

ROWAN OAK PLANS EXPANSION IN MONTROSE

Experiential hospitality company coming to Colorado Outdoors

MONTROSE, COLORADO (September 15, 2022) – Rowan Oak, an experiential hospitality company in Montrose, announced today its plans for expansion. Leveraging years of experience, Rowan Oak specializes in providing turn-key glamping products and custom event offerings to some of North America's largest music festivals and events.

The company is set to expand into 3,000 square feet in the new Flex Buildings within the Colorado Outdoors campus.

“After spending years on the road, what set Montrose apart from the rest were the things that *can't* be manufactured,” said founder and managing partner Eric Carroll. “The beauty of Montrose is second only to its community's strength, we're honored to call Colorado Outdoors home.”



Rowan Oak will be one of several partners in the new development project. The new facility will serve as the company's headquarters and main warehouse facility. The company expects to hire new positions in 2022 as part of their expansion plan.

“The purpose of Colorado Outdoors is to create a compelling environment for businesses,” said David Drago of Colorado Outdoors. “This is fundamentally a community connected by entrepreneurs, and we are excited to bring Eric's team to Montrose.”

The 160-acre master-planned site has over 40-acres of open space and includes an array of walking trails, wildlife corridors, and a newly upgraded river restoration project for river recreation activities.

For information on the project can be found at coloradooutdoors.co

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About Rowan Oak:

Rowan Oak is an experiential outdoor hospitality resort working to establish its flagship location on Colorado's western slope. Rowan Oak's event division was established through a partnership with For Site Group LLC, a Kansas City based events management company. Founded by Eric Carroll in 2019, the company developed the opportunity to manage luxury travel packages for the nation's largest festival properties including Coachella, Bonnaroo, and Electric Forest. More information can be found at camprowanoak.com

About the City of Montrose: The mission of the City of Montrose is to 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: Colorado Outdoors is a 164-acre economic development project along the Uncompahgre River corridor. The project aims to attract outdoor-centric industries to Montrose and will also include river restoration, retail, residential and industrial development. More information can be found at ColoradoOutdoors.CO