

# TAOS AIR



12,481  
MAGAZINE



SUMMER 2022



# A LETTER FROM THE DIRECTOR

Dear Guests,

Welcome aboard! Travel gives us perspective on the places we visit, the people we meet, and often, ourselves. We hope your time in the Enchanted Circle of Northern New Mexico leaves you with a renewed sense of wonder and appreciation for this unique destination, with its fusion of cultures, traditions, and adventures. And, if you're a local of the Taos region seeking adventure elsewhere, I hope your journey ignites your curiosity, awe, and gratitude.

From our perspective flying above, it is easy to see the connectivity of our world. The mountains stand steadfast as the spring thaw feeds the mighty Rio Grande as it carves southward. By summer, the long sunsets color our skies and mountains beautiful oranges, reds, and purples. While the crisp nights of fall remind us that our beloved winter is soon to come again.

We are a community unified by this special place. We believe it is our collective responsibility to preserve, protect, and restore this great land. At Taos Air, we do this through 100% carbon offset of our emissions, by striving to reduce our plastic waste, and by choosing provision partners that match our environmental ethos. As you'll read in more detail deeper in these pages, you can feel good about flying Taos Air.

We are grateful that you chose to fly with us, joining us in our mission for a better way to travel. We hope you enjoy your journey and return to our Land of Enchantment very soon.



Joe Zvada  
Director of Aviation - Taos Air

Taos Air is a public/private partnership dedicated to providing air service to/from Taos and the Enchanted Circle region.



# COZMET'S

## SUMMER 2022

- 2

THE EASIEST ROUTE TO THE ROCKIES
- 4

TAOS SKI VALLEY AT A GLANCE
- 6

THE BLAKE
- 8

ADVENTURE INSPIRED
- 10

GREEN RIDER ON THE GREEN CHILE
- 12

IN THE KNOW: NANO LUCERO
- 14

SKI THE CHANGE
- 16

TOWN OF TAOS
- 18

THE DAWN OF A NEW ARTIST MECCA
- 19

A LASTING IMPACT
- 20

OUTDOOR ADVENTURE IN THE ENCHANTED CIRCLE
- 28

IN THE KNOW: EMILY ROLEY
- 24

REGION SPOTLIGHT: RED RIVER
- 26

CHILE CULTURE
- 28

THERE'S ALWAYS SOMETHING HAPPENING
- 29

GETTING AROUND
- 30

WHERE WE FLY
- 31

THE ENCHANTED CIRCLE

# THE EASIEST ROUTE TO THE ROCKIES



Flying with Taos Air is air travel unlike any other. By operating out of private terminals between Taos (TSM) and four destinations – Dallas/Love Field (DAL), Austin/Austin Executive Airport (EDC), Hawthorne – Los Angeles (HHR), and San Diego/Carlsbad (CLD), Taos Air creates an elevated experience. Guests can begin their vacations stress-free with easy parking, simplified check-in, and revel in the lack of dealing with congested airport terminals.

With flexibility in reservation changes, two pieces of luggage checked for free, and complimentary ground transportation to Taos Ski Valley, Taos Air truly is the Easiest Route to the Rockies.

While guests are enjoying a relaxing, hassle-free travel experience, they can also feel good about their choice to fly with Taos Air. Taos and the surrounding region known as the Enchanted Circle are some of the most incredible, awe-inspiring destinations in the country. However, many do not get the joys of experiencing the food, art, culture, and outdoor recreation of the region because it is not particularly accessible. Made possible through a robust public/private partnership, Taos Air is working to improve access to the area. By targeting locations that rank highest for generating demand for mountain communities, Taos Air can bring visitors who are specifically looking to vacation in a region that has pristine outdoor recreation and a thriving culture. This partnership thus positively impact the Enchanted Circle's local economy. In its first season, the addition of air service to the area brought an estimated \$1.1 million in economic impact to local shops, lodgers and restaurants. And that value is only rising.

Taos Air is also a 100% carbon neutral airline having purchased 3784 tons of carbon offsets so far. These offsets fund projects enabling a ranch in Southeast Colorado to save some of the last remaining native prairie lands from development.







# TAOS SKI VALLEY AT A GLANCE

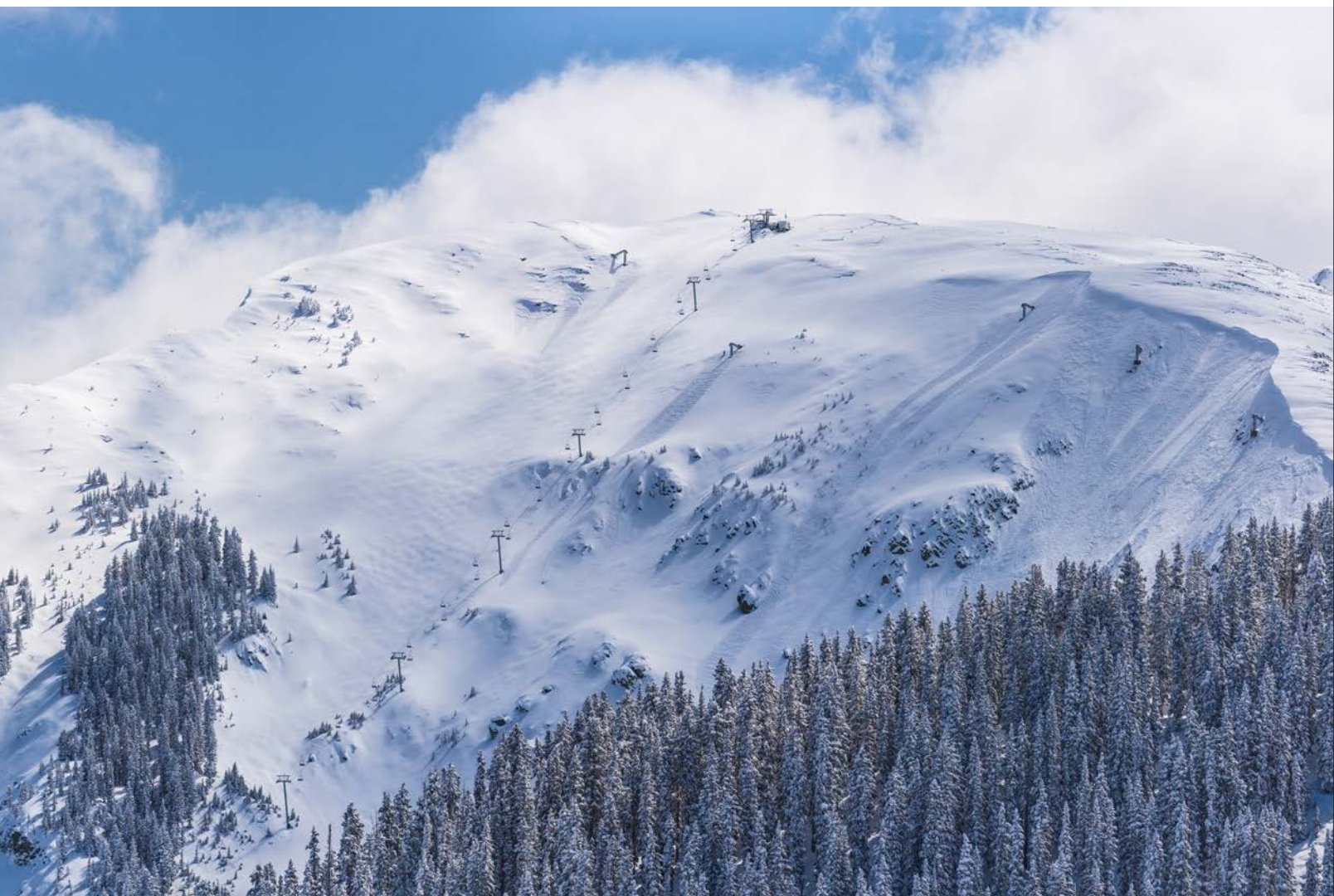


Taos Ski Valley is located in the Sangre de Cristo Range of the Rocky Mountains. In the winter months, Taos becomes a snowy paradise home to some of the best skiing and snowboarding terrain in the world. Visitors from across the globe flock to the region to experience Taos' renowned hike-to-steeps, take on the famed Kachina Peak, and explore the valley of meandering green & blue slopes. Meanwhile, during the summer, Taos Ski Valley transforms into a lush oasis of aspens and clean, crisp air creating an ideal summertime escape. The mountains provide a myriad of all-season adventures from fishing and climbing adventures, to hiking and heart-pumping mountain biking.

Taos Ski Valley's mystique has drawn adventurers from far and wide since its founding in 1955 by Ernie Blake. Blake, having grown up in Switzerland and Germany, had always had a fondness for skiing. When vacationing in Stowe, Vermont, he met his future wife, Rhoda, and followed her to Santa Fe where she studied art. Early on, he spent his time going back and forth between helping out at Ski Santa Fe and the Glenwood Ski Area in Colorado. Over his many commutes between the two regions, he noticed this one section of the Sangre de Cristo Range that seemed to hold snow better than any other peak in the region. Blake and his family decided to move up to that peak and open Taos Ski Valley. Run very much like a family-owned small business, Taos Ski Valley became one of America's best-kept ski secrets.

After almost 60 years of ownership, the Blakes saw the need for revitalization and made the difficult decision to sell. They were committed to finding a buyer who shared their vision for Taos Ski Valley.

2014 marked the beginning of a \$300 million investment program to improve guest amenities, the overall guest experience, and to bring Taos Ski Valley into a new era of mountain destinations. By focusing on protecting the wilderness as well as honoring the local communities, Taos Ski Valley is committed to growing better, not bigger, favoring intimacy over expansion and unique character over familiarity.





# THE BLAKE

The first stage of the revitalization of Taos Ski Valley included the building of its signature slopeside lodging, The Blake.

The Blake was built in the spirit of its namesake as it retains the warmth and inviting feel that made Ernie Blake such a popular figure in the region. From the first steps through the front door, it's clear that The Blake is unlike most hotels. Guests are welcomed into a comfortable living room with a roaring fireplace. A team of friendly and attentive “hausmeisters” invite guests to join them at their beautiful front desk handcrafted by Taoseño Emily Henry and inspired by the wrapped boots worn by Taos Pueblo women.

The short distance from reception to the lobby elevator is a flourish of one-of-a-kind artwork. From authentic Navajo blankets to originals from the Taos Society of Artists (read more on page 18), The Blake functions as a living exhibition of the history of Taos and the surrounding regions. On the second floor, guests can peer into the past to the founding of Taos Ski Valley with a gallery of photos of the Blake family.

Once in their rooms, guests settle into comfortable and stylish accommodations. With offerings from traditional hotel bedrooms to two or three-bedroom deluxe suites to the exclusive 5th Floor penthouses, The Blake is the perfect home base for any vacation.

Located in the heart of the Taos Ski Valley’s plaza, The Blake was built to lull the adventurous into comfort and relaxation. After a rewarding day on the mountain, biking, hiking, or simply enjoying the outdoors, guests can rejuvenate their tired muscles in the Spa & Wellness Center located on the second floor. Rooted in the Philosophy of the Circle of Life, the Spa helps bring balance to the mind and body through a variety of treatments built around the Earth’s elements focusing on renewal, restoration, purification, and vitality.



A key principle in Taos Ski Valley’s renaissance is both respecting and honoring history while looking forward and bringing the resort into a new era of sustainability. The Blake is Silver LEED-certified following the framework for healthy, efficient, carbon and cost-saving green buildings. From the onset of construction, consideration for environmental responsibility was at the forefront. The Blake is built on the site of a former resort services building allowing for the reuse of infrastructure thus protecting green space from new development. It also utilizes a geothermal well allowing the Earth to provide heat in the winter and discharge heat in the summer to boost efficiency. All rooms also have water-efficient fixtures and LED lighting.



## THE BLAKE RESIDENCES

2019 marked the beginning of a new venture - The Blake Residences. These 24 private residences offer visitors who fell in love with Taos Ski Valley the opportunity to become a part of this inimitable community.

Located in the heart of the Lower Plaza, The Blake Residences reflect a blend of traditional alpine architecture and rustic European elegance, infused with a colorful New Mexican design aesthetic. Each unit offers a sophisticated, soulful, and completely original feel for owners to enjoy the year-round adventure of the mountains, as they immerse themselves in the unique culture of Taos.

Following the example set by The Blake, Residence units are decorated with pieces created by local talent like Gregory Lomayesva. Born in Santa Fe to Maria Cash, a well-known Hispanic santera—an artist who specializes in creating Spanish-inspired religious artwork—and author, and father Bill Lomayesva, a Hopi woodcarver and jewelry designer, Gregory embraces the traditions of both of his parents through his creation of figurine carvings and unique folk art. His works can be found in all Residences’ primary bedrooms.







## ADVENTURE INSPIRED

Ernie Blake recognized from the windows of his Cessna 170 airplane that this part of the Sangre de Cristo range would be an ideal location for a skiing paradise. However, this mountain range has so much to offer to all adventure seekers throughout each season.

Bringing the resort into a new age, Taos Ski Valley introduced summer activities in 2018 to begin its journey toward becoming a year-round destination.

Serene and verdant, Taos Ski Valley allows guests to connect with nature in solitude and, in turn, reconnect with themselves. Once the snow melts, the same acclaimed ski slopes can be experienced in an entirely different way on the exhilarating downhill mountain biking trails. Served by Lift 4, the Taos Bike Park was built for progressions. Starting on the 3.5-mile Green Chile Flow trail, novice riders weaving through the Kachina Basin will be challenged—in an achievable way. Riders can meander through the Japanese Flag terrain and enjoy the wildflowers from the bottom Lift 7 down to the basin. For more experienced riders, the blue and black single-tracks really get the heart pumping!

For those who dream of being in the sky, the Via Ferrata climbing tours offer the opportunity to explore and connect with Kachina Peak. This network of iron rungs connected by a sky bridge and a double-cable catwalk creates a climbing experience unique to Taos where guests learn about the amazing ecosystem within the peak from knowledgeable tour guides. Lucky visitors may even get to see a family of bighorn sheep!

Summer in the mountains also offers leisure and peace. Rest among the treetops on a Scenic Lift Ride around Lift 4 or take shelter from the sun under the tress on any of the numerous hiking trails located in Taos Ski Valley. Visitors can summit the tallest peak in New Mexico or pack a picnic to take up to the high alpine Williams Lake, both with trailheads in the Kachina Basin.





# GREEN RIDER

# ON THE GREEN CHILE

BY REBECCA HAGLER



I am a capable skier. Am I the best skier on the mountain? Not by a long shot. But I am confident that I will never find myself anywhere in Taos where I can't get down the mountain. Mountain biking on the other hand? I'm back on the bunny hill. Mountain biking can be intimidating (at least it was for me), so I decided to play guinea pig for everyone else and test if a beginner could handle the Taos Bike Park.

The day began with a trip to Kachina Sports for a full-protection kit which, for mountain biking, means a chest protector, elbow pads, knee pads, and a full-face helmet. While not all of this gear is required, I chose to wear it because it made me feel more confident in the same way that I choose to wear a helmet while skiing. Then, the very

well-versed bike technicians walked me through the parts of the bike—including the brakes I would later exhaust—before letting me leave the shop.

As an absolute beginner, I decided I needed a lesson. Before taking me up the hill, the instructor got me comfortable on the bike working through the proper stance, braking smoothly, and the “brake, look, lean” method of turning. After many laps in the parking lot, it was time to test what I had learned on the mountain.

Taos' signature trail, the Green Chile Flow Trail is a green run, but, frankly, it's quite a drastic change from the parking lot to the pitch of the green. For those who have skied Taos in the

winter, it's similar to going from the Pioneer Beginner Area to Whitefeather – doable, but intimidating. Due to the grade of the mountain, the toughest turns are at the beginning. There were definitely a few blunders getting down the first 4 or 5 turns. Luckily, you have 3.5 miles of trail to practice! The last mile of the trail is absolutely beautiful as it weaves through the trees surrounded by wildflowers. I assume the top was also breathtaking, but I was so focused on not falling that I didn't get much of a chance to look out at the valley.

As someone not in biking shape, 3.5 miles was physically taxing leading to a one-and-done kind of day. After some Gatorade and bratwurst on the Bavarian deck, I was able to consider my original question – is the Taos Bike Park suitable

for beginners? Yes! - But with a caveat. If someone has any experience mountain biking, the Green Chile Flow trail will be challenging but in the best way where once down, you feel excited and accomplished. For a brand-new beginner like myself, I would advise against going alone or with other beginners. Without the guidance and encouragement of my instructor, there is a good chance I would have been too frustrated and walked down with the bike at my side. Having someone more knowledgeable to assist you on the way down—and more than anything to be there to cheer you on—will make all the difference in the world. Will I return to the Taos Bike Park this summer? Absolutely! It feels like the perfect place for me to learn and improve. Maybe one day I'll be able to take on the blue trail!



# IN THE KNOW: NANO LUCERO



**NANO LUCERO GREW UP CLIMBING AND SKIING IN TAOS. IN THE WINTER, LUCERO WORKS AS AN EMT SKI PATROLLER AND IN 2020, WHEN TAOS SKI VALLEY INTRODUCED SUMMER ACTIVITIES, HE BEGAN GUIDING VIA FERRATA CLIMBS.**



## **WHAT MAKES VIA FERRATA DIFFERENT THAN A REGULAR CLIMBING TOUR?**

To a lot of people rock climbing (sport or traditional), and via ferrata look very similar. Although they both exist in a vertical environment, there are differences that separate the two sports. While both sports require some of the same equipment, the biggest difference is rock climbing relies on a top rope system where the climbers are typically belayed up a route by the guide. On most via ferrata tours, the climber is traversing and or climbing a route while clipping in and out of a steel cable, themselves, with the supervision of a guide. Each climber gets to engage with the rock using natural and man-made hand- and footholds. Climbers also have the opportunity to uniquely traverse our 100-foot skybridge, and a double-cable catwalk while on route. Unlike traditional climbing, one of the more special things that we get to do on a tour is down-climbing. It gives the climber a unique perspective of the route that is specific to via ferrata.

## **WHAT SHOULD GUESTS BRING ON A VIA FERRATA TOUR?**

We provide all the necessary technical gear that will be needed on a guided trip. Each climber will be issued a climbing harness with a via ferrata-specific lanyard and a climbing helmet.

That still leaves the climber the responsibility to bring a few more essential items for the tour. I like to start out by reminding folks the base of our climbs start over 11,000 ft. This is certainly an alpine experience and there are a few items that we should always have.

- Water and snacks: hydration and fuel are key at altitude. Your body naturally works harder at higher elevations (snacking and water breaks are always the perfect excuse to lean back into your harness and take in some sweet alpine views!)
- Layers: The weather can, and often does change rapidly up high in the Sangre De Cristo Mountains (extra mid layers, rain layers, extra hat).
- Backpack: I always recommend bringing a pack to carry your extra layers and water (sometimes just bringing at least one or two packs can work, but having extras will not affect your climbing).
- Proper footwear: I like wearing approach style shoes. The softer rubber makes it easier to grip those natural foot holds. Hiking shoes or boots also work (fortunately, we rent approach shoes so everyone can experience the rock with a grippy shoe.).
- Gloves: I often wear gloves on the descent of the climb and go gloveless on the ascent (either way, gloves are a good thing to at least throw in your pack.).

## **WHAT TYPE OF WILDLIFE CAN GUESTS HOPE TO SEE WHILE ON A TOUR?**

The fact that we are climbing in a subalpine/ alpine zone, we have the opportunity to see some very unique wildlife species. A few of the more common wildlife sightings that we can expect to see on a tour include mule deer, Rocky Mountain bighorn sheep, American pikas, yellow-bellied marmots, Canada jays, Clark's nutcrackers, and Steller's jays among many other fauna. Climbers can often get a chance to see the occasional red-tailed hawk and golden eagle using the updrafts against our cliff faces to gain the alpine ridgelines above.

## **WHERE IS YOUR FAVORITE VIEWING SPOT WHILE ON THE COURSE?**

My favorite spot to look out on a tour is from the top of our Kachina route or from the top of O'Connors Knob. I enjoy looking out at these spots because although you are still on route and clipped in, it's often the first opportunity that we all, as a group, can really take in the views together.





# SKI THE CHANGE



At the onset of the revitalization, Taos Ski Valley reasserted its promise of being a purpose-driven business making environmental, economic, and social responsibility the paramount goals and values of the organization. In 2017, Taos Ski Valley became the first and only ski area to be a certified B Corporation committing to being a business that is a force for good, dedicated to a specific set of guiding principles.

Taos makes environmentally sustainable choices in many of its operations such as utilizing low-flow fixtures in all new buildings, working towards having an entirely electric fleet of mountain operations vehicles, purchasing top-of-the-line snowmaking equipment to improve efficiency and lower water consumption, and investing in a composter that, in 2021, diverted 10,289 pounds of food waste from landfills. In addition to its day-to-day business operations, Taos works to protect the Carson National Forest by being an active member of the Rio Grande Watershed Alliance. As a part of this alliance, Taos has a strong forest thinning program that maintains a healthy forest and mitigates the potential for devastating wildfires.

While protecting the environment is a paramount priority, being a B Corporation is so much more! It's also a commitment to its people. Taos utilizes the MIT living wage calculator to guarantee that all employees earn the income necessary to meet all basic needs for the cost of living in the area. Taos has also expanded its workforce housing program to ensure all employees, full-time and seasonal, have an affordable housing option. Plus, by offering paid volunteer days, a robust Employee Assistance Program, free yoga, discounted gym memberships, and more, Taos works to the best of its ability to give its employees the tools to be happy and healthy.

Lastly, being a B Corporation means a responsibility to the community. Taos Ski Valley is such an extraordinary ski area because Taos is a town unlike any other. The tapestry of different cultures is honored at Taos Ski Valley, favoring character over homogeneity.

Being an active member of the community takes many forms. Taos donates \$2 for every night per room at The Blake in addition to hosting fundraisers that have donated over \$1 million dollars over the last 4 years to the Taos Community Foundation. Taos has also created programs through local schools to work towards making the mountain more accessible to the community to help bring kids to the mountain. We also offer locals-only discounted adult lessons to incentivize the entirety of local families to visit us regardless of skill level and as a way to ease any potential financial worries that go with experiencing our slopes.

In addition to being one of the largest employers of the local community, Taos Ski Valley also actively seeks out local creative talent commissioning murals, paintings, and sculptures in The Blake, The Blake Residences, and the Lake Fork Ticket Office to New Mexican artists.

Expanding its commitment to the larger outdoor community, Taos Ski Valley partners with Camber Outdoors, the national organization dedicated to supporting workplace inclusion, equity, and diversity in the active-outdoors industries to ensure all feel welcome.



# TOWN OF TAOS

Located at the place where the Rocky Mountains begin their journey defining the geography of the American West meets the vast serenity of a sprawling sagebrush high desert is the town of Taos, New Mexico. The convergence of the natural features of the region inspired a confluence of cultures creating a place unlike anywhere else in the world.



## THE BEGINNINGS

Long before the Chicago World Fair, Custer's Last Stand, and even the establishment of the 13 original colonies, the People of the Red Willow—a specific part of the local Puebloan Indigenous community—settled at the base of the Sangre de Cristo Mountains where the Rio Hondo River produces lush soil for agriculture. Historians and community members date the beginnings of the Taos Pueblo to approximately 1350. These adobe buildings have been home to the Taos Pueblo ever since, making it the longest continuously inhabited native community in the country.

Due to its location, the Taos Pueblo is and has always been a prime locale for trade. So, when a branch of Francisco Vasquez de Coronado's Spanish expedition arrived in the region in the mid-1500s, they were met with friendly greetings from the people of the Taos Pueblo. However, a tumultuous 100 years followed and saw heavy-handed attempts to quell Native religious rites by the Spanish missionaries. Facing the threats to their traditions, the Puebloans rose in revolt alongside the other Pueblo tribes in the nearby regions, driving out the Spanish in 1680. After 15 years, Don Diego De Vargas was able to convince the Taos Pueblo to drop their arms and coexist alongside the Spanish who intended on settling permanently. In the subsequent

decades, the two cultures heavily influenced each other, blending Catholicism with traditional Native religion and teaching each other farming and agriculture. The Spanish introduced a new system of irrigation called acequias which helped in times of drought and are still used in Taos today.

This history of a blending of cultures can be seen throughout Taos. The layout directly reflects the influence of the original Spanish settlers. Many of the communities were established through the Spanish land grant system. For example, the Taos Plaza was formed as part of the original Fernando de Taos Land Grant to the 63 families who built their homes in a fortress-like structure to protect themselves against raiding Comanches. While the Plaza has been plagued by fires over the centuries and the buildings have been rebuilt many times, the layout still follows the form of those original 63 homes.

The Taos Pueblo, north of town, is still an active and vibrant community with approximately 50 Puebloan families living in the original buildings without running water or electricity. Many community members live just outside the original walls or elsewhere in town to live a more modern life while still being able to embrace tradition and be active members of the community.



# THE DAWN OF A NEW ARTIST MECCA

In 1893, a promising young painter from Cincinnati named Joseph Henry Sharp visited the region of Taos, NM where he saw landscapes, architecture, and a vibrant culture unlike anything he had ever witnessed. Like many artists during that time, his studies took him to Europe to the Académie Julien where he met two other young painters E.L. Blumenschein and Bert Phillips whom he told about his experience in Taos. Three years later, Blumenschein and Phillips took Sharp up on his suggestion and decided to visit the region. They took the train to Denver, then planned on taking a horse-drawn wagon to Mexico stopping in Taos along the way. About 20 miles outside of Taos near the region of Questa, the wagon broke down with a broken wheel. The two men flipped a coin to see who would take the wheel into town to get it repaired. Blumenschein lost the coin toss, strapped the wheel to the back of the horse, and headed towards Taos. Upon his return with the repaired wheel, he was so inspired that he told Phillips they should change their plans and settle in Taos.

Slowly spreading the word, Blumenschein and Phillips invited their artist friends to the region. With the help of their wealthy benefactors, the Taos Society of Artists was born. The society produced a traveling showcase of the works created in the region reaching the top salons in the United States drawing the attention of many to Taos, including New York socialite, Mabel Dodge.

Inspired by the art, Dodge decided to see the region for herself in 1917. She fell in love with a man from the Pueblo, Tony Lujan, and settled permanently, purchasing a 12-acre piece of property that would turn into a safe haven for some of the most prolific artists of the day such as Ansel Adams, Georgia O'Keeffe, and Frank Waters.



PHOTO COURTESY OF THE COUSE-SHARP HISTORIC SITE

## POST-WAR ERA

Taos' status as a place where art flourishes and evolves continued throughout the 20th century. After World War II, a group of artists from all corners of the country used the assistance of the G.I. Bill to purchase land in Taos. Artists like couple Bea Mandelman and Louis Ribak laid way for the creation of the "Taos Moderns" creating a new form of abstraction and expressionism inspired by the colors of the region and the bright hues of Puebloan fashion.

In 1969, actor Dennis Hopper fell deeply in love with Taos when filming "Easy Rider" and purchased Mabel Dodge Luhan's home to preserve its legacy. Renaming the home "the Mud Palace," Hopper created a counterculture mecca where he spent a decade making art and introducing other artists to Taos.

## THE LIVING TRADITION

Today, Taos remains a hot spot for artists looking for inspiration. The artist culture is prevalent throughout all of Taos from artists partaking in the tradition of Plein Air painting in the parking lot at Taos Ski Valley, to artist retreats at the Couse-Sharp Historic Site (named for Taos Founders, E.I. Couse and J.H. Sharp) to contemporary exhibits at the Hardwood Museum of Art, to the numerous galleries along the Taos Plaza.

# A LASTING IMPACT

The story of the broken wagon wheel is a local favorite. Stumbling upon Taos and having your life changed forever is something many people, both residents and visitors, can relate to. However, the Taos Society of Artists' impact was larger than simply making beautiful paintings (which should not be discounted). Not only did they have a lasting impact on American art but also influenced legitimate change in Native American rights and the prosperity of the Taos Pueblo.

When the first group of artists returned to the United States from school in Europe, there was much discussion about creating a new style of art. In the late 1800s, most of the top American artists were trained in academies in Europe, studying the masters. As a result, much of American art was derivative of the European style. These young renegades thought it was time for a change and for America to develop its own style. When they arrived in Taos, they were ripe for learning and seeking out new inspiration.

The success of the Taos Society of Artists would not have been possible if it weren't for the openness of the Taos Pueblo. Due to their position on the trade route, the people of the Taos Pueblo were much more open to outsiders than many of the other Native peoples in the west in the late 1800s – early 1900s. So, when a group of Anglo men in wool suits showed up curious about their community, they were welcomed. And, in turn, the members of the Taos Society of Artists made sure they were worthy of that welcome.

At this point in American art history, Indigenous Peoples were mostly depicted in the wild west trope of savages on horseback raiding everything in their path. However, J. H. Sharp, E.I. Couse, and others built a rapport with the people and depicted them as they were: a vibrant community of people with unique and colorful customs. In retrospect, it can be said that the Taos Society of Artists played a role in changing the public perception of Native Americans. Many of the artists also became advocates for Native rights writing letters to the Bureau of Indian Affairs, and to patrons in corridors of power, contesting unfair policies.

While they played an influential role on the national stage, the presence of these new artists made an even larger impact on the local community. Couse and other artists had a meaningful relationship with the Taos Pueblo. At the time, the Pueblo utilized the barter system, but the rest of the country was moving to monetary transactions. Society artists paid their models in the new currency creating an influx of capital into the community allowing the Pueblo to participate in this new economy. In addition, through their relationships and encouragement, the Taos Society of Art members fostered a new generation of Pueblo artist.





# OUTDOOR ADVENTURE IN THE ENCHANTED CIRCLE



There is a reason art and creativity thrive in this region – the surrounding landscapes are, in their essence, simply and purely breathtaking. It’s hard not to be inspired by the natural scenery where the high desert meets the mountains. Within the 84-mile designated scenic byway lies the Enchanted Circle, one of New Mexico’s greatest treasures. The region includes Taos, Questa, Angel Fire, Eagle Nest, and Red River. Each town has its own unique flavor and story but all share one thing in common – the ability to boast about the outdoor recreation offered in the area.

With over 300 days of sunshine on average and a thousand miles of wilderness to explore, visitors and locals alike will never be lacking in available activities.

There are any number of ways to experience the Enchanted Circle’s outdoors, but a few of our favorites include embracing the fresh air on any of the hundreds of hiking trails throughout the region, immersing yourself in Taos’s geological history by taking a stroll on the West Rim Trail along the Rio Grande Gorge, Or by triumphing over a challenge by summiting Wheeler Peak, the highest peak in New Mexico at 13,161 feet. The peak’s awe-inspiring views at the top make the trek well worth the journey.

Desert temperatures on the rise? Then plunge into the Rio Grande to cool off with a rafting experience ranging from an introductory beginner route to thrilling Class V rapids! Float peacefully under the John Dunn bridge or enjoy some of the best fishing in the Southwest with rivers teeming with cutthroat trout, pike, and perch.

Visitors can take to the sky in a hot air balloon or explore the mountains with a rock-climbing tour and meet some of the wildlife native to the region like the majestic bighorn sheep.

The region is home to a plentiful mazes of mountain biking trail to get the heart pumping. Makenew friends at the Enchanted Circle Century Bike Tour every September where cyclists ride the 100-mile path around the entire region starting in Red River.

Discover history in the old gold mines in Eagle Nest or copper mines in Taos Ski Valley.

The options are endless for outdoor adventure in the region. And don’t worry if you’re looking to try something new, there are numerous experts and guides for every reactional activity to teach and lead visitors.

The Rio Grande Gorge Bridge sits 650 feet above the Rio Grande making it the second highest bridge on the U.S. Highway System and the fifth highest bridge in the United States.



# IN THE KNOW: EMILY ROLEY



EMILY ROLEY MOVED TO TAOS IN 2015 IN ORDER TO PURSUE A CAREER IN GUIDING WITH THE TAOS FLY SHOP.



## HOW DID YOU GET INTO FLY FISHING?

I have been passionate about fly fishing since the age of 12 when, as a way to spend more time together, my father decided to start taking me to the river with him. It is a passion that has only continued to grow.

## WHY WOULD YOU SUGGEST FLY FISHING AS A WAY TO SPEND A DAY IN TAOS TO VISITORS?

Northern New Mexico is blessed with a variety of rivers and mountains to explore. Going with a guide for the day is an excellent way to learn about the area and experience the beauty and wildness this region has to offer.

## WHAT SHOULD GUESTS EXPECT ON A GUIDED FLY FISHING TRIP? WHAT SHOULD THEY BRING WITH THEM?

Guests will meet at the fly shop in the morning and spend roughly 5-6 hours on the water. We are a full-service fly shop and have all of the gear necessary for a day on the water.

## WHAT TYPE OF FISH ARE YOU MOST LIKELY TO CATCH IN THE AREA?

While we have a variety of species, the most targeted and most plentiful are Rainbow, Brown, and Cutthroat Trout.

## WHEN IS THE BEST TIME OF YEAR FOR FISHING?

We can fish year round in northern New Mexico! That being said, the summer months offer the greatest opportunity for diversity, whether you are looking to hike deep into the Rio Grande canyon or hike up to an alpine stream, we offer trips that provide opportunities for both experiences and everything in between..

## WHERE IS YOUR FAVORITE PLACE IN TAOS OR THE SURROUNDING REGION TO FLY FISH?

The Rio Grande!





Red River keeps the energy level high for adults and kids. Refueling is important here. Along Main Street you will find coffee shops, ice cream and candy shops, restaurants, and breweries. Red River also has many summer festivals and events such as the Memorial Day Motorcycle Rally, Red River Car Show, Art & Wine Festival, 4th of July Parade & Celebration, 8750' BBQ & Music Festival, and more.

While good food is one source of energy, Mother Nature is another. Our protected wilderness is unquestionably the main attraction of our town. Red River offers many exhilarating ways to see it. Go on a horseback ride over a mountain pass. Rent an OHV (off-highway vehicle) with the family. Power along a narrow dirt road to a secluded lake. Picnic lakeside, just you and the hungry trout. Have your camera ready. You will see wildlife such as mule deer, elk, brown bear, and bighorn sheep – the town's other full-time residents.

Day hikes are popular and there are all levels of trails crisscrossing Red River Ski & Summer Area. If you make it to the top, you'll be rewarded with lunch and a cold beverage on the deck of our mountain lodge, and perhaps some live music to go along with them. Other fun excursions include an outdoor obstacle course, tubing, and go cart racing. All these

family-friendly activities can be accessed from Main Street and are designed to create new stories your family will talk about for years.

While Red River is a good place to get the heart rate up, it's also a good place to unwind. The Red River flows through town and offers many quiet spots to relax. Spend hours unwinding to the soothing sound of water flowing over river stone. Yes, there is fishing and good fishing. Red River is stocked weekly, and trout can be caught from the shore, perfect for children and beginner anglers. Seasoned anglers and fly fishermen can book guided tours to less-pressured, back country waters.

Red River is appealing for a strong sense of self. Over the centuries, the town has never tried to reinvent itself or stray from its mining town roots. As a result, the charm people feel isn't superficial or commercially developed. Red River doesn't care about destination one-upmanship. Red River cares about providing families authentic, down-to-earth vacation experiences. Essentially, trips to Red River fill photo albums without breaking the bank. Yes, Red River is a little further down the highway, but the road less traveled is a good thing. Besides, the road is truly spectacular, and it is just too hard to pass up an adventure that creates deeper connections to loved ones and the world around you.

## REGION SPOTLIGHT: RED RIVER

Red River summers. Hard to describe, even if you've been.

Beauty flows through Red River summers in an abundance of smiles. In the old days, prospectors moved here in search of vast riches – gold, silver, and copper – and to stake their claim in a better way of life. These mines can still be found scattered through forested mountains and along the many popular hiking and off-roading trails. These historic landmarks remain undisturbed; relics of the past speckled with flecks of metal ore and reflecting a time that once was.

Today, visitors spend time in Red River for enriching experiences, to connect with the outdoors, friends and families, and enjoy an unpretentious and welcoming community that embraces out-of-towners. Summer visitors love that the town is walkable. The majority of Red River's many retail stores, hotels and restaurants are located on Main Street, a mile-long stretch of road that puts its ends within easy reach of each other. Inhale air that is clean and crisp, and filtered through a million-acre pine forest. The delicious summer breeze nudges you from one friendly hello to the next, past local boutiques and restaurants and plenty of places to pick up new memories.





# CHILE CULTURE

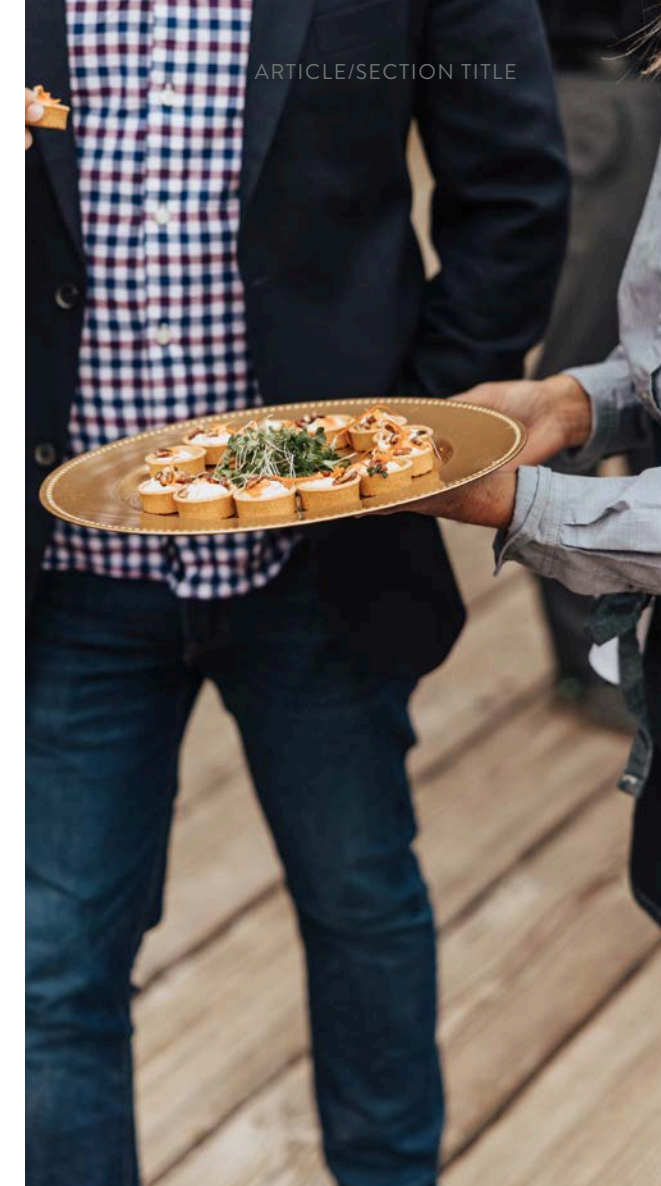
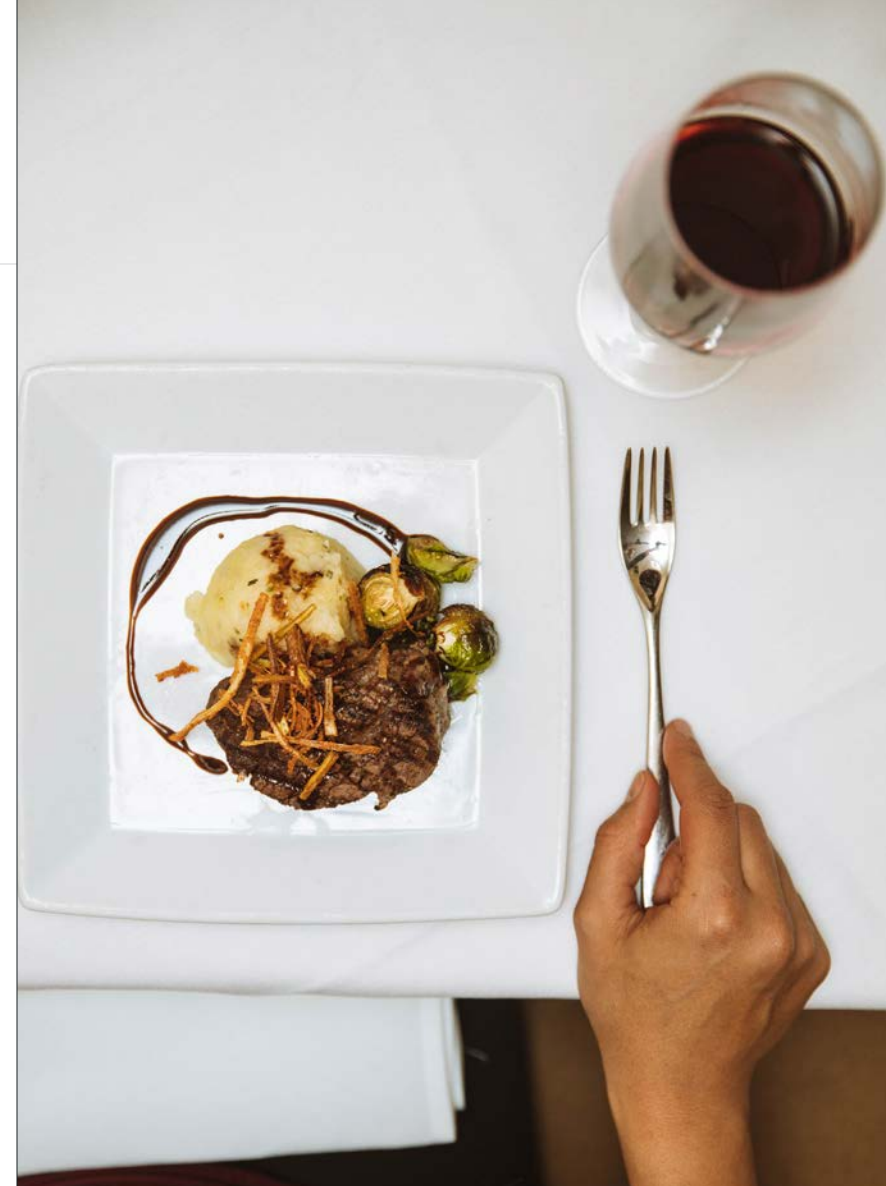
"Red or green?" This is a question often heard in restaurants across New Mexico. The question refers to the state vegetable, the chile! While New Mexican cuisine shares many commonalities with Mexican and Tex-Mex foods, the chile is a key component of what makes it distinctive and unique. Overall, much like the communities themselves, the cuisine of Northern New Mexico reflects the combination of Native American traditions infused with Spanish and Mexican ingredients with a dash of Anglo influence on top. Puebloan tribes have been cultivating chile, corn, beans, and squash for millennia. Upon the arrival of the Spanish in the 1500s, the co-influencing of cuisine began with the introduction of beef and cheese.

While the cuisine is a complex tapestry of flavors, the green chile is king. Green chiles can range from mild to extremely hot. At harvest time (August through the middle of October) green chile is typically roasted, peeled, and frozen for the year ahead. In order to blister the skin and make it easier to peel, chiles are poured into rotating tumblers that spin over a flame.

The chile is then poured into a plastic bag for peeling later. Many find the smell of roasting chile a quintessential New Mexico experience, and families often make a day out of purchasing, roasting, and peeling chiles.

The red chile is a fully ripened green chile. As it ripens, it first turns orange and then quickly turns red. As it does, the skin thickens and fuses to the inner fruit of the pepper. This means that the red chile must first be dried and then blended into a puree which needs to be cooked into a sauce.

The chile is more than just an ingredient but also core to New Mexican culture. While strolling the streets of Taos, visitors will find numerous ristras—the strings of red chile pods. This is a centuries-old method of drying red chile outside in the fall in order to make red chile powder. Beyond its practical purpose, ristras are a popular decoration and are hung by New Mexico doorways year-round. Some ristras are shellacked to preserve them for the souvenir industry.







# THERE'S ALWAYS SOMETHING HAPPENING

## TOWN OF TAOS

**7/3:** TAOS SUMMER MUSIC:  
LYLE LOVETT & CHRIS ISAAK

**7/4:** TAOS SUMMER MUSIC: ELLE  
KING AND LAINEY WILSON

**7/4:** 4TH OF JULY  
CELEBRATION IN TAOS

**7/22-7/24:** LAS FIESTAS DE TAOS

**8/5-8/7:** TAOS PRIDE

**8/19:** TAOS SUMMER MUSIC:  
MY MORNING JACKET

**9/3:** TAOS SUMMER MUSIC:  
LITTLE BIG TOWN

**9/8-9/10:** MICHAEL HEARNE  
BIG BARN DANCE

**9/16-9/17:** THE PASEO ANNUAL  
OUTDOOR ART FESTIVAL

**9/23-10/2:** TAOS FALL ARTS FESTIVAL

**10/28-10/30:** TAOS MOUNTAIN  
BALLOON RALLY

## TAOS SKI VALLEY

**7/16:** RALLY IN THE VALLEY  
PRESENTED BY NEW BELGIUM

**7/30:** TAOS SKI VALLEY ARTS  
FESTIVAL

**8/6:** UP & OVER: 10K TRAIL RUN

**8/20:** TAOS MOUNTAIN YOGA  
FESTIVAL

**9/2:** MUTT STRUT DOG 5K AND  
FUN RUN

**9/10:** BULL OF THE WOODS TRAIL  
RACES

**9/17 & 18:** OKTOBERFEST

# GETTING AROUND

While somewhat off the beaten path (like most worthwhile adventures), there are numerous options for getting around Taos.

Taos Ski Valley offers complimentary transportation from the Taos Regional Airport up to the resort.

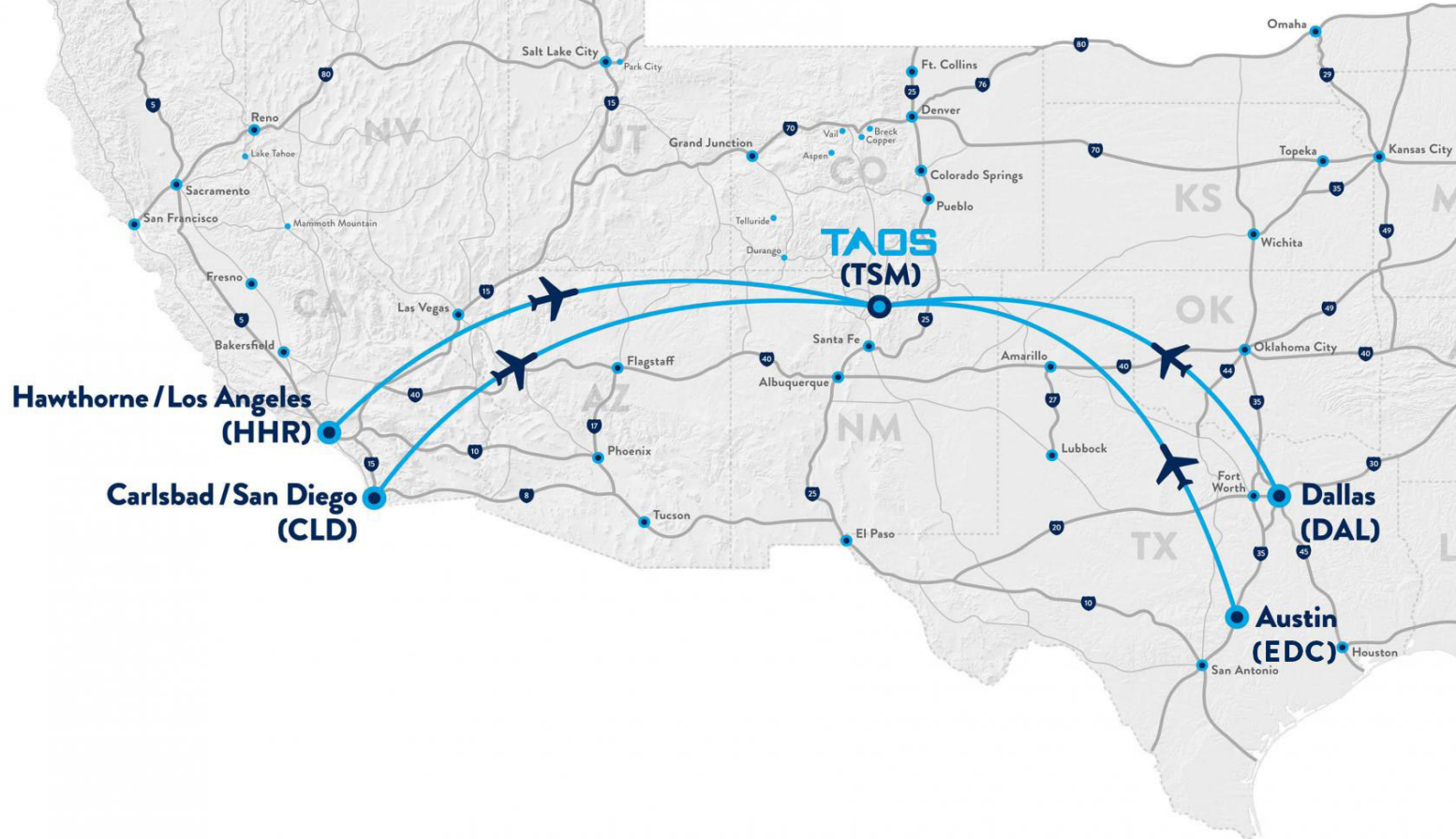
The Town of Taos is happy to once again offer ground transportation from the Taos Regional Airport to the Town of Taos on the North Central Regional Transit District (NCRTD) service free of charge. Guests may also take advantage of the NCRTD public transportation throughout the region during their visit.

While there are minimal rideshare options in Taos, there are rental cars available at the airport from Wheeler Peak Rent A Car, as well as private charter options.

VISIT [TAOS.ORG/FLYTAOS](https://taos.org/flytaos) FOR MORE INFORMATION.







## WHERE WE FLY

SUMMER SERVICE | JUNE 30 – SEPTEMBER 26

THURSDAYS & SUNDAYS

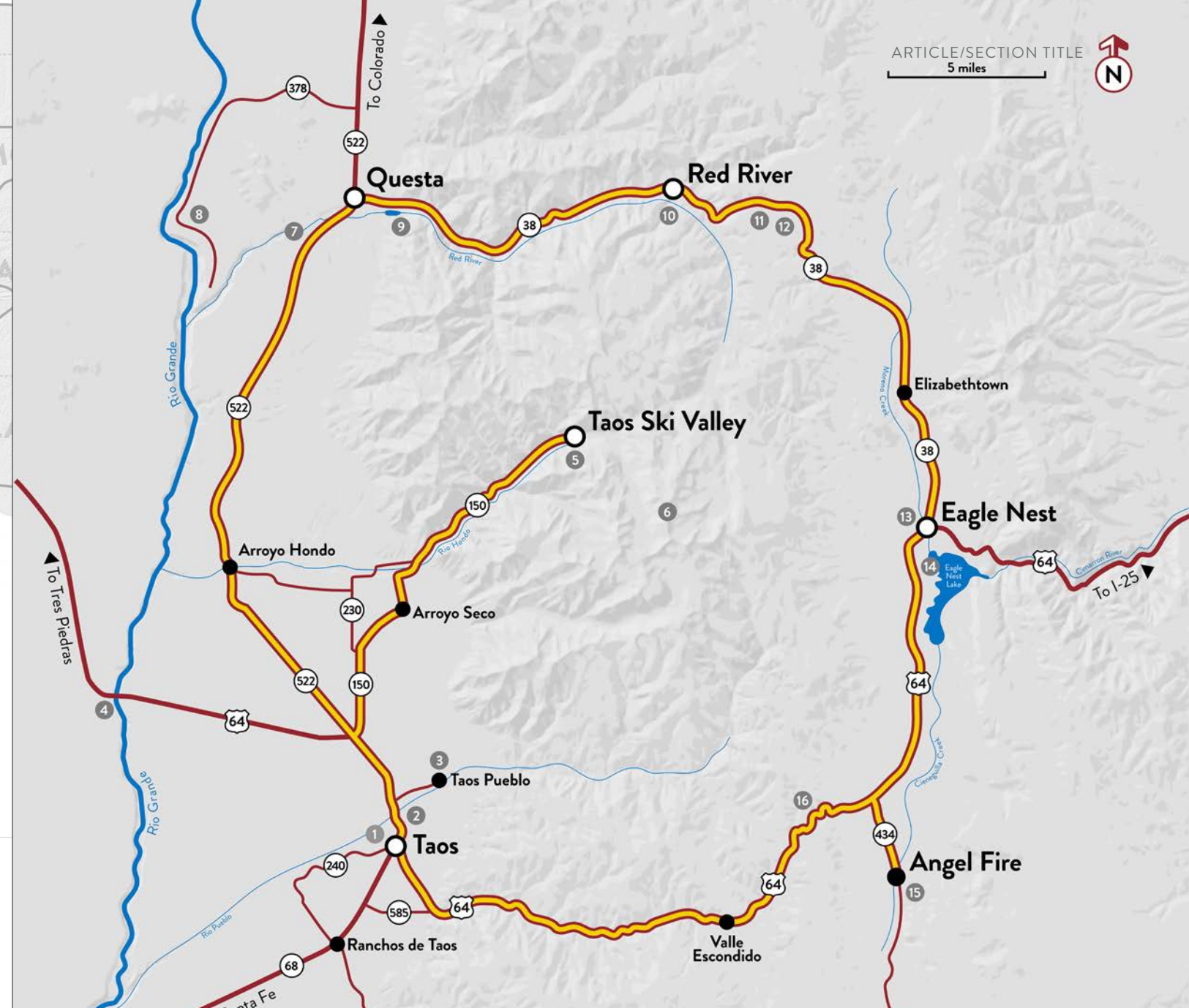
Austin/Austin Executive Airport

Carlsbad / San Diego

FRIDAYS & MONDAYS

Dallas/ Love Field

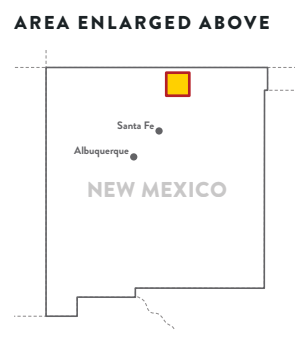
Los Angeles / Hawthorne



## THE ENCHANTED CIRCLE

### POINTS OF INTEREST

- |  |   |
|--|---|
| 1 Historic Taos Plaza                    | 9 Eagle Rock Lake                           |
| 2 Kit Carson Park                        | 10 Red River Ski Area                       |
| 3 Taos Pueblo World Heritage Site        | 11 Enchanted Forest Cross Country Ski Area  |
| 4 Rio Grande Gorge Bridge                | 12 Bobcat Pass                              |
| 5 Taos Ski Valley                        | 13 Enchanted Circle Museum & Visitor Center |
| 6 Wheeler Peak                           | 14 Eagle Nest Lake State Park               |
| 7 Red River State Fish Hatchery          | 15 Angel Fire Ski Area                      |
| 8 Rio Grande del Norte National Monument | 16 Palo Flechado Pass                       |

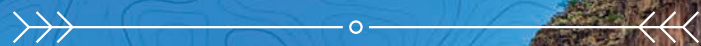






PLAN YOUR ADVENTURE

TAOS.ORG



Experience a destination rich in culture, traditions, art and history in the heart of northern New Mexico.

taos.org • #visittaos • @visittaos • 800-732-8267



Fat Tire



@FatTire

AMERICA'S FIRST  
CERTIFIED CARBON  
NEUTRAL BEER

©2022 NEW BELGIUM BREWING COMPANY, FORT COLLINS, CO & ASHEVILLE, NC New Belgium and Fat Tire are registered trademarks of New Belgium Brewing Co. Enjoy NEW BELGIUM Responsibly.





The dream of New Mexico  
is alive in Taos.

**A boutique agency, serving Taos for twenty-two  
years. Find out how personal the home buying and  
selling experience can be.**

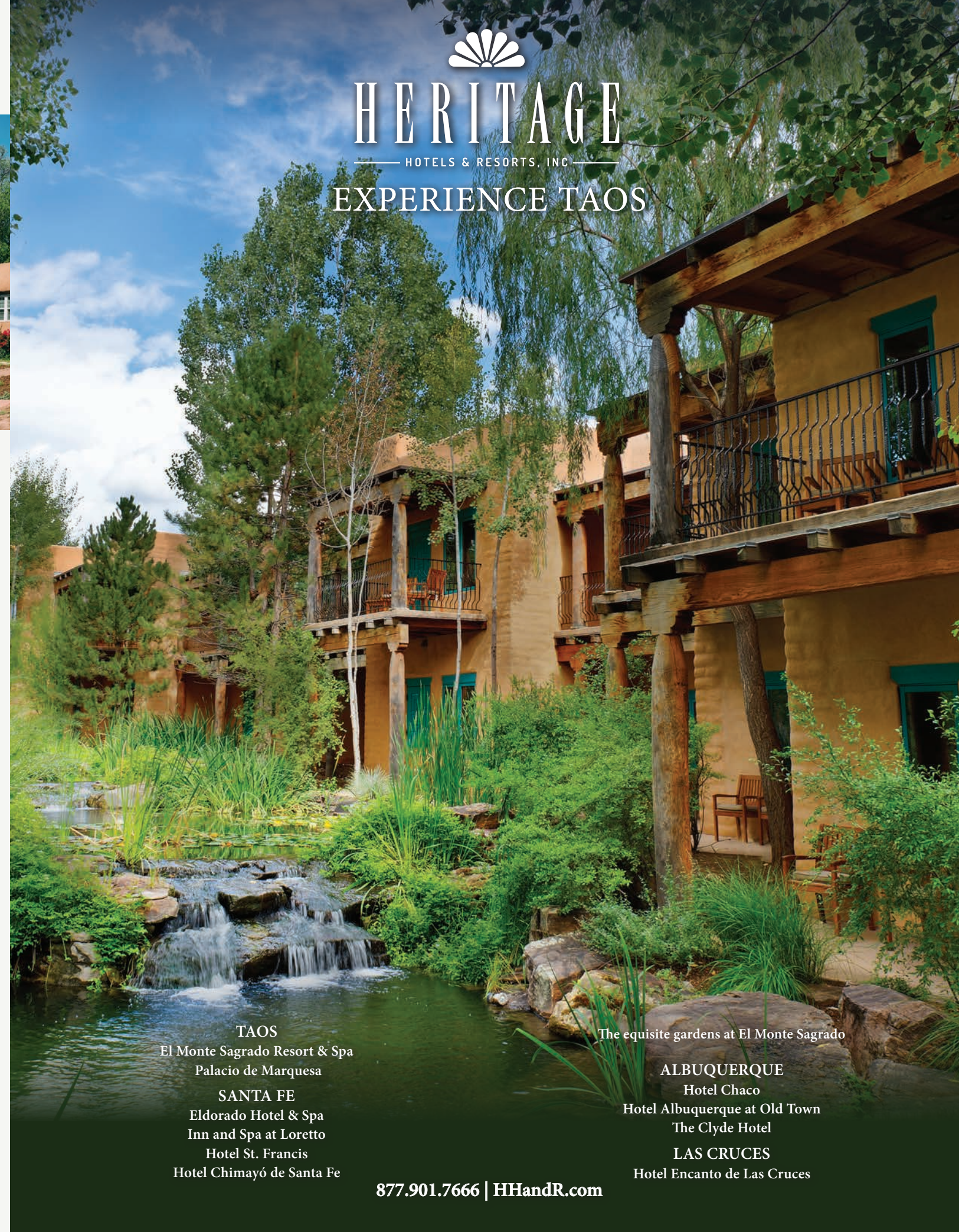
**Call Lisa and John Cancro today.**

575.758.9500



[www.taosproperties.com](http://www.taosproperties.com)

  
**HERITAGE**  
HOTELS & RESORTS, INC.  
**EXPERIENCE TAOS**



**TAOS**  
El Monte Sagrado Resort & Spa  
Palacio de Marquesa

**SANTA FE**  
Eldorado Hotel & Spa  
Inn and Spa at Loretto  
Hotel St. Francis  
Hotel Chimayó de Santa Fe

The exquisite gardens at El Monte Sagrado

**ALBUQUERQUE**  
Hotel Chaco  
Hotel Albuquerque at Old Town  
The Clyde Hotel

**LAS CRUCES**  
Hotel Encanto de Las Cruces

**877.901.7666 | HHandR.com**





A FAMILY BUSINESS LOCALLY OWNED  
FOR TWENTY YEARS.



Working together to  
personalize the  
lending process and  
create innovative  
loan solutions.



CONTACT US

575.758.5566

[www.dimondmortgage.com](http://www.dimondmortgage.com)



# The Lounge

Where return flights home get delayed  
*...permanently.*



ROLLING STILL DISTILLERY

craft cocktails • award-winning spirits • located in downtown Taos





# HITCHING POST TAOS, NM EST. 2020 SHAVE CO

MEN'S GROOMING STRAIGHT RAZOR SHAVES WEDDINGS

**Kristeena Smith**  
WWW.HPSHAVECO.COM  
575.779.3208  
218 Paseo del Pueblo Norte A

**magpie** wonderful things for your nest



DAHL-BREDINE



TREIBER



PIEDRAFITA



MESSICK



KIRK

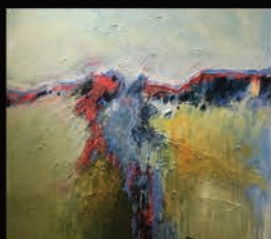
**OVER FORTY LOCAL ARTISTS**

FOLK ART + FINE ART + POTTERY + JEWELRY + AND SO MUCH MORE

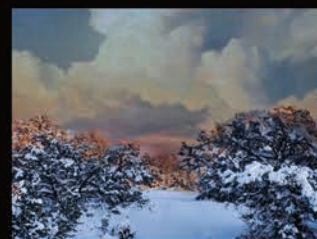
PRIVATE AND CORPORATE CURATING



AUDETTE



WOLF



ANTHONY



HERRMAN



BELITZ

781.248.0166

NOW LOCATED AT 218 PASEO DEL PUEBLO NORTE

MAGPIETAOS.COM

# TAOS RETIREMENT VILLAGE



Join our retirement community & experience the Taos way of living easy.



Experience it  
yourself with a  
night on us!  
**CALL FOR  
AVAILABILITY**

414 CAMINO DE LA PLACITA, TAOS, NM 87571 • 575.758.8248 • TAOSRETIREMENTVILLAGE.COM



# TAOS

SUMMER

MUSIC

LYLE LOVETT  
AND HIS LARGE BAND  
& CHRIS ISAAK

JULY 3<sup>RD</sup>

ELLE KING • FREE SHOW

JULY 4<sup>TH</sup>

MY MORNING JACKET

AUGUST 19<sup>TH</sup>

LITTLE BIG TOWN

SEPT 3<sup>RD</sup>

KIT CARSON PARK • [TAOS.ORG/MUSIC](https://taos.org/music)



CELEBRATING  
**10 YEARS**  
OF CRAFT BEER,  
LIVE MUSIC,  
AND FUN.



**TAOS MESA BREWING MOTHERSHIP**

20 ABC MESA ROAD  
ON THE MESA, WEST OFF HIGHWAY 64

**TAOS MESA BREWING TAP ROOM**

201 PASEO DEL PUEBLO SUR  
IN THE TOWN OF TAOS NEAR THE PLAZA

[TAOSMESABREWING.COM](https://taosmesabrewing.com)





# ELEVATED MOUNTAIN DINING

Elevated modern American cuisine  
with a friendly atmosphere, fantastic wine list & great beers.  
Reservations always recommended



**ACEQ**  
RESTAURANT

MONDAY-SUNDAY • 5:00PM-9:00PM  
480 NM-150 ARROYO SECO • ACEQRESTAURANT.COM • (575) 776-0900



**TRINCHERA**  
★ R A N C H ★



## Adventure Awaits

Found just 90 minutes north of Taos in Colorado's Sangre de Cristo Mountains, Trinchera Blanca Ranch offers guests the experience of a 172,000-acre protected landscape during all four seasons. The Ranch's panorama of grasslands, mountain valleys, snow-capped peaks, aspen and conifer forests and clear streams are home to native wildlife, including elk, mule deer, black bears, coyotes, Rocky Mountain bighorn sheep, Rio Grande cutthroat trout and more.

From group events to weddings to special occasions, our hospitality team can provide a wide-range of experiences, including spectacular outdoor recreation and inspiring conservation education.

**Discover Trinchera Blanca Ranch. There's something awe-inspiring for everyone.**

Wildlife Viewing | Fly Fishing and Lessons | Mountain Biking | Hiking | Archery | Bird Watching  
Conservation Classes | Star Gazing | Snowshoeing | Cross Country Skiing

**719-379-3263 | [www.trincheraranch.com](http://www.trincheraranch.com)**





Harwood Museum of Art  
*Debbie Long: Light Ships*  
Debbie Long, *Willa* (interior)  
2015-2020. RV. Light. Glass. 26 x 8.5 x 10 feet.  
Photo: Andrew Yates

ART • CULTURE • HISTORY

VISIT **TAOS** NEW MEXICO



Taos Art Museum at Fechin House

Explore the world-renowned **museums of Taos** at the cultural crossroads of the West.

**Couse-Sharp Historic Site**

The homes, studios and gardens of trailblazing early 20<sup>th</sup> century painters E.I. Couse and his neighbor J.H. Sharp.

**Kit Carson House**

The original home purchased by frontiersman Kit Carson as a wedding present for his wife Josefa in 1843.

**Harwood Museum of Art**

Your art adventure begins at the Harwood, only two blocks from Taos Plaza.

**Millicent Rogers Museum**

Contemporary and historical arts from all cultures of the Southwest. Jewelry, pottery, textiles, paintings and more.

**Taos.org/Museums**

**Taos Art Museum at Fechin House**

An architectural masterpiece that features exquisite hand-carved woodwork & some of the finest art in Taos.

**Taos Historic Museums**

Two beautiful historic museums: E.L. Blumenschein Home and Museum, and The Hacienda de los Martinez.

# Fly Taos Air to California and check into a Casetta hotel



Road trip from the beach to the mountains to the desert and back. **See you there...**

**casetta.com** @casetta\_group



# ADVENTURE INSPIRED



Fed by the bountiful snowmelt, Taos Ski Valley is a serene and verdant mountain escape built for those seeking tranquility and adventure alike. Experience the thrill of lift-served downhill mountain biking trails of the Taos Bike Park or get your head into the clouds on a guided Via Ferrata climbing tour. With abundant opportunities to discover adventure while hiking, biking, climbing, or playing games on the Eis Haus Lawn, Taos Ski Valley is the perfect place for your family vacation.

*Heading to Taos? Redeem your in-flight voucher for a Scenic Lift ride at Taos Ski Valley!*

# TAOS

