



Arizona State Parks

FY 08/09 Annual Report
July 1, 2008 – June 30, 2009

AZStateParks.com

Researchers at Northern Arizona University calculated the total economic impact of Arizona State Parks on the state in FY07 was over \$266 million. Report released February 2009.



Arizona State Parks

FY 08/09 Annual Report
July 1, 2008 – June 30, 2009

AZStateParks.com

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Ken Travous (until May 30, 2009)

Renée Bahl (starting June 2, 2009)

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State Land Commissioner

Equal Employment Opportunity Agency. This document is available in alternative formats. Contact the ADA Coordinator at (602) 542-7152.

On the cover: Catalina State Park in Tucson is home to thousands of giant Saguaro cacti. The picture was taken on the Canyon Loop Trail.

Table of Contents

List of Figures & Tables	4
Director's Message.....	5

Parks Division

Agency Map	6
Operations	7
Kartchner Caverns	9
Northern Region	11
Eastern Region	14
Western Region	16
Southern Region	18
State Parks FY09 Visitation	19
Volunteer Programs	21
Interpretive Education	27
Gift Shop Program	28
Development	30
Resource Management	35

External Affairs & Partnerships Division

Grant Programs	41
Public Information Office	49
Research & Marketing	55
State Historic Preservation Office (SHPO)	65

Administrative Services Division

Financial Management	68
Budget Office	69
Procurement Services	70
Human Resources	71
Computer Support	73

Appendix 1: Source & Disposition of Funds FY 2009	75
Appendix 2: AZStateParks.com Visitors	79



List of Figures & Tables

Figure 1.	State Parks Visitation FY09	19
Table 1.	Value of Volunteer Time, FY09	25
Figure 2.	Gift Shop Revenue	29
Table 2.	RTP Fund Grants Awarded by the Parks Board for the FY09 Grant Program	43
Table 3.	RTP Fund Grants Awarded by County in FY09	43
Table 4.	Growing Smarter State Trust Land Acquisition Fund Grants Awarded by the Parks Board for the FY09 Grant Program	44
Table 5.	Growing Smarter State Trust Land Acquisition Fund Grants Awarded by County for the FY09 Grant Program	44
Table 6.	LEBSF Fund Grants Awarded by County in FY09	45
Table 7.	Summary of 2009 Grant Awards for all Grant Programs	46
Table 8.	FY09 Grant Program Funds Distribution by County	46
Table 9.	Website Subscribers	56
Table 10.	ASP Advertising Outlets, July 2008 to March 2009	59
Table 11.	RAM Major Outreach Events, FY09	63



Imagine camping among 100-foot pine trees beside a quiet lake at a cool 6,300 feet in elevation. Year-round camping, fishing, picnicking, boating and wildlife viewing opportunities make Fool Hollow Lake Recreation Area, in Show Low, a popular park.

Director's Message

Dear Friends,

Arizona State Parks was not immune to the bumpy ride through our Great Recession during fiscal year 2009. Our loss of financial resources left no option but to close some parks, reduce days of operations at others, eliminate many worthy statewide programs, and discontinue grant cycles, which support our statewide system of parks. There is no doubt the result of this economic downturn hurt our residents' health and well-being, as well as tourism and local economies. It is not a place we want to stay.



However, for the last 50 years we have thrived as a department — from a forward-thinking State Historic Preservation Office, to awarding hundreds of millions of dollars in grants to our partners, to coordinating trails and open space statewide, to managing and developing thirty of the most spectacular parks you will ever find. While this recession may slow us down, it will not deter us from continuing to be a keystone to Arizonan's quality of life. This crisis has also given us a chance to refocus on how we will emerge, and learn what really matters to our visitors and communities. We learned:

- Our parks and programs provide a sense of place by connecting our past to our future.
- You value our environment and support conservation.
- Local economies are dependent on open and operating parks.

Simply put, Arizona State Park represents the values of, and is valued by, Arizonans.

With your support, I am confident our future will include a stable funding source to operate parks and manage programs that are meaningful to you. The Governor's Task Force on Sustainable Park Funding has made a number of recommendations to permanently fund your system. I know you will hear more about these in 2010 and encourage you to be actively engaged in the solutions.

We took hard hits this last year, but we will persevere through this fiscally turbulent time and re-emerge as bright as ever. It is your park system; please make a resolution to visit parks with your family and friends. We look forward to seeing you.

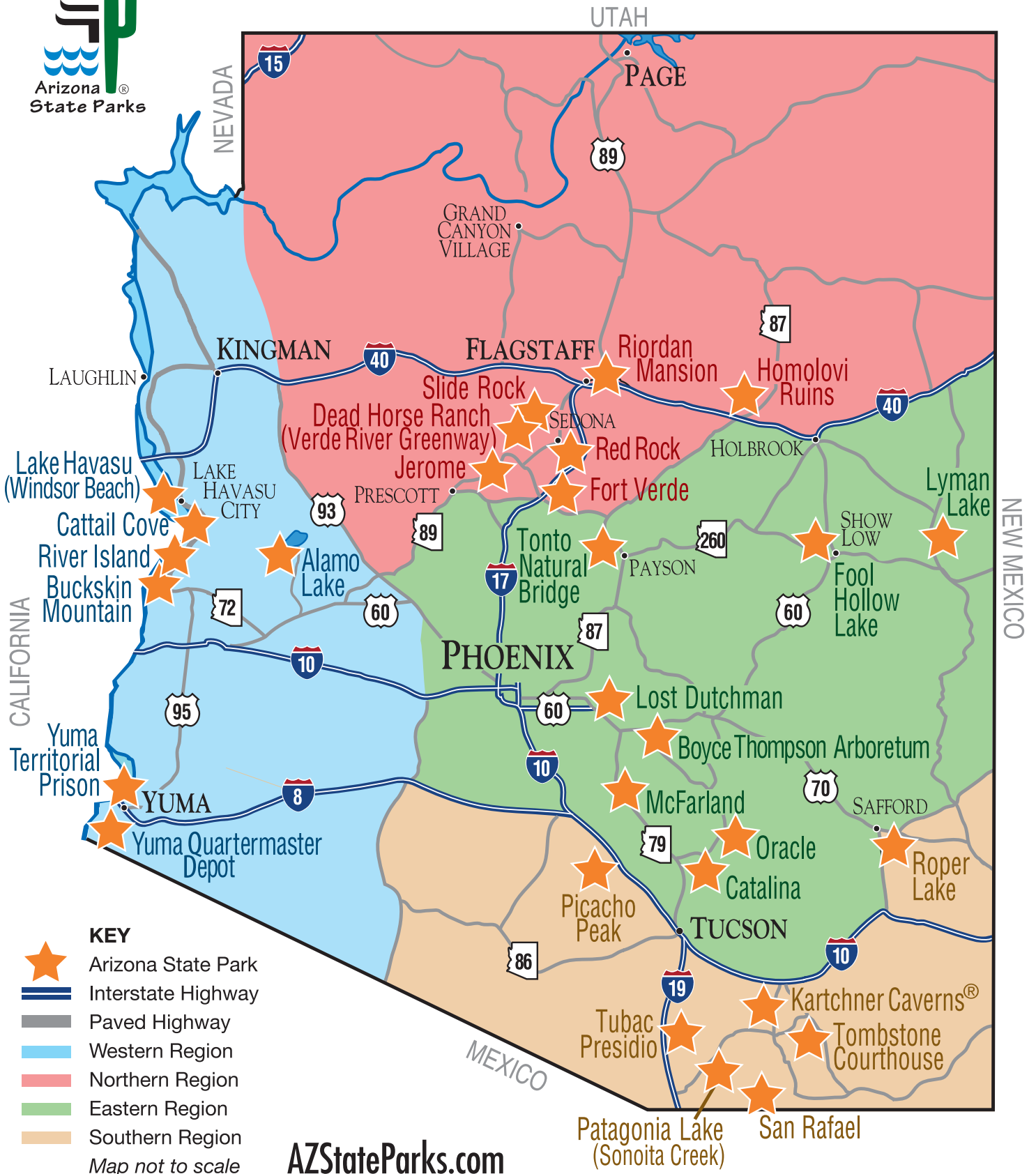
Sincerely,

A handwritten signature in black ink that reads "Renée E. Bahl". The signature is written in a cursive, flowing style.

Renée E. Bahl
Executive Director



Arizona State Parks



Map Version 11.112807

Operations

The Operations Section is responsible for the operation and maintenance of all of Arizona's state parks, natural areas and historic and cultural areas. State Parks in Arizona attract over 2.3 million visitors a year, making a positive impact of over \$266 million to the Arizona economy annually.

Severe budget cuts have resulted in the section suffering a loss of its staff; in addition, many parks have instituted reductions in hours. Just over 140 permanent and approximately 10 temporary personnel, assisted by almost 800 volunteers, staff our parks in order to keep them safe, clean and enjoyable.

Park Rangers are trained in law enforcement, first aid, CPR, water/wastewater management, wildland firefighting, curation & preservation of historic artifacts & buildings, interpretation, customer service, gift shop management, blood borne pathogens, historic restoration, biology, history, ecology, range management and a variety of other subjects. On top of all that, Rangers keep the restrooms clean, the parks litter-free, the trash and recycling cans empty and the fish cleaning and RV dump stations in tip-top shape; providing a safe and enjoyable outdoor experience for our park visitors 365 days a year.

The most frequently stated reason that visitors come to our parks is to 'enjoy nature'. They picnic, hike, swim, horseback ride, fish, water-ski, attend classes and campfire programs or just relax with friends and family. They also get married, hold family reunions, celebrate birthdays, anniversaries and holidays, visit Santa (at Riordan Mansion) and the Great Pumpkin (at Oracle), hold memorials for loved ones and participate in their hobbies (including: car, boat and RV shows; nature / environmental/ holiday fairs; community events; art installations; fishing tournaments; archeology and cultural events; civil war reenactments; boating safety classes; birding/wildlife viewing; photography and plant sales). Lastly, but probably most importantly, thousands of Arizona's school children visit our parks every year to learn about their state and its natural and cultural heritage.

Fiscal Year 2009 was a year of reductions, transitions and new beginnings. The local and national economic situation resulted in three parks being closed to the public and eleven parks operating with reduced days and hours. In addition, most seasonal staff and a portion of permanent staff, including the Interpretive Education Program staff, were eliminated.



Camping Cabins, a popular overnight option, are available at three parks.



On February 21, 2009, Cattail Cove State Park hosted its annual Geo-Cache Bash. Geo Caching is related to orienteering where people find their way using a compass, except that Geo Caching takes advantage of personal, handheld Global Positioning Systems, commonly referred to as GPS, to seek out a specific location. The event was very successful.

The Operations Section is committed to moving into the future with a positive attitude and with the goal of providing our core service — helping the public enjoy our outstanding parks & open spaces — with the excellent service we have come to be known for. We

will continue to leverage our paid staff with volunteers; continue to partner with local communities; and continue to work with community support organizations to meet these goals, now and in the future.

Kartchner Caverns

Highlights at **Kartchner Caverns State Park** for July 1st, 2008 through June 30, 2009:

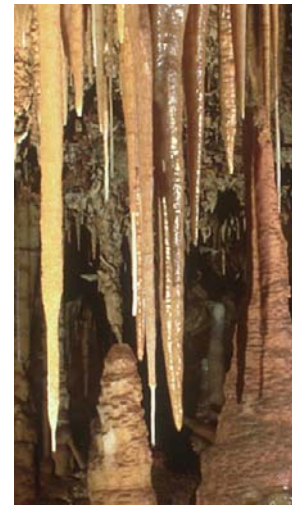
Probably the biggest change at Kartchner was that its very structure was altered to treat it more like a region, since it rivals most regions in number of employees and revenue generation. Kartchner's organization chart is now structured with a Superintendent at the top of the flow chart who will oversee a Park Manager and Assistant Park Manager.

Budget cuts forced the loss of many of our cave tour guides, which threatened a possible closure of one of the two caves. We have currently funded these positions and are able to offer tours in both caves for our busy season.

Due to the ongoing effects of the drought, ground water levels continue to drop. Water conservation efforts such as low flow urinals and showers are currently underway while we explore other water sources.

We were able to secure a free geophysical sounding of the hillside that covers the Big Room and Rotunda Throne Room. This resulted in the discovery of another very large, unexplored room to the west of the existing caves.

Employees, volunteers and our friends group planned for the upcoming 10th anniversary of the opening of Kartchner Caverns to the public.



The park offers two tours: the Rotunda Throne Room Tour and the Big Room Tour.



New 10th Anniversary text treatment for Kartchner Caverns.



The annual Slide Rock Apple Festival took place in September, 2008. The event featured live music, activities for children and adults, food, arts & crafts, natural exhibitions, educational booths, face painting, apple-themed activities, live demonstrations and more.

Northern Region

All state parks north of Phoenix are included in the Northern Region. The Northern Region is unique in a variety of ways. It houses the only archaeological park in the system: Homolovi Ruins. In addition it has the agency's first Natural Area: the Verde River Greenway. The region also has three historic parks: Fort Verde, Riordan Mansion and Jerome. It also has an educational park: Red Rock; and two recreational parks: Dead Horse Ranch and Slide Rock.

The eight parks that make up the Northern Region accounted for revenues of \$1.6 million and hosted over 580,000 visitors.

Fiscal Year 2009 will be known as the year of significant change and challenges in the Northern Region (NR). Faced with unprecedented budget shortfalls and significant staff reductions, the region had to rally all remaining staff to ensure we still met the expectations of the visiting public.

Despite the economic downturn and the closure of Jerome, the NR saw a Revenue and Visitation increase in Fiscal Year 2009. This goes against conventional thinking but supports the theory people tend to seek out recreation activities closer to home during bad economic times.

Due to structural uncertainty, **Jerome State Historic Park** was closed in March 2009.

Dead Horse Ranch State Park (DHR) continued its upward trend in visitation and revenue in Fiscal Year 2009. Its large volunteer base is instrumental in DHR's success and helping staff stay ahead of maintenance issues. Trail Horse Adventures, one of our concessionaires, also saw an increase in customers. We hope to expand Trail Horse Adventures, , programming in FY10

The **Verde River Greenway State Natural Area** (VRG) acquired the Rockin' River Ranch (RRR) November 08. This adds nearly 250 acres to the VRG, more importantly, RRR comes with historic downstream water rights ensuring continued water flow in the downstream portion of the Verde Valley.

Despite limited staff, **Fort Verde State Historic Park** began the restoration of the surgeon's quarters. The restoration is being completed by staff and volunteers. The park also held a number of events including History of the Soldier, Fort Verde Days, a Frontier Military Christmas exhibit, and Buffalo Soldiers.



Riordan Mansion in Flagstaff presents monthly Brown Bag Lunch Lectures as well as an Evening Slide Presentation Series. In December the mansion is festively decorated in turn-of-the-century style with wreaths, garlands, greenery and a towering fir tree trimmed with old-fashioned ornaments.

Red Rock State Park (RR) completed its Kingfisher Bridge rehabilitation project. The project was a joint effort by RR staff and volunteers. RR staff also installed a large screen TV and computer in their training center, enhancing RR's training abilities. Funding for the TV and computer were provided by the park's non-profit friends group, the Benefactors of Red Rock State Park.

Over 3500 visitors attended **Slide Rock State Park's** Apple Festival

this FY. The program continues to grow and is turning into one of ASP's premier events. The park continues to have very high visitation.

Riordan Mansion State Historic Park continued to offer guided tours of the unique mansion filled with original artifacts, handcrafted furniture, and personal mementos of the Riordan families. The park continued to host the Brown Bag Lunch Lectures series, as well as an Evening Slide Presentation Series.



On July 11th & 12th, 2008, Homolovi Ruins State Park held its annual Suvoyuki Days. "Suvoyuki" translated in the Hopi language means to accomplish work through a "joint effort." Suvoyuki Days celebrates the partners who have helped to protect and save the area's archaeological and cultural sites from destruction.

Eastern Region

Made up of all the state parks which are east and northeast of the Phoenix metropolitan area, the Eastern Region is composed of eight parks totaling over 12,000 acres and includes a historic park: McFarland State Historic Park; and two educational parks: Boyce Thompson Arboretum and Oracle. The region also includes five recreational parks, including: Tonto Natural Bridge, Lyman Lake, Fool Hollow Lake Recreation Area, Lost Dutchman and Catalina.



Construction work continued at McFarland. Pictured here, concrete bases for the storm drainage collectors in progress.

The eight parks in the Eastern Region accounted for revenues of \$1.6 million and hosted over 572,000 visitors.

Boyce Thompson Arboretum

- Completion of the Australian Pavilion.
- Development and construction of the Australian seep area.
- Installation of a new aeration system in Ayer Lake.
- Participated in the Agency Aldo Leopold Celebration.

Catalina State Park

Catalina had its best year ever with 185,000 visitors and \$570,000 in revenue.

- The Equestrian Center was expanded to meet higher demand as there are fewer and fewer places for people and their horses to go and enjoy the great outdoors.
- Catalina started a very aggressive recycling program

that was so well received by our visitors that the park's trash load dropped by almost half.

Fool Hollow Lake State Recreation Area

- Fool Hollow broke its all time revenue record and surpassed the \$400,000 mark by collecting \$416,963 for the year.
- Fire-wise Grant: over \$120,000 in-kind services donated by local agencies & groups and a prescribed burn of 150 acres took place in FHLRA involving 7 agencies.
- The 1st annual Northern Arizona Fire Association Annual Wildland Fire Refresher Training was held at FHLRA involving local, state & federal agencies. Over 300 Firefighters received their mandatory annual training including all rangers from FHLRA.
- Park interpretive numbers increased in both programs & attendance. Programs averaged over 78 people per program, with over 220 showing up for the Smokey Bear presentation.

Lost Dutchman State Park

- Major construction of new wastewater plant & leach field.
- Utilities were extended to the west side of the park for the future new restroom building.
- The original lift station and dump station were completely renovated.



The 9th Annual Fiesta de las Calabazas (Harvest Festival) was held October 25, 2008 at Oracle State Park. The event featured plenty of food and fun for visitors. Oracle State Park is a 4,000 acre wildlife refuge and educational center in the northern foothills of the Catalina Mountains. Once part of the Kannally family cattle ranch, the unique Mediterranean style ranch house in the park is now listed on the National Register of Historic Places.

- Utility hookups were installed at two camp host sites and the group camping area.
- Through a federal grant, a four-week trail maintenance program was completed.

Lyman Lake State Park

- Park staff completed the construction of the park maintenance shop.
- Nearly 7,000 people attended the Annual Fireworks show.
- Participated in the agency's Aldo Leopold Celebration.

McFarland State Historic Park

- A major stabilization project was completed on the courthouse.
- A new fire and security monitoring system was installed in the courthouse and the archives building.

Oracle State Park

- Through the efforts of park staff and the Friends of Oracle, Arizona Department of Transportation installed new directional signs on Highway 77.
- Participated in the agency's Aldo Leopold Celebration.
- New information signs installed on hiking trails.

Tonto Natural Bridge State Park

- The Tonto Lodge Stabilization project began in FY 09. Project will be completed in FY 10.
- Major repairs were made to the bridge observation deck. Park staff and volunteers completed the work.
- The ADOT cabin road plans have reached 60% completion.
- Boy scouts began trail realignment to the Gowan Trail.

Western Region

Consisting of the all the state parks which line our border with California, the Western Region is composed of five parks totaling over 7,000 acres and includes two historic parks: Yuma Territorial Prison and Yuma Quartermaster Depot; and four recreational parks: Alamo Lake, Lake Havasu, Cattail Cove and Buckskin Mountain. It also contains River Island, a sub-unit of Buckskin Mountain.

The five parks in the Western Region accounted for revenues of \$2.5 million and hosted 650,000 visitors during the fiscal year.

The Western Region office is moving to the maintenance building at Lake Havasu State Park. The water safety center is in the process of being leased to the Western Arizona Law Enforcement Training Academy. Previously they were leasing half of the building. The new location of the western region office will save about \$10,000 a year. One of the projects of the Western Region office this year has been to work on partnerships with local communities and agencies. This has resulted in the donation of goods and services to the parks.

In February 2009, **Yuma Quartermaster Depot State Historic Park** took part in the City of Yuma's annual Yuma Crossing

Day, which highlights Yuma's past. Visitation and revenues at this park slightly decreased this Fiscal Year. The Yuma Crossing National Heritage Area paid to move the steam locomotive that was housed at the park to Pivot Point. The locomotive now sits at the exact point where the 1800s railroad crossed the Colorado river.

In January, Old West re-enactment groups rode into Yuma for the Annual Gathering of the Gunfighters at **Yuma Territorial Prison State Historic Park**. The event brought hundreds of people to experience old west lore in the territorial prison setting. For the Fiscal Year 2009, revenues and visitation slightly decreased at the park.

Alamo Lake State Park opened their new store/office in January. The increase in sales for the store has been phenomenal the gross revenue for this fiscal year has been \$16,900. A new boat storage garage was built earlier this year. This will protect their boat and garbage truck.

The Buckskin Center has been the focus project for **Buckskin Mountain State Park**. This building is being completely renovated by the staff. New steel doors have been installed. The interior has been furred out



Yuma Territorial Prison hosts a popular Gathering of the Gunfighters event, held annually in January.



The 2nd Annual Night Under the Stars took place November 22, 2008 at Alamo Lake State Park. Nearly 250 people stopped by to gaze through the many large telescopes brought by Arizona astronomy groups.

and insulation and new wiring installed. The staff will use this building for a gift shop and interpretive center. Some of the great volunteers at the park will be operating the store.

River Island has the same issues with their water system and also their restroom needs to be replaced. The staff built a new group use ramada this year. They are working on beautifying the area around the ramada so that more visitors will be attracted to the park.

The rangers at **Cattail Cove State Park** strive to provide the best customer service of all the parks in the state. The park is always beautifully kept and the comments from visitors' shows that they appreciate the work they do. The wastewater plant has been the

focus of major projects for this year. The staff has replaced, rebuilt and fabricated many parts of this very sophisticated system this year. Another project that involved rangers and volunteers was the rehabilitation of all the boat-in campsites. They removed arrow weed and salt cedar that was encroaching on the campsites and repaired and painted the tables and grills.

The staff at **Lake Havasu State Park** worked on park beautification projects. New irrigation has been installed and new trees have been planted. Several large events also took place. The 2009 *Bluegrass Festival* had 9,500 attendees for the 2 day event. The *Busses by the Bridge* event had 2,400 attendees during the 3 day event. Both events were held at Windsor 4.

Southern Region

The state parks south of Phoenix make up the Southern Region. It includes two Natural Areas: Sonoita Creek and San Rafael Ranch; two historic parks: Tombstone Courthouse and Tubac Presidio; and three recreational parks: Patagonia Lake, Roper Lake and Picacho Peak. There are also two sub units: Dankworth Ponds (at Roper Lake) & Sonoita Creek (at Patagonia Lake).



Anza Days at Tubac Presidio State Historic Park, held annually, brings the history of Juan Bautista de Anza to life.

The seven parks that make up the Southern Region accounted for revenues of \$1.3 million and hosted over 417,000 visitors.

Most attendance and revenue remained close to the same with **Roper Lake State Park** continuing to climb due to the “on park” reservation system.

Picacho Peak State Park initiated construction of a Leadership in Energy and Environmental Design (LEED) Visitor Center. The building is awaiting its certification. The Visitor Center is expected to enhance revenue and attendance.

In March of 2008 **Patagonia Lake State Park** replaced three aging restroom/shower buildings. These new facilities replaced buildings from the 1970s. This park, which fills to capacity every summer, is served well by these new larger, accessible facilities.

Sonoita Creek State Natural Area located next to Patagonia Lake continued to operate a number of regular interpretive events like bird walks, boat tours, and evening programs, along with specialty hikes such as the Petroglyph Hike and Moonlight Hike.

In October 2008, **Tombstone Courthouse State Historic Park** held another “Power from the Past Show”. Visitors attending the power show got to see antique engines pump water, make ice cream, generate electricity, and more. This event was held in conjunction with the city of Tombstone’s Helldorado Days; the city’s oldest event.

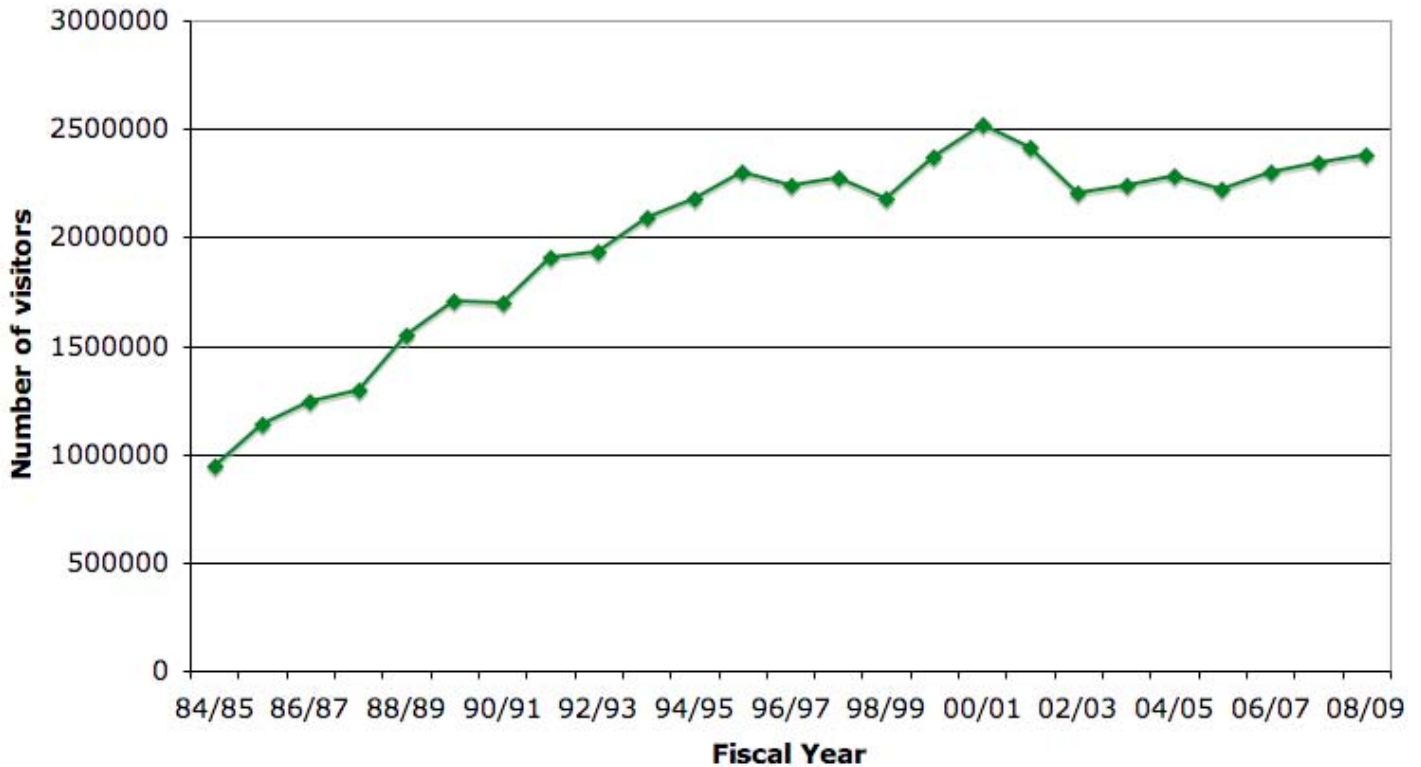
Arizona’s first state park, **Tubac Presidio State Historic Park** celebrated the 150 year anniversary of Arizona’s first newspaper, *The Arizonian*. A commemorative edition of the newspaper is still printed on the original hand press, which was restored by staff and volunteers. The park also held its annual Anza Days, a living history presentation about Juan Bautista de Anza’s life.

San Rafael Ranch State Natural Area remains closed to the public. There has been a number of drug incidents and alien border crossings on the U.S./Mexico boundaries. Border Patrol has engaged in several situations.

State Parks Visitation FY09: 2,409,224



Arizona State Parks Visitation from FY85 to FY09



Notes: Data was obtained from Park Summaries and Revenue and Visitation worksheets. Data compiled on 11/30/09.

Jerome SHP, McFarland SHP, and Tonto Natural Bridge SP, were closed to the public starting in March 2009. In April 2009, Yuma Quartermaster Depot SHP, Yuma Territorial Prison SHP, Tubac Presidio SHP, and Tombstone Courthouse SHP switched to 5 day schedules — closed Mondays and Tuesdays. In May 2009, Fort Verde SHP & Oracle SP also switched to 5 day schedules. On May 25, 2009, Tonto Natural Bridge opened again on a weekend-only basis.

Park Volunteers and Site Stewards at the opening presentation by Dr. Robert Casavant at the annual Volunteer Venture and Site Steward Conference March 20, 2009. This year's recognition and training program took place at Kartchner Caverns State Park.



Volunteer Programs

Currently in its 26th year, the Arizona State Parks Volunteer Support Team utilizes the time and talents of over 800 volunteers, in every park in all regions of the State. These volunteers are involved with general park operational needs such as staffing the contact stations or visitor centers, trimming trees, watering, cleaning restrooms, assisting campers and gift shop sales. In addition, volunteers support educational programming from presenting activities to school groups, to guiding hikes, campfire presentations, brown bag lunch presentations and even in-school pre and post visit presentations.

Volunteers are also involved with specific recreational group activities such as presenting Kayaking lessons, guiding horseback riding groups and supporting group fishing events.

The Arizona Site Steward Program was incorporated into the Arizona State Parks Volunteer Program. This is an award-winning program that utilizes volunteers as monitors of significant archaeological and historical sites on public lands throughout the State. The program is being sustained by the incredible support of many committed volunteers, some staff time, and the addition of a new web-based database management system.

Kartchner Caverns State Parks has the largest volunteer program within our parks, and has the largest number of volunteers who live on-park with our staff. In addition, Lyman Lake State Park and Alamo Lake State Park added the staffing and support of the markets at the parks to staff and volunteers (usually handled by concessionaires). This required additional volunteer recruitment, training and support.

Highlights

- Volunteers at Kartchner Caverns provided 100% coverage of tram driving and 47% coverage as lead tour guides.
- Pre and Post visit presentations by volunteers were conducted at area schools in Flagstaff to support Riordan Mansion State Historic Park programming.
- The gift shop at Red Rock State Park is 100% managed by volunteers.
- A volunteer instructor held kayaking classes last spring at Lake Havasu State Park.
- With limited outside funding, the Volunteer Venture and Site Steward Conference – events held to train and recognize

outstanding accomplishments of volunteers — were combined and held at Kartchner Caverns State Park.



*Volunteer slogan:
Be Active,
Be the Difference,
Be an ASP Volunteer.*

- The Hummingbird Research Project, a partnership research program with the Audubon Society and the Hummingbird Monitoring Network established a volunteer program at Sonoita Creek State Natural Area. The program includes: Banding assistants, Feeder Watch counters, Data entry and Feeder Patch maintenance volunteer support. Two other stations are planned to be added next Fiscal Year at Boyce Thompson Arboretum State Park and the Verde River Greenway State Natural Area.
- Events were held with volunteer support at Ft. Verde Days and History of the Soldier at Ft. Verde State Park, Anza Days at Tubac Presidio State Historic Park, GeoCache Bash at Cattail Cove State Park, Verde River Day at Dead Horse Ranch State Park, The Slide Rock Apple Festival at Slide Rock State Park, Victorian Holiday at Riordan Mansion State Historic Park.
- For the second successive year, Salt River Project volunteers supported the Slide Rock Apple Fest.
- Reenactor volunteers supported the Sprouts campaign.

- The Tonto Volunteer maintenance team has continued to work to maintain the park even when closed.
- The evening lecture series at Lost Dutchman State Park was planned, developed, and implemented by volunteers.
- For the first time, system-wide donated hours have exceeded the two hundred thousand level.

Initiatives

The Resource Inventory and Monitoring Program (RIM) was developed in 2005. In 2006 the Pilot program at Sonoita Creek State Natural Area resulted in the publication of the Biological Monitoring Report For Sonoita Creek State Natural Area.

In 2007 – 2008 the multi-park Dragonfly Project was initiated, as well as the continuation of the Red Rock Floristic Analysis. In April 2009 four projects have been posted on the Arizona State Parks website, and a recruitment plan is in development. The projects are: Agave and Bat Study at Kartchner Caverns, Sahuaro Study at Picacho Peak, Mammal Inventory at Sonoita Creek, Hummingbird Observation and Monitoring at Boyce Thompson. We hope to increase the size and scope of this program into the next fiscal year.

The Outreach Ambassador Program was initiated in April 2009. This project will utilize

volunteers specifically in the Maricopa County area to market Arizona State Parks effectively at community information events. In addition, it will provide more standardized training to all volunteers who participate in outreach throughout our parks.

The Managed Service Project Program is modeled on the Volunteers for Outdoor Arizona and non-profit "Make a Difference" programs. This model uses key volunteers in leadership roles to facilitate the development and implementation of service projects at parks, and to leverage the support of additional volunteers. The leadership volunteers take on the responsibility of scheduling and supervising other volunteers so that staff time is minimal. The Pilot Project in April, 2008 led to the successful installation of a connector trail at Dead Horse Ranch State Park.

Newsletter

Arizona State Parks
Volunteer Newsletter

VOLUNTEER VOICE



January 2009

Greetings Volunteer, Welcome to Issue #31

In This Issue

[Happy New Year! Mark Your Calendars: Statewide Volunteer Recognition & Training Event March 20 & 21 at Kartchner Caverns](#)

[Welcome New Site Steward Program Coordinator Kristen McLean](#)

[Arizona State Parks celebrates the Aldo Leopold Centennial](#)

[Volunteer Profile: Rob Sweetwood](#)

[New Civil War in the Southwest Historical Re-Enactor Standards Posted](#)

Happy New Year! Mark Your Calendars: Statewide Volunteer Recognition & Training Event March 20 & 21 at Kartchner Caverns



All current volunteers are invited to join us on **Friday, March 20** and **Saturday, March 21** for our annual **Statewide Volunteer Recognition & Training Event**.

This year we will be hosted at [Kartchner Caverns State Park](#). This is your opportunity as current volunteers to experience for free both **The Rotunda/Throne Tour** and **The Big Room Tour** of the caverns (some restrictions apply), as well as attend informative training sessions and the award luncheons. Learn more about the Cave Tours on the [Cave Tour info page](#).


For the first time, the Arizona Site Steward Volunteers will be joining us. These volunteers monitor historical and archaeological sites throughout the state, including sites at State Parks, such as Romero Ruin at Catalina State Park, and the fabulous petroglyphs at Lyman Lake State Park. Volunteers from all programs are invited to any training sessions that they may have interest in, although some sessions will be focused more on park volunteering and some more on steward activities.

We will also host a combined reception and presentation on Friday evening in the theatre at Kartchner. Free camping will be available Friday, Saturday and Sunday nights for all current volunteers who would like to attend and have far to travel.

Please watch for a full agenda and registration forms in your e-mail and at your park by the end of January.

Welcome New Site Steward Program Coordinator Kristen McLean

Kristen McLean is our new Site Steward Program Coordinator. Kristen and **Nicole Armstrong-Best**, ASP Volunteer Resources Planner, are working together to better define both volunteer programs, and to combine resources to better support both programs in these difficult financial times.



Kristen specialized in Canadian Historic archaeology for her MA and Aztec and Roman archaeology for her PhD program. She worked throughout most of the United States including Arizona doing contract archaeology in the 80s and 90s and switched to museums as a curator and volunteer coordinator for the last ten years in Florida, Louisiana, and Arizona.

Kristen has already made updates to much of the information on the [Site Stewards Home Page](#), including making available by download for the first time the entire Site Stewards training manual. The manual is the ultimate resource for Site Stewards, containing over



AZStateParks.com

Volunteer Emails

We want to better manage & support our Volunteer Program and help reduce waste! **Help us get the word out:** We want all volunteers with email accounts & access to get on our Newsletter list, so we can start printing less copies on paper.

[So please tell your Volunteer friends to visit the Arizona State Parks Volunteer web page for instructions on signing up.](#)



Did You Know?

You can find specific park **Volunteer Opportunities** on our website?

The Volunteer Voice is an emailed newsletter sent quarterly during Fiscal Year 2009. This cost effective way to communicate with volunteers is created in cooperation with the Research & Marketing section. Above is an example of the January 2009 issue.

Volunteer Program Statistics

The Parks Volunteer Support Team (PVST) has approximately 800 volunteers

FY 2007/2008:

- PVST donated 174,063 total hours
- Average hours per volunteer = 218
- Number of FTE's represented by total hours = 83.68

FY 2008/2009:

- PVST donated hours = 204,098 total hours
- Average hours per volunteer = 255
- Number of FTE's represented by total hours donated = 98.14

Value

FY 2007/2008:

Cost savings to the agency using the Independent Sector volunteer hourly rate of \$20.25 is approximately \$3,500,000.

FY 2008/2009:

Cost savings to the agency using the Independent Sector volunteer hourly rate of \$20.25 is approximately \$4,100,000.



Historical Re-Enactor Volunteers help support Special Events. Pictured here are Re-enactors from the 2008 Fort Verde Days celebration at Fort Verde State Historic Park in Camp Verde. Park Visitors get to see and experience the past through living history demonstrations, a fashion show, and the annual vintage baseball game.

Table 1. Value of Volunteer Time, FY09

Park/Program	Hours	Value of Time	FTE Equiv.
Alamo Lake	5,865	\$ 118,766	2.82
Boyce Thompson Arboretum	17,091	\$ 346,093	8.22
Buckskin Mountain	5,645	\$ 114,311	2.71
Catalina	13,251	\$ 268,333	6.37
Cattail Cove	2,845	\$ 57,611	1.37
Dead Horse Ranch	28,720	\$ 581,580	13.81
Fool Hollow Lake	9,718	\$ 196,790	4.67
Fort Verde	2,947	\$ 59,677	1.42
Homolovi Ruins	5,386	\$ 109,067	2.59
Jerome	1,515	\$ 30,679	0.73
Kartchner Caverns	40,249	\$ 815,042	19.35
Lake Havasu	4,942	\$ 100,076	2.38
Lost Dutchman	4,552	\$ 92,178	2.19
Lyman Lake	3,737	\$ 75,674	1.80
McFarland	232	\$ 4,698	0.11
Oracle	5,232	\$ 105,948	2.52
Patagonia Lake	1,666	\$ 33,737	0.80
Picacho Peak	3,909	\$ 79,157	1.88
Red Rock	14,808	\$ 299,862	7.12
Riordan Mansion	5,077	\$ 102,809	2.44
Roper Lake	5,847	\$ 118,402	2.81
San Rafael	29	\$ 587	0.01
Sonoita Creek	8,714	\$ 176,459	4.19
Slide Rock	1,022	\$ 20,696	0.49
Tombstone Courthouse	64	\$ 1,296	0.03
Tonto Natural Bridge	4,767	\$ 96,532	2.29
Tubac Presidio	1,222	\$ 24,746	0.59
Verde River Greenway	1,209	\$ 24,482	0.58
Yuma Quartermaster Depot	1,425	\$ 28,856	0.69
Yuma Territorial Prison	618	\$ 12,515	0.30
Special Projects	627	\$ 12,697	0.30
RIM Project	1,167	\$ 23,632	0.56
Totals	204,098	\$4,132,988	98.14



The Arizona Site Stewards program logo.

Arizona Site Stewards

Formed in 1986 by the Governor's Archaeology Advisory Council upon request by then Governor Bruce Babbitt, the Arizona Site Steward Program (ASSP) currently has approximately 800 volunteers. Twenty-four highly trained, extremely committed Regional Coordinators, who are themselves volunteers, manage these people, and the monitoring of the sites in their region.

The Regional Coordinators are assisted by archaeologists who work for the Land Managers in their regions. The archaeologists help train new volunteers, follow-up with reports of vandalism or site disturbance, and answer technical questions as needed. The program also receives technical assistance from the State Historic Preservation Office.

The program currently has 15 Land Manager Partners:

- AZ State Land Department
- Arizona State Parks
- Archaeology Conservancy
- Kofa National Wildlife Refuge
- Luke Air Force Base
- Cabeza Prieta Wildlife Refuge
- Bureau of Land Management
- Bureau of Reclamation
- National Forest Service
- Maricopa County
- Pima County
- Town of Prescott Valley
- National Park Service - Sahuaro
- Lake Mead NRA



Dr. Van Keuren (white cowboy hat) talks to the Region 16 group.

- Organ Pipe National Monument

The program received financial support from several partners in the Federal Fiscal Year 08/09. This aid, which averages \$20,000 per year, provides a budget for the program and the partial support of a Program Coordinator position.

Volunteers are currently monitoring nearly 2,000 sites in all areas of the State.

Unfortunately, due to the uncertainty over the last year with the Program Coordinator position, and other funding issues, the program has remained stable, but has not grown.

Interpretive Education

The Interpretive Education (IE) section strives to provide a meaningful, high quality, educational experience at Arizona State Parks to customers of all ages, abilities, and backgrounds. Interpretation also fosters an awareness and appreciation for Arizona's natural, cultural, and historic resources. The IE section had a busy year across the state in spite of budget concerns.

The *Verde Valley Birding & Nature Festival* was again very successful. The event provides a unique recreational experience with field trips, bird watching opportunities, and talks about the importance of habitat for all life in the Verde Valley.

Another event the IE section programmed was the 2nd Annual *Night Under the Stars* at Alamo Lake. This event included lots of great information including booths by NASA Educator's Resource Center and Embry-Riddle Aeronautical University, and Stargazing for Everyone, LLC. The event provided an array of educational activities and information including "make your own sundial," and a fun constellation drawing activity. The evening Star Party was a big success with nearly 250 people stopping by to gaze through the many large telescopes brought by astronomy groups. Visitors got to

see Jupiter and three of its moon, the Pleiades, and many other great astronomical features. Visitors also got a chance to experience a unique solar system simulation in *Voyager*, a mobile trailer.

The IE section also participated in the many *Aldo Leopold Centennial Events* events across the state with activities for children and information for adults. The events kicked off a yearlong celebration of Aldo Leopold's arrival in the southwest (in Springerville, Arizona in 1909).

The IE section also produces and publishes the *Interparks* newsletter, which tells interesting stories about the parks from the people who work at them.

The Junior Ranger Program got a lot of publicity via the Arizona State Lottery Heritage Fund advertisements both on television and in print media. More and more "super junior rangers" (children who had traveled to every state park and completed each Junior Ranger program) started to appear. A sample activity from each park's Junior Ranger program was added as a download to the agency website.

By mid-year, most of the IE staff were re-assigned to parks to work on non-IE projects.



Junior Ranger program logo.



The Spring 2009 issue of *Interparks*, an interpretive newsletter.

Gift Shop Program

The Arizona State Parks Gift Shop Program is in its fifth year under the Parks Division, Operations Section, and continues to excel.

In January 2009, Alamo Lake State Park opened a new market/gift shop in the park. Visitors are now able to purchase camping, fishing, and boating supplies as well as a full line of souvenirs and park

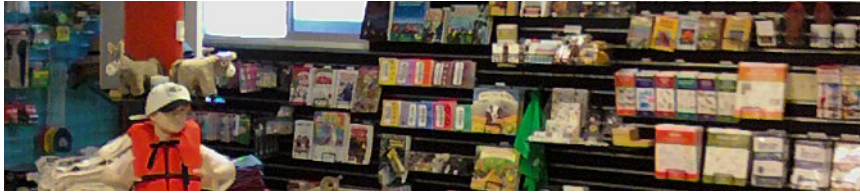
specific items. In their first six months of operation they nearly doubled their previous record sales by bringing in over \$85,000.

Other successes this year: Fort Verde State Historic Park, up by \$5,000; Lost Dutchman State Park, up by \$7,200; and Roper Lake State Park, up by \$6,000.

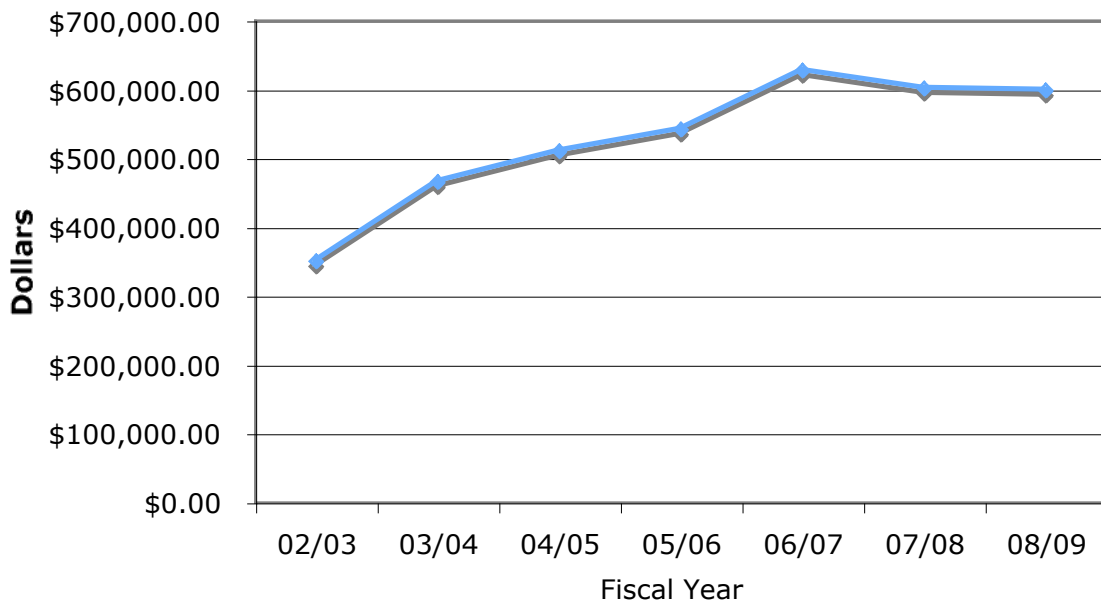


The new Alamo Lake market / gift shop carries fishing and camping items like fishing licenses, boating supplies (boating flags, life jackets, boat cushions, ropes, anchors, battery clamps, etc.), and firewood. They also feature park specific items like shirts and hats, patches, walking sticks, pins, books, and more. Food items for sale include ice cream, soda, water, milk, eggs, canned vegetables, candy bars, condiments, hot dogs & buns, marshmallows & graham crackers, personal hygiene items, and more.

Gift Shop Revenue FY09: \$598,314.00



Gift Shop Program Revenue FY03 to FY09



Jerome SHP, McFarland SHP, and Tonto Natural Bridge SP, were closed to the public starting in March 2009. In April 2009, Yuma Quartermaster Depot SHP, Yuma Territorial Prison SHP, Tubac Presidio SHP, and Tombstone Courthouse SHP switched to 5 day schedules — closed Mondays and Tuesdays. In May 2009, Fort Verde SHP & Oracle SP also switched to 5 day schedules. On May 25, 2009, Tonto Natural Bridge opened again on a weekend-only basis.

Development

The Development Section is responsible for the design, construction and overall maintenance of State Parks and Natural Areas. Major responsibilities include the selection of consultants for project design and monitoring/inspection of projects from conception to completion. We prepare the Agency's Two-Year Capital Improvement Plan which totals over \$16 million and the annual Arizona Department of Transportation (ADOT) / State Parks Road Improvement Plan of \$2 million.

The Section provides facilities to give the visiting public a variety of recreational and educational opportunities to enjoy. The Section consists of multi-talented experts in the field of engineering, architecture, construction, water/wastewater, carpentry/millwork, concrete, electrical, and contract management. These experts are a Registered Engineer and Architect, Licensed Engineering & Building Contractor, Certified Building, Fire, Americans With Disabilities Act (ADA) Inspector along with a Certified Plans Examiner. Certified Arizona Department of Environmental Quality (ADEQ) Wastewater Operator/Inspector, Carpenter and Electrician. The Development staff dedicates their time, skills, and knowledge to the conservation, development,

and protection of State Parks and Natural Areas for the safety, benefit, education, and enjoyment of the visiting public. The variety of construction projects undertaken by this Section range from small repairs of existing facilities, trail construction, wastewater systems, stabilization and restoration of historic buildings, along with multi-million dollar construction of new facilities and infrastructures. This includes in-house design as well as outside consultants.

Personnel in the Development Section address the agency's efforts to protect its resources. These experts work with the Department of Administration's Facilities Construction Section, Arizona Department of Administration (ADOA) Risk Management, Attorney General's Office, the Arizona Department of Environmental Quality, State Fire Marshall's Office and various other agencies to construct, stabilize and repair State Parks' historic, cultural, recreational facilities along with Natural Areas. Development staff insures that the agency meets the vast array of regulatory compliance issues. All projects comply with Arizona Department of Administration Procurement Rules, Building Codes as well as Planning Guidelines, State and National Historic Preservation Acts, Americans with Disabilities



The "Notice to Proceed with Construction" was issued Monday, May 18, 2009, for "Structural Repairs and Roof Replacement" at the Historic Tonto Lodge. New glu-lam beams and support posts have been added under the dining room and lobby floors.

Guidelines, the Corps of Engineers, the State Fire Marshall, Arizona Department of Environmental Quality, and Risk Management Division.

The primary goal of this section is to maximize the expenditure of allocated funds while working within applicable statutory requirements for the needs and management of our State Parks and Natural Areas.

Major Accomplishments

- Continuation of Scope of Work for ADEQ Consent Order P-113-04. In the process of designing construction plans for compliance. Completion for this Multi-Park project is scheduled for January 2012 at an agency cost of approximately \$6,400,000.
- Infrastructure including water, sewer, fire protection and electrical to the Lodge at Tonto Natural Bridge State

- Park; \$1,086,000
- New Wastewater Treatment Plant at Lost Dutchman State Park; \$745,000
- New Visitors Center / Gift Shop and Interpretive Building at Picacho Peak State Park; \$1,334,000

Total \$9,565,000

Projects in design, in the bidding phase, or under construction:

In Design:

- Electrification of 111 campsites at Patagonia Lake State Park
- New pre-manufactured log type cabins (4) at Alamo Lake State Park
- Fire suppression to buildings at various parks
- Security systems to Museum Buildings at various parks
- Upgrades to Potable water treatment plant at Buckskin Mountain State Park – River Island

- New pre-engineered restroom/shower building at Buckskin Mountain State Park – River Island
- New pre-engineered restroom/shower building at Lost Dutchman State Park
- Historic Building Preservation Plan for Jerome State Historic Park
- Reroof various buildings at Yuma Quartermaster Depot State Historic Park
- New 8" fire main at Lake Havasu State Park
- Electrification of 38 campsites at Lost Dutchman State Park
- Electrification of 47 campsites at Lake Havasu State Park

Pending Projects/Bidding Phase/
Under Construction

- Under construction the retrofit of existing Wastewater

- Treatment Plant at Picacho Peak State Park; \$167,000
- Stabilization, ADA Modifications and new roof to the Lodge at Tonto Natural Bridge State Park, under construction \$336,000
- Repairs to manufactured residential park staff homes at Homolovi Ruins State Park, construction to start soon; \$9,000
- Repair to ramada at Slide Rock State Park, construction to start soon; \$5,000
- Termite Treatment to six buildings at Red Rock State Park, to bid soon; \$10,000
- Buckskin Mtn.-new ranger residence/pending, bids soon; \$125,000
- Stabilization to Douglas Mansion at Jerome State Historic State Park; \$700,000
- Lost Dutchman-new hvac unit



The new Visitor Center at Picacho Peak State Park has been completed. The building has been submitted for review to the U.S. Green Building Council; its certification as Gold in Leadership in Energy and Environmental Design (LEED) is pending.

at contact station/ to bid soon; \$8,000

- McFarland courthouse rehabilitation, under construction; \$671,000
- New Wastewater Treatment Plant, New pre-engineered restroom, Retrofit and Remodel existing restroom, New pre-engineered maintenance building at Slide Rock State Park, under construction; \$1,963,000
- Retrofit Lift Station at Buckskin Mountain State Park/ to bid soon; \$105,000
- Sonoita Creek State Natural Area, continued fencing in Fresno Canyon; \$45,000

Total estimated Design/ Construction costs for these projects will be \$4,144,000

Small Dollar Purchases

Small dollar purchases include materials only, materials/ installation, professional services, and construction.

Projects completed in this category include electrical upgrades and repairs at Alamo Lake, Buckskin Mountain, Fort Verde, McFarland, Oracle and Yuma Territorial Prison State Parks. Water related upgrades and repairs in this category, which included replacement of various types and sizes of pumps, piping and motors were completed at Alamo Lake, Buckskin Mountain, Cattail Cove, Dead Horse, Homolovi Ruins, Kartchner Caverns, Lake Havasu, Lost Dutchman, Lyman

Lake, Patagonia Lake, Picacho Peak and Roper Lake State Parks. New HVAC Systems/ AC units/ air handlers/ repair projects were completed at Buckskin River Island, Cattail Cove, Fort Verde, Homolovi Ruins, Lake Havasu, Lyman Lake, Picacho Peak, Roper Lake, Tubac Presidio and the Water Safety Center (Lake Havasu) State Parks. Lightning Suppression / Discovery Center & Cave Hill at Kartchner Caverns State Park, Picacho-erect new ramada/ in-house construction, Slide Rock-new entrance gate. Various parks received ramadas, picnic tables, fire rings and new signage. Numerous other completed projects throughout the park system were flood damage/ erosion control, irrigation repairs, roof repairs, interior/ exterior painting, new floor coverings, lighting fixtures, surveying, pest/ termite control, concrete/ carpentry, repair fire & security systems. Projects in this category range from \$100 - \$50,000.

Total small dollar costs for Fiscal Year 2009 were \$205,000.

Road Improvements

Various road improvement projects through the Arizona Department of Transportation State Parks Roads Program were also completed. This is an ongoing, joint effort between Arizona State Parks and Arizona Department of Transportation. The primary goal of this program is to maintain safe ingress and egress along with sufficient parking.

Participants at a Trail Building Workshop went to Thunderbird Conservation Park and examined an active construction site with trails in progress. A number of federal, state, county and city agencies participated and had a chance to see specialized machines used for trail construction and maintenance.



Resource Management

Planning & Recreational Trails

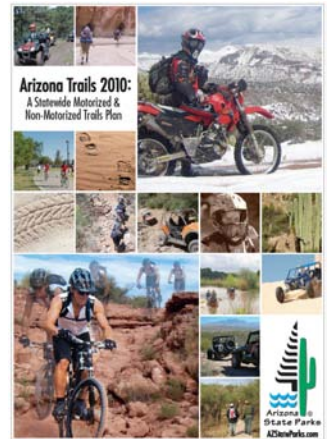
Key accomplishments of this unit in Fiscal Year 2009:

- Developing the Arizona Trails 2010: Statewide Motorized and Nonmotorized Trails Plan through a partnership with Arizona State University. This work focused on conducting trend research and surveys to determine what the public and trail users think are the management and funding priorities regarding Arizona's motorized and non-motorized trail resources.
 - The Arizona State Committee on Trails reviewed and nominated 37 trails for the State Trails System, totaling approximately 128 miles.
 - Staff hosted a series of trail trainings for both trail volunteers and agency staff to enhance their knowledge and skills on trails. Topics included trail crew leader training, trail design and layout.
 - Staff worked with the Arizona Trail Association, partners agencies and conservation corps to construct some of the remaining 40 miles (out of 820 miles) of the Arizona Trail, purchase trail easements and maintain area of the trail
- that are severely overgrown and eroded.
- The off highway vehicle program staff and the Off Highway Vehicle (OHV) Advisory Group assisted land managers in addressing OHV recreation needs statewide, which included projects to provide route evaluations, mitigation, signage, maps, and trail maintenance at high use sites. Additional work was done with the OHV Ambassador Program, which partners land management agencies with law enforcement officers and OHV volunteers to increase presence at high use OHV sites to encourage compliance of laws, enhance visitor safety, and maintain recreational opportunities.

Research & Science Program

The research and science program manager coordinated a variety of projects in Fiscal Year 2009, including:

- Patagonia Lake State Park geophysical 3D surveys of both the dam (core consistency) and lake sediment (bathymetry levels, sediment volume / bedrock depth; internal integrity / structural variation of dam visualized.



The Arizona Trails 2010 Plan was completed. It is available for download at AZStateParks.com



A small sampling of the fungi recovered from Kartchner Caverns growing on agar plates.

- Invasive species management: staff participated and supported field exercises and planning workshops; the agency helped fund and develop a final county and state-wide plan for the inventory, monitoring and management of the highly invasive, fire-prone buffelgrass.
- At Kartchner Caverns, the agency continued to support the National Science Foundation/ University of Arizona study relating to microbial observatories.
- Coordinating with the Geographic Information System (GIS) section to create and maintain real estate information for the enterprise GIS.
- Maintaining an up-to-date database of Park's real estate assets to support the Parks Asset Management System (PAMS). PAMS is a subset of the enterprise GIS. Information provided for each park includes; conveying instrument, land size, recording information and pertinent comments.



The Resource Ecologist inventories and monitors resources within Arizona State Parks, including helping the Hummingbird Monitoring Network.

Acquisition & Planning

In Fiscal Year 2009 the agency acquired three new 10 year State Land Department leases at Kartchner Caverns for a well site, access right-of-way and an associated water purchase.

There were two major acquisitions in Fiscal Year 2009. The first was the Picket Post property at the Boyce Thompson Arboretum. The property includes a historic house and the surrounding 32 acres.

The other major acquisition was the Rockin' River Ranch, located at the confluence of the Verde River and Clear Creek, just south of the Town of Camp Verde. This is an addition to the Verde River Greenway (VRG) linear park project. The property has approximately ¾ mile frontage on the Verde River, a mature ±100 acre mesquite bosque and over 54 acres of irrigated pasture land, and a 1.5 acre pond.

Other activities included:

Resource Ecology

The resource ecologist assisted the Natural Areas Program Advisory Committee (NAPAC) in conducting property evaluations, management planning and research proposal review. There were two active sub-committees, Natural Resources Management Policy and Guidelines, and Prioritization Process for proposed Natural Area Acquisitions.

The resource ecologist coordinated Federal and State Scientific Permits and annual reports and served as technical advisor to ensure compliance with state and federal plant, wildlife and endangered species laws and regulations.

Program staff worked with the Hummingbird Monitoring Network (HMN) Research Partnership, which is a multi-year, multi-park program that began with Sonoita Creek State Natural Area in February 2009, and expanded research to

include monitoring nest success in relationship to distance from raptor nest as a comparative site to other HMN monitoring data collection sites.

The resource ecologist reviewed and coordinated various research and Inventory and Monitoring proposals such as the Picacho Peak Investigation of three bat species and the Homolovi Floristic Inventory and Herbarium.



Cattail Cove State Parks has fantastic hiking trails on the Colorado River.

Water Quality

The water quality control specialist developed, reviewed and approved Task Assignments for park units contracting with outside contractor certified operator services regarding the Safe Drinking Water Act (SDWA) and Clean Water Act (CWA) compliance requirements. Staff also performed data entry of water quality lab data for Total Coliform and Total Nitrates samples collected for SDWA and CWA requirements. This unit

maintains the official ADEQ water quality compliance files for all Agency regulated water and wastewater utilities.

Water Program

The agency water program produced reports to establish several new water rights and to verify compliance with other permits. Several additional water level recorders and rainfall recorders were added to the network of gauges during Fiscal Year 2009.

The agency provided water resources data to other federal and state agencies and the state universities.

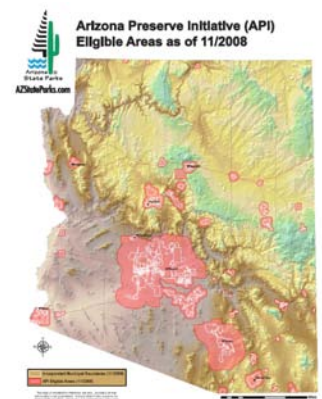
The water program manager participated on a variety of committees as a representative of State Parks as a stakeholder in various on-going water management activities, adjudications, and water rights settlements.

Staff assisted the University of Arizona (U of A) Hydrology Department with their annual State Parks/U of A Hydrology Field Camp.

The water program manager assisted the Natural Resources Conservation Service, and other federal and state agencies, in developing the Coordinated Resource Management Handbook. Coordinated Resource Management (CRM) is a voluntary natural resource planning process to enhance resource management and resolve resource issues.



Research & Science Program aims to understand the natural systems present at the park and watershed scales.



As part of Smarth Growth, this map shows Arizona Preserve Initiative (API) eligible areas.



Rockin' River Ranch located at the confluence of the Verde River and Clear Creek, has been acquired as an addition to the Verde River Greenway. The property has approximately $\frac{3}{4}$ mile frontage on the Verde River.

Smart Growth & Open Space

Program staff worked with other state agencies on the Smart Growth Interagency Committee to provide technical assistance to AZ communities regarding growth challenges, especially preservation of open space. They worked with the committee to implement the new Smart Growth Scorecard, which ties discretionary funds (grants) to a statewide report card on how communities are handling growth issues.

Staff compiled and standardized data on open space, parks and trails statewide as part of a joint effort with the Office of Tourism, AZ Game and Fish and the AZ State Museum to provide better

statewide data on natural, cultural and recreational resources.

Staff worked with AZ Game and Fish, Pinal County Partnership and the AZ Land and Water Trust to collect data and map 'protected lands' throughout the state, and worked with AZ Parks and Recreation Association on the annual open space and sustainability conference.

Curator/Exhibits Coordinator Program

Staff focused on exhibits and collections at McFarland, Picacho Peak, Yuma Quartermaster Depot, Yuma Territorial Prison, Homolovi Ruins and Tubac Presidio State Parks.



Exhibits, clockwise from top left:

New carpet and paint were installed for an exhibit makeover that focuses on uniforms at Yuma Quartermaster Depot State Historic Park.

At Tubac Presidio State Historic Park, new printing plates of the Weekly Arizonian were created for the newspaper's 150th anniversary. It is Arizona's first printing press.

A model of the Douglas Mansion's main parlor is used to plan a proposed seating area and gift shop at Jerome State Historic Park.

A new interpretive kiosk at the Homolovi 1 site was installed at Homolovi Ruins State Park.

Repairs were finished on a damaged Apache Scout Exhibit at Fort Verde State Historic Park.





Split-funded grant sources of LWCF & LRSP, assisted the City of Glendale with the Western Regional Area Park, Phase II. Funding amounts included LWCF = \$192,675 and LRSP = \$707,325. This is a completed project from grant award year 2005.

Grant Programs

The Grants Section of Arizona State Parks is responsible for managing eight grant programs administered by the Arizona State Parks Board (Board). Typically more than \$32 million is available annually to Arizona communities, resource managers and agencies to preserve and enhance Arizona's significant natural open space, cultural and recreational resources. Programs include three components of the Arizona State Parks Heritage Fund: The Historic Preservation (HP) Grant Fund Program, the Trails Grant Fund Program and the Local, Regional and State Parks (LRSP) Grant Fund Program. In addition to the Heritage Fund Programs, the Grants Section also manages the Federal Land and Water Conservation Fund (LWCF) Grant Program, the Federal Recreational Trails Grant Program (RTP), the State Lake Improvement Fund (SLIF) Grant Program, the Law Enforcement Boating Safety Fund (LEBSF) Grant Program, and the Growing Smarter State Trust Land Acquisition Grant Fund Program.

Grant administration is accomplished through the development of application guidelines and a priority rating system, the execution of Participant Agreements and Preservation Conservation Easement Deeds with grantees, and the subsequent monitoring of administrative compliance, expended funds, and project work.

To assist with this responsibility, the Grants staff works with the following advisory committees: the Historic Preservation Advisory Committee (HPAC), the Arizona Outdoor Recreation Coordinating Commission (AORCC), the Off-Highway Vehicle Advisory Group (OHVAG), the Arizona State Commission on Trails (ASCOT), and the Conservation Acquisition Board (CAB) to develop policies and criteria that enable the competitive, equitable distribution of grant funds. The advisory committees also review eligible project applications and make recommendations for grant funding levels for consideration and final action by the Arizona State Parks Board.

Traditionally, the Board reviews staff's recommendations for awarding grants from the previous fiscal year grant cycle to eligible projects in September of each year. The availability of funding in each program is based upon the actual amount of revenue received in the prior fiscal year in each fund.

During fiscal year 2009 Arizona State Parks suffered severe budget sweeps. On February 20, 2009 the Board authorized the Executive Director to take necessary measures to address the budget issues, which included but was not limited to suspending or canceling grants. Through this authority 22 active Heritage Fund grants



Maricopa County Parks and Recreation Department received \$86,194 from SLIF toward the Lake Pleasant Sunset Ridge Day-use Area. This is a completed project from grant award year 2004 & 2005.



The city of Queen Creek's Horseshoe Park/Equestrian Centre received grant funding of \$935,000 from LWCF. This is a completed project from grant award year 2005.

totaling \$3,854,818 were cancelled, 42 were suspended totaling \$6,145,099, and 4 were closed totaling \$18,353.

On April 3, 2009, following an updated report on the status of the budget and grants, the Board reaffirmed their decision to cancel the grants that had not started, suspend the grants that were 1-90% complete, and to allow the grants that were 91-99% complete time to finish and close their projects.

Funding for the Federal Recreational Trails Program,

Federal Land and Water Conservation Fund Program, and Growing Smarter State Trust Land Grant Program was **not** impacted by the suspension and cancellation of state grants.

In August 2009, the Board voted unanimously to reinstate the funding of the suspended Heritage Fund Grants. This action took place following the favorable review by the State Joint Legislative Budget Committee and the approval of the Environmental Budget Reconciliation Bill.

Recreational Trails Program (Motorized Portion)

The Recreational Trails Program (RTP) is a Federal program to help the states provide and maintain recreational trails for both motorized and non-motorized recreational trails use. Arizona State Parks is responsible for administering RTP funds in Arizona. Forty-four percent (44%) of Arizona’s RTP funds are available for competitive motorized trails project grants. Arizona’s competitive grant program provides funds for all kinds of motorized trail uses, including snow-mobiling, off-road motorcycling, all-terrain vehicle riding, four-wheel driving, support facilities, and education programs. A total of three projects totaling \$521,560 were awarded for the Fiscal Year 2009 RTP grant cycle through competitive grants. These awards were approved by the Board on September 11, 2009.

Table 2. RTP Fund Grants Awarded by the Parks Board for the FY09 Grant Program

Applicant	Project Title	Grant Award
BLM – Hassayampa FO	Table Mesa/Hieroglyphics OHV Area Development	\$ 203,815
BLM - Arizona Strip FO	GCPNM Travel Info/Signage Development	\$ 41,445
Town of Eagar	Saffel Canyon Trail Renovations	\$ 276,300
Total 3 Projects		\$ 521,560

Table 3. RTP Fund Grants Awarded by County in FY09

County	Grants Awarded	Grant Award
Maricopa	1	\$ 203,815
Mohave	1	\$ 41,445
Apache	1	\$ 276,300
Total 3 Projects		\$ 521,560



The Tot Lot, a protected riding area for young riders, at the Boulders OHV Area. The Boulders was developed with Recreational Trails Program funding by BLM and is located just north of State Hwy 74.

Growing Smarter State Trust Land Acquisition Grant Program

The Growing Smarter Act consists of comprehensive municipal, county and State Land Department land use planning and zoning reforms, provides for the acquisition and preservation of open spaces and establishes a program for continuing study and consideration of pertinent issues relating to public land use policies, all in order to further the best interests of our citizens by protecting our natural heritage and wisely managing the growth of our communities.

The purpose of the Growing Smarter State Trust Land Acquisition Grant Program is to fund grants from monies in the Land Conservation Fund “to conserve open spaces in or near urban areas and other areas experiencing high growth pressures.” This is accomplished by awarding grants for the purchase or lease of State Trust land that has been classified as suitable for conservation purposes by the Arizona State Land Department (ASLD).

The passage of Proposition 303 on November 3, 1998 established an annual \$20 million appropriation by the Arizona State Legislature from the General Fund to the Land Conservation Fund. This annual appropriation began in FY2001 and continues through FY 2011. With the passage of Senate Bill 1071 in 2003, State Parks will transfer \$2 million annually to the Livestock and Crop Conservation Fund administered by the Department of Agriculture. As a result, an \$18 million annual appropriation is available for the Growing Smarter grant program. The amount available revenue for grants for FY.

Table 4. Growing Smarter State Trust Land Acquisition Fund Grants Awarded by the Parks Board for the FY09 Grant Program

Applicant	Project Title	Grant Award
Phoenix	Phoenix Sonoran Preserve - Priority 2C (294.567 acres)	\$ 5,258,000
Scottsdale	McDowell Sonoran Preserve (398.91 acres)	\$ 3,575,000
Pima County	Valencia Archaeological Site	\$ 517,000
Total 3 Projects		\$ 9,350,000

Table 5. Growing Smarter State Trust Land Acquisition Fund Grants Awarded by County for the FY09 Grant Program

County	Grants Awarded	Grant Award
Maricopa	2	\$ 8,833,000
Pima	1	\$ 517,000
Total 3 Projects		\$ 9,350,000

Law Enforcement and Boating Safety Fund (LEBSF)

The Arizona State Legislature established the LEBSF in 1981 to provide grants to County Boards of Supervisors for the purpose of supporting boating law enforcement and safety activities. Revenue is derived from a percentage of the watercraft license tax collected by the Arizona Game and Fish Department. Funds are allocated to counties annually based on boating law enforcement needs.

The Statute (A.R.S. § 5-383) specifies that LEBSF funds be granted for boating law enforcement, personnel, equipment, and training. In the past, due to limited available funding, LEBSF monies were limited to be spent on boating law enforcement personnel and/or equipment needs. Eligible equipment included only items to make a patrol boat minimally operational, such as the boat trailer, motor, radios, lights, and first aid equipment.

In March 2007, the State Parks Board approved the addition of the following specific items that are allowable under Statute (A.R.S. § 5-383): GPS, sonar/radar equipment, diving equipment, portable intoxication equipment, hazard buoys and signs, warning devices, navigational aid devices, accident investigation tools, personal protection equipment, mobile data terminals, training and operation and maintenance (specifically repair costs to keep the boat and allowable equipment functional). The amount available for distribution from Fiscal Year 2009 revenue is \$ 1,804,423.

Table 6. LEBSF Fund Grants Awarded by County in FY09

County	Grants Awarded	Grant Award
Coconino	1	\$ 191,249
Gila	1	\$ 153,767
LaPaz	1	\$ 302,222
Maricopa	1	\$ 297,320
Mohave	1	\$ 597,417
Navajo	1	\$ 68,459
Yuma	1	\$ 193,989
Total 7 Projects		\$ 1,804,423



The Yuma County Sheriff's Office purchased a Watercraft/Airboat, with help from SLIF funding of \$93,749. This is a completed project from grant award year 2007.


Summary of all Grant Programs

Table 7. Summary of 2009 Grant Awards for all Grant Programs

Program	Amount Available	Grants Awarded	Amount Awarded
Local, Regional, State Parks Heritage Grant Fund Program (LRSP) and Land and Water Conservation Fund (LWCF)	\$ 0	0	\$ 0
Historic Preservation Grant Fund Program (HP) (Second Cycle 08)	\$ 0	0	\$ 0
Historic Preservation Grant Fund Program (HP) (First Cycle 09)	\$ 0	0	\$ 0
Trails Heritage Grant Fund Program	\$ 0	0	\$ 0
Recreational Trails Program (RTP)	\$ 647,923	3	\$ 521,560
State Lake Improvement Fund (SLIF)	\$ 0	0	\$ 0
Law Enforcement Boating Safety Fund (LEBSF)	\$ 1,804,423	7	\$ 1,804,423
Growing Smarter State Trust Land Acquisition Grant Fund	\$ 95,680,785	3	\$ 9,350,000
Total	\$ 98,133,131	13	\$ 11,675,983

Table 8. FY09 Grant Program Funds Distribution by County

County	Grants Awarded	Grant Award
Apache	1	\$ 276,300
Coconino	1	\$ 191,249
Gila	1	\$ 153,767
La Paz	1	\$ 302,222
Maricopa	4	\$ 9,334,135
Mohave	2	\$ 638,862
Navajo	1	\$ 68,459
Pima	1	\$ 517,000
Yuma	1	\$ 193,989
Total 13 Projects		\$ 11,675,983

A close-up photograph of a diverse field of wildflowers. In the foreground, a tall stem of blue lupine flowers stands prominently, its small, bell-shaped blossoms arranged in a dense raceme. To the right and in the background, there are large, bright yellow Brittlebush flowers with multiple petals and prominent centers. Interspersed among these are numerous pink Owl's Clover flowers, which have a more delicate, multi-petaled appearance. The overall scene is a rich, colorful display of spring wildflowers.

With sufficient rainfall wildflowers make a stunning display at many Arizona State Parks. For the second year, the agency has posted an online Ranger Cam that allows the public to view the blooms weekly at AZStateParks.com/RangerCam. This photo of Brittlebush, Lupine, and Owl's Clover was taken at Alamo Lake State Park.



Wintertime is special at SLIDE ROCK

SLIDE ROCK STATE PARK

Slide Rock State Park is a great winter getaway. It's the only state park in Arizona that has a swimming pool. The pool is open from 9 a.m. to 5 p.m. from January 1 to March 31. The pool is located in the park's historic building. For more information, visit us online at www.arizona.gov/parks.

deals

MEGA DINING DEALS

Arizona Living

EXPLORE ARIZONA

Friday, July 10, 2009
Phoenix, Arizona
PHX BUSINESS JOURNAL
Page 11

ASD

Lower MOUNTAIN VIEW

was a junior ranger. Then she became a ambassador for nature. You played a role.

Arizona Lottery

Arizona Lottery



The Good, the Bad ...

Monday, January 19, 2009
Yuma, Arizona
THE SUN
Page A2

Media impressions that the agency was able to capture for Fiscal Year 2009, were more than 336 million. Stories about Arizona State Parks were featured in many international, national, and regional publications and multimedia outlets, including TV, radio, and the internet.

Rock

Cuesta del 77

March, 2009
Phoenix, Arizona
ARIZONA HIGHWAYS
MAGAZINE
Page: 14

Arizona Hikes for **MANLY MEN**

Story and Photos by Paul Beakley

Shots will smoke will be spilled - of a gathering moment groups in ing will pit group other in a skit weekend at Yuma State Historic Park and spend a little tin western Arizona.

Tour
Spend a day on the Colorado River while viewing the wonders of Yuma. Yuma River Tours offers a variety of packages for individuals or groups. The tour stops at historical sites or great boat tour lasts from 9:30 a.m. to 4:00 p.m. and includes lunch, stops at the Wildlife Refuge and old ranch site. Details: 928-784-4400, yumarivertours.com.

Stay
Yuma has many chain hotels to choose from. Or try Jenny Kent Bed and Breakfast. Each room has a private bath and costs \$69 per night. This inn is a short walk from the territorial prison and has a honey atmosphere. A common room has a computer and internet access. Reservations can be made for extended stays with kitchen privileges. Continental breakfast is served, with full breakfast on request. The house was built in 1905 by...

FULL

At Julieanna's Patio Cafe, 1951 W. 25th St., dinner entrees include grilled fish of the day and chicken marsala. Reservations: 928-317-1961. For more restaurants, go to visityuma.com/members/dining.htm.

THE GUNFIGHT

What: A two-day skit featuring Old West re-enactment.
When: 9 a.m. - 5 p.m. Jan. 11 and 12, 2009.
Where: Yuma Territorial Prison State Historic Park, 1315 Broadway Road.
Admission: \$5, \$10, and \$15.

Public Information Office

Communications

The Public Information Office develops communications plans and strategies for informing Arizona's residents and visitors about the programs and projects being managed by the Arizona State Parks department. The mission of the agency is to manage and conserve Arizona's natural, cultural, and recreational resources for the benefit of the people, both in our parks and through our partners. The public information officers communicate this message to these audiences and support the divisions for public involvement, planning, educational projects, research, natural resource planning, and partnerships for the agency.

Each year the goal of the Public Information Office is to promote the mission and vision of the agency to many different audiences. One of the key audiences is the media who then report the news to the public about issues that relate to State Parks programs, open space, nature resource planning, cultural preservation, off-highway vehicle education, and grants to communities. The in-house staff does not use outside assistance and manages their own media lists and contacts, thereby increasing impressions of statewide projects within the agency for a very small

investment in time. The public information office staff assist both internal and external customers who have thousands of questions relating to this state agency and the programs.

Veterans Annual Pass Program

The types of activities handled by the Public Information Office include customer service (both internally and externally) as well as the management of the nearly 1000-person Veterans Annual Pass Program. This program serves Veterans who are 100% disabled and Arizona residents. For the next fiscal year, in order to save in overhead costs, the pass will be issued as a four-year Pass. This will eliminate many of the administrative costs for printing, mailing etc.

Media Measurement

The overall public relations and marketing strategy is to enhance the public's awareness while being guided by the mission and vision statement. Utilizing free media exposures, partnerships through promotions, special events, and special projects, the PIO staff build media impressions on projects and activities that provide income through gate fees. The two PIO were able to generate more than 2,429 free print stories this year. That number includes more



Veterans Pass

than a hundred television and radio programs about the State Parks agency.

The media impressions that the agency was able to capture for the Fiscal Year 2009, were more than 336 million.

The agency encourages Arizona's residents to take advantage of the various opportunities for recreation and cultural advancement in the State Park system, as well as informs them of the various uses of their grant fund monies distributed statewide. Historic preservation compliance issues, workshops, and natural resource protection are all part of the effort to educate the public about the resources provided by each division within the State Parks agency.

The types of media activities include coordinating radio and television interviews and public service announcements statewide. Staff spokesperson training, a handbook and other information developed for the agency are used to increase the level of knowledge for spokespersons for the agency.

Television news spots are developed regularly in Phoenix, Tucson, Flagstaff and Yuma for Arizona State Parks. Video produced by the agency, runs regularly on City cable channels, network channels, and national PBS networks. The Arizona State Park's web page is promoted in every release and stories specifically written for trade journals that deal with camping, hiking, birding and RVing.

Media Tools

A variety of tools are used to assist the reporters to increase the value of the stories written by reporters. Those tools include free raw event and park video, still photos, press releases, and written stories. CDs with photos and material are utilized instead of printed press kits and are mailed to media internationally. Stories about programs have been written and published in travel and trade magazines as well as major national newspapers such as the New York Times and the Los Angeles Times, Washington Post and Chicago Tribune. International coverage for the State Parks and rural communities are generated for stories in newspapers and magazines worldwide.

Travel guides, maps, books, web pages, and other types of publications receive updated information and pictures to enhance exposures. The PIOs consult with journalists to produce information for textbooks and tourism-related books such as Frommers and Fodors travel guides. Speaking engagements are coordinated throughout the year with non-profit organizations statewide to help increase awareness of the Parks and activities within the divisions.

Kartchner Caverns State Park is now world renowned because of the stewardship tactics taken by this agency and that message goes out worldwide on a regular basis. Ongoing scientific stories have resulted in added publicity for the cave in many scientific journals



The PIO office also coordinates the Phoenix office vehicle fleet.

and magazines. Media stories about Kartchner Caverns have generated a strong response in sales as indicated in all the media tactics tracking statistics. The highest numbers of reservations are attributed to free newspaper articles where coverage seems to attract the most attention by the public and generate calls to the reservation area.

Arizona Public Broadcasting “EIGHT” Partnership

Last year a series of 13 short stories was completed with the local PBS Channel. Those pieces were broadcast individually and included in the EIGHT series called “Arizona Stories.” The final component was getting those stories transferred to DVDS and on the market for sale by EIGHT and also distributed through the Park’s gift stores. The Park’s onsite exhibits will be dramatically enhanced when those videos are incorporated into each park interpretive program.

Arizona Lottery Partnership
The Arizona Lottery chose one of the Park’s most passionate Junior Ranger volunteers, Sydney, to represent the Heritage Fund in advertising and marketing statewide last year. She is sharing her enthusiasm with other kids, inspiring others to get outside and

learn from nature. She became an ambassador for nature through the State Parks programs and with the support of the Arizona Lottery.

Media Partnerships

Public broadcast television shows are continuing to run in major markets with support from the Arizona Office of Tourism, Arizona Game and Fish Department, Department of Commerce, Arizona Lottery, Arizona Highways Magazine, Arizona State University, Northern Arizona University, University of Arizona, and the Tucson Convention and Visitor’s Bureau. All the partnerships with these entities help support State Parks’ efforts and help educate the public about their State Parks system.

Volunteers

Encouraging the public to volunteer for the State Parks through the media has helped increase the volunteer base to more than 800 volunteers who are now assisting parks and monitoring archaeological sites statewide. Press releases encouraging volunteering for the parks and the Site Steward program are developed in conjunction with the parks and communities.



Arizona Stories, produced by PBS, featured the history of many Arizona State Parks.

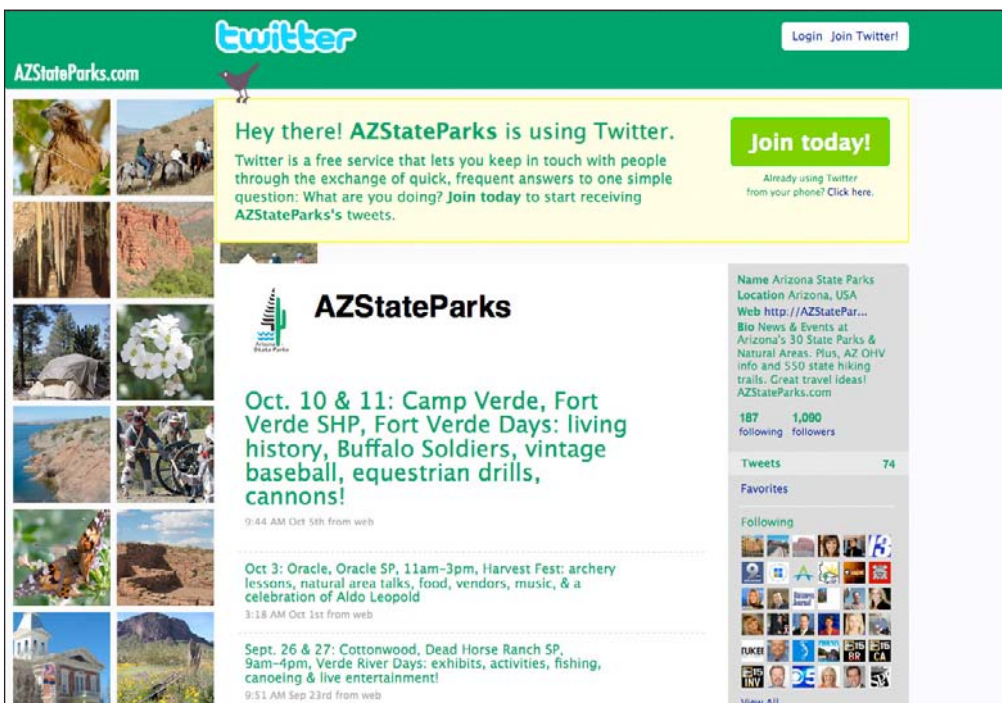
Social Networking

Last year the agency initiated a social networking “Twitter” page. This service now has 1300 people following the tweets. This is another tool to reach reporters and the public to inform them about activities in the parks. The PIO Office also coordinates with Research & Marketing to operate other social networking tools including Facebook, MySpace, and a YouTube Channel.



Facebook Fans:
800

Facebook.com/AZStateParks



Twitter Followers:
1,300

Twitter.com/AZStateParks

Home Browse People Find Friends Local Music Video Games More Log In Sign Up

Arizona State Parks
 Conserving Arizona's Treasures
 View My: [Photos](#) | [Gifts](#)

Arizona State Parks
 52 / Male
 Phoenix, Arizona, US

[www.myspace.com/azstateparks](#)
[Add to Friends](#)

Interests

General
 Camping, Hiking, Fishing, Tenting, RVs, Camping Cabins, Horseback Riding, Boating, Canoeing, Wildlife Viewing, Picnics, Historic Preservation, Cave Tours, Junior Rangers and more!

Friend Space (Top 7)
 Arizona State Parks has 18 friends.

View: [All](#) | [Online](#) | [New](#)

[Tom](#)
 Tom Anderson

[rita](#)
 rita Gonzales munoz

Blurbs

About me:
 Arizona State Parks protects and preserves 30 State Parks and Natural Areas. The agency also includes the [State Trails Program](#), outdoor-related [Grants Program](#), the [State Historic Preservation Office](#), as well as the [Arizona Off-Highway Vehicle Program](#), and more. Arizona State Parks manages 7 of the top 25 most visited natural attractions in Arizona. To learn more visit [Find-a-Park](#) or check out our [Map of State Parks](#). Please visit our [Contact Us](#) page to send us a message.

Who I'd like to meet:

[Explore Arizona State Parks:](#)
 Get details on facilities, check out live weather, download park maps, see interactive driving directions and more.

[Alamo Lake State Park](#)

MySpace Page:

Myspace.com/AZStateParks

YouTube Broadcast Yourself™ Home Videos Channels Shows Search Create Account or Sign In Subscriptions History Upload

AZStateParks's Channel [Subscribe](#) All Uploads Favorites

ARIZONA STATE PARKS
 AZStateParks.com

Picacho Peak State Park 1 ratings ★★★★★
 From: AZStateParks | December 05, 2009 | 77 views
 Picacho Peak State Park in Picacho AZ, is known for its unique geological significance, outstanding and varied desert growth, historical importance, and challenging hike to the top. Video produced by KAET-TV Eight PBS. Used with permission.

[View comments, related videos, and more](#)

Uploads (19)

- [Yuma Territorial Prison State Historic Park](#)
235 views - 1 week ago
- [Riordan Mansion State Historic Park](#)
146 views - 1 week ago
- [Picacho Peak State Park](#)
77 views - 1 week ago

[see all](#)

Favorites (5)

- [Homolovi Ruins State Park](#)
AZStateParks - 152 views
- [Fort Verde State Historic Park](#)
AZStateParks - 86 views
- [Yuma Territorial Prison State Historic Park](#)
AZStateParks - 235 views

[see all](#)

YouTube Channel

YouTube.com/AZStateParks



Arizona State Parks



Skip!

- ASP Home Page
- Find a Park
- Event Calendar
- Audio Updates
- Press Room
- Trails Program
- Off Highway Vehicle Program: OHV
- Grant Programs
- State Historic Preservation Office
- Volunteer
- Publications
- Gift Shop
- Advisory Committees
- ASP Board
- Employment
- Contact Us
- Site Map

Parks Newsletter

[Sign up for Newsletter](#)
[State Parks Map](#)

Arizona State Parks Home Page

Google Custom Search

[Picacho Peak State Park Temporarily Closed](#)
[McFarland State Historic Park Temporarily Closed Starting October 1](#)



4th Annual Apple Festival Slide Rock, Sept. 20 & 21

The Arizona State Parks Foundation and Arizona State Parks celebrate the 4th Annual Apple Festival from 9 am to 3 pm at Slide Rock State Park. The park is located just north of Sedona in Oak Creek Canyon. [Listen to Interview about this event.](#) [Read Calendar Listing with bands scheduled to appear.](#) Or [Volunteer to help at this event.](#)



Learn about upcoming events and activities around the state at many Arizona State Parks. [Learn More](#)



Internet Only Ticket Sale September

Online Tickets Kartchner Caverns®

There's still time to take advantage our Summer internet ticket sale for Kartchner Caverns. Book now, time is running out. [Learn More](#)



Take our Trail User Survey

Let your voice be heard. We are asking for parks and trails enthusiasts to give input and feedback into the trail planning process. [Learn More](#)



First Sunday Red Rock, Sept. 7

Kathy Sullivan, Condor Coordinator for Arizona Game & Fish Department, will present "California Condors in Arizona." [Learn More](#)



20th Annual Verde River Days Dead Horse Ranch, Sept. 27 & 28

The activities during Verde River Days promote preservation and care of the environment by showcasing informative exhibits on the Verde's riparian habitat. Some of the day's events include environmental exhibits, hands-on-activities, fishing, canoeing and live entertainment. [Learn More](#)



Anza Days Tobac Presidio, Oct. 18 & 19

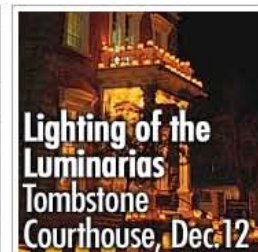
Come join us for annual cultural event celebrating the 1775 Anza Expedition. Native dancers, lectures, and Tubaqueños demonstrations. [Learn More](#)



Veteran's Day Fort Verde, Nov. 9



Night Under the Stars Alamo Lake, Nov. 22



Lighting of the Luminarias Tombstone Courthouse, Dec. 12

The revised agency website launched in Fiscal Year 2009. Besides more detailed park information, the site presents interactive driving directions, live weather data, photo galleries, feature stories, podcasts, and more. The Trails portion of the site won the 2008 American Trails Website Contest for the category of "State Agency Site."

Research & Marketing

The Research and Marketing (RAM) section seeks to raise awareness about Arizona State Parks and encourage new and repeat visitation. We market our parks and programs to various audiences through advertising, events, our website, email communication, and collaboration with our partners. We conduct research on our customers, Arizona residents, our parks, trends in the recreation and tourism industry, new marketing strategies, and fill requests for information from agency decision-makers, the media and the public. We also provide graphic design assistance for the agency, as well as maintain and update the agency's website.

Revised Website Launches

In Fiscal Year 2009, RAM launched the agency's revised website, AZStateParks.com. The site has expanded features for the visitor and provides in-depth information about the park system, including a photo gallery of each park, easy-to-use driving directions, specific park fees, and much more. The entire project has been a concerted team effort of not only RAM staff but also park staff across the agency, affectionately called "the Web Team." The ASP site typically receives 2,000-4,000 visitors a day, and the new site attempts to convert web visitors into park visitors by showcasing what

activities are available at the park, how to get there, and how much it costs. Some of the specific features of the new website design include:

- individual sites for each park with expanded information
- photo galleries with interpretative captions for each park
- interactive map with satellite and terrain views
- interactive driving directions to each park with GPS coordinates
- downloadable and printable park maps
- volunteer position information for each park
- detailed facility information, including group day use and camping facilities
- easier to understand fee structure
- downloadable Junior Ranger activities for kids
- history of each park
- email newsletter sign up box
- science page with ecology, archaeology and cultural history information
- area attraction information
- enhanced visitor tracking
- "find a park" feature allows visitors to locate a park based on interest

The new Press Room area of the website makes it easier for journalists to find out information about current and upcoming events at the parks. Besides a



Example of the newly re-designed park brochures for Buckskin Mountain.

downloadable media calendar, the Press Room also features an RSS feed which allows the media various ways to receive automatic notifications of new press releases.

In addition to the information about parks, sections for OHV, Trails, SHPO, and the Volunteer Program were also launched. These sections were created with help of others agency personnel.

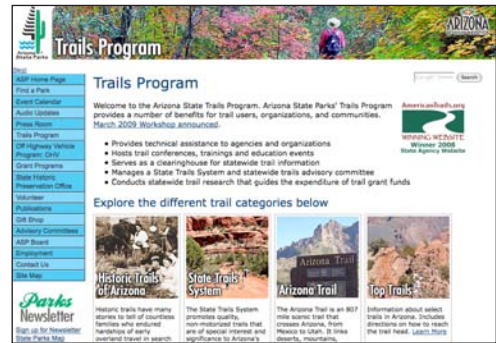
For Fiscal Year 2009 the website had 1,493,083 visits with 7,281,506 pageviews. Average time spent on the website was 3:26, and the average number of pages per visit was 4.88. See more detailed website data, including where visitors are from, in the Appendix.

Trails Section of Site Wins Award

The Arizona State Trails Program portion of the website won the 2008 American Trails Website Contest for the category of “State Agency Site (for state trails program or trails in state parks).” Arizona State Parks was selected among an large number of applicants in this annual contest.

The new and updated Trails section of the agency website launched November 11, 2008. It was created in cooperation with Resource Management. The site offers comprehensive information on the State Trail System, Historic Trails of Arizona, and more.

The American Trails (AT) contest seeks and recognizes the best websites in cyberworld focusing on trails and greenways. AT looks for sites that really make trails come alive, and provide effective information delivery, support



Trails Home page at AZStateParks.com/trails

volunteers, and engage the public. In short, AT wants to showcase ways that advocates and agencies are making a difference for trails.

Monthly Parks Newsletter / Email Database

In an effort to promote ASP events and the agency mission more effectively, RAM sends out a monthly Parks Email Newsletter. The Newsletter is used to promote upcoming special events and accomplishments within ASP, including cultural and conservation efforts. It also contains a monthly calendar of events.

Table 9. Website Subscribers

Month	Subscribers
September 2008	157
October	139
November	111
December	unknown
January 2009	737
February	291
March	185
April	110
May	97
June	128



Our Newsletter is sent to approximately 12,000 subscribers per month. This list is comprised of people who signed up to receive the emailed newsletter via raffle slips at outreach events, sign-up sheets at the parks, and by subscribing directly on the website. At a cost of approximately 1¢ per email, it's the most economical way to reach customers. Each month, emails that "bounce" are removed. The number of people who have subscribed from our website since launching the new site is displayed in the table (previous page):

Education

RAM targets educational opportunities for life-long learners through Arizona State Park's educational programs, curricula, and creative ventures.

These programs benefit State Parks by enhancing the agency's image and name recognition. Park programs also highlight the relevance and importance of information provided for a well-rounded educational experience in Arizona. These goals are also accomplished through participation in special events, conferences and workshops geared specifically toward educational groups.

ASP partnered with both the Arizona Plein Air Painters and the Tucson Plein Air Painters Society to host a series of Plein Air "paint outs" at the Arizona State Parks. These paintings capture the magnificence of nature and raise awareness of the need

Arizona State Parks
~ Conserving Arizona's Treasures ~

**Take a Hike and Win!
National Trails Day**

Explore trails in Arizona by visiting Arizona State Parks. When you visit a participating State Park between now and National Trails Day on June 6th, you can register to win State Parks merchandise! [Learn more about National Trails Day 2009](#)

**National Trails Day
Take a Hike & Win**

All you have to do for your chance to win is [download & print registration form](#), hike a trail at one of the participating AZ State Parks, and drop off registration form at one of the following visitor centers:

Dead Horse Ranch, Fool Hollow Lake, Homolovi Ruins, Lyman Lake, Red Rock, Slide Rock, Boyce Thompson Arboretum, Catalina, Lost Dutchman, Oracle, Patagonia Lake, Picacho Peak, Roper Lake, Tubac Presidio.

Prizes include: Arizona Trail Guides, a hiking stick and baseball hat, plus an Annual Pass and 2-Night Stay in a camping cabin or yurt.

**May 2009
Parks
Newsletter**

[Jump to May
Calendar of Events](#)

[Take a Hike and Win](#)

[Arizona Family
Adventures](#)

[Music in the Park](#)

[Junior Ranger](#)

["Arizona's Amazing
Women"](#)

[Parks with 5-day
Schedules](#)

Music in the Park	"Arizona's Amazing Women"	Parks with 5-Day Schedules
Music in the Park: Diamond Jim Hewitt Oracle, May 10	Amazing Women Riordan Mansion	
Oracle State Park May 10, 2009 7 – 9 pm, Diamond Jim Hewitt and Friends perform on Fiddle, Celtic Harp, Cello, Piano and Guitar for a moonlit concert on the upper patio of the Kannally Ranch House. Music will be a selection of Celtic aires and hornpipes, drawing from the tradition of O'Carollan, as well as original tunes, bluegrass and folk ballads. Tickets \$10 in advance or the day of the event. (Photo by Liz Richards).	Riordan Mansion May 12, 2009 Brown Bag Lunch Lecture 12:15 pm. Presented by Susan Olberding, Kathy Farretta, Nora Graf, & more. The AZ Women's Hall of Fame program is dedicated to sharing the stories of women, the stories of their struggles, accomplishments & contributions to our communities, heritage & freedom—the way women created, shaped & changed our state & nation's history with	Some State Parks Will Transition to Five Day Schedules In an effort to keep the parks as accessible to the public as possible, some State Parks will transition to reduced days and hours of operation. Parks Currently Closed Tuesdays & Wednesdays Tombstone Courthouse Tubac Presidio Yuma Territorial Prison Yuma Quartermaster Depot Starting May 5 Fort Verde

Example of the May 2009 monthly Parks Newsletter which is sent to nearly 12,000 subscribers. The Newsletter features stories, upcoming events, links to park website pages, and more.



The Green Guide publication is the primary marketing collateral for Fiscal Year 2009. A page on the agency website shows the public where they can pick up a copy: from our parks, the Phoenix office, or one of our many Distribution Partners.

to be stewards of our parks for artists, collectors and visitors for generations to come.

A gallery showing occurred at Tubac Presidio State Historic Park's Otero Hall in January 2009, and at the Mayo Clinic in Scottsdale, Arizona from February to March 2009.

Partnerships with the Girl Scouts (including the Sahuaro and Cactus Pine Councils) have resulted in the creation of park-specific Girl Scout patches. Patches have already been created for Red Rock State Park and Kartchner Caverns State Park, and a new patch was created for Riordan Mansion State Park.

“Green Guide” Publication

The “The Green Guide” premiered in May 2009. It’s a beautiful, glossy, information-packed, full-color, 64-page, magazine-style publication that shows people what they can find at Arizona State Parks.

The agency did not pay any money to print this publication. This publication was funded by the American Park Network, a company that produces similar guides primarily for National Parks. The Arizona Lottery also has an advertisement in the guide which contributed to the production. No funding came out of ASP Heritage Fund or any other ASP funds.

The Green Guide is the most in-depth marketing piece ever produced for the agency, with information about every state park, volunteering, the junior ranger program, partners, natural resources in the state, plus a fold out agency map. The content was created by RAM and the PIO section.

The Green Guide is eco-friendly too, and is printed on 100% recycled paper, is produced without chlorine, and is certified by the Forest Stewardship Council.

RAM received a shipment of over 160,000 guides and used a multi-tiered distribution plan. Green Guides were distributed via tourism centers, rest areas, hotels, chambers of commerce, gas stations and more. To save costs, no Green Guides were mailed out.

Table 10. ASP Advertising Outlets, July 2008 to March 2009

Magazines	Impressions
National Parks	669,900
Raising Arizona Kids	360,000
Travel 50 & Beyond	759,000
RV Journal	680,000
Arizona Drive Guide	200,000
Sunset	4,873,000
RV West	90,000
Wavelength (w/Public Radio)	50,000
Tucson Destination Planning & Visitor Guide	180,000
Phoenix Valley Guide	245,000
Highroads (AAA)	2,066,400
True West	600,000
Phoenix Magazine	800,000
Backpacker	1,200,000
Fitness Plus	2,100,000
Sweat	360,000



Example of a quarter-page ad that ran in AAA's Highroads magazine.

Radio	Impressions
KTAR/KMVP	486,540
KTAR/KMVP InternetKids	54,808
Yavapai Broadcasting	40,000
KJOK & KLJZ radio	37,000

Television	Impressions
KAET	1,371,429

Other	Impressions
College Times Bowl Guide	75,000
Riley Maps (Northern Arizona - 6 parks)	8,975
Cottonwood Connect	20,000
Yuma Maps - Metro Mktg	40,000
Tucson City Map	500,000
Woodalls	233,180
Trailer Life	600,000

Total Impressions All Paid Media:
28,648,990

Data from July 2008 to March 2009.
Due to budget restrictions, all paid advertising ceased starting in April 2009.

Newspapers	Impressions
Winter Getaways (Insert)	500,000
Cactus League (Insert)	1,000,000
Lovin' Life	420,000
New Times	305,000
AZ Tourist News	1,050,000
Arizona Republic	1,001,483
Arizona Daily Star	2,000,000
Arizona Daily Sun	609,180
East Valley Tribune	585,000
Larson Newspapers	225,000
Tri Valley Dispatch	108,750
Wick Communications	161,370
Yuma Daily Sun	756,000
Tucson Weekly	450,000
Lake Havasu Area White Sheet	236,000
ANA Advertising	107,425
Todays News Herald	112,500
Parker Pioneer	22,500
San Manuel Miner, Copper Basin, Sun (Superior)	42,800
Northwest Explorer	250,000
Oracle News	5,750

Advertising

RAM places paid advertising in select media to more effectively reach target markets, whether it is in-state residents or out-of-state visitors.

The tables (previous page) show Fiscal Year 09 advertising that includes the publication name and the number of impressions generated. In total, from July 1, 2009 through March 2009, we had nearly 29 million impressions at a cost of approximately \$74,000, or 392 impressions per dollar spent.

A focus of our recent ads has been to drive more traffic to our website by advertising that park maps, photo galleries, interactive driving directions, and Junior Ranger activities are all available on the revised website.

Given budget restrictions all paid advertising stopped in April 2009. Much like the rest of the agency, RAM is currently working on finding creative ways to do more with less, but will continue to promote ASP and make sure our potential customers are aware of our parks.

Research

Research is the backbone of a high-quality marketing program and informs the strategic planning process at Arizona State Parks. Internally, research is used to support special projects or needs, and assess agency functioning. Externally, research is used to determine recreation trends, in our parks, in the state, regionally and nationally, to assess the public's awareness and image of our parks,

the economic impact of parks on surrounding areas, and visitors' satisfaction and demographics.

RAM section evaluates visitor experiences at our parks using Special Event Surveys, such as the Fiscal Year 2009 Suvoyuki Days Visitor Survey, the Pay for Performance evaluation, the Kartchner Caverns Exit Survey and larger scale surveys, such as the 2006/07 Visitor Survey. Employees' experiences are also solicited on surveys such as the 2008 Employee Survey, Pay for Performance evaluations, the Strategic Plan on Talent (SPOT)'s Retention and Staff Development surveys, and the 2008 Teamwork and Training Conference Evaluation. These surveys provide information that can be used to improve the experiences of both internal and external customers, and continue to ensure that Arizona State Parks are high quality places to visit and to work at within the state.

RAM staff also respond to public, partner and agency requests for information. For example, in Fiscal Year 2009, RAM staff provided information on trends in outdoor recreation, visitation and revenue within ASP and other state parks systems, and other topics as requested by the Governor's Task Force on a Sustainable State Parks system, the Arizona State Parks Board, ASP's Executive Staff, the Arizona legislature, the media and the public.

In combination, the goal of these efforts is to allow Arizona State Parks to continue to strive to provide the best and most relevant opportunities possible to personnel, Arizona tourists,

and residents of Arizona. Below is a more detailed list of several of the research projects RAM has undertaken or attempted to undertake in Fiscal Year 2009:

Arizona Residents

In 1994, 1997 and 2003, Arizona State Parks, in collaboration with partners such as Arizona State University, conducted studies of Arizona residents to determine: 1) recreation usage patterns, 2) recreation motives, 3) leisure constraints, 4) preferences for services and facilities at Arizona State Parks, 5) attitudes towards fees and park policies, 6) preferences for information about ASP, and 7) resident demographic characteristics. These studies included telephone surveys of randomly selected residents, and follow-up mail surveys for respondents who agreed to participate. Although we attempted to replicate this study in 2008/09, due to budget restrictions, we were unable to collect this information. In the meantime, we are examining secondary sources (e.g., Statewide Comprehensive Outdoor Recreation Plan, 2008; National Survey on Recreation and the Environment, 2008 and others) to identify the preferences and outdoor recreation activities engaged in by Arizona residents.

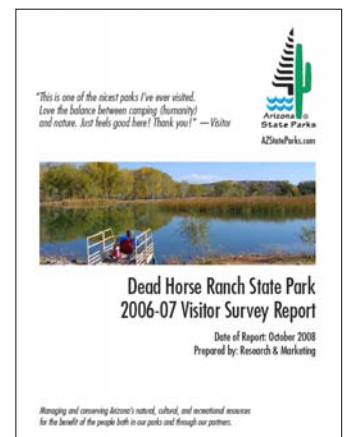
The third ASP Visitor Survey was completed in fiscal year 2006/2007. The ASP Visitor Survey is a social science research project conducted once every five years in collaboration with the Arizona Hospitality Research and Resource Center at Northern Arizona University. The purpose of this survey is to: 1) identify

ASP visitor profiles of activity participation, travel group and demographics; 2) identify visitor expectations and assess customer satisfaction; 3) identify preferences for communication sources and information delivery; 4) identify willingness to pay for selected state park services; 5) identify economic impacts of visitors; and 6) identify the perceived benefits and experience preferences of state park visitors.

Research staff has used this information to answer questions posed by the Operations section, the Development section, specific parks, the Board, Executive Staff, legislators, the media, and community stakeholders. In addition, future plans include continuing to use this data to identify trends in outdoor recreation over time at Arizona State Parks. Data from this project has also been used to update the Economic Impact Study conducted in 2002; the most requested document in the agency. In addition, three parks have received a report, which includes specific information from the parks' visitors, and the remaining parks will also receive them. These reports will also be used to update park marketing plans.

In the recently updated Economic Impact of Arizona State Parks Study, researchers from Northern Arizona University's Arizona Hospitality and Resource Research Center, in collaboration with RAM staff, found that:

The combined total economic impact (direct spending, indirect and induced impacts) of each park type on Arizona counties was:



A park specific research report for Dead Horse Ranch State Park, published Oct. 2008.

- Recreation parks – \$156.8 million
- Historic parks – \$35.4 million
- Conservation parks – \$32.2 million
- Calculated at the state level for FY07, the total economic impact of Arizona State Parks on the state was \$266,436,582.

Employee Research – RAM collects information from Arizona State Parks employees through a variety of methods and for a variety of purposes. ASP employees regularly have the opportunity to rate co-workers performance and customer service, in order to identify customer service issues and address internal problems. In addition, feedback on the Employee Survey measures employees’ perceptions of their job, their supervisor, management, agency communication, and demographic information allowing assessment of agency functioning.

Park/Event Surveys – Several ongoing or annual surveys provide information and analysis for park staff for use in future planning or addressing customer service needs. Examples include: Kartchner Caverns State Park Exit Survey, the Archaeology Expo Survey, Homolovi Suvoyuki Day Survey, and the Arizona State Parks Teamwork & Training Conference.

Outreach Events

RAM presents park information at a number of on-park and off-park events, and engages the audiences with park-specific and special event information.

Brochures and other marketing collateral are distributed to our target audiences at these tradeshow and events, including education-related events. The table (next page) highlights events RAM attended in Fiscal Year 2009.



On April 18, 2009, a Plein Air "Paint Out" event took place at Lake Havasu State Park.

Table 11. RAM Major Outreach Events, FY09

Event

Science in the Park
Verde River Days
National Public Lands Day
ASU Polytechnic Annual Education Fair
Military Appreciation Day Operation Home Front – Fear Farm
Juan Bautista de Anza Days
Fiesta de las Calabazas
Earthfest Educators Night, Phoenix Zoo
Key Magazine “Kick Off the Season Trade Show”
Night Under the Stars
Maricopa County Home and Landscape Show
Northern Arizona Wedding Expo
Winterfest 22nd Annual
Arizona Travel Show
Gilbert Library – Arizona Natural Resources Day
Southwest Flower and Garden Show
Tres Rios Nature Festival
Archaeology Expo
Gilbert Feathered Friends Festival
Girl Scout Leader & Community Partner Expo
AZ Game & Fish Outdoor Expo
Hassayampa River Preserve
AZ National Guard - Earth Day Celebration
Verde Valley Birding & Nature Festival
Nature Education Day & Art Auction at The Farm So. Mnt.
Medtronic Earth Day
Payson Wildlife Fair
Girl Scouts Green Day at the Zoo
Women’s Health Expo
Arizona Highways Travel Show
National Get Outdoors Day
SHPO Historic Preservation Conference
Summer Agricultural Institute
Sprouts Farmer’s Market Promotion, multiple events



The RAM Outreach booth at the 2009 Arizona Archaeology Expo held at the Pueblo Grande Museum and Archaeological Park in Phoenix.



On March 14 & 15, 2009, nearly 1,500 people attended the Arizona Archaeology Expo which was held at the Pueblo Grande Museum and Archaeological Park in Phoenix. The Archaeology Expo is sponsored by the SHPO, Arizona State Parks, the Governor's Archaeology Advisory Commission, and the City of Phoenix. Many other partners joined together to present a varied format offering two days of educational, hands-on archaeology programs to the public.

State Historic Preservation Office (SHPO)

The responsibilities of the State Historic Preservation Office (SHPO) are defined in state and federal law (A.R.S. 41-861-864 and 41-511.04: P. L. 86-665, National Historic Preservation Act of 1966, as amended). Programs include:

- Comprehensive historic preservation planning
- Survey and inventory of heritage resources
- National/State Register of historic Places nominations
- Review and compliance of federal undertakings and state plans
- Federal grants and Federal and State Tax incentives administration
- Certified Local Government oversight
- Public education

Statewide Preservation Planning: The Arizona Historic Preservation Plan was approved and published. A planning charrette was held in Nogales that encompassed the downtown area on both sides of the border.

National and Arizona Register of Historic Places

Newly listed Arizona/National Register Nominations included:

Apache County

- Sage Memorial Hospital School of Nursing, National

Historic Landmark, Ganado (1/16/2009)

Cochise County

- Chiricahua National Monument Historic Designed Landscape (10/31/2008)
- Fry Pioneer Cemetery, Sierra Vista (1/15/2009)

Coconino County

- Sedona Ranger Station, Sedona (8/29/2008)
- Babbitt Brothers Ice House, Flagstaff (4/8/2009)

Maricopa County

- Bragg's Pies Building, Phoenix (1/16/2009)
- Myrtle Avenue Residential Historic District, Glendale (1/22/2009)
- Valley Field Riding and Polo Club, Scottsdale (2/5/2009)
- La Hacienda Historic District, Phoenix (2/13/2009)
- Burgess Lateral Historic District, Phoenix (4/16/2009)
- George O. Dowdy Rental Cottage, Glendale (4/30/2009)
- McCullough-Price House, Chandler (5/20/2009)

Pima County

- Barrio El Hoyo Historic District, Tucson (8/13/2008)
- Empirita Ranch Historic District (1/8/2009)
- Aldea Linda Residential Historic District, Tucson (6/5/2009)



The Little Outfit School in Santa Cruz County is a recent addition to the Arizona/National Register of Historic Places.



Eduardo Pagan and Gwendolyn Wright, hosts of PBS's History Detectives talk with Arizona Attorney General Terry Goddard at the 2009 Historic Preservation Conference in Phoenix, Arizona. The theme of this year's conference was "Building A Case For Communities."

Pinal County

- Evergreen Addition Historic District, Casa Grande (1/22/2009)

Santa Cruz County

- Little Outfit Schoolhouse (1/8/2009)

Yavapai County

- North Prescott Townsite Historic District, Prescott (5/13/2009)

Survey

The following historic-period property surveys were done: Northfield (Glendale), Indian Hill Historic District (Tucson); Thunderbird Estates/McDonald Addition (Glendale)

Certified Local Government

Twenty-six communities take part in the Certified Local

Government (CLG) program. CLG training was provided at the Statewide Historic Preservation Partnerships Conference.

Inventory

The AZSITE statewide inventory database and GIS system was available to preservation consultants, agencies, and researchers. There are nearly 84,000 archaeological sites in AZSITE. Over 2.7 billion acres of land has been surveyed. The Arizona State Museum, the University of Arizona, the School of Human Evolution and Social Change at Arizona State University, the SHPO a division of ASP, and the Museum of Northern Arizona cooperatively manage AZSITE.

Review and Compliance

The SHPO reviewed and commented on projects from

twenty-eight federal agencies and eight state agencies. The office also provided assistance to counties and local communities seeking advice under local ordinances. Twenty-six Memorandum of Agreements (MOA), and ten Programmatic Agreements (PA) were executed for projects and to streamline reviews.

Public Programs

- Co-sponsored seventh Statewide Historic Preservation Partnerships Conference held in Phoenix. 350 people attended the conference.
- Coordinated and co-sponsored the Archaeology Expo in Phoenix and statewide Archaeology Month activities during March of 2009.
- Coordination of the Site Steward Program including certification and training of

more than 800 volunteer Site Stewards.

- Planned and sponsored the Site Stewards Annual Conference.
- Coordinated a Traditional Cultural Properties Workshop that was held in Phoenix. 150 people attended the workshop.
- Held preservation planning meetings with the communities of Bisbee, Nogales, Hayden, Avondale, Peoria, Tucson, Phoenix, Flagstaff, Oro Valley, & Wickenburg.

State Property Tax Program

There are now over 6000 properties that have been in the State Property Tax program, over 5700 of which are currently enrolled. During the fiscal added 224 properties joined the program. The SHPO conducts reviews and advises property owners on rehabilitation plans.



Nogales Director of Planning Georges Linero chats with architect Will Bruder while leading a tour of downtown Nogales during the Nogales charrette.

Financial Management

Financial accountability and proper financial management remain a top priority for the Division. More than \$69.9 million was deposited with the agency. Over \$34.6 million was reverted to the State General Fund in Fiscal Year 2009. An additional \$19.7 million was obligated but not expended during Fiscal Year 2009.

An extensive accounting structure combined with on-time investment

practices and expenditure tracking continue to enhance fund stability and oversight. Preparing financial and statistical information for internal and external users remains a high priority.

The financial management team provides concise, targeted information as well as advice and interpretation for increasingly complex executive decision making.



At Lost Dutchman State Park, 40 miles east of Phoenix in Apache Junction, visitors can take trails from the park into the Superstition Wilderness and surrounding Tonto National Forest.

Budget Office

The Budget/Payroll Office provides the annual budget request to the Governor and Legislature and information on budget allocation, expenditure tracking, and oversight of the twelve funds used by the agency to the various internal agency users.

An Operating Budget is produced for the current fiscal year, balancing to the Appropriations and to the Other Funds budget as approved by the Board. The Operating Budget is loaded into the accounting system (AFIS) and becomes the basis for tracking expenditures and making financial decisions. The Budget/Payroll Office also ensures that over 350 employees (including a shifting number of seasonal employees) receive accurate paychecks in a timely manner.

The Budget/Payroll Office worked closely with Financial Management on program budgeting accounting structure, budget revisions and reductions and expenditure tracking reports. The two offices worked together on managing fund expenditures, appropriations, transfers and cash. The work with Financial Management is critical to the successful operation of the agency.

The Payroll Office responded to requests from management for existing and ad hoc reports from HRIS to better manage employee leave time; the Payroll Office also responded to many request from employees and supervisors regarding payroll issues. The Payroll Office ensured the timely payment of employees impacted by the Reduction in Force.

Sa 16	Su 17	Mo 18	Tu 19	We 20	Th 21	Fr 22
0.00	0.00	0.00	8.00	8.00	8.00	8.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00
N	N	HT	N	N	N	N
Additional Leave						
0.00	0.00	0.00	0.00	0.00	0.00	0.00
N	N	N	N	N	N	N
0.00 - Work Fri PM 15-Feb-2008						
T Leave 8.00						
Leave 0.00						
Reg 32.00 OT 0.00						

The Budget Office is responsible for agency payroll.

Procurement Services

Procurement Services provides service in the areas of procurement, intergovernmental agreements, contract administration, concession contract management, procurement card program management, rules review and other general office management support.

The Procurement Services Section strives to provide proactive and courteous customer service. The focus of the procurement function is to obtain quality products or services at competitive rates by the identified deadline in accordance with the Arizona Procurement Code and Agency policy.

In support of the Governor's Value in Procurement Executive Order 2005-01, the Procurement Services Section has been designated a Strategic Contracting Center. Additionally, all Procurement Services staff have attained the Certification in Arizona State Public Procurement issued by the Arizona Department of Administration State Procurement Office. Within the concession contract management function, the Procurement Services Section continues to target increasing revenues for the Agency through the identification of new opportunities and the proper management of existing contracts.



At the annual Verde River Days, at Dead Horse Ranch State Park in Cottonwood, visitors get a chance to canoe on the lagoon.

Human Resources

During Fiscal Year 2009, ASP Human Resources provided services to over 350 managers, supervisors and employees in the areas of, recruitment, staffing, retirement, benefits, employee personnel actions, employee relations, classification and compensation, worker's compensation, development of policies and procedures, employee awards, employee special events and programs, employee training, agency liaison to the Governor's EEO Office. The Human Resources team maintained an average performance rating of 2.85 out of a total score of 3 (excellent) for courtesy, professionalism and timeliness of services provided for hiring authorities and internal and external customers and were praised for their excellent team relationships with Park managers and all State Park employees.

Arizona State Park's employees attended 233 training events conducted by State Parks. This number is significantly reduced from previous years due to budgetary constraints and a hiring freeze. Two hundred and seventy employees attended training conducted by Arizona Government University (AZGU) at an agency cost of \$7,831. Two hundred and thirty-three took Arizona State Parks courses. This number is lower than last year due to the budgetary constraints that limited

employee and instructor travel. One hundred percent of new employees attended new employee orientation within two months of hire. Eighty eight percent of supervisors/managers attended the AZGU Supervisory Leadership Academy. Nine employees utilized the agency tuition reimbursement program totally \$5763.

The Human Resources staff attained a 100% participation rate for the Human Resources Academy for the Phoenix Office supervisory staff in September 2008. Agency managers, assistant managers and supervisors received training in the areas of benefit administration, recruitment and employee relations. Additional mini-academies were conducted during the year to provide support and training to first time managers and supervisors.

Approximately 4,480 applicants were reviewed to fill vacancies and over 798 candidates were qualified and forwarded to hiring authorities for consideration.

Annual employee turnover rate was 15.8% and the Park Ranger II turnover rate was 10.90%, reflecting an increase in turnover rates from the previous year.

The Human Resource team spearheaded two initiatives this year to better serve employees.



There were a total of 57 hirings in Fiscal Year 2009.



Operations staff, Park Managers, and Assistant Park Managers gathered for the 2008 Park Managers meeting.

The implementation of the Driver's license verification program, (ASEDRA), reducing administrative time frames required to perform mandatory annual reviews of employee driving records. The implementation of enhancements to the "Yes" (Your Employee Services) employees' website provided employees with 24 hour access to payroll, taxes, benefits and annual leave information.

Through the combined efforts of the Arizona Game and Fish Department, Bureau of Land Management and Arizona State Parks, Parks participated in the Governor's proclaimed, first ever "Experience Your Future Day," event on April 30, 2009, at the University of Phoenix Stadium. The Arizona Society of Human Resource Management State Council in conjunction with the Jobing Foundation, eight elementary school districts and several private educational academies, brought together for the first time over five thousand

Valley eighth grade students to experience what it's truly like to work in a chosen trade, profession or industry. This community minded effort provided valley eighth graders with a chance to dream the dream of a future career in the areas of natural resource and wildlife conservation.

Human Resources participated in all phases of the Agency's Strategic Plan on Talent, (S.P.O.T.). S.P.O.T. was created to support an engaging work environment that attracts and **retains** the best employees and ensuring the agency has the right people, in the right place, at the right time. Human Resources continues to collaborate with the Arizona Department of Administration, SHRM, and the Government Recruitment, Diversity and Human Resources Professional Action Committees hosted by Jobing.com to support and ensure the quality of professionalism and knowledge in the area of human resources at Arizona State Parks.

Computer Support



Computer Support's vision is to provide and maintain quality productivity services for Arizona State Parks. A new online campground reservation system is now in the planning stages. The system will enhance the agency through better capture of revenues and advanced planning for customers.

Computer Support Services (CSS) provides hardware, software and communication support to sections and programs of the agency. Increased security and auditing requirements of the technical infrastructure remain high on the priority list. Further, increased efficiency through energy savings of computer equipment and reductions of paper and toner usage in printer systems have continued as a primary focus during 2009.

Also in 2009, the CSS section provided development staff and technical support to develop a new Compliance Database within the State Historic Preservation Office. Combined with the

already existing Historic database application, this geographic information and database system provide policy makers, educators, and partners with land management information-affecting the the natural, cultural, recreational and conservation themes of Arizona State Parks.

Computer Support has continued the general development of agency business processes that reflect the core value of sustainable economics of visitation, within the context of preserving natural and cultural assets. An example of this is the planned campground reservation system, a new tool to manage park access in both peak and non-peak seasons.

Appendices

Source & Disposition of Funds FY 2009

	SOURCE OF FUNDS:			DISPOSITION OF FUNDS:			Unobligated Balance Forward*	Ending Fund Cash Balance
	Beginning Cash Balance Forward	Revenue	Expended	Obligated	Reverted			
1000 - General Fund								
General Fund Revolving Funds**	18,200	0	0	9,650	8,550	0		
General Fund Revenue	0	468	0	0	468	0		
General Fund Operating Appropriation	0	8,597,400	3,484,374	826	5,112,200	0		
General Fund Operating--Admin, Adj. /Reversions	82,342	0	16,263	0	66,079	0		
General Fund--Capital Outlay (Parks Projects)	0	0	0	0	0	0		
Subtotal General Fund	82,342	8,597,868	3,500,637	826	5,178,747	0		826
1304 - Reservation Surcharge Revolving Fund	66,014	305,940	248,054	0	48,900	75,000		75,000
1600 - Capital Outlay Stabilization Fund	99,498	0	0	99,498	0	0		99,498
2000 - Federal Fund:								
Federal Fund--HPF/SHPO Operating	979,948	670,133	763,875	886,206	0	0		
Federal Fund--Recreational Trails Program	2,636	1,962,777	1,965,413	0	0	0		
Federal Fund--Projects & Programs	191,822	607,317	717,698	81,441	0	0		
Federal Fund--HPF Pass Thru Grants	0	50,209	50,209	0	0	0		
Federal Fund--LWCF Pass Thru Grants	0	708,521	708,521	0	0	0		
Subtotal Federal Fund	1,174,406	3,998,957	4,205,716	967,647	0	0		967,647
2105 - State Lake Improvement Fund								
State Lake Improvement Fund--Operating	5,553,342	8,700,225	2,673,643	500,000	9,902,560	1,177,363		
State Lake Improvement Fund--Parks Projects	4,567,810	0	845,179	1,309,794	2,412,837	0		
State Lake Improvement Fund--Pass Thru Grants	12,725,514	0	5,980,173	240,439	6,504,903	0		
Subtotal SLIF	22,846,666	8,700,225	9,498,994	2,050,233	18,820,300	1,177,363		3,227,597
2111 - Law Enforcement Boating Safety Fund	0	2,345,304	1,845,304	0	500,000	0		0
2202 - Parks Enhancement Fund								
EF/DEV--Park Development	1,001,000	0	0	0	1,001,000	0		
EF/DEV--Tonto Lease & Accelerated Pmt. Acct.	0	372,700	372,700	0	0	0		
EF/OPER--Agency Operating	3,701,562	9,161,452	8,977,748	221,500	1,390,800	2,272,966		
EF/OPER--Yuma Quartermaster	65,341	0	65,341	0	0	0		
EF/OPER--San Rafael Filming	25,675	0	0	25,675	0	0		
Subtotal Enhancement Fund	4,793,578	9,534,152	9,415,789	247,175	2,391,800	2,272,966		2,520,141
2253 - Off Highway Vehicle Fund								
OHV--Operating--Program Administration	360,000	0	242,305	0	117,695	0		
OHV--Operating--Parks (Appropriated)	692,100	0	669,669	22,431	0	0		
OHV--Partnership Projects	1,315,172	0	481,074	334,098	500,000	0		
OHV--Unallocated Program Funds	(122,636)	2,508,520	0	0	1,075,205	1,310,679		
Subtotal OHV Fund	2,244,637	2,508,520	1,393,048	356,529	1,692,900	1,310,680		1,667,209
2296 - Arizona Heritage Fund								
Az. Heritage Fund--Revolving Funds**	1,450	(500)	0	950	0	0		
Az. Heritage Fund--Interest / Administration	3,121,706	697,295	1,376,814	1,000,000	68,800	1,373,387		
Az. Heritage Fund--Park/Program Operating	2,187,173	910,972	984,282	200,000	0	1,913,863		
Az. Heritage Fund--Capital Park Projects	19,640,640	4,800,000	12,310,736	7,616,319	2,609,300	1,904,285		
Az. Heritage Fund--Pass Thru Grants	16,952,168	4,289,528	5,924,810	6,145,099	3,300,000	5,871,787		
Subtotal Arizona Heritage Fund	41,901,687	10,697,795	20,596,642	14,961,418	5,978,100	11,063,322		26,024,740
2432 - Land Conservation Fund								
LCF--Administration	6,286,703	2,213,096	2,213,096	500,000	5,786,703	0		
LCF--Pass Thru Grants - Public Conservation Acct.	103,058,205	20,000,000	33,164,123	0	(5,786,703)	95,680,786		
Subtotal Land Conservation Fund	109,344,909	22,213,096	35,377,219	500,000	0	95,680,786		96,180,786
2448 - Partnerships Fund								
PF--Administration (LWCF Surcharge)	432,647	45,690	80,975	0	5,900	391,462		
PF--Non-Federal Intergovernmental Agreements	3,385	130,378	68,661	65,102	0	0		
PF--Non-Federal Grants (Az. State, Regional & Local)	35,034	74,143	41,369	67,808	0	0		
Subtotal Partnerships Fund	471,066	250,211	191,005	132,910	5,900	391,462		524,372
2525 - Arizona Trail Fund	5,213	125,000	104,369	25,844	0	0		25,844
3117 - Donations Fund								
Donations--Yuma Quartermaster Oper. (City of Yuma)	0	141,474	141,474	0	0	0		
Donations--Park/Program Operating	702,128	51,227	175,604	400,003	8,300	169,448		
Subtotal Donations Fund	702,128	192,701	317,078	400,003	8,300	169,448		569,451
4010 - Publications/Souvenirs Fund	275,849	520,663	522,843	0	11,200	262,469		262,469
TOTAL ALL FUNDS	184,007,992	69,990,433	87,216,699	19,742,084	34,636,147	112,403,496		132,145,579

* Unobligated balances will be used for Fall 2009 capital project and grant awards, \$6.5M operational backfills, and cash flow for FY10 on-going agency operating budgets.

** Revolving Funds do not add to the fund balance.

Source & Disposition of Funds FY 2009

1000 - General Fund	
Balance Forward (Prior Yr. Approp.) (does not include \$18,200 revolv. funds)	82,342
Revenues:	
General Fund Operating Appropriation	3,485,200
Revolving Fund Reductions	8,550
Total Revenues	3,493,750
FTE's 92.00	
Operating Expenditures:	
Payroll & ERE	1,937,898
Professional Services	13,180
Other Operating Expenditures	1,533,296
Equipment	0
Administrative Adjustments (AY08 exp)	16,263
Total Expenditures	3,500,637
Reversion to the State General Fund	(74,629)
Uncommitted Balance Forward to FY 2010 (does not include \$9,650 revolv. funds)	826
1600 - Capital Outlay Stabilization Fund	
Balance Forward	99,498
COSF Capital Appropriation	0
Total Revenues	0
Parks Projects	0
Total Expenditures	0
Committed Balance Forward to FY10	99,498
2000 - Federal Fund	
Balance Forward	1,174,405
Revenues:	
NPS-Historic Preservation Fund	720,342
NPS-Land and Water Conservation Fund	1,163,993
FHWA-Recreational Trails Program	1,962,776
Parks & Partnerships Projects	151,845
Total Revenues	3,998,956
FTE's 14.00	
SHPO Operating & Support Expenditures:	
Payroll & ERE	488,214
Professional services	168,110
Other operating Expenditures	99,858
Equipment	0
Administrative Adjustments (AY08 exp)	7,691
Subtotal Operating Expenditures	763,873
Recreational Trails - Administration	90,366
Recreational Trails - Program	1,875,047
Parks & Partnerships Projects	262,226
LWCF Capital Parks Projects	455,472
LWCF Pass Through Grants	708,521
HPF Pass Through Grants	50,209
Subtotal Project & Grant Expenditures	3,441,841
Total Expenditures	4,205,714
Cash Balance Forward to FY 2010	967,647
FY 2010 SHPO Operating (One-Time)	(136,000)
FY 2010 SHPO Operating (On-Going)	(696,800)
Carryforward Balance for SHPO Operating	(53,406)
Outstanding Projects	(81,441)
Total Outstanding Commitments	(967,647)
Uncommitted Balance Forward to FY 2010	0

2448 - Partnerships Fund	
Balance Forward	471,066
Revenues:	
LWCF Surcharge	45,690
Non-Federal Grants	74,143
Non-Federal Intergovernmental Agreements	130,378
Total Revenues	250,211
FTE's 4.00	
Operating Expenditures:	
Payroll & ERE	80,176
Professional Services	0
Other Operating Expenditures	799
Equipment	0
Administrative Adjustments (AY08 exp.)	0
Subtotal Operating Expenditures (LWCF SC)	80,975
Project Expenditures:	
Western Region Water Safety Center	6,034
ADEMA Flood Repair	41,163
ADOA Risk Mgmt - Cattail Cove Trees	0
Ofc of Tourism - Cultural Resource Inventory	(148)
Yavapai Co. Red Rock Water Education	0
AzG&F Patagonia Lake Boating Education	354
SHPO Archaeological Compliance	62,627
Subtotal Project Expenditures	110,030
Legislated Reversions to State General Fund	5,900
Total Expenditures	196,905
Cash Balance Forward to FY 2010	524,372
Outstanding Projects	(132,910)
Total Outstanding Commitments	(132,910)
Uncommitted Balance Fwd to FY 2010 (LWCF SC)	391,462
2432 - Land Conservation Fund	
Balance Forward	109,344,909
Revenues:	
Growing Smarter GF Appropriation Transfer	20,000,000
Investment Interest	2,213,096
Total Revenues	22,213,096
FTE's 5.00	
Operating Expenditures:	
Payroll & ERE	1,652,227
Professional Services	23,699
Other Operating Expenditures	535,986
Equipment	0
Administrative Adjustments (AY08 exp)	1,184
Subtotal Operating Expenditures	2,213,096
LCF Pass Through Grants	33,164,123
Total Expenditures	35,377,219
Cash Balance Forward to FY 2010	96,180,786
FY 2010 Operating Budget (On-Going)	(500,000)
Outstanding Grants	0
Total Outstanding Commitments	(500,000)
Uncommitted Balance Forward to FY 2010	95,680,786
2525 - Arizona Trail Fund	
Balance Forward	5,213
Arizona Trail GF Appropriation Transfer	125,000
Total Revenues	125,000
Aid to Organizations	104,369
Total Expenditures	104,369
Outstanding Projects	0
Uncommitted Balance Forward to FY 2010	25,844

Source & Disposition of Funds FY 2009

2106 - State Lake Improvement Fund	
Balance Forward	22,846,666
Revenues:	
Watercraft Fuel Tax	7,951,744
Watercraft License Fees	413,877
Investment Interest	334,604
Total Revenues	8,700,225
FTE's 28.0	
Operating Expenditures:	
Payroll & ERE	1,790,801
Professional Services	58,806
Other Operating Expenditures	804,863
Equipment	0
Administrative Adjustments (AY08 expense)	19,173
Subtotal Operating Expenditures	2,673,643
Project and Grant Expenditures:	
Capital Park Projects	845,179
Pass Through Grants	5,980,172
Subtotal Project & Grant Expenditures	6,825,351
Legislated Reversions to State General Fund	16,820,300
Cash Transfer to Enhancement Fund (backfill)	2,000,000
Total Expenditures	28,319,294
Cash Balance Forward to FY 2010	3,227,597
FY 2010 Agency Operating Budget (One-Tme)	(500,000)
Outstanding Capital Park Projects	(1,309,794)
Outstanding Grants	(240,439)
Carryforward for Capital Projects	0
Carryforward for AY09 Grant Awards	0
Total Outstanding Commitments	(2,050,233)
Uncommitted Balance Forward to FY 2010 (Oper)	1,177,364

2253 - Off-Highway Vehicle Fund	
Balance Forward	2,244,637
Revenues:	
Motor Vehicle Fuel Tax - 70% 6 mo / 60% 6 mo	1,694,198
Decal Indicia (Sticker) Revenue 60% / 6 mo	780,700
Investment interest	33,622
Total Revenues	2,508,520
FTE's 14.0	
Administration Operating:	
Payroll & ERE	136,279
Professional Services	21,768
Other Operating Expenditures	84,258
Subtotal Program Operating Expenditures	242,305
State Parks Agency Operating:	
Payroll & ERE	669,791
Professional Services	0
Other Operating Expenditures	(122)
Subtotal Parks Agency Operating Expenditures	669,669
Partnership Projects	481,074
Pass Through Grants	0
Subtotal Project & Grant Expenditures	481,074
Legislated Reversions to State General Fund	1,692,900
Total Expenditures	3,085,948
Cash Balance Forward to FY 2010	1,667,209
Outstanding Partnership Projects	(334,098)
Outstanding Grants	0
Total Outstanding Commitments	(334,098)
Uncommitted Balance Forward to FY 2010	1,333,111

1304 - Reservation Surcharge Fund	
Balance Forward	66,014
Revenues:	
Kartchner Reservation Surcharge	305,940
Reversion of FY08 Ending Fund Bal.	0
Net Revenues	305,940
FTE's 8.0	
Operating Expenditures:	
Kartchner Reservation System	248,054
Total Operating Expenditures	248,054
Legislated Reversions to State General Fund	48,900
Cash Balance Forward to FY 2010	75,000
Ending Fund Balance To Be Reverted	0
Uncommitted Balance Forward to FY 2010 (Oper)	75,000

2111 - Law Enforcement Boating Safety Fund	
Balance Forward	0
Revenues:	
Other Licenses	2,345,304
Total Revenues	2,345,304
Pass Through Grant Expenditures:	
Apache County	59,419
Coconino County	191,249
Gila County	153,767
La Paz County	302,222
Maricopa County	297,320
Mohave County	597,418
Navajo County	68,459
Yuma County	193,989
Refunds Rec'd from Prior Year(s)	(18,539)
Total Pass Through Grant Expenditures	1,845,304
Legislated Reversions to State General Fund	500,000
Balance Forward to FY 2010	0

4010 - Publications & Souvenirs Fund	
Balance Forward	275,849
Revenues:	
Publications and Souvenirs Sales	516,228
Tonto Lodge Revenues	0
Investment Interest	4,435
Total Revenues	520,663
FTE's 5.0	
Operating Expenditures:	
Payroll & ERE	134,801
Professional Services	8,311
Other Operating Expenditures	56,801
Equipment	0
Administrative Adjustments (AY08 expense)	819
Subtotal Operating Expenditures	200,732
Tonto Lodge Operating	0
Publications and Resale Supplies	322,111
Legislated Reversions to State General Fund	11,200
Total Expenditures	534,043
Cash Balance Forward to FY 2010	262,469
Obligated to Tonto Lodge	0
Total Outstanding Commitments	0
Uncommitted Balance Forward to FY 2010 (Oper)	262,469

Source & Disposition of Funds FY 2009

2201/2202 - Enhancement Fund	
Balance Forward	4,793,578
Revenues:	
Parks User Fees	9,498,835
Parks Housing	35,317
San Rafael Filming	0
Yuma Crossing User Fees	0
Total Revenues	9,534,152
Cash Transfer In from SLIF \$2M and Heritage \$1M	3,000,000
FTE's 139.3	
Operating Expenditures:	
Payroll & ERE	8,383,755
Professional Services	29,975
Other Operating Expenditures	562,791
Equipment	0
Admin. Adjustments (AY08 exp)	844
Yuma QMD Operating	65,724
Subtotal Operating Expenditures	9,043,089
Tonto Lease Payment	372,700
Park Capital Outlay Projects	0
Subtotal Capital Projects	372,700
Legislated Reversions to State General Fund	5,391,800
Total Expenditures	14,807,589
Cash Balance Forward to FY 2010	2,520,141
Obligations:	
FY 2010 Parks Operating (One-Time)	(221,500)
Yuma QMD Operating	0
San Rafael Filming	(25,675)
Parks Capital Outlay Projects	0
Total Outstanding Commitments	(247,175)
Uncommitted Balance Forward to FY 2010 (Oper)	2,272,966

3117 - Donations Fund	
Balance Forward	702,128
(does not include \$950 revolv. funds)	
Revenues:	
Yuma Crossing Operating (City of Yuma)	141,474
Park/Program Donations	37,402
Investment Interest	13,825
Total Revenues	192,701
FTE's 4.0	
Outreach/Volunteers Operating Expenditures	18,371
Yuma Crossing Operating Expenditures	141,474
Park/Program Expenditures	157,233
Subtotal Operating & Programs	317,078
Legislated Reversions to State General Fund	8,300
Total Expenditures	325,378
Cash Balance Forward to FY 2010	569,451
Obligated to Specific Parks/Programs	(400,004)
Obligated to Yuma Crossing	0
Total Outstanding Commitments	(400,004)
Uncommitted Balance Forward to FY 2010 (Oper)	169,447
(does not include \$0 revolv. funds)	

2296 - Arizona Heritage Fund	
Balance Forward	41,901,687
(does not include \$1,450 revolv. funds)	
Revenues:	
Lottery Funds	10,000,000
Revolving Fund Reductions	500
Investment Interest	697,295
Total Revenues	10,697,795
FTE's 35.0	
Operating Expenditures:	
Payroll & ERE	1,578,661
Professional Services	101,237
Other Operating Expenditures	622,533
Equipment	10,394
Admin. Adjustments (AY08 exp.)	(6,961)
Subtotal Operating Expenditures	2,305,864
Capital Park Project Expenditures:	
AHF/Parks Acquisition & Development	1,924,360
AHF/Local, Regional and State Parks	1,700,000
AHF/Natural Areas Acquisition	7,052,390
AHF/Trails	0
AHF/Historic Preservation	1,633,986
Subtotal Capital Park Project Expenditures	12,310,736
Public Programs / Planning:	
AHF/Historic Preservation	55,231
Subtotal Programs/Planning Expenditures	55,231
Pass Through Grants:	
AHF/Local, Regional and State Parks	3,557,578
AHF/Trails	627,459
AHF/Historic Preservation	1,739,774
Subtotal Pass Through Grant Expenditures	5,924,811
Legislated Reversions to State General Fund	1,978,100
Legislated Transfer to Az. Division of Forestry	3,000,000
Cash Transfer to Enhancement Fund (backfill)	1,000,000
Total Expenditures	26,574,742
Cash Balance Forward to FY 2010	26,024,740
FY 2010 Operating Budget (One-Time)	(1,200,000)
Outstanding Capital Projects	(7,616,319)
Outstanding Programs/Planning	0
Outstanding Grants	(6,145,099)
Total Outstanding Commitments	(14,961,418)
AHF/Interest	1,373,388
AHF/Parks Acquisition & Development	1,700,000
AHF/Environmental Education	919,891
AHF/Local, Regional and State Parks	2,775,414
AHF/Natural Areas Acquisition	204,285
AHF/Natural Areas Operations & Mgmt.	826,126
AHF/Trails	1,378,654
AHF/Historic Preservation	1,885,564
Uncommitted Balance Forward to FY 2010	11,063,322
(Does not include \$950 revolv. funds)	

AZStateParks.com Visitors

The data below represents the agency website's visitor information and traffic patterns. On the following pages are geo-visual representations of website visitors on state, national, and global maps.

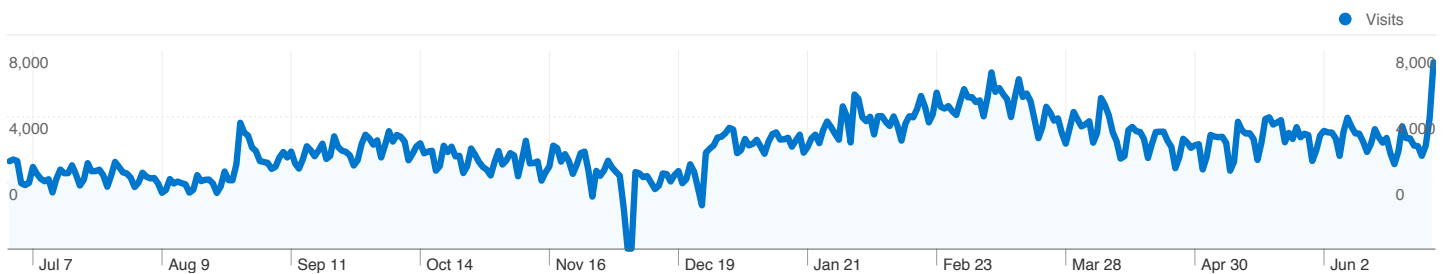
The top viewed pages on the website are the Agency Home Page, the Park Map page, the Find a Park page, and the Kartchner Caverns Home Page.

For Fiscal Year 2009 there were more than 7 million page views and nearly 1.5 million visits.

Arizona sends the most website visitors, followed by California, Texas, New York, and Illinois.

azstateparks.com Dashboard

Jul 1, 2008 - Jun 30, 2009
Comparing to: Site



Site Usage

1,493,083 Visits

43.31% Bounce Rate

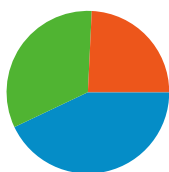
7,281,506 Pageviews

00:03:26 Avg. Time on Site

4.88 Pages/Visit

74.99% % New Visits

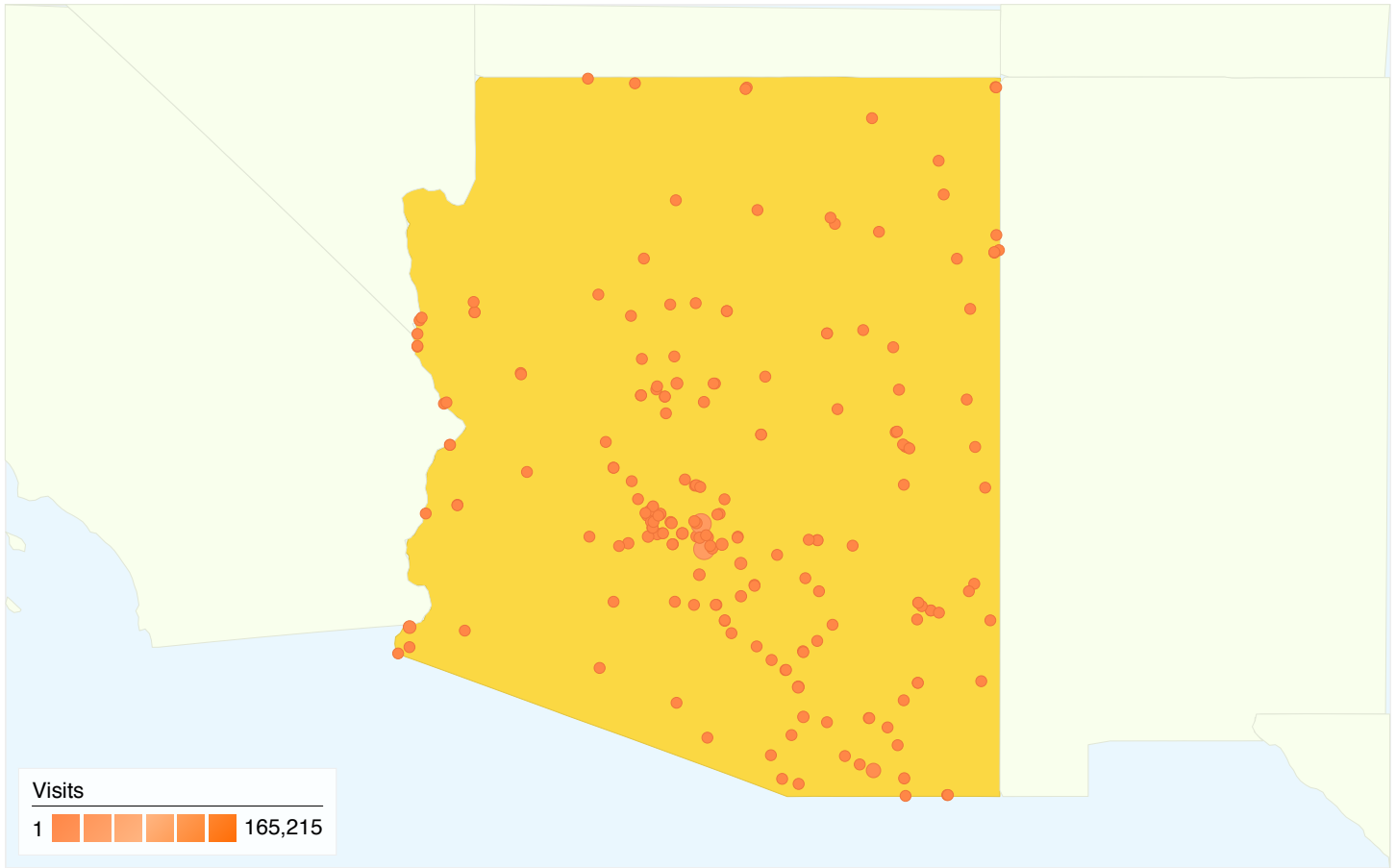
Traffic Sources Overview



- **Search Engines**
641,369.00 (42.96%)
- **Referring Sites**
489,776.00 (32.80%)
- **Direct Traffic**
361,919.00 (24.24%)
- **Other**
19 (> 0.00%)

Content Overview

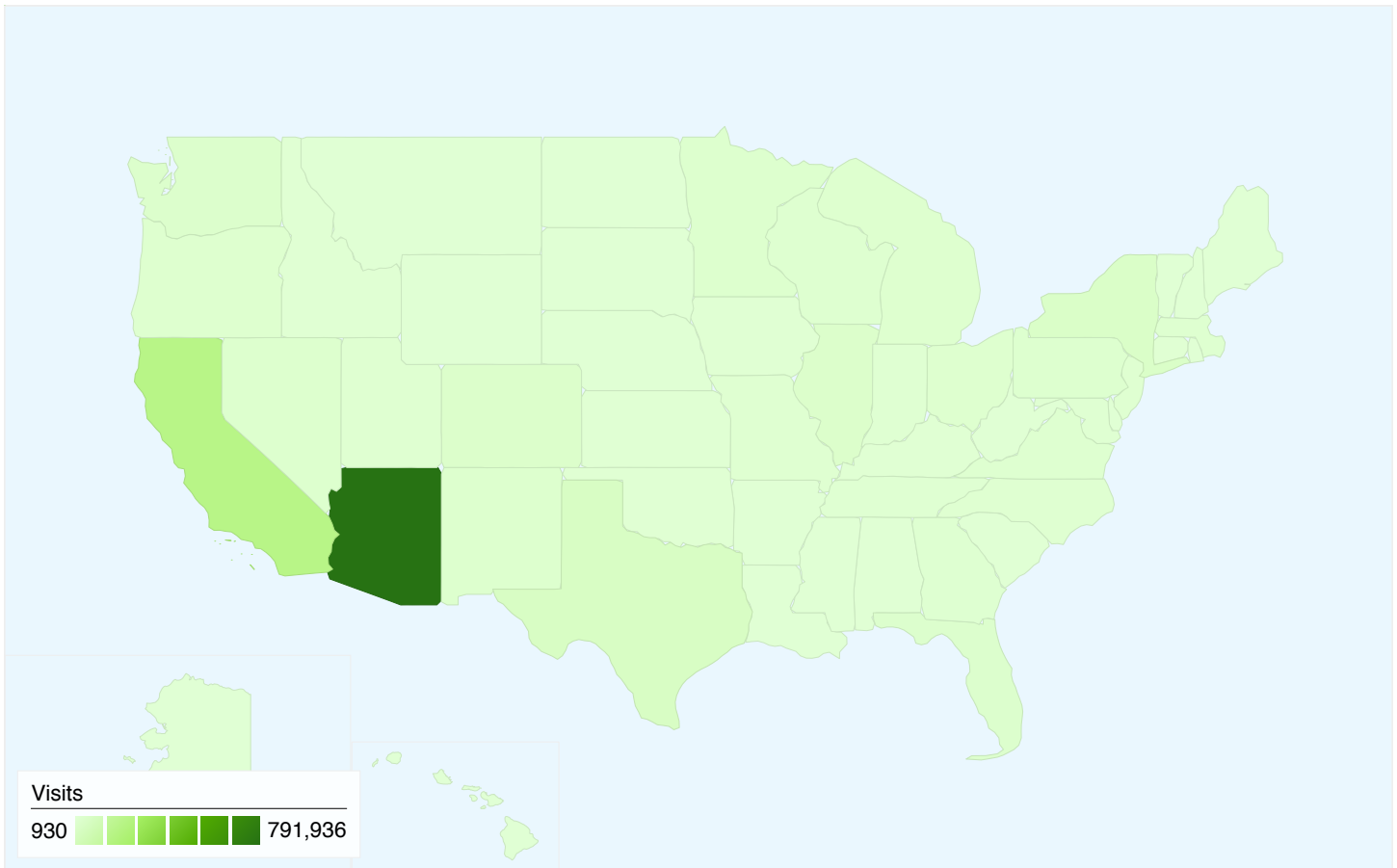
Pages	Pageviews	% Pageviews
/index.html	690,884	9.49%
/find/map.html	205,239	2.82%
/find/index.html	160,161	2.20%
/Parks/KACA/index.html	150,595	2.07%
/parks/kaca/index.html	115,134	1.58%



This state sent 791,936 visits via 199 cities

Visits 791,936 % of Site Total: 53.04%	Pages/Visit 4.94 Site Avg: 4.88 (1.37%)	Avg. Time on Site 00:03:40 Site Avg: 00:03:26 (6.70%)
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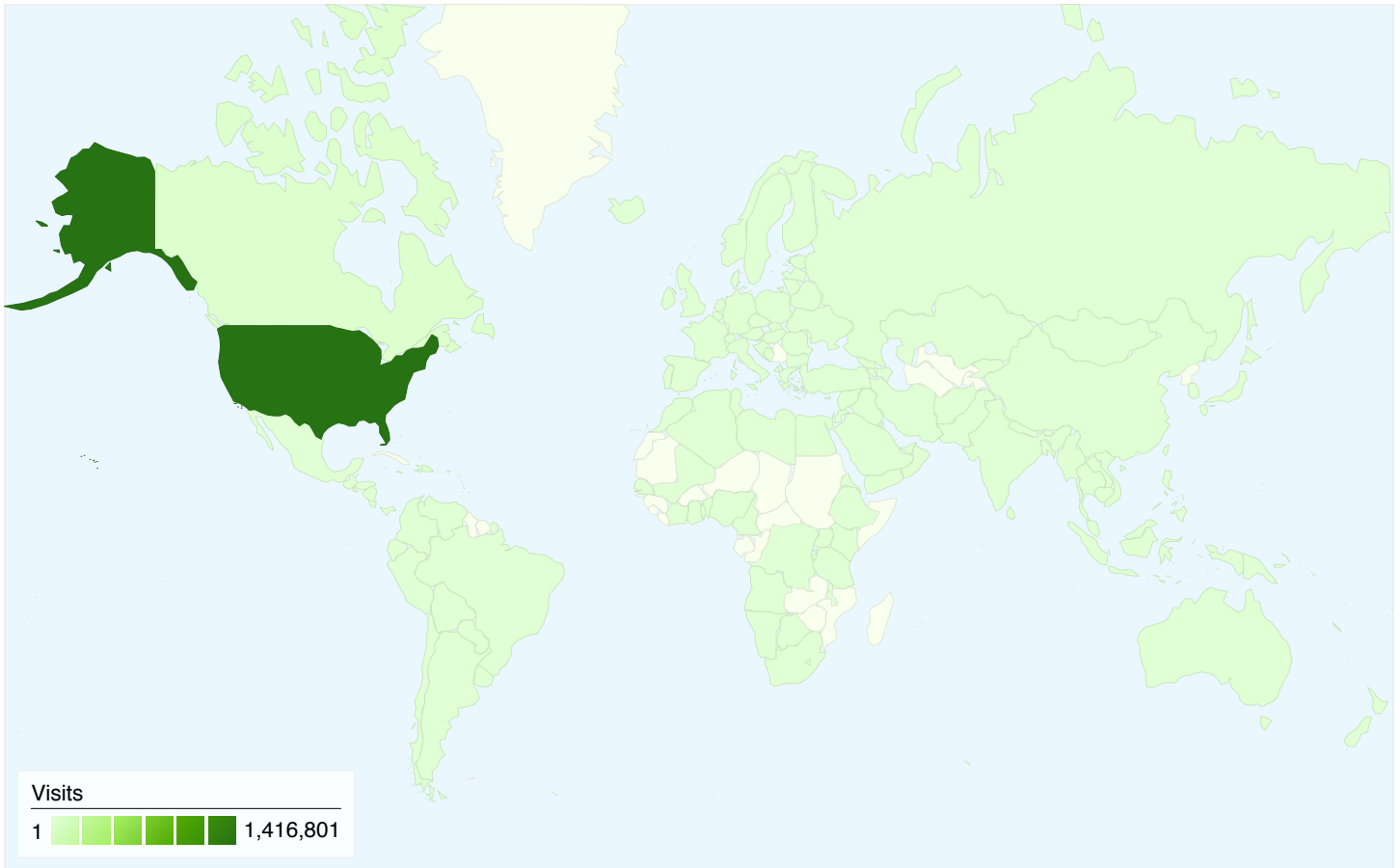
City	Visits	Pages/Visit	Avg. Time on Site
Phoenix	165,215	4.86	00:03:54
Tucson	143,165	4.79	00:03:33
Tempe	72,510	4.69	00:03:31
Mesa	57,298	5.34	00:03:39
Chandler	38,067	5.39	00:03:40
Scottsdale	35,772	5.05	00:03:21
Glendale	30,317	5.11	00:03:35
Paradise Valley	27,329	4.43	00:03:10
Gilbert	26,037	5.61	00:03:46



This country/territory sent 1,416,801 visits via 52 regions

Visits 1,416,801 % of Site Total: 94.89%	Pages/Visit 4.90 Site Avg: 4.88 (0.38%)	Avg. Time on Site 00:03:28 Site Avg: 00:03:26 (1.06%)
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Region	Visits	Pages/Visit	Avg. Time on Site
Arizona	791,936	4.94	00:03:40
California	181,821	4.91	00:03:27
Texas	39,538	5.15	00:03:18
New York	30,340	4.37	00:02:57
Illinois	23,094	4.82	00:03:02
Colorado	22,558	4.99	00:03:32
(not set)	22,295	4.06	00:03:31
Washington	21,050	5.01	00:03:17
Florida	19,078	4.89	00:02:58



1,493,083 visits came from 175 countries/territories

Visits 1,493,083 % of Site Total: 100.00%	Pages/Visit 4.88 Site Avg: 4.88 (0.00%)	Avg. Time on Site 00:03:26 Site Avg: 00:03:26 (0.00%)
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Country/Territory	Visits	Pages/Visit	Avg. Time on Site
United States	1,416,801	4.90	00:03:28
Canada	29,665	5.50	00:03:10
Germany	7,278	4.76	00:03:00
United Kingdom	7,154	3.77	00:02:23
Netherlands	3,944	4.33	00:02:29
Mexico	2,671	4.86	00:03:23
France	2,449	3.65	00:02:13
Italy	2,093	3.26	00:01:50
Switzerland	1,524	5.27	00:02:54



Arizona State Parks

FY 08/09 Annual Report
July 1, 2008 – June 30, 2009

AZStateParks.com