:

- Buck's Diesel
- Children's Specialty Clinic of the San Luis Valley
- Pence Pediatrics, a Direct Primary Care & Consulting Clinic

Renewing Members:

- 1st Southwest Bank
- Absolute Shine
- Alamosa Sleep Sanctuary
- US Tractor
- The Flower Market
- RG Bank
- Lenco

- Farm Credit
- Gobins
- Shon Davis
- SLV Health
- Walter Fullwood
- Pepper Equipment
- Jim Clare
- Linda Burnett
- Rio Grande County
Commissioners
- Charles E. Tarnutzer
- Two Creek Ranches
- Monte Vista Community
Methodist Church

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**](#)