



ARIZONA STATE PARKS & TRAILS

Arizona State Parks Board

April 20, 2023

Dale Larsen– Chair

John Sefton – Vice Chair, Jeffrey Buchanan, Sarah King, Terri Palmberg, Robyn Sahid

AGENDA – A

Call to Order

AGENDA – B

Pledge of Allegiance

Member Roll Call

Dale Larsen (Chair)

John Sefton (Vice-Chair)

Jeffrey Buchanan

Sarah King

Terri Palmberg

Robyn Sahid

AGENDA – D

Mission Statement

“As Board members we are gathered today to be the stewards and voice of the Arizona State Parks and its Mission Statement to manage and conserve Arizona’s natural, cultural and recreation resources for the benefit of the people, both in our parks and through our partners.”

AGENDA – D1

**Welcome Arizona State Land
Commissioner Robyn Sahid to the
Arizona State Parks Board.**

**-Dale Larsen, Chair, Arizona State Parks
Board**

Approval of Minutes

The Board will review and may consider action to approve the meeting minutes from the February 16, 2023 Board meeting.

AGENDA – D2

Motion:

I move to approve minutes of the February 16, 2023 Board Meeting.

AGENDA – D3

Consideration of Consent Agenda
Items 3(a) through 3(c).

AGENDA – D3(a)

2023 Motorized Grant Application(s)

Consideration of Action to Approve Funding for the Submitted 2023 Motorized Grant Application(s).

– Matthew Eberhart, State OHV Coordinator

AGENDA – D3(a)

2023 Competitive Motorized Grant Application(s)				
Sponsor	Project	Request	Staff Recommendation	Score
Bureau of Land Management: Lake Havasu Field Office	OHV Program Development	\$117,000.00	\$117,000.00	39
Havasu Side by Side Trail Association	Trail Maintenance	\$13,000.00	\$13,000.00	22
Natural Restorations	OHV Area Cleanups	\$288,327.00	\$288,327.00	21
Bullhead City	Trailhead Development	\$1,294,528.00	\$1,294,528.00	18
TOTAL		\$1,712,855.00	\$1,712,855.00	

AGENDA – D3(a)



AGENDA – D3(a)



AGENDA – D3(a)



AGENDA – D3(a)



AGENDA – D3(a)



AGENDA – D3(a)



AGENDA – D3(a)



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AGENDA – D3(a)

Motion:

I move that the Arizona State Parks Board approve funding for the Competitive Motorized Grant Applications as follows; BLM Lake Havasu Field Office, OHV Program Development Project in the amount of _____, Havasu Side by Side Trail Association, Trail Maintenance Project in the amount of \$_____, Natural Restorations, OHV Area Cleanups Project in the amount of \$_____, and Bullhead City, Trailhead Development Project in the amount of \$_____.

2023 Supplemental Motorized Grant Application(s)

Consideration of Action to Approve Funding for the Submitted 2023 Supplemental Motorized Grant Application(s).

– Matthew Eberhart, State OHV Coordinator

AGENDA – D3(b)

2023 Supplemental Motorized Grant Application(s)			
Sponsor	Project	Request	Staff Recommendation
Apache - Sitgreaves National Forest: Alpine Ranger District	Snow Patrol Enforcement	\$68,000.00	\$68,000.00
Patagonia Lake State Park	OHV LE Equipment	\$80,600.00	\$80,600.00
Tonto National Forest: Globe Ranger District	OHV Patrollers	\$98,900.00	\$98,900.00
TOTAL		\$247,500.00	\$247,500.00

AGENDA – D3(b)



AGENDA – D3(b)



AGENDA – D3(b)



AGENDA – D3(b)



AGENDA – D3(b)



AGENDA – D3(b)



AGENDA – D3(b)



AGENDA – D3(b)



AGENDA – D3(b)

Motion:

I move that the Arizona State Parks Board approve funding for the Supplemental Motorized Grant Applications as follows; Alpine Ranger District, Snow Patrol Enforcement Project in the amount of \$_____, Patagonia Lake State Park, OHV LE Equipment Project in the amount of \$_____, and Globe Ranger District, OHV Patrollers Project in the amount of \$_____.

AGENDA – D3(c)

Trail Riders of Southern Arizona Amendment Request

Consideration of Action to Approve Funding an
Amendment to the Trail Riders of Southern
Arizona.

– Matthew Eberhart, State OHV Coordinator

AGENDA – D3(c)

Trail Riders of Southern Arizona Amendment Request

Original Award	Amendment Increase Request	New Award	Staff Recommendation
\$9,025.00	\$2,500.00	\$11,525.00	\$11,525.00

AGENDA – D3(C)

Motion:

I move that the Arizona State Parks Board approve an amendment to the budget Trail Riders of Southern Arizona, Red Springs Trail Improvements Project, Number 552311 and increase the award amount from \$9,025.00 to \$11,525.00.

CONSENT AGENDA – D3(a)(b)(c)

*Motion:
I move to approve the consent agenda
as presented.*

Emergency and Mitigation Grant Application Update

The Board will be updated on the Arizona Elk Society Emergency and Mitigation project for the Mogollon Rim Meadow Fencing Project. This agenda item is for information only.

– Matthew Eberhart, State OHV Coordinator

AGENDA – D4



AGENDA – D4



AGENDA – D4



AGENDA – D4



AGENDA – D4



AGENDA – D4



AGENDA – D5

Wickenburg Conservation Foundation

The Board will be updated on two recently awarded grants to the Wickenburg Conservation Foundation. This agenda item is for information only.

– Judy Rice, Wickenburg Conservation Foundation Clean and Beautiful Committee Chair

WCF's Mission

- Preserve the natural beauty of the Sonoran desert
- Maintain and expand non-motorized recreational trails
- Develop and host environmental education programs for students & adults



www.wickenburgtrails.org
Info@wickenburgtrails.org
Facebook: wickenburg trails

2020

- Box Canyon & nearby recreational area abuse reached a breaking point
- WCF's Wickenburg Clean and Beautiful program revitalized



2021-3

- Enlisted public agency help:
AZ State Parks, BLM, AZGFD,
AZ State Land Dept., law enforcement
- Acquired grants:
AZ State Parks, Etnyre, Wellik
- Erected Leave No Trace signage
- Enlisted community sponsors & volunteers for monthly cleanups
- Started a weekend ambassador program
- Placed a dumpster at the Box Trailhead



- Focused on education
 - LNT included in Desert Awareness classes
 - Community outreach events
 - Speaking engagements:
(Chamber of Commerce,
Leadership Institute, City
Council, Wickenburg Ranch,
Rotary)
 - Social media, websites
 - Newspaper & newsletter
articles
- Expanded targeted
recreational sites for
cleanup



- Engaged young people
 - Gold Rush Parade -
1st place Unique entry
 - Why It Matters Video



Why It Matters to Keep Our Desert Clean



2020-3 Results

- More than 50,000 lbs. of litter removed (dumpster & cleanups)
- 1,700 Volunteer hours
- 15,200 people connections
- Strong working relationships:

Public land managers, Tread Lightly and Keep Our Desert Clean

Program recognition

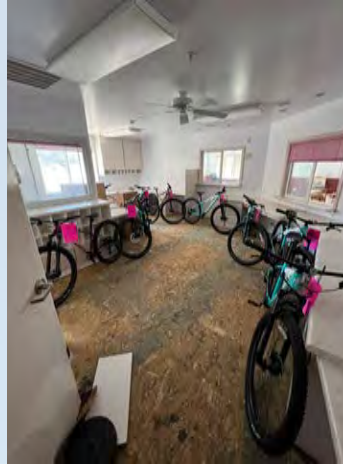
- Businesses & organization requests to be sponsors
- Wild applause along parade route
- Press and social media coverage
- Requests for info on how to start a program in other communities
 - Drafted a Community Cleanup How-to guideline

What's Next?

- Reach “doers” in other communities through
 - Rural area chambers of commerce
 - Civic organizations
 - Schools
 - Tread Lightly, Keep Our Desert Clean, Leave No Trace
 - Public land managers
- Provide a resource guide (current Heritage grant request)
- Be a resource – encouragement and information
- Goal – 5 or more new sustainable community programs started by 2025

Thank You!!!

Creek Valley Health Clinic – ***Mountain Biking Recreation***



City of Peoria – ***Leave No Trace Program***



Arizona Trail Association -
Sunflower North Realignment



Closed Out Grants

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Arizona State Parks and Trails Marketing Update.

-Michelle Thompson, Chief of Communications, PIO





Marketing Communications



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EST. 1957

April 20, 2023

The Team



Our Goals

- Promote the parks to people who have not visited before – **gain new visitation**.
- Reach **residents** and **visitors** through **data-driven** messaging that is **targeted** to their interests.
- **Strategically** use our limited resources wisely to get the most benefit for **all**.
- Target potential visitors **nationwide** through print and digital **advertising campaigns**.
- **Assist** our **internal customers** (parks) in meeting their goals.

What We Do

- Press releases and public relations
- Website management and content
- Facebook, Twitter, Instagram, YouTube
- Consumer newsletter – ~140,000 people
 - Targeted newsletters
- Team newsletter
- Podcast – bi-monthly
- Design, graphics, signage
- Green Guides
- Photos and video
- Outreach
- Branding

Advertising

- 82% of Marketing budget is used for advertising
- FY23 Advertising Budget is \$380,000
 - 7% social media advertising
 - 21% television
 - 13% print
 - 59% digital
- Highlights:
 - Facebook and Instagram
 - KVOA Tucson and Arizona's Family (3TV and CBS 5)
 - Arizona Parenting Magazine, SunCruiser (Canada), Official State Visitors Guide
 - Google, Smithsonian, ROVA, Huddled Masses, Goodway Group, Bidtellect

Advertising Example

- Bidtellect uses native advertising that helps drive engagement. It is currently driving the highest CTR and reached 240,374 people.

300x600

What are your favorite things to do outside?

Hiking!
73.56%
(651)

Camping!
10.51%
(93)

Mountain biking!
7.01%
(62)

I'm an indoor-type.
8.93%
(79)

970x250

What are your favorite things to do outside?

Hiking!
8.13%
(46)

Camping!
83.75%
(474)

Mountain biking!
4.77%
(27)

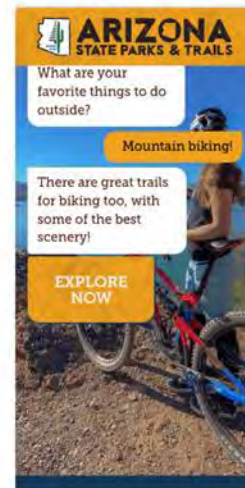
I'm an indoor-type.
3.36%
(19)

Creative Screenshots

Starting Question:



Response based on answer to question:

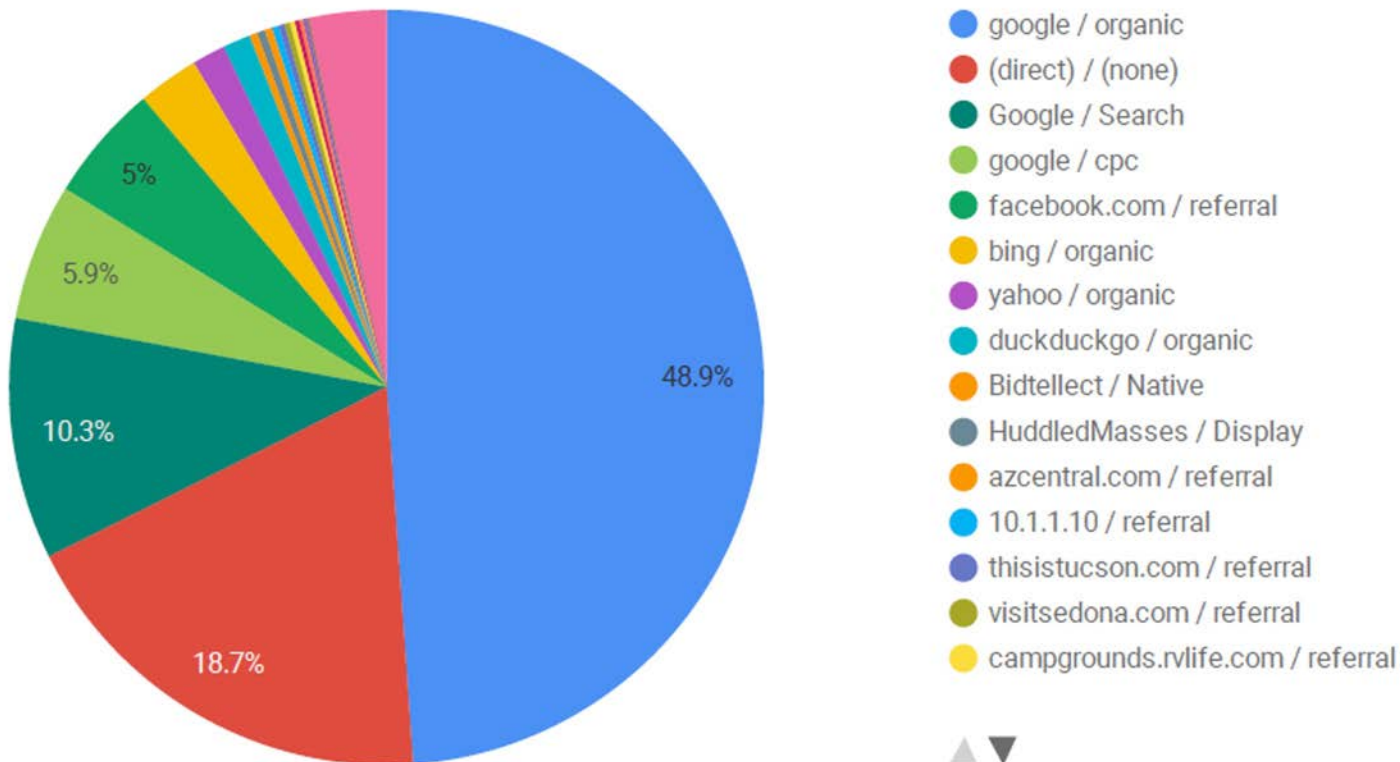


Advertising

- Super Bowl ads
 - Print reached **10 million people**
 - Facebook ads reached 1,172,125 people with more than 8,000 clicks and was shared nearly 500 times
- Spring targeted ads - 20 Meta ads during two weeks in March
 - Reached 614,529 Arizona outdoor enthusiasts and drove 17,503 website clicks
- Tonto Natural Bridge employment ad
 - Reached 13,940 Payson-area outdoor enthusiasts. Increased number of applications as a result.
- Earth Day event ads
 - Reached 146,144, with 3,394 clicks to the website in four days

Website Traffic

- Website sessions increased 50.38% from February
- **Second-highest website traffic ever for March 2023** (1.9 million)
- Third party publishers drove 3,046,888 impressions and click-through rate 1.5x higher than industry average.



Success Stories

- Media
 - Fallen saguaro
 - Roadrunner in car
 - CFS – video about Oak Creek by Jared
- Smithsonian – 481,691 impressions in March – new partner
- Outdoor Resources page: 45 distinct landing pages designed to educate and inform about park activities, safety, wildlife, plants, and tips for success.
- We rank for **76,217** keywords
 - Organic traffic accounted for 63.8% of all website visits

Success Stories

- Social Media MeetUp Group
- Featured on PBS show “Trail Mix’d” with Tonto Natural Bridge, Lost Dutchman, Jerome, Red Rock and Picacho Peak.
- Featured in new book – Arizona Family Outdoor Adventure
- New drone pilot – Carlos!
- Podcast guests have included:
 - Butterfly Wonderland
 - Fishin48
 - Rockin’ the RV Life
 - Park managers
 - Mike Weasner – Dark Skies
 - A Year to Volunteer
 - Arizona Wildlife Federation

Success Stories

- Wildflowers at Picacho Peak
 - Web traffic: Wildflowers landing page up 185% over Feb 2023 and **1,084.23%** over Jan 2023
 - Visitation – Highest ever March visitation at **71,537**
 - February (also highest ever) was 23,268
 - During last superbloom in 2019, March visitation was 48,175
 - More than **\$3 million** in unpaid publicity
 - Reached more than **55 million people** through media mentions
- 



Behind the Scenes

- Partnerships
 - La Mesa RV
 - Arizona Office of Tourism
 - Forestry and Fire Management
 - Entertainment Marketing Group
- New agency app
- Off Madison Avenue
- CrowdRiff
- Media relations
- Public records requests
- Governor's office communications

Questions?



AGENDA – D7

Legislative Update

The Board will be briefed on the legislative bills before the 2023 Arizona State Legislature.
Brittany Hudson, Legislative Liaison

AGENDA – E

Future Agenda Items

Board members may identify items or issues they wish to be considered for inclusion on a future agenda.

AGENDA – F

EXECUTIVE DIRECTOR'S REPORT ON CURRENT EVENTS

The Executive Director may present a summary of current events and/or recent experiences of interest to the outdoor recreation community and/or the status of any projects with which they are currently involved. The Board will not discuss or take any action on any current event summary.

Current Events

Board members may present a brief summary of current events and/or recent experiences of interest to the outdoor recreation community and/or the status of any projects with which they may be involved. The Board will not discuss or take action on any current events.

AGENDA – H

Call to the Public

The Chair will recognize those wishing to address the Board.

AGENDA – I

Arizona State Parks and Trails 2023 Tentative Schedule	
Date	Location
Thursday, May 18	Central Office
Thursday, June 15 *Budget Discussion*	Central Office
Thursday, July 20	Central Office
Thursday, August 17	Central Office
Thursday, September 21	Central Office
Thursday, October 19	Central Office
Thursday, November 16	Central Office
Thursday, December 14	Central Office

A scenic view of a lake with a bridge in the background and hills in the distance. The sky is blue with some clouds. The text "THANK YOU!" is overlaid in large white letters.

THANK YOU!