



## *Monte Vista Chamber of Commerce Newsletter October 2023*

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Denver & Rio Grande Railroad Lariat Siding March, 1884 - The beginning of a town [called Henry, CO] included three essential ingredients: land, water, and the railroad. Pictured: The Fassett General Store/U.S. Post Office, built in 1881 by Lillian L. Taylor Fassett (right) The Denver & Rio Grande Railroad section house (left) water tower and windmill (center). This site became the town of Henry in 1884, to be replatted and renamed Monte Vista in 1886.

## Did you know?

The early history of Monte Vista is unique in that it claims neither single name nor founder.

Its beginnings go back to 1881, when the Denver & Rio Grande Railroad placed a railroad siding named Lariat at a site by the present Fullenwider Park. This siding, with a switch, water tank and section house, was to serve the early settlers from Swede Lane and Rock Creek.

At this time a young widow, Lillian L. Taylor brought her two children to Monte Vista



along with her box of goods for the mercantile. Lillian later married Charles Fassett in 1882, set up a small general store south of the railroad water tank - it became the L.L. Fassett store. The store served as a residence, library, post office as well as a mercantile.

Other early settlers who came were: Henry Taylor, who purchased 160 acres from the U.S. Land Office in July, 1882, to homestead the Lariat town site near the new D. & R. G. Railroad track and depot; Maurice Pelton who acquired this same town site in November, 1882; and Hiram H. Marsh who homesteaded the area known today as Marsh Park.

Soon a land promoter, Theodore C. Henry, who had been looking for a likely spot for new canal ventures, arrived at the town site and brought excursionists from the east to invest in a new town. Some stayed and some went elsewhere.

Then in February, 1884, the Aldrich brothers purchased the Lariat town site from Maurice Pelton for the Henry Town & Land Co. This site was the beginning of the new town of Henry, named after the ace promoter. It was incorporated on May 1, 1884, platted, and building started at once. Each town deed included a no-liquor clause.

Henry had borrowed more money than he could repay and suddenly left town and his debts.

In July, 1885, the Travelers' Insurance Co. of Hartford Conn. took over the Henry interests. They invested heavily in the new town with land and buildings, compromised with C.S. Aldrich who had lost most of his investments, and made a request for Aldrich and Judge White to rename the town.

By the time of incorporation on July 3, 1886, the town site was re-platted and renamed for the mountain vistas surrounding it -- Monte Vista.

Monte Vista has always been known for its fine schools and business houses, along with many fine homes, churches and library. One of its greatest triumphs was the acquisition, in 1892, of the State Soldiers' and Sailors' Home (present State Veterans Center).

Ski-Hi Stampede, established in 1919 and held each July at Ski Hi Park, is the oldest Pro Rodeo in Colorado.

Each spring the Crane Festival, a statewide attraction, is held in Monte Vista and nearby Wildlife Refuge.

Many buildings in town have been listed on the National Register of Historic Places.

But the prosperity of Monte Vista goes back to the water, the abundant crops, the livestock and, from the early pioneers who laid a solid foundation to the present: a rural community committed to continue as a city of homes, of churches, and of schools.

From an article by the Monte Vista Historical Society

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***Business of the Month:***



Phone: (719) 852-5991

Address: 330 Solar Ave - Monte Vista, CO

San Luis Valley Federal Bank serves the six counties of the San Luis Valley. In March 2023, they celebrated their 124<sup>th</sup> anniversary! They have a clear mission to serve its employees, members, and the community with respect, fairness, and trust. SLVFB strives to offer quality financial products and services. Manage your accounts easily with convenient and rewarding services such as mobile banking, online banking, and debit card rewards. SLVFB is a Member of FDIC and an Equal Housing Lender.

***CLICK HERE FOR MORE INFORMATION!***

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Crane silhouettes are now available for sponsorship for the 2024 Swoop of the Cranes! [Click here to visit the Crane Swoop website](#) for more details.

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For more details, visit our [Holiday Bazaar website](#) and be sure to visit our [Facebook](#) for event updates!





## **HOLIDAY BAZAAR SPONSORSHIP PACKAGES**

### **\$750 VIP HOLIDAY BAZAAR EVENT SPONSORSHIP**

Exclusive marketing for your company in the San Luis Valley and outside the San Luis Valley on all event flyers that will be published to over 30,000 viewers for the event. Your company name will be featured in all marketing publications, social media mentions, radio mentions before and during the event. Your company will be featured on the home page of the Monte Vista Chamber of Commerce website as the "Business of the Month" in the Monte Vista Chamber of Commerce Newsletter during the month of your choice.

### **\$500 SANTA & THE GRINCH IN WHOVILLE SPONSORSHIP**

Your company logo will be displayed at the entrance to the Santa and The Grinch photo areas at the Holiday Bazaar. Your company logo will be displayed on a banner at the Holiday Bazaar, social media mentions before and during the event, radio mentions.

### **\$300 CINDY LOU WHO SPONSORSHIP**

Your company logo will be displayed on a banner at the Holiday Bazaar, social media mentions before and during the event, and radio mentions.

### **\$150 MAX THE REINDEER SPONSORSHIP**

Your company logo displayed on banner at the Holiday Bazaar.



Please make checks payable to the  
**Monte Vista Chamber of  
Commerce** or submit payment at  
[montevistachamber.org](http://montevistachamber.org)

Interested in sponsoring this event? Contact the Monte Vista Chamber or one of the committee members!

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*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*

*Monte Vista Chamber of Commerce  
Facebook*

*Monte Vista Chamber of  
Commerce*

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The next Monte Vista Chamber board meeting Thursday, October 26th at 7 AM.

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## *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:**

- No new members this month

### **Renewing Members:**

- High Point Security, LLC
- Edgar Martinez
- H & R Block
- Monte Vista Estates

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**