AGENDA

REGULAR SESSION
MAYOR AND COUNCIL
TOWN OF CAMP VERDE
COUNCIL CHAMBERS
473 S. Main Street, Room #106
WEDNESDAY, OCTOBER 3, 2007
at 6:30 P.M.

1. **Call to Order**

As a reminder, if you are carrying a cell phone, pager, computer, two-way radio, or other sound device, we ask that you turn it off at this time.

2. **Roll Call**
3. **Pledge of Allegiance**
4. **Consent Agenda** – All those items listed below may be enacted upon by one motion and approved as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Council requests.
   - **a) Approval of the Minutes:**
     1) September 17, 2007 – Executive Session (taped)
     2) September 19, 2007 – Regular Session
   - **b) Set Next Meeting, Date and Time:**
     1) Work Session – October 10, 2007 at 6:30 p.m. (Council will hear the Commissions' Quarterly Reports)
     2) Regular Session – October 17, 2007 at 6:30 p.m.
     3) Council Hears P&Z – October 24, 2007 at 6:30 p.m.

5. **Call to the Public for Items not on the Agenda.**

6. **Presentation by the Yavapai County Well Woman Health Check Program to raise awareness about breast cancer.**

7. **Presentation of the Chamber of Commerce Quarterly Report by Director Gugliotta to include possible discussion with Council.**

Councilor Smith requested item #8:

8. **Discussion, consideration, and possible determination and/or direction to staff concerning efforts to honor past and current veterans.**

Councilor Garrison requested item #9:

9. **Discussion with the Town Attorney for legal advice on the IGA and the operation agreement with the Camp Verde Sanitary District.** Note: Council may vote to go into Executive Session pursuant to ARS §38-431.03(A)(3) for discussion or consultation with the attorney for legal advice and §38-431.03(A)(4) for discussion or consultation with the attorney in order to consider Council's position regarding contracts that are the subject of negotiation.

10. **Call to the Public for Items not on the Agenda.**

There will be no Public Input on the following items:

11. **Advanced Approvals of Town Expenditures**
    - **a) Possible approval of payment in the amount of $6,198.80 for file label software and folders.** This is an unbudgeted item from the General Fund.

12. **Manager/Staff Report**

13. **Council Informational Reports** Individual members of the Council may provide brief summaries of current events and activities. These summaries are strictly for informing the public of such events and activities. The Council will have no discussion, consideration, or take action on any such item, except that an individual Council member may request that the item be placed on a future agenda.

14. **Adjournment**

Posted by: J Jones Date/Time: 9-28-07 9:47 a.m.

Note: Pursuant to A.R.S. §38-431.03.A.2 and A.3, the Council may vote to go into Executive Session for purposes of consultation for legal advice with the Town Attorney on any matter listed on the Agenda, or discussion of records exempt by law from public inspection associated with an agenda item.

The Town of Camp Verde Council Chambers is accessible to the handicapped. Those with special accessibility or accommodation needs, such as large typeface print, may request these at the Office of the Town Clerk.

MINUTES
REGULAR SESSION
MAYOR AND COUNCIL
TOWN OF CAMP VERDE
COUNCIL CHAMBERS
WEDNESDAY, SEPTEMBER 19, 2007
6:30 P.M.

Minutes are a summary of the actions taken. They are not verbatim.
Public input is placed after Council motions to facilitate future research.
Public input, where appropriate, is heard prior to the motion.

1. **Call to Order**
Mayor Gioia called the meeting was called to order at 6:30 p.m.

2. **Roll Call**
Mayor Gioia, Vice Mayor Hauser, Kovacovich, Garrison, Elmer and Parry were present. Councilor Smith was absent.

Also Present: Interim Town Manager Dave Smith, Town Attorney William Sims, Parks & Recreation Director Lynda Moore, Town Engineer Ron Long, Judge Michael Bluff, Library Director Gerry Laurito, Administrative Assistant Sharon McCormick, and Recording Secretary Virginia Jones

3. **Pledge of Allegiance**
Mayor Gioia led the pledge.

4. **Consent Agenda –** All those items listed below may be enacted upon by one motion and approved as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Council requests.

a) Approval of the Minutes:
1) September 8, 2007 – Executive Session (taped)
2) September 5, 2007 – Regular Session

b) Set Next Meeting, Date and Time:
1) Council Hears P&Z – September 26, 2007 at 6:30 p.m.
2) Regular Session – October 3, 2007 at 6:30 p.m.
3) Word Session – October 10, 2007 at 6:30 p.m. (Council will hear the Commissions' Quarterly Reports)
4) Regular Session – October 17, 2007 at 6:30 p.m.
5) Council Hears P&Z – October 24, 2007 at 6:30 p.m.

c) Possible award of bid Project 07-041, 2007 Chip Seal Pavement Preservation Project, AND AUTHORIZATION TO EXECUTE CONTRACT DOCUMENTS. This is a budgeted item in HURF

d) Possible approval of a Proclamation declaring September as Library Card Sign-Up Month in Camp Verde.

e) Possible approval of Intergovernmental Agreement with Yavapai County Library District for library services. Yavapai County will pay the Town $76,875 for library services, materials, and automation.

f) Possible approval of the October 1, 2007 quarterly payment in the amount of $33,750 to the Chamber of Commerce. This is a budgeted item in the General Fund.

g) Possible acceptance of Rob Witt's resignation from the P&Z Commission and possible presentation of Certificate of Appreciation, with direction to staff to begin advertising to fill the vacancy.

On a motion by Hauser, seconded by Garrison, the consent agenda was unanimously approved as presented with item 4d. pulled by Mayor Gioia.

4d. **Possible approval of a Proclamation declaring September as Library Card Sign-Up Month in Camp Verde.**

On a motion by Gioia, seconded by Parry the Council declared September as Library Card Sign-Up

Month.

Mayor Gioia requested item 4.d be pulled and read the proclamation declaring September as Library Card Sign-Up Month in Camp Verde. Library Director, Gerard Laurito, presented each Council member with a Library Card.

Mayor Gioia read the proclamation declaring September as Library Card Sign-Up month in Camp Verde. Library Director, Gerard Laurito presented each Council member with a Library Card.

5. **Call to the Public for Items not on the Agenda.**
There was no public input.

5a. **Discussion, consideration, and possible approval of Ordinance 2007-A346, an Ordinance of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, amending Chapter 3, Section 3-1-2, Section 3-1-3, Article 3-2, Section 3-2-3 of the Town Code, providing that the Finance Director shall be appointed by the Town Manager and declaring an emergency.**
On a motion by Hauser, seconded by Kovacovich, the Council voted unanimously to approve Ordinance 2007-A346, an Ordinance of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, amending Chapter 3, Section 3-1-2, Section 3-1-3, Article 3-2, Section 3-2-3 of the Town Code, providing that the Finance Director shall be appointed by the Town Manager and declaring an emergency, and correcting the 'passed and adopted' date to September 19, 2007.

Council discussed the fact that our newly appointed Town Manager had a strong background in finance and the Finance Director should report to the Town Manager.

Item 7 was heard prior to item 6.

6. **Discussion, consideration, and possible approval of a two-year contract with Judge Michael Bluff for Magistrate services.**
On a motion by Hauser, seconded by Elmer, the Council unanimously approved the two-year contract with Judge Michael Bluff for Magistrate services.

Judge Bluff explained the existing two-year contract for Magistrate services between the Town and Bluff is set to expire in October 2007. The Judge stated he would like to continue his employment for an additional two years under the same conditions as the previous two years, providing a provision for him to apply for the new Yavapai County Superior Court Division 7 position recently approved by the Governor. The Judge added that he wishes to become a candidate for the Division in the next general election that will be held September 2008, and the new agreement includes the language to allow him to become a candidate.

Attorney Sims advised Council that the term for Judge Bluff, if elected, would not go away until the Town finds a new magistrate.

PUBLIC INPUT
There was no comment from the public.

7. **Report, discussion, consideration, and possible approval of proposed step increases for two employees and reallocation of budgeted expenses between the Magistrate's General Fund and Restricted Fund accounts.**
Judge Michael Bluff reported to Council that he would be increasing the salary of two of his employees and reallocating budgeted expenses between the Magistrate's General Fund and Restricted Fund accounts.

Judge Bluff explained that the Magistrate's budget includes revenue and expenses, which are part of the Town's General Fund. The revenues are generated by the collections of fines assessed in criminal and civil cases. The expenses are the normal day-to-day operations. Council discussed the fact that other departments did not have the same luxury and the problem arises that the other employees do not benefit. Bluff agreed with Council and stated he has the authority to supervise and administer his budget and he is before Council only to report how he will be adjusting his budget and that he was not requesting Council approval. He advised that his decision would not impact the General Fund.

PUBLIC INPUT
There was no comment from the public.

8. **Presentation, clarification, discussion, consideration, and possible direction to staff concerning the Intergovernmental Agreement with the Camp Verde Sanitary District signed on May 17, 2007.**
Mayor Gioia advised that he would schedule a work session with the Sanitary District Board and the Town Council.

Councilor Garrison addressed the attorney with a list of questions. Sims stated the Town entered into the IGA with the Sanitary District last May after 24 months of negotiations, and agreed that there have been some misunderstandings since that time between the Sanitary District and the Town.

Sims suggested the best solution would be to sit down with the Sanitary District board and work out all of the differences. Sims was questioned as to how these items fell through the cracks and it was agreed that the transitions among the employees of the Town and a new District Board was part of the problem. Council questioned if the Town was obligated to pay for the District's expenses. Sims explained the District is responsible for the District's debts, and their responsibility does not go away, the debt stays on the Sanitary District books until the debt is paid in full.

PUBLIC INPUT
John Crane stated the Town has an 800-pound gorilla in a manhole. He advised Council the need for a District Manager to pull all aspects of the Sanitary District together and a District manager that will take responsibility for it. He advised the plant is costing over three times as much as it should have cost.

There was no further public input.

9. **Discussion, consideration, and possible direction to staff and/ or approval of the draft operating agreement between the Town and the Camp Verde Sanitary District as required in the IGA.**
Council agreed the Town would schedule a work session with the Sanitary District and have all concerned at the table: Some of the Council concerns include: 1) The Town would like our Engineer involved and copied on all information; 2) how the District is going to handle the sludge issue; 3) concern Mayor Gioia requested item 4.d be pulled and read the proclamation declaring September as Library Card Sign-Up Month in Camp Verde. Library Director, Gerard Laurito, presented each Council member with a Library Card.
s about the District selling any assets; and 4) the Town would like to be involved in all budget decisions, including hiring, major purchases and changes in the project.

Norma Garrison questioned the legality of the Town having Sanitary District employees on the payroll, when they are not actually Town employees. Sims advised that it was legal. Sims advised that the IGA gives the Town absolute control. The problem lies in the fact that it was not enforced. Sims asked Council for the items they would like to see in the operating agreement.

Council agreed that they would like to have the authority to review and veto financial transactions of the District placed back into the agreement. Council requested the Engineer to put together a list of items that he would like to see in the operating agreement and to provide it in writing to the Council and the District prior to the work session.

PUBLIC INPUT

Tom Nielson advised Council that when he was a Council Member in 1986, they had the same discussion regarding taking over the Sanitary District and the Water Company and that Council was told to contact a company back east that could take care of everything, including sludge. The companies could bring in heaters to the plant to make five different items, including fertilizer, medicine, and dog food. Nielson advised Council he has information and will give it to the Town Engineer.

Patricia Bassi questioned Council regarding the November 2008 election and what they would be asking the voters for. Council responded that the voters would be asked if they want the Town to take control of the Sanitary District as a public utility. Bassi commented she thought that Council had done more homework, commended Councilor Garrison for doing her homework, and questioned the advantages of taking over the District. Council responded the advantage would be to make it a public utility.

CHIP NORTON stated he has been involved with construction of wastewater treatments plants for the last ten years and reminded Council the Town will have to maintain the plant and stated the Town needed to be involved in every phase of construction, including the design phase.

There was no further public input.

10. **Discussion, consideration, and possible determination and/or direction to staff concerning efforts to honor past and current veterans.**
On a motion by Hauser, seconded by Gioia, the Council unanimously voted to table this item.

11. **Discussion, consideration, and possible support of reviving the Verde Valley Recycling Coalition, authorization to participate in the Coalition, if revived, and possible appointment of a representative to attend meetings.**
Mayor Gioia directed the Interim Town Manager to discuss the appointment of a representative to attend the Verde Valley Recycling Coalition with the Senior Staff and bring back a recommendation.

Interim Manager Smith advised Council that Kate Blevins had requested the Town appoint some one to the Verde Valley Recycling Coalition in hopes of reviving the program. Smith indicated it would be best to discuss the appointment with the Senior Staff.

12. **Discussion, consideration, and possible support of the Mayor writing a letter regarding the preservation of the flows to the Verde River which he will hand carry to our Congressional and Senate representatives in Washington D.C.**
On a motion by Parry, seconded by Hauser, the Council supported the Mayor writing a letter regarding the preservation of the flows to the Verde River that he will hand carry to our Congressional and Senate representatives is Washington D.C.

Mayor Gioia stated he would be heading to Washington D.C. to talk to representatives regarding the preservation of the Big Chino. He advised Council he has letters of support from other Mayors, including Clarkdale, Jerome, the Verde River Basin Partnership, and Verde Watershed Association and encouraged everyone to email or fax concerns regarding the Verde River drying up.

13. **Call to the Public for Items not on the Agenda.**
There was no public input.

14. **Advanced Approvals of Town Expenditures**
a) There are no advanced approvals.
There were no requests for advanced approvals.

15. **Manager/Staff Report**
Dave Smith thanked Council for the opportunity of Interim Town Manager and stated it was a good opportunity for him to see the larger picture. He assured Council he would be glad to help the new Manager when he arrives.

16. **Council Informational Reports**
Garrison announced the Tribal Elections have been held and congratulated Chairman Beauty and Vice Chair Smith on being elected and would like to see a letter of congratulations be sent. She stated she also attended the Governor's Housing Forum and thanked all Council members for the privilege of working with each of them. Garrison thanked Mr. Dave Smith for her weekly visits.

Kovacovich commented on the American Legion Museum dedicated he attended on Saturday and stated it was a very nice ceremony and dinner and thanked the legion.

Hauser reported the Masche sextuplets would be here next week visiting and she has the privilege of the 7:00 a.m. shift. She stated all babies are doing well. Hauser reminded everyone it was time for Flu shots. She stated the 9-11 ceremony was very nice. Hauser thanked David Smith for all his work.

Gioia said he attended the Mule Show on Saturday. He reported he attended the Water Shed Association meeting and they were advised that in the Paulden area, it has been determined the wells are fifteen thousand parts per billion arsenic and the home owners are now having to haul water. He advised that the Upper Verde River has been designated as a candidate for the Wild and Scenic Designation, and when the Management Plan is available, he has hopes that everyone will support the designation. Gioia reported Verde River Days is September 29 and 30th.

17. **Adjournment**
On a motion by Hauser, seconded by Gioia, the meeting was adjourned at 9:10 p.m.

_____
Virginia Jones, Recording Secretary

CERTIFICATION

I hereby certify that the foregoing Minutes are a true and accurate accounting of the actions of the Mayor and Common Council of the Town of Camp Verde during the Regular Session of the Town Council of Camp Verde, Arizona, held on the 19th day of September 2007. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this _____ day of _____, 2007.

_____
Deborah Barber, Town Clerk

Breast Cancer Facts

- Breast cancer is the most commonly diagnosed form of cancer among American women.
- 1 in 8 women will develop breast cancer in their lifetime.
- The chance of dying from breast cancer is 1 in 33.
- Early detection saves lives!
- A mammogram can detect cancer in its earliest stages, when it is most treatable.
- Women 40 and over should have a screening mammogram every year.

Well Woman HEALTHCHECK
Check on your health.

SUSAN G. KOMEN FOR THE CURE

To contact the Well Woman Healthcheck Program call LeeAnn Collins, Program Coordinator or Virginia Rodriguez at:

(928)649-5057

Yavapai County Community Health Services

Memorandum

To: Mayor of Camp Verde, Tonya Gioia

CC: Town Manager & Chairman of CVCC

From: Roy Gugliotta, Camp Verde Chamber

Date: September 25, 2007

Re: Chamber's Quarter Report to Town Council

Economic Development / Building a Strong Local Economy

1. I was appointed by Yavapai County Board of Supervisors to the ***Local Workforce Investment General and Executive Boards***. This board works with NACOG. Attended first meeting September 11, 2007.

2. I am currently working with the ***Verde Valley Regional Economic Development Group*** that meets monthly to discuss how to bring the communities together around an economic development strategic action plan. This is a regional effort of the economic development people in the Verde Valley.

3. Attended the Governor's Conference on Rural Development.

    a. From the conference it seems that we need a leadership training program that helps in training individuals wanting to be on Town's Committees, Education School Board, and council itself. There are excellent program models available for review: City of Oro Valley and Wickenburg.

    b. Secondly, it seems that we need to develop a model and plan for working with developers that would like to help in the development of Camp Verde. It seems that we also need a vision and theme for downtown Camp Verde with corresponding architectural renderings.

4. Attended the ***International Economic Development Conference*** the week of September 16 – 19 in Phoenix. This was an excellent conference and a lot of good information was available on economic development for Camp Verde.

5. I'm in the process of writing an economic development article for the ***Northern Arizona Newcomer's Guide.*** This will be a 3 page article about Camp Verde concerning Camp Verde history and background, current expansion plans, and future expansion plans.

    a. I am also sending pictures of Camp Verde for the magazine.

6. I am working with Northern Arizona University (NAU) to do an ***Asset Plan*** for Camp Verde that will be used by the ***Verde Valley Regional Economic Development Group*** and the Chamber when discussing our potential with developers.

7. Home & Business Show, September 8 at the Cottonwood Fairgrounds

    a. We had around 800 – 1000 people coming to visit over 80 vendors. We handed out around 800 of the Chamber's ***new*** Community Guide and Business Directory.

8. I've updated the ***Camp Verde Community Profile*** to include population and buying patterns.

9. I've made arrangement with Buxton's Territory Business Manager to visit with our new Town Manager to discuss the Buxton Report and how we can best use it.

Tourism / Promote Camp Verde

1. New Community Guide arrived last week.

    a. We will place 5000 copies of the guide for distribution to the community at Bashas' and the Chamber Visitor Center.

2. Arizona Tourists Newspaper, www.aztourist.com. We have two months August and September of promoting Camp Verde events. This newspaper is distributed to 65,000 people throughout Arizona.

3. Advertising Campaign with Arizona Office of Tourism (AOT):

    a. Arizona RV Magazine, junior page vertical advertisement that is distributed annually to 120,000 and available in Arizona RV centers. We have 571 RV spaces in Camp Verde that are usually have a high occupancy rate September to May.

        - I also wrote a 400 word article of Camp Verde that will appear in the ***Arizona Travel & RV Park Magazine.*** We have 571 RV park spaces in Camp Verde that are at capacity from September to May every year. This article was written to encourage visitors to get to know Camp Verde better.

    b. Fall Preprint that is distributed to 825,000 – 1.2 million subscribers throughout the U.S. in newspapers: Chicago Tribune, Dallas Morning News, Denver Post, LA Newspaper Group, New York Newsday, Orange County Register, Portland Oregonian, San Francisco, Seattle Times, Suburban Chicago Newspapers, and Westchester Journal News.

c. Arizona Professional Travel Planners Guide ***official fulfillment publication for AOT*** for AOT's Travel Industry Marketing Division. Circulation 20,000 – ½ page advertisement.

d. ***True West Source Book***, circulation 50,000, full page display.

4. Our goal is to drive everyone to our new iBrochure online with Madden Preprint and our tourism website www.visitcampverde.com – the iBrochure is reducing our mailing costs by 61%. Last fiscal year we mailed out 15,000 brochures to those people who responded to our advertisements.

5. We have distributed 30,000 of our new brochures that were printed last year with our TEAM Grant.

   a. 15,000 were mailed to people responding to our advertising in newspapers with AOT

      - Return of Investment (ROI): 15,000 people x 70% coming to Camp Verde and the Verde Valley over the next 18months to two years spending an average of $81 per day. Gross Revenue for one day is $850,000 per day. If they stay two day the gross revenue will be $1.7 Million.

   b. 10,000 were distributed to the visitor centers in Arizona

      - Return of Investment (ROI): 10,000 people x 70% coming to Camp Verde and the Verde Valley over the next 18months to two years spending an average of $81 per day. Gross Revenue for one day is $567,000 per day. If they stay two day the gross revenue will be $1.1 Million.

   c. 5,000 were distributed to visitors coming into the Camp Verde visitor center

6. Summary of Website Statistics since January to August, 2007: total number of unique visitors is 4115, total visitors are 4869 with 15,602 page views. This means we have on an average 514 unique visitors and 608 visitors with 94 returning visitors to the website respectively with 1,952 page views. Unique Visitors are one time visitors and Visitors are people returning to the site. We are not using hits because it is not a very good statistical indicator.

7. Part of the AOT TEAM Grant was hiring a Public Relation Firm to help us by distributing articles on Camp Verde to newspaper travel writers throughout the U.S. and especially targeting the newspapers for the Fall and Spring Preprint Advertising Campaign. This is part of our ***Tell Our Story Campaign*** and is part of the AOT TEAM Grant.

   a. We have completed a ***Media Kit*** that we intent to include on our website www.visitcampverde.com in the Media module for the media community and also available in the printed format. This will be a great piece to mail to writers for newspapers as well as travel writers.

   b. Three (3) articles have been written: Mule Parade for Pioneer Days, Enjoy the Seasons of Arizona in the Verde Valley, Turtles at the Well.

8. Branding Campaign with AOT: I invited Casey Ambrose, Director of Advertising & Fulfillment for the Arizona Office of Tourism to help us with our branding campaign. She has already completed the Arizona State's Branding Campaign. We spent six (6) hours with her and this is the beginning of our mapping for branding Camp Verde and the Verde Valley.

9. We track our strategy and progress in a scorecard format. Both FY 2006/2007 and FY 2007/2008 are included for your review. This has proven to be an excellent format for tracking our results and evaluating what to do next.

10. Attended the Governor's Conference on Tourism in July, 2007.

11. We spent over $1000 of ***Chamber Dollars*** to write and promote Pioneer Days and sent media information to 750 newspapers and media outlets in Arizona, New Mexico, and California. We did this because Parks & Rec could not give us the necessary information about the event. The result is that Parks & Rec changed the event and the activities resulting in the information we wrote and distributed to the media as being very inaccurate. This will hurt our credibility and good name because this is the second time that this has happen. This is the reason that we requested in the Town Contract that we receive accurate information six (6) months prior to the event.

    a. We booked Ron Smith on the KAZ-TV show in Prescott that is aired throughout Arizona (Lynda Moore and Dale were interviewed)

Visitor Center / Promote Camp Verde

1. We are still working on sponsorships for the proposed new visitor center on highway 260. I've asked the Cliff Castle Casino for a sponsorship of $75,000, Out of Africa for $50,000, and State Parks for $24,000. Out of Africa at this time can not sponsor and State Parks seem to be very willing and probably could sponsor more. The Casino has not responded.

    a. I'm currently corresponding with the owner to discuss our options

2. It seems Town Council needs to address the issue of Fort Verde State Park. The current ranger has been put on administrative leave and may not return. This is a potential time for us to meet with Ken Travis, Executive Director of State Parks, and discuss a better working arrangement with him and State Parks. Without a better working relationship and a park ranger that is more tourist oriented and creating an inviting atmosphere at the Fort, we will remain at our current level of around 12,000 – 14,000 visitors to the Fort. This is very unacceptable due to the fact that Montezuma Castle has 650,000 visitors annually to the Castle only 3 miles away.

Reports

Events: Marketing Analysis – 90% complete

Community Profile – updated with more financial data about community's spending profile

Summary

1. Visitor Center and National & State Parks Visitation Statistics. As you can see the State Parks could show an improvement in visitation while the National Parks will remain steady. The Camp Verde Visitor Center will slightly improve, but the good news is that we are going upward even through it is a very small amount.

    a. Fort Verde although will report an upward growth, it still is lagging far behind the other State Parks in the Verde Valley. In relationship to Fort Verde Jerome State Park gets 72.3% more visitors and Dead Horse State Park get 85%. It seems that this is one of our major problem areas in the community especially since Montezuma Castle is 589,562 visitors per year and only three (3) miles away is Fort Verde that doesn't have the magnetism to draw visitors due to their management of the Park.

2. We track the entire financial statistic and receive our figures directly from the State of Arizona. As you can see ***Accommodations*** (bed tax dollars) is continually growing and shows another 20% growth over last year. This is the good news. In the Retail section we grew 102% in FY 2005/2006, but this year we are showing a slight drop in retail sales. This illustrates that our economic is flat. The increase in population in the community is 13,170 with an average income of $42,623. These figures look great and so do the tourism growth figures. So where is the problem and how do we correct it?

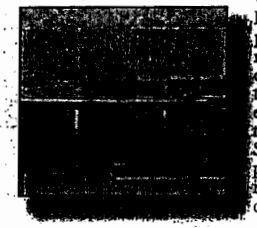
20 Minute Drive Time Statistical Analysis		
	2005 Retail Demand	**2007 Retail Demand**
	$155,047,260	$201,561,438
Sales Tax Collected	$548,494	$1,108,133
Retail Goods & Service Purchased	$27,427,700	$55,4006,650
Leakage to other communities	$127,619,560	$146,154,788
Leakage of Sales Tax Dollars to other communities	**$2.6 Million**	**$2.9Million**

Camp Verde

260

Tour Historic Homes in Camp Verde

Camp Verde is the oldest settlement in the Verde Valley, an important swatch in the fabric that makes up Arizona's rich history. Take some time to stroll around this fascinating western downtown to see its early architecture. In this self-guided tour, you will find good examples of buildings dating from the Arizona Territory era (1863) through Arizona statehood (1912).



The Barker House: c. 1903 - Now Tradition's Antique Shop, it was built around 1903-04, commonly known as the Barker House and thought to have been a kit house built in pieces. The Barker family lived here from about 1930-1998.

Montezuma Inn: c. late 1800s - Now Gabriella's Mexican Restaurant, the building was originally a one-story structure, a saloon that faced Hollamon Street. The hotel (with dining room, bar and big glass doors), had its entrance on Main Street. At one time, the Montezuma Inn was also a bus depot. The old Main Street façade was much plainer during the 1900s than today's style. The current façade is characteristic of the frontier look common to western architecture.

Sutler's Store: c. 1871 -Today's Wingfield Plaza, it was originally a sutler's store, an army trading post from the 1870s, connected with old Fort Verde. If you walk out front along the sidewalk, you will notice distinguishable adobe walls. In 1911, the Wingfield Mercantile was added to the north side, the first reinforced concrete construction used in a building in this community. Further north is the old Camp Verde State Bank, an addition built by Robert Wingfield and residents in 1916.

Stage Stop and Boarding House: c. 1868 - Now Adobe Cafe, it maintains the integrity of inside walls from much earlier days when it was a respite for freight travelers and fort soldiers.

Camp Verde Jail: c. 1935 - This river stone cobbled building on Hollamon Street near Main was originally the Camp Verde jail with two cells. Reflecting a Colonial Revival aesthetic, it was a Work Project Administration (WPA) building from the Great Depression built during the Franklin D. Roosevelt administration. It is now the Camp Verde Lions Club.

Hance House: c. 1916-1917 - This wood frame house with clapboard siding was home to Judge George Hance, Camp Verde's first postmaster and a long time notary public and Justice of the Peace. Located at the edge of Fort Verde, this early home is now owned by the Camp Verde Historical Society and is open to the public upon request by calling 567-9560 on Tuesdays or Saturdays.

Wingfield Store: c. 1933 - Boler's Bar today, but this frontier-looking wood frame building with clapboard siding was the former Claude and Ralph Wingfield Store, a western variant of 20th century commercial style architecture.

Grammar School: c. 1904 - This three-room building with painted stone exterior and inside tin ceilings is located in the oldest part of Camp Verde's Main Street. It is now home to the Camp Verde Historical Society, the Town's main historical research and archive center. To its left is a gazebo and a three-room high school built in 1918. Behind both are classrooms, a cafeteria, and gym built in 1948-1949. The old school complex is now part of Town Hall.

Store Building: c.1917 - Now the Calvary Chapel, but in days past, this building served many purposes, a hardware store, doctor's office, garage, and post office. Purchased in 1988, it is now home to a church.

928-567-9234
www.visitcampverde.com

Pioneer Days and Mule Show

Get in Touch with the Past

Camp Verde Parks & Rec: 928-567-0535

MARK THE DATE

Camp Verde is the oldest settlement in the Verde Valley. Early European-descent pioneer names are still commonly heard and known in this small town of 10,000. Although not incorporated until 1986, the town-site designation dates back to early 1900 and its Anglo settler heritage goes back to Civil War days.

Each September, pioneer families return to Camp Verde to **tell tales, exchange stories** and enjoy pioneer-style, **Dutch-oven cooking** over open fires in this time-honored tradition. It's a chance for families and old friends to reconnect and make new friends. Among other things, there is a unique and popular **Mule Show** that puts these sturdy pioneer animals through their paces, a **tractor pull competition**, and an **antique engine and tractor show.**

The Camp Verde Historical Society, located in the Town's former elementary school in the old part of downtown, provides a great preservation and archive center for anyone interested in doing some ancestry research on Verde Valley families.

Mark your calendar for Pioneer Days coming up on **Sept. 15-16.** Everyone is welcome! Camp Verde is located off of Interstate 17 at Exits 285, 287, and 289, only 90 miles north of Phoenix.

Camp Verde Calendar of Events

Camp Verde Parks & Recreation

Sept. 15-16	Fall Gun & Knife Show	**Oct. 13-14**	51st Annual Fort Verde Days
Sept. 15-16	Pioneer Days	**Oct. 12-14**	Fort Verde Days Bull Bash
Sept. 15-16	Pioneer Days Mule Show & Pack Competitions	**Oct. 13-14**	Annual Fort Verde Days Antique Show
Sept. 29	Montezuma Castle 10K & 2 Mile Run/Walk	**Dec. 8**	Christmas Parade of Lights

Camp Verde "Where the Past Meets the Present and Comes Alive"
Home of Montezuma's Castle and Out of Africa
Camp Verde Chamber of Commerce
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ARIZONA GRAND CANYON STATE

Camp Verde

260

One of a Kind Mule Parade

Highlight of Pioneer Days

Slow March

Camp Verde, Arizona will host a special new attraction, a **"Mule Parade"** along Main Street on **Saturday, Sept. 15**, at 11 am. This fun pageant will show off the versatility of the mule while paying homage to its long, rich legacy.

"We'll reach out in Arizona and maybe other places to get some mule teams in that pull stagecoaches and wagons," said Ron Smith, one of the parade organizers. "Pretty much, the West was founded on the back of mules, not horses."

Smith said he believes that this parade is **one-of-a-kind within the state. It will** become part of the Town's popular **fall Pioneer Days** and **Mule-and-Donkey Show** (competition), held this year on Sept. 15 and 16.

Tractor enthusiasts can enjoy seeing antique tractors, too, as they join the mules along the parade route.

Other events during Pioneer Days include: a **Dutch-oven cook off** on Saturday, a **gun-and-knife show** on Saturday and Sunday, exhibits, vendors, singers, pickers, antique tractors, tractor pulls, old engines and much more.

To learn more, call or email the Camp Verde Chamber of Commerce.

Info: 928-567-9294
info@campverde.org

Camp Verde Pioneer Days Schedule of Events:

Saturday, Sept. 15 and Sunday, Sept. 16

- **Mule and Donkey Show (competition):** Saturday & Sunday, Arena Del Loma off Arena Del Loma Road, north of the high school
- **Mule & Antique Tractor Parade:** Saturday, 11 am, Main Street, downtown Camp Verde
- **Gun and Knife Show:** Saturday & Sunday, Community Center/Gymnasium, downtown Camp Verde
- **Tractors, tractor pulls, old engines:** Saturday & Sunday, downtown Camp Verde
- **Dutch oven cook-off:** Saturday, downtown Camp Verde

Film Stars, Props & Famous Places

Fun Facts about Camp Verde

Movie Music

Movies

The film **"Kingdom of the Spiders"** was shot in Camp Verde with townspeople playing extras. This 1970s sci-fi film starred a young **William Shatner** (of Star Trek and Boston Legal), along with Tiffany Bolling, Woody Strode, Lieux Dressler and Altovise Davis.

Hollywood Props

The short-lived Cowboys and Outlaws, ca. late 1990s, now Distant Drums RV Park at I-17 and Middle Verde Road, boasted Doc's wagon from Gunsmoke, Michael Landon's wagon from Little House on the Prairie, and the buckboard from Lonesome Dove.

Famous Places

Hot Springs Hotel: Near Fossil Creek west of Camp Verde, this site was once a famous resort, reported to have had a guest list that included many movies stars and President Teddy Roosevelt. Only some walls, foundation and the concrete mineral hot spring pool survive. Hardy hikers still venture to the site to use the hot springs.

Clear Creek Cemetery: Hollywood cowboy actor Bob Baker (Stanley Lelan Weed), aka Tumbleweed, 1910-1975, who starred in B westerns during the 1930s-1940s, is buried in this old Camp Verde cemetery. Originally from Iowa, he was in the Singing Outlaw and Courage of the West.

Fort Verde Days

Celebrating 51 Years of Town's Heritage

Now Event

In the heart of Arizona, Western lifestyle will come alive **Oct. 13th & 14th, 2007** at **the 51st Annual Fort Verde Days** in downtown Camp Verde, Arizona. Fort Verde Days will be a premier family experience combining an irresistible western atmosphere, history and fun.

Fort Verde Days honors Camp Verde's jewel, Fort Verde, an early military fort, now owned by the Arizona State Parks. The Fort and State Parks plays host to this time-honored festival. Enjoy **walking tours** through this 1871 living museum, one of many things to do during this two-day event.

With **other activities** under the auspices of the town of Camp Verde, there's plenty to do and see. You'll find the Colonel's Daughter competition (based on a historical recounting of the book of the same name), a bull bash, the Fort Verde Days' parade, fort re-enactments, and much more.

Congratulations!

OUT OF AFRICA

"It's been GGGGGreat working with Az Tourist News!!"

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www.outofafricapark.com

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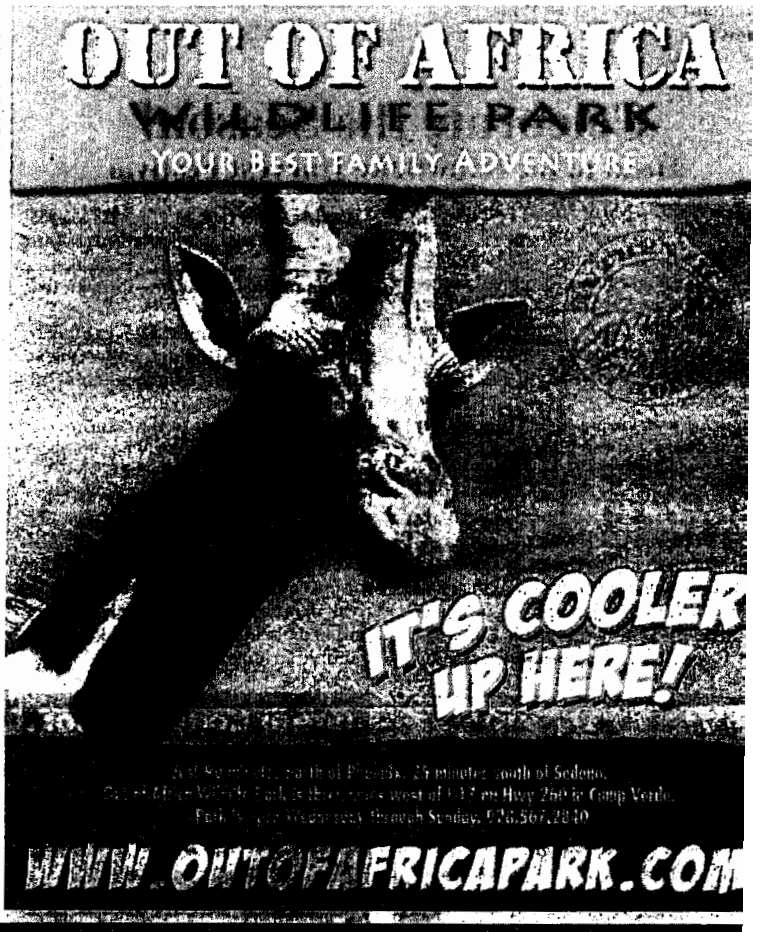

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. . . and comes alive!

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Arizona RV - Editorial

You Can Do It All from Here – Camp Verde

Welcome to Camp Verde, where the past meets the present. Camp Verde is rich in history with the Sinagua -- an Ancestral Puebloan people, the Native Americans, the U.S. Calvary, and the settlers all coming together. The stories illustrate the many challenges faced by everyone, the conflicts and the suffering, the trail of tears of the Yavapai & Tonto-Apache, and the growth of Camp Verde through it all.

Today Camp Verde is being rediscovered and faces growing pains again. We are striving to preserve and honor our heritage while meeting the challenges we face today. If you are visiting us or planning to relocate, welcome to our town and our history. Take time out to visit our Chamber of Commerce located on Main Street to learn more about us, our history, and our community. You will find our town friendly and relaxed.

Our weather is unique, being at 3147 feet elevation and surrounded by mountains. While you are here, enjoy our many attractions, events, shopping, and restaurants, too.

Feature 5 Wineries

Camp Verde, located within the Verde Valley, enjoys a rich Arizona agricultural history. Early settlers discovered a lush verdant region. Keeping in the spirit of this abundant ranching and farming heritage, a new agriculture cottage industry has cropped up in recent years, all in close proximity to Camp Verde. At its earliest juncture, finished wines from nearby Verde Valley vineyards are quickly gaining the interest of locals and visitors alike, promising a prosperous year of viticulture delights.

Enjoy Golf Year Round in the Verde Valley

We have two wonderful golf courses for your year round enjoyment.

Play golf all year round in the shade of giant cottonwood trees, along the banks of Beaver Creek. The 18 holes 8663 yards, par 71 golf course is challenging for the accomplished golfer, yet enjoyable for the novice. Stay and enjoy a delicious meal at the Ranch style restaurant.

Just a few miles away in Cornville is another par 71 high desert course framed by majestic Mingus Mountain range and the Red Rocks of Sedona. This course offers a memorable round of golf for all skill levels. Golfers will enjoy the course that has some of the best Bent Grass in Northern Arizona. After your round, visit their restaurant with a full bar.

Fall Preprint 2007 - 825,000 Subscribers 9/23 Brochure ad

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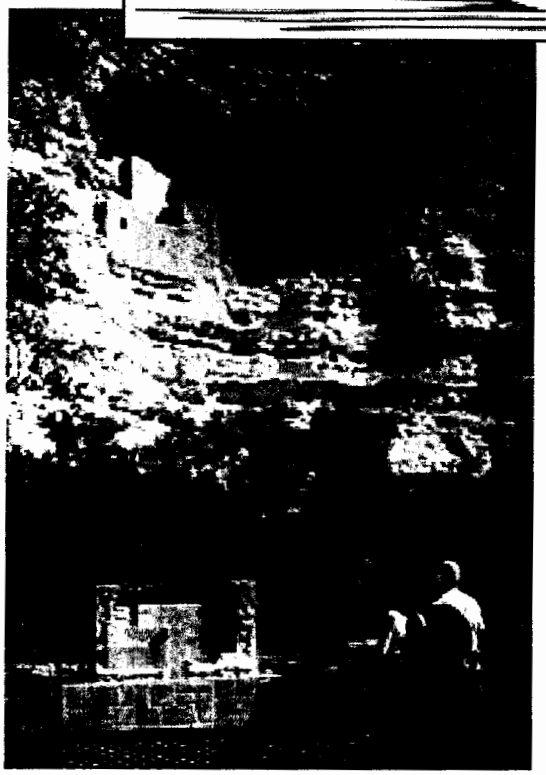
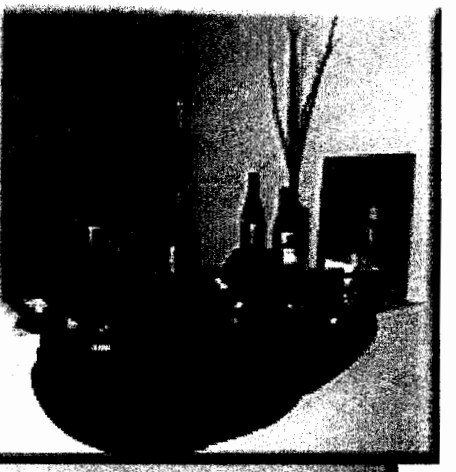
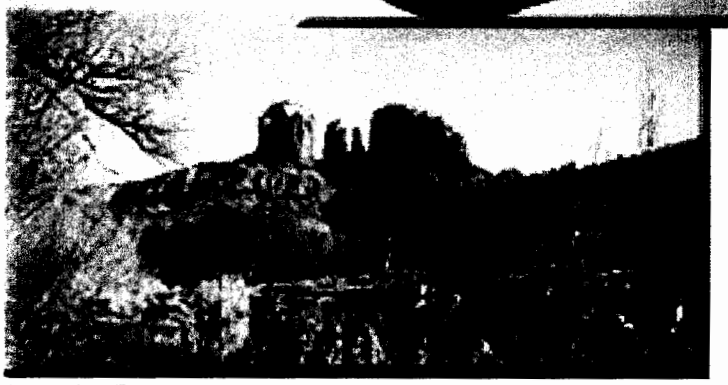
CHAMBER OF COMMERCE



You can do it all from here!





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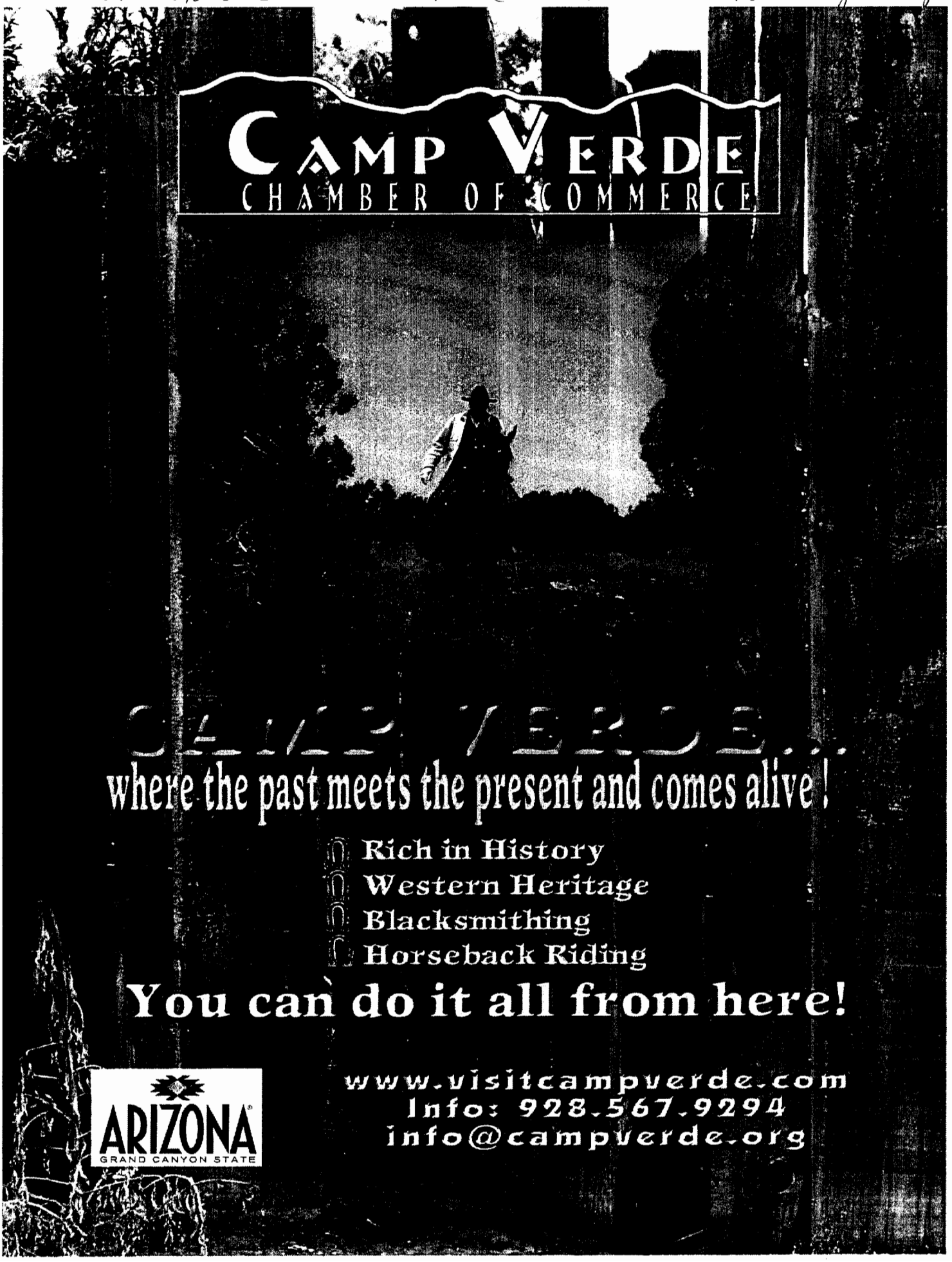

4 of the 8 page interactive brochure

CAMP VERDE iBROCHURE

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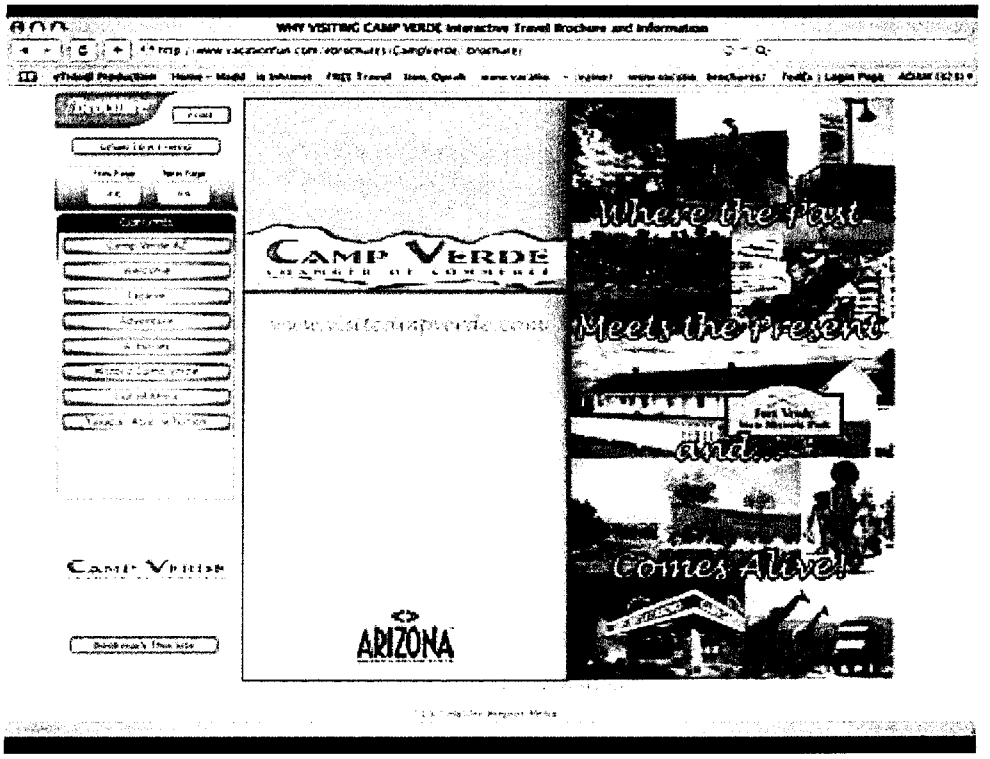

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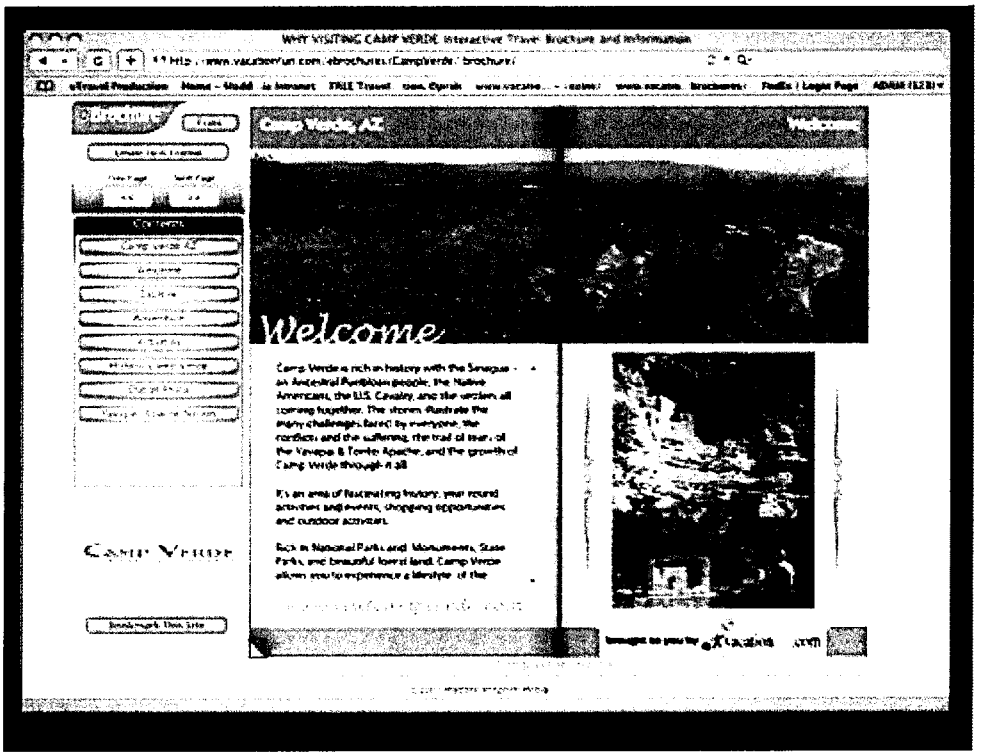

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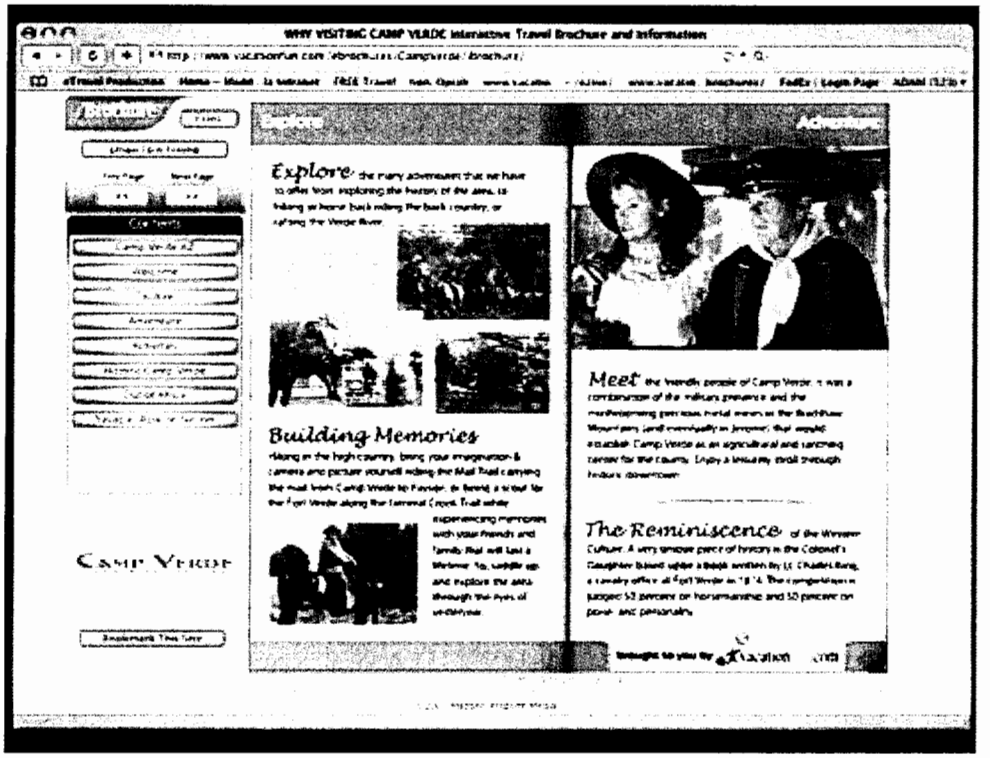

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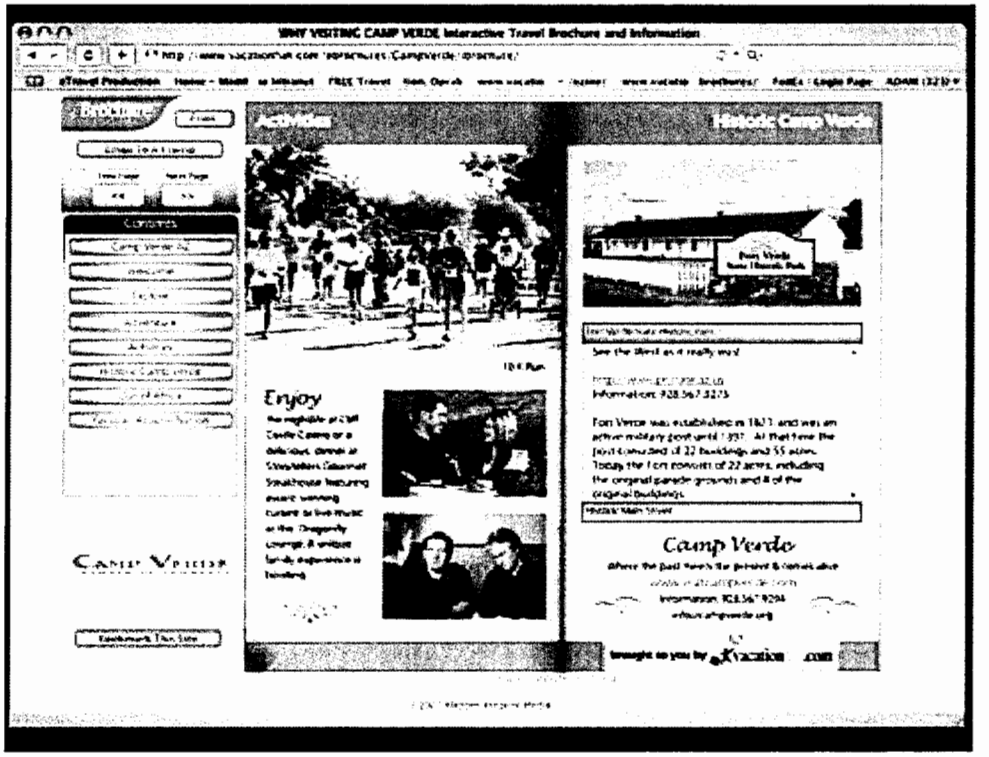


contact designs

SITE ANALYSIS REPORTING

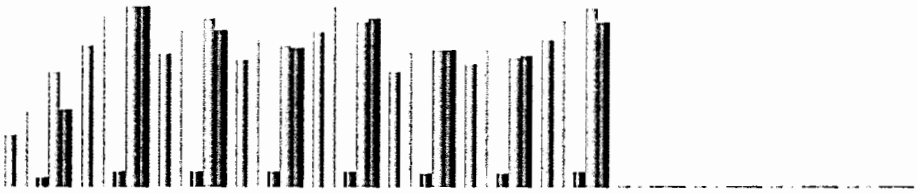
Summary

Reported period	Month Aug 2007
First visit	01 Aug 2007 - 05:55
Last visit	31 Aug 2007 - 23:42

	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	**610**	**691** (1.13 visits/visitor)	**2253** (3.26 pages/visit)	**25741** (37.25 hits/visit)	**175.64 MB** (260.27 KB/visit)
Not viewed traffic *			**1622**	**3601**	**13.89 MB**

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Monthly history

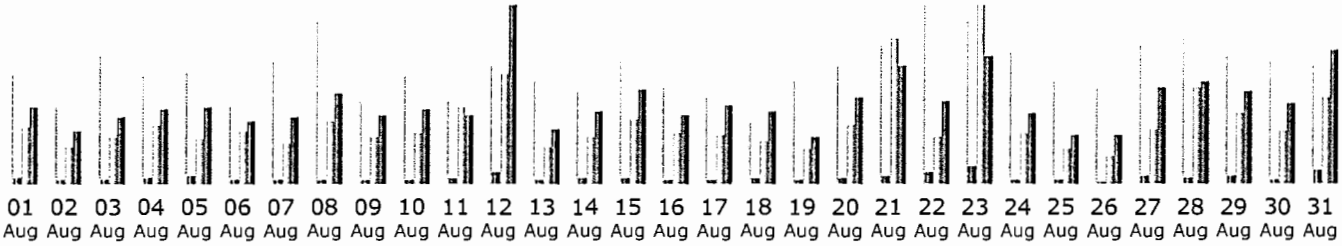


Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2007	213	310	1224	16454	81.07 MB
Feb 2007	583	715	2271	25806	190.87 MB
Mar 2007	556	653	2068	24124	166.95 MB
Apr 2007	526	614	2022	20124	147.30 MB
May 2007	641	749	2181	23639	179.85 MB
Jun 2007	476	564	1732	19654	144.26 MB
Jul 2007	510	573	1851	18463	139.07 MB
Aug 2007	610	691	2253	25741	175.64 MB
Sep 2007	0	0	0	0	0
Oct 2007	0	0	0	0	0
Nov 2007	0	0	0	0	0
Dec 2007	0	0	0	0	0
Total	4115	4869	15602	174005	1.20 GB

VISITORS
avg 1608 visitors p/mo

Hits
avg 21,750 pr/mo

Days of month



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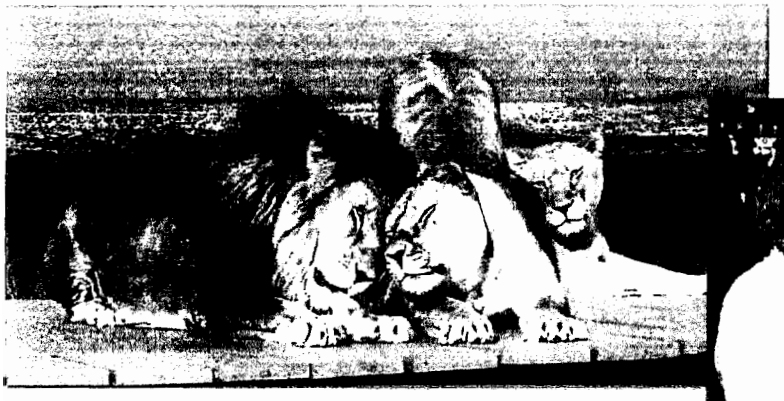

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Camp Verde Chamber of Commerce
(928) 567-9294, e-mail: info@campverde.org

CAMP VERDE
CHAMBER OF COMMERCE

WHERE THE PAST MEETS THE PRESENCE AND COMES ALIVE

DEAR JOURNALIST/EDITOR:

The Camp Verde Chamber of Commerce is kicking off its **FEATURE 5 STAY-AND-PLAY CAMPAIGN.**

Gateway to the Verde Valley, Camp Verde is a small western town of 13,000 people in the heart of Arizona. Easy to reach right off Interstate 17, visitors enjoy less traffic, bluer skies, friendly hometown people, lower costs, the lovely Verde River and an easy connection to other Verde Valley communities. We don't claim to be super sites like Sedona or the Grand Canyon, but what we do offer is a terrific two-day stay along your way north or south. While here, enjoy five popular Camp Verde destinations, five fun Verde Valley destinations and any of one of our five annual hometown, out-of-the-ordinary festivals.

5 CAMP VERDE DESTINATIONS

1. **MONTEZUMA CASTLE:** One-half million tourists annually.
2. **OUT OF AFRICA:** Arizona's only wildlife theme park.
3. **CLIFF CASTLE CASINO:** Voted No. 1 casino in Arizona 8 years.
4. **CAMP VERDE:** The oldest settlement in the Verde Valley.
5. **FORT VERDE:** C. 1871-1891, one of seven Apache war forts remaining open.

5 VERDE VALLEY DESTINATIONS

1. **WINE TOUR:** Enjoy the tastes of five Verde Valley wineries.
2. **MUSEUMS:** History buffs/museum hounds live the frontier through local artifacts.
3. **MINING:** A "Company Town," a copper mining city, the old rails, salt mine remains.
4. **GOLF:** Close, affordable, year-long; 9 or 18 holes, open to the public.
5. **STATE PARKS:** Two historical; one recreational with horse corrals/cabins.

5 CAMP VERDE FESTIVALS

1. **February:** Wine, Pecan & Antique Festival (award winner)
2. **June:** Crawdad Festival (New Orleans style)
3. **September:** Pioneer Days Festival (includes Mule Show)
4. **October:** Fort Verde Days Festival (50 years old)
5. **December:** Holiday Family Festival (*Cowboy Xmas, Bazaar, Parade of Lights*)

We invite you to visit and to write about us. We know you will enjoy what you see and learn. Please call us with questions or to set up an interview -- **(928) 567-9294 or e-mail: info@campverde.org**

Happy Traveling,

Roy Gugliotta
CEO
FACT SHEETS ENCLOSED

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E-mail:info@campverde.org
Web site: www.visitcampverde.com

Mayor Tony Gioia

WELCOME TO CAMP VERDE, GATEWAY TO THE VERDE VALLEY

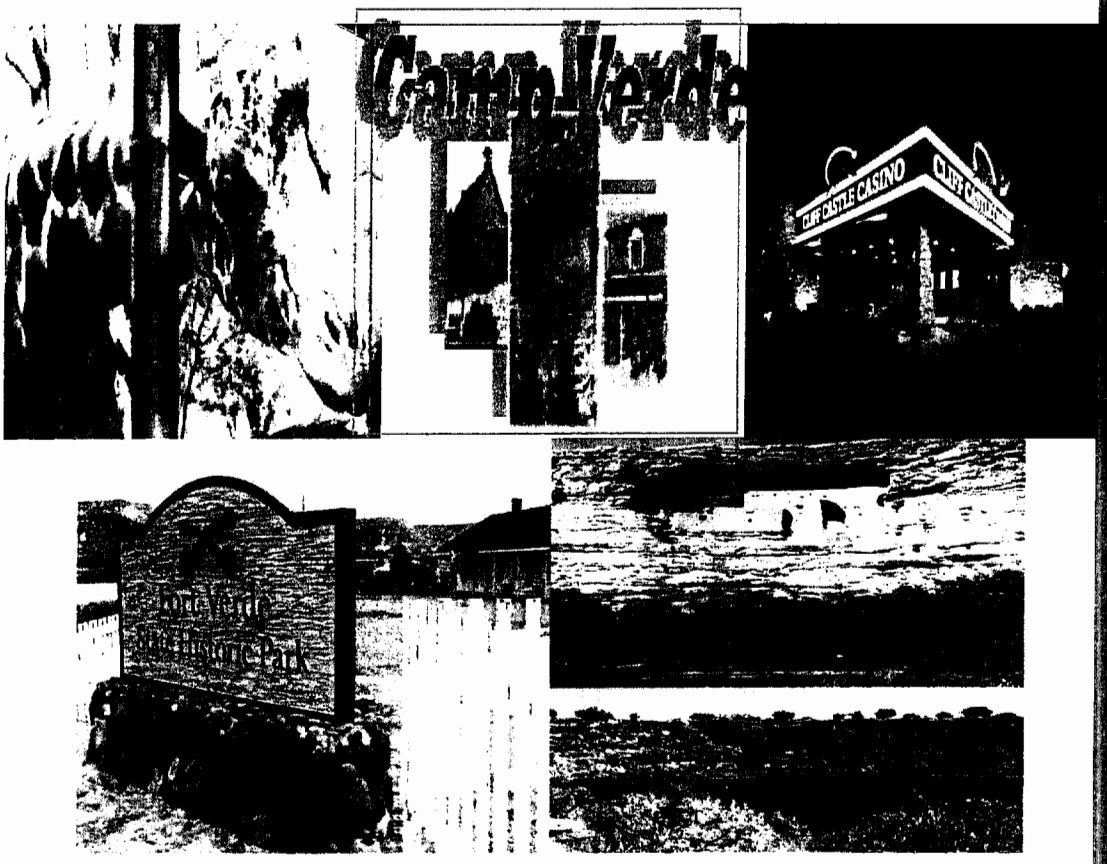
"Camp Verde is full of some of the nicest folks with the biggest hearts you will ever want to meet."

"The first known settlers into the Verde Valley area in the 1860s could have camped almost anywhere they liked. They chose however a nice vantage spot close to the Verde River with great views in all directions in what is now the Town of Camp Verde. I guess those early pioneers knew a good thing when they saw it. In addition, the current residents can easily attest that Camp Verde is truly a great place to live.

Camp Verde also has among its many assets the most beautiful scenery filled with the green-belted Verde River, Beaver Creek, and Clear Creek. Surrounding the town are panoramic mountain views. Squaw Peak and the Black Hills are to the south and west and the White Hills and Clear Creek Canyon and the forested mountains are to the east and north.

In addition to all of these wonderful assets, Camp Verde is full of some of the nicest folks with the biggest hearts you will ever want to meet."

FEATURE 5



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CAMP VERDE
OLDEST SETTLEMENT IN THE VERDE VALLEY

FACT SHEET

DESCRIPTION: Camp Verde is an important swatch in the fabric that makes up Arizona's rich history. You will find fantastic examples of historical sites beginning with the Arizona Territory era (1863) on to Arizona statehood (1912) and through the Great Depression (1930s).

STAGE STOP AND BOARDING HOUSE: c. 1868, 567 S. Main Street: Now a restaurant, this historic building maintains the integrity of its inside walls from earlier times when this building was a respite for freight travelers and fort soldiers.

SUTLER'S STORE: c. 1871, 564 S. Main Street: If its walls could speak, this historical building, now part of a retail shopping plaza, would tell true tales of the beginnings of Camp Verde when it was a sutler's store or army trading post connected to Fort Verde.

CLEAR CREEK CHURCH & CEMETERY: c. 1898-1899, 3010 S. Verde Parkway: Now owned by the Camp Verde Historical Society, this picturesque church, south of downtown, was also a school and a cannery in former days. The outside limestone came from a quarry in the White Hills near Hayfield Wash constructed by an English stone mason. It is used for weddings and funerals.

SALT MINE: c. Aboriginal; commercial in the 1920s (off Salt Mine Road): This large salt deposit was first mined for profit by Western Chemical Company during the 1920s as an open-cut mine. Its original source likely dates back to prehistoric times, 2000 years ago during the Pueblo culture.

CAMP VERDE JAIL: c. 1935, Hollamon near Main Street: This river stone cobbled building was originally the Camp Verde jail with two cells. Reflecting a Colonial Revival aesthetic, it is a Work Project Administration (WPA) structure from the Great Depression, built during the Franklin D. Roosevelt administration. It then became a library and, today, it is home to the Camp Verde Lions Club.

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Historic Clear Creek Church, 1898

Salt Mine with aboriginal evidence

CLIFF CASTLE CASINO

VOTED #1 EIGHT YEARS IN A ROW

FACT SHEET

PROFILE: Proudly owned and operated by the Yavapai-Apache Nation, Cliff Castle Casino is located just east of I-17 at exit 289 in Camp Verde, AZ. The casino originally opened in 1995, and after extensive renovation, the current facility opened in 2000 offering guests the newest in gaming and entertainment while staying true to a small-town feel. A short 75-minute drive from Phoenix, Cliff Castle Casino is open 24 hours a day, 365 days a year.

PHILOSOPHY: Cliff Castle Casino consistently surpasses its guests' expectations by delivering unique offerings and superior service with a down-to-earth attitude. Guests are treated like people, not numbers. Here in small-town USA, located on the doorstep of northern Arizona, everything is "always friendly, always fun."

GAMING: Cliff Castle Casino's gaming floor contains more than 570 of the latest coinless slot machines and video poker. The Ticket-In Ticket-Out machines tickets' can be cashed in or used like cash to continue play on any TITO machine. Club 52 is the casino's intimate poker room that offers eight professional poker tables. Each poker guest, whether amateur or pro, receives the best service from respectful and experienced dealers. Club 52 hosts daily poker tournaments and occasionally offers special tournaments. In the center of the gaming floor, guests can try their hand at blackjack. Cliff Castle Casino currently offers 10 blackjack tables starting at a $5 minimum bet with the blackjack payout one-and-a-half times the original bet.

CASTLE CLUB: Guests are encouraged to join the Castle Club, a membership that offers special discounts and benefits for being a loyal guest at Cliff Castle Casino. Often during slot promotions, Castle Club members can receive extra points for playing time on any slot machine, which quickly advances the guest into a higher playing tier, resulting in more benefits.

AMENITIES: Cliff Castle Casino guests can enjoy fine dining at the award-winning Storytellers Gourmet Steakhouse Tuesday through Sunday for dinner. There is also family dining at The Gallery restaurant, tasty old-fashioned burgers at Johnny Rockets, and casual dining at The Gathering restaurant located inside The Lodge at Cliff Castle. Kids will enjoy their stay at Cliff Castle with amenities such as Shake, Rattle and Bowl, Kids Quest® and The Alley video arcade. Guests can relax at any of the cocktail lounges, which include Fables, Cliff Dwellers and The Gutter located inside the bowling center. For live entertainment, Cliff Castle Casino hosts several big-name concerts at the Stargazer Pavilion, or for a more intimate environment, guests can enjoy live music, comedy and dance performances at the Dragonfly Lounge.

EMPLOYEES: As the largest employer in the Verde Valley, the casino provides more than 516 jobs to local residents.

MORE INFO: Call the Castle Club at 928-567-7999 or visit www.cliffcastle.com.

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FORT VERDE

HISTORIC FORT
ARIZONA APACHE WARS

FACT SHEET

PARK DESCRIPTION: Experience life through the eyes of a frontier soldier at Fort Verde State Historic Park. Fort Verde was the primary base for General Crook's U.S. Army scouts and soldiers in the late 19th century. Some of the original buildings still stand, giving visitors a unique glimpse into Arizona's yesterday. Living history programs are scheduled periodically.

PARK PROGRAMS: "The History of the Apache Scouts" video presentation; December – Frontier Military Christmas; living history presentations are available, upon request, as staffing allows.

PARK FACILITY AND AMENITIES: Historic house, museums furnished in 1880s period and living history programs, restroom, picnic tables, RV and tour bus parking, ADA accessible.

PARK RATES: $2 per person; Ages 0-13 – Free

GROUP RATES: 20% discount on groups of 15 persons or more. Advance notice required for group tours. To arrange group tours call (602) 542-1922.

PARK HOURS: Park is open daily from 8 am – 5 pm. Closed Christmas Day.

DIRECTIONS: Take I-17 to Hwy 260 (east); turn left on Main Street and continue to Hollamon Street (next to the Chamber of Commerce), right on Hollamon to 125 E. Holloman St. Park entrance is on your right.

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E-mail:info@campverde.org
Web site: www.visitcampverde.com

OUT OF AFRICA

ARIZONA'S ONLY WILDLIFE THEME PARK

FACT SHEET

DESCRIPTION: Out of Africa Wildlife Park is located in Camp Verde, Arizona. Open year round, the park is conveniently located 11/2 hours north of Phoenix and 25 minutes south of Sedona. Make it a day trip. One price admission covers all tours and shows.

THE SERENGETI SAFARI: An authentic African photo safari that brings you up close and personal with giraffe, zebra, wildebeest and many more hoofed animals. Ride the tram, or walk around the **Wildlife Preserve** and observe large predators such as lions, tigers, panthers and hyena as they prowl their natural environment. Elevated platforms offer unobstructed views and photo opportunities of these magnificent animals.

SHOWS VARY DAILY: On Thursdays and Saturdays, see **The Giant Snake Show** featuring anacondas, boas, and pythons. On Wednesdays, Fridays, and Sundays, see **The Predator Feed**, walking with caretakers as they toss 800 pounds of raw food to hungry carnivores. Coming soon is **Tiger Splash**, featuring spectacular water play between caretakers and tigers in an outdoor arena that seats 2000 people. Come early and stay all day; it's the experience of a lifetime!

MARKETPLACE: The Marketplace features the ticket office, a gift shop, shaded sitting areas for relaxation, and ample parking. The eatery provides light meals and beverage service - hamburgers, hot dogs, wraps, soups, and salads.

TICKET PRICES: Adults are $32, seniors $29, children 3 to 12 are $20, children under 3 are free. **GROUP PRICES:** Adults are $30, seniors $27, children 3 to 12 are $18, children under 3 are free. **GROUP SALES:** (928)567-2851

DAYS/HOURS: Wednesday – Sunday 9:30 a.m. to 5:00 p.m.

WEBSITE: www.outofafricapark.com.

CAMP VERDE
CHAMBER OF COMMERCE
385 S. MAIN STREET
CAMP VERDE, AZ 86322

Phone:928-567-9294
Fax: 928-567-4793
E-mail:info@campverde.org
Web site: www.visitcampverde.com

MONTEZUMA CASTLE
NATIONAL MONUMENT
ANCIENT SINAGUA CLIFF DWELLING

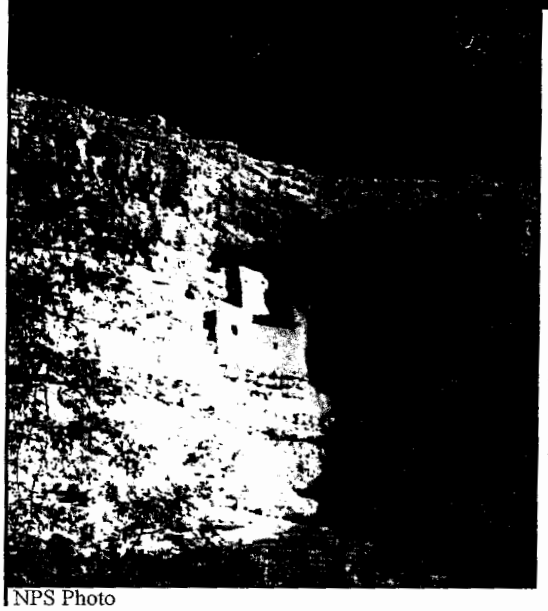
FACT SHEET

SERVICES: Includes a museum, gift shop, restrooms and a shaded picnic area. Dogs are allowed on park trails on leashes no longer than six feet. Ranger programs are offered periodically.

DIRECTIONS: Follow I-17 to Exit 289 in Camp Verde (90 minutes north of Phoenix, 45 minutes south of Flagstaff). Drive east (through two traffic circles) for approximately 1/2 mile to the blinking red light. Turn left on Montezuma Castle Road. Continue approximately 2 miles to the visitor center parking area.

FOR MORE INFORMATION: Call the Montezuma Castle Visitor Center at (928) 567-3322 or **www.nps.gov/ moca.**

Montezuma Castle National Monument



NPS Photo

Gaze through the windows of the past during a visit to Montezuma Castle National Monument. This 20 room high-rise apartment, nestled into a towering limestone cliff overlooking Beaver Creek, tells a 1,000 year-old story of ingenuity and survival in an unforgiving desert landscape. With over 90% of the original structure still intact, Montezuma Castle is a testament to the skill and artistry of the ancient Sinagua culture and remains one of the best preserved cliff dwellings in North America.

Marvel at this enduring legacy of the Sinagua, along a 1/3 mile paved trail, and discover the story of an ancient people surprisingly similar to ourselves.

Park Open Daily
8:00am - 6:00pm (June - August)
8:00am - 5:00pm (September - May)

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Web site: www.visitcampverde.com

Montezuma Well: A detached unit of Montezuma Castle National Monument, the well is a limestone sink hole used by prehistoric Indian cultures as a source of water for irrigating crops. It is located approximately 11 miles north of the cliff dwelling site.

CAMP VERDE
CHAMBER OF COMMERCE

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Phone:928-567-9294; Fax: 928-567-4793
E-mail:info@campverde.org
Web site: www.visitcampverde.com

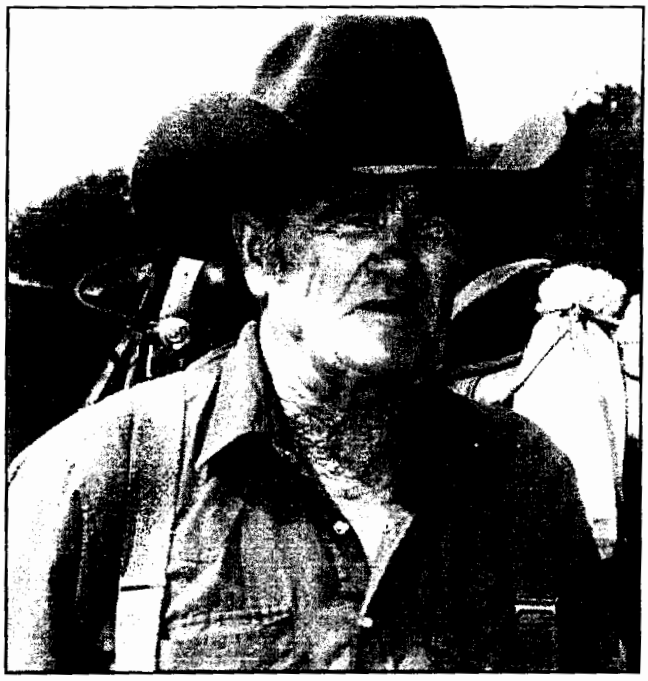
BIOGRAPHIES

FIVE (5)INTERESTING PEOPLE TO INTERVIEW

Interested in a personal, in-depth interview on Camp Verde's top destination spots – *Camp Verde, Cliff Castle Casino, Fort Verde, Montezuma Castle National Monument, and Out of Africa*?

The following individuals are happy to share their insights and behind-the-scene knowledge. They look forward to hearing from you.

Roy Gugliotta, CEO



CAMP VERDE
The oldest settlement in the Verde Valley

"It's a nice place to live!" Howard Parrish.

BIO: **Howard Parrish** is a 50-year resident, former council member, retired State of Arizona employee, horse judge, a charter member of the Camp Verde Cavalry and one of the founding fathers of the Colonel's Daughter competition and the women's performing sidesaddle organization. In recent years, he resurrected interest in the historic Camp Verde to Payson Mail Trail (featured in *Arizona Highways*, Aug. 2007).
Mr. Parrish knows Camp Verde well, its families, their pioneer roots, its dynamics, and its rich, long history. The son of an Oklahoma peanut farmer, Howard came to the area in the 1950s when Camp Verde was a sleepy little community of less than 500 people with only one mail route. Howard enjoys telling stories about this small, fascinating pioneer town that boasts an old salt mine, frontier ranches, early cowboys, a historic military fort, theme festivals - like Fort Verde Days, the historic Clear Creek Church and cemetery, the Verde River that runs through the entire Town, struggles the Native Americans endured, life of the settlers, and much more.

SCHEDULE AN INTERVIEW BY CALLING:
HOWARD PARRISH AT: (928) 567-3514.

CLIFF CASTLE CASINO
Voted #1 casino in Arizona eight years in a row

BIO: Kim Secakuku is the Public Relations Liaison and Assistant to the Chairman of Yavapai-Apache Nation, since 1999. Ms. Secakuku is responsible for the oversight and publishing of the monthly Gah'nahvah /Ya Ti' tribal newspaper, as well as all public and media relations, and administrative support to the Tribal Chairman. Throughout her years of service to the Nation, Secakuku has developed a comprehensive public relations and communications plan, bridging the government-to-government relationship between the Nation and surrounding communities as well as taking the lead on many important issues and initiatives for the Yavapai-Apache Nation.

SCHEDULE AN INTERVIEW BY CALLING: KIM SECAKUKU AT: (928) 567-1006.

Below: **Dennis Lockhart on horseback as Gen. George Crook**

FORT VERDE
One of seven military forts still open to the public out of the 43 original forts and camps in Arizona in the 1800s

BIO: Dennis Lockhart began volunteering at Fort Verde State Park in 1989. At that time, he began re-enacting as a private in the Cavalry and later went on to regularly portray Brigadier General George Crook. Gen. Crook was appointed by Pres. Ulysses S. Grant to oversea military operations throughout Arizona Territory following the Civil War. Gen. Crook used several forts as staging or base locations, including Fort Verde. Today Fort Verde is one of seven forts still open to the public out of the 43 original forts and camps in Arizona in the 1800s. Dennis Lockhart walks and talks the life of the renowned Crook who was a West Point graduate and well-respected Apache War strategist. It was Gen. Crook's job to make peace during chaotic times when Arizona's Native Americans fought to maintain their hunting grounds, agricultural roots, and homelands as Anglo farmers moved further west. The re-enactor Lockhart regularly lectures at Northern Arizona University, Elderhostel, the Arizona State Historical Society, Phoenix schools, and organizations throughout Northern Arizona. He travels extensively to historic sites for re-enactments within Arizona, New Mexico and Texas. Now as an employee of Fort Verde State Park, he provides programs for visitors of all ages.

SCHEDULE AN INTERVIEW BY CALLING: DENNIS LOCKHART at (928) 567-3275 or e-mail him at blockhart@azstateparks.gov

MONTEZUMA CASTLE National Monument

More than one-half million tourists visit this national monument each year

PHOTO: Kathy Davis (left) with gourd dancers.

BIO: **Kathy M. Davis** is Superintendent of Montezuma Castle Monument in Camp Verde and Tuzigoot National Monument in Clarkdale, National Park Service, Department of the Interior.

Kathy has BS (ecology) and MS (fire sciences) degrees in Forestry from the University of Montana; she has 26 years experience with the National Park Service (three years at Montezuma Castle/Tuzigoot National Monuments and 23 years as natural resources manager with an extensive background in environmental projects, research coordination, planning, liaison with other entities, and public speaking).

She has worked at the Grand Canyon National Park and throughout southern Arizona. As a speaker, she lectures extensively to general and scientific audiences in local and national courses and conferences on park management, policy, natural resources management, research, careers, ecology, history, etc. She has written over 20 publications on fire history, ecology and safety.

She was project leader and writer for administrative histories of Greater Yellowstone area fire (1988), Yosemite fire (1990), and Los Alamos fire (2000), and initial project leader for the administrative history of Hurricane Andrew (1992). She has traveled extensively throughout the world on matters relating to her field.

SCHEDULE AN INTERVIEW BY CONTACTING:

KATHY DAVIS
527 S. Main Street, PO Box 219
Camp Verde, AZ 86322
Work (928) 567-5276 x 223
Fax (928) 567-3597

OUT OF AFRICA

Arizona's only wildlife theme park

BIO: Meet **Dean and Prayeri Harrison**, owners and founders of Out of Africa Wildlife Park. In 1988, Dean and Prayeri Harrison founded Out of Africa Wildlife Park, a preserve born from their single-minded objective of bringing God, people, and animals together in a natural setting. In 2005, the Park greatly expanded its operations, moving to the high desert foothills of Mingus Mountain in Camp Verde, Arizona on 104 acres that look north toward the red rocks of Sedona and the San Francisco Peaks.

As children, Dean and Prayeri both enjoyed animals. Prayeri grew up in Southern California and had the usual assortment of cats and dogs and birds as pets, but also loved the chickens at her grandparents' home in Oklahoma. Dean's fascination as a young boy was with reptiles.

United in their passion for animals, Dean and Prayeri married in 1980 and before long, they welcomed Saja, a baby African leopard, into their hearts.

Saja began her life in their house, taking her meals, sharing their bed, and playing with her human parents. In return, this wild and survival-oriented creature provided them the priceless experience of understanding life from a wild animal's point of view.

In retrospect, the Harrisons believe that Saja was their scout, revealing for them their calling – that of illuminating for others the connectedness between human and animal spirituality.

As Saja grew, she needed companions with equal athletic abilities, thus directing the Harrisons to gradually add other big cats to their family, including a tiger, a cougar, and a lion, all of whom they raised from cubs, caring for them and nurturing them just as they did Saja.

They moved from California to twenty acres in the Oregon forest where they built a fully integrated human/animal abode so that the animals could freely roam their own sections of the grounds and shelters, or they could choose to spend time with Dean and Prayeri in their own section of the house.

The Harrisons became known for their beautiful animals and meticulous care of them, and opened their home and facility to the public, calling it Tigerville, USA. But, the Harrisons wanted to live in Arizona so they moved to the Phoenix area and then, after 16 years, moved again to a much larger property in Camp Verde where the animals could enjoy more spacious habitats.

Dean and Prayeri's knowledge and understanding of animal behavior and instincts necessarily intensified with each new addition. They've become experienced in preventive veterinary care, learning best practices in contemporary allopathic thinking, as well as in the more esoteric options available in holistic medicine. They also have extensive experience in evaluating and collaborating on medical treatment, and assisting at surgeries for injuries and illness.

They added to their intimate knowledge of African animals by conducting photo safaris in Africa. The trips have helped them construct authentic habitats and have enabled them to share true safari experiences with guests at Out of Africa.

SCHEDULE AN INTERVIEW BY CONTACTING:
PATTI TODD,
Public Relations at
(928) 204-0514; or E-Mail:
PTPR@esedona.net

FEATURE 5

CAMP VERDE
CHAMBER OF COMMERCE
385 S. Main Street
Camp Verde, AZ 86322
Phone: 928-567-9284
Fax: 928-567-4793
E-mail: info@campverde.org
Web site: www.visitcampverde.com

VERDE VALLEY WINERIES

FACT SHEET

Camp Verde, located within the Verde Valley, enjoys a long Arizona agricultural history. Keeping in the spirit of this abundant ranching and farming heritage, a new agricultural cottage industry of grape growing has cropped up in close proximity to Camp Verde. Take a day or two; handpick from this list; treat your wine-tasting palette. *Tastings available at nominal costs.*

CAMP VERDE/COTTONWOOD

1. ALCANTARA VINEYARDS: 7500 E. Alcantara Way. Located on the beautiful Verde River, halfway between Camp Verde and Cottonwood, select from 10 wines, two whites and eight reds, inside a lovely Tuscan farm-style tasting room snuggled amidst this 10-acre start-up vineyard. Keep your eyes on this winery as big expansion plans are underway including a B&B, bistro, amphitheater, and chapel. From I-17, take Arizona 260 northwest eight miles, turn right on Thousand Trails to Alcantara Way where it dead-ends at Thousand Trails Resort. Continue left along a long dirt road to the vineyard gate. Open daily, 11 a.m. to 5 p.m. PHONE (928) 649-8463, www.alcantaravineyard.com.

JEROME

2. JEROME WINERY: 403 Clark Street. Family owned, this winery with 80 acres under production in Wilcox, has a charming tasting room that offers a shaded outside patio and spectacular afternoon Verde Valley views. Several selections available—Zins, Pinot Grigio, Mourvedre, red Zinfandels, Muscat or champagnes—includes library wines, Cabernet Franc, Cabernet Syrah, 15-year-old port and others. Open Fri-Sat, 10 a.m.-8 p.m.; Sun-Thursday, 11 a.m.-6 p.m. PHONE (928) 639-9067, www.jeromewinery.com. Take Hwy. 260 northwest 12 miles to Cottonwood; turn left and proceed on 89A to the Clarkdale/Jerome split; turn left and drive to this cliff-side town.

Discover a winery trio, all located within a few miles of one another. From Camp Verde, travel north on I-17 to the Cornville Exit #293; west on Cornville Road 9 miles to Page Springs Rd.

CORNVILLE & PAGE SPRINGS

3. PAGE SPRINGS CELLARS: 1500 N. Page Springs Road. 3.7 miles from Cornville Road on left, family owned and kid friendly. Enjoy wine on a shady patio, on the deck along Oak Creek or inside the tasting room. Owners of several small vineyards throughout the Valley, this Rhone house features varietals and blends found in the Rhone Valley of France—Roussanne, Syrah, Petite Sirah, and Mourvedre. Favorites include its flagship, *El Serrano*, a deep, rich blend of Mourvedre, Syrah and Cabernet Pfeffer. Open daily, 11 a.m. to 6 p.m. PHONE (928) 639-3004, www.pagespringscellars.com.

4. OAK CREEK VINEYARDS AND WINERY: 1555 N. Page Springs Road. Up the road on the right is another family owned favorite, a 10-acre vineyard featuring a signature Chardonnay, a "best red" Zinfandel and more, including special sweet and dessert wines. Bottle discounts available. Enjoy a pleasant, large tasting room; open daily, 11 a.m. to 5 p.m. PHONE (928) 649-0290, www.oakcreekvineyards.com.

5. JAVELINA LEAP WINERY: 1565 Page Springs Road. This up-and-coming six-acre winery specializes in Zinfandels and reds. Enjoy samples in a small, but pleasant tasting room featuring a fun telephone booth with Superman's garb and antique barber chair. Javelina offers gift baskets made to order. Open weekends, 11 a.m. to 5 p.m. PHONE (928) 274-0394, www.javelinaleapwinery.com.

Hours subject to change

Camp Verde Chamber of Commerce
(928) 567-9294, e-mail: info@campverde.org

VERDE VALLEY

GOLFING

FACT SHEET

WHAT: Enjoy Verde Valley public golf playing options – a challenging 9-hole course and two beautiful 18-hole golf courses.

What sets Verde Valley ranges apart? They are located in the beautiful high desert country with climates so agreeable that you can generally play year-round. Views on Verde Valley courses showcase beautiful desert landscape vistas, ranging from majestic mountain tops to scenic valleys at creek side.

WHERE: *Check with the Camp Verde Chamber of Commerce for exact locations.* Discover a historic course in nearby Beaver Creek, formerly a private club that catered to the stars; a pleasant demanding nine-hole course in Cottonwood; and a scenic newer 18-hole course in Cornville.

Verde Valley courses are about 1.5-2 hours north of Phoenix; 45-60 minutes south of Flagstaff and 3 hours from the Grand Canyon.

WHEN: Enjoy golf year-round. The Verde Valley experiences minimal rainfall (remember we're desert) and an occasional rare snow day.

WHY: Prices are generally lower than large cities or surrounding tourist areas.

Camp Verde Chamber of Commerce
(928) 567-9294, e-mail: info@campverde.org

VERDE VALLEY

MINING

FACT SHEET

CLARKDALE: This original "company town," named after Sen. William A. Clark, is Arizona's first" master planned community founded by the United Verde Copper Company in 1912. A smelter that processed cooper ore from Jerome mines was the reason for its development built to provide housing, business services, schools and recreational facilities. Clarkdale is a designated "Historic District" on the National Register of Historic Places." **Directions:** From Camp Verde at I-17 and Arizona 260, take Arizona 260 northwesterly to Cottonwood; turn left on 89A and continue along 89A to a three-way intersection; turn right on Main Street to Clarkdale.

VERDE CANYON RAILROAD: Considered "Arizona's longest running nature show," this historic 38-mile railway line was originally financed in 1911 by Sen. William A. Clark for more than $1 million. It was used in conjunction with the mining operations of yesteryear. Today, this same rail line, considered a destination stop, offers a visual Verde Valley scenic train ride where you will catch glimpses of wild animals and birds, beautiful desert vistas, canyon scenery and more. Seasonal events: Grape Train Escape (wine-tasting excursion) Valentine's weekend Chocolate Lovers' Festival, Ales on Rails Oktoberfest Beer Garden, Santa Claus Express and others. Contact: Verde Canyon Railroad, 300 North Broadway - Clarkdale, Arizona 86324 phone: 800-320-0718 or email: info@verdecanyonrr.com

JEROME: Climb high into the hills above Cottonwood and Clarkdale to reach this mile-high city. Jerome which is built on Cleopatra Hill was originally a tent copper mining town. Once a boom town and the fourth largest city in Arizona Territory (incorporated in 1899), it had a population of 15,000 people in the 1920s and the largest copper mine in Arizona producing 3 million pounds of copper per month. As years passed and the demand for copper dwindled following World War II, this scenic community fell to hard times. Just 50 people remained and it became in essence a ghost town for many years. Today it is a thriving artist colony filled with interesting cliff-side buildings with a population of around 500 and is a designated "National History District." Historical remnants of this early mining legacy can be still be found in this interesting artsy and tourist community, including the Douglas Mansion, now a state park. **Directions:** From Camp Verde at I-17 and Arizona 260, take Arizona 260 northwesterly to Cottonwood; turn left on 89A and continue along 89A to a three-way intersection; turn left on the Old Jerome Highway and follow it up along the winding, upward roadway into Jerome.

CAMP VERDE SALT MINE (aboriginal): This large salt deposit off Salt Mine Road in Camp Verde was first mined for profit by Western Chemical Company during the 1920s as an open-cut mine. In 1930, International Paper and American Cyanamid formed Arizona Chemical to mine salt cake in Camp Verde. When purer materials surfaced in 1933, the mine was unable to compete and closed. **Prehistoric use:** Salt use from this source likely dates back to prehistoric times 2000 years ago during the Pueblo culture. In the 1920 and 1930s, miners revealed evidence of early Indian activity. The Spanish explorers recorded discovery of the salt mine, sometime between 1583-1598. They might have even used Indian slaves to mine this mineral (*speculation*). Much later, salt was also taken from the site after the establishment of Fort Verde in 1871, mainly for stock salt. **Directions:** From Camp Verde's Chamber of Commerce, take Main Street south to stop light (*where it dead ends at bypass road*); turn left .3 mile to Salt Mine Road; turn right on Salt Mine Road and go 1.7 miles to entrance (*past Oasis Road*). You will find two small dirt roads that go to a fence outside the old salt mine. Public entry is not allowed but salt mine evidence is clearly visible from the roadway; photos easy to take.

Camp Verde Chamber of Commerce
(928) 567-9294, e-mail: info@campverde.org

VERDE VALLEY

MUSEUMS

FACT SHEET

If you really want to know about the old west and to really see and feel frontier life as it was in Arizona, you can find old photos, books, relics and equipment in several well-equipped local Verde Valley museums. You will be pleasantly surprised at the fascinating information available on cowboys, ranches, machinery, mining, architecture, Indians, soldiers, and much, much more.

Camp Verde Historical Society Museum: Two large rooms of cowboy, Indian, soldier and other western relics fill this picturesque old school house setting; also a large room of archives, all centrally located on Main Street in downtown Camp Verde. This museum is a good research resource center with photos and archive data available for ancestry investigation. Enjoy conversations with senior women and men who volunteer their time to staff this hometown museum, many with early roots in Camp Verde and the Verde Valley. They will offer insights not normally available. The non-profit Camp Verde Historical Society, which runs this museum, also owns the historic Clear Creek Church, available for weddings and funerals, and the George Hance House, open for tours by request. The *Clear Creek Church* was built in the late 1800s, used as a church, school and a cannery. *Judge Hance* was unofficially Camp Verde's mayor figure, long before the town incorporated. CV Historical Society Museum is open Tuesdays and Saturdays. **Free admission - 435 S Main St., Camp Verde, AZ 86322, (928) 567-9560.**

Clemenceau Heritage Museum in Cottonwood: An old school, this museum preserves and displays artifacts and heritage of all the Verde Valley including photographs of mining, ranching and farming life, a schoolroom from the 19th century and a "model train room." The train's diorama replicates Jerome, Jerome Junction (now Chino Valley), Clarkdale, Hopewell Junction, Clemenceau, "Old Town" Cottonwood, and surrounding ranches. Verde Historical Society volunteers operate this museum. Open Wednesday, Friday, Saturday and Sunday. **Free admission - 1 Willard Street (corner Mingus) in Cottonwood, AZ 86326, (928) 634-2868.**

Tuzigoot National Monument Museum: Part of an Indian site national monument located in Clarkdale. The Tuzigoot Monument site on 42 acres is an ancient village or pueblo built by the Sinagua Indians consisting of several floors and a total of 110 rooms, ca. 1000-1400 A.D. Inside the admission building you will find a museum with fabulous exhibits of the prehistoric culture of the Sinaguan Indians, included in your fees to the site. Open Memorial Day through Labor Day, 8 a.m. to 6 p.m. and Labor Day through Memorial Day, 8 a.m. to 5 p.m. Phone (928) 634-5564. **Fee - 25 West Tuzigoot Road, Clarkdale, AZ 86324 (off Hwy. 260 past Old Town Cottonwood), (928) 634-5564.**

Mine Museum: This Jerome museum and gift shop operated by the non-profit Jerome Historical Society provides visitors with a look into 1800 circa mining. Located in this cliff-side town of Jerome, a former copper mining haven, this museum gives visitors a feel of what mining life was like with its melting pot of ethnicities – Chinese, Italians, Slavs, Mexicans, Irish, and Russians. Artifacts run the gamut - mining equipment, Chinese laundry machine, photos of Jerome miners and smelters, household items, underground potty cars, ore cars, hospital equipment, gambling supplies, mining equipment and much more. All purchases to the non-profit Historical Society are used to preserve Jerome's historic buildings. Open 9 a.m. to 5 p.m. daily. **Fee - 200 Main Street, Jerome, AZ 86331, (928) 634-5477.**

Camp Verde Chamber of Commerce
(928) 567-9294, e-mail: info@campverde.org

VERDE VALLEY

STATE PARKS

FACT SHEET

Dead Horse Ranch State Park (recreational): This park in Cottonwood offers camp sites, picnicking, fishing, and several marked hiking trails. It is one of the few parks around that features horse corrals. It is considered a Verde River Greenway Natural Area and host to the annual Verde Valley Birding Festival in April; open daily, year-round. 675 Dead Horse Ranch Road, Cottonwood, Arizona 86326; (928) 634-5283. Fee

Park facilities include the following:

- Campsites with electricity, water, picnic tables, and grills
- (non-electric is $12-15; electric is $19-25)
- Dump station
- Tent sites with tables and grills
- Restroom facilities with hot showers
- Picnic areas and group sites
- Ramadas for individual and group use
- Verde River and fishing lagoons stocked periodically
- Trails for hiking, biking, equestrian use
- Horse corrals available for overnight use with advance arrangements
- Verde River Greenway Natural Area

New park cabin available for rent, one of eight.

Douglas Mansion State Park (historic site): This park is a 1916 landmark in the mile-high town of Jerome. James S. Douglas, owner of the Little Daisy Mine, built it and this charming old mansion was considered progressive for its time. It includes a wine cellar, billiard room, marble shower, steam heat and a central vacuum system. Open daily, 8 a.m. to 5 p.m., and closed on Christmas Day. Off Hwy. 89A on Douglas Road; (928) 634-5381. Fee

Fort Verde State Historic Park (historic site): Located in Camp Verde, this is the best preserved example of an authentic Apache Wars' frontier fort. This site, open daily to the public, includes the remains of historic buildings and a museum, occasional living history programs, picnic tables, and RV and tour bus parking. Arizona has seven forts of the original 43 forts or camps that remain open to the public. Open 8 a.m.-5 p.m. daily; closed on Christmas Day. 125 E. Hollamon Street; (928) 567-3275. Fee

Camp Verde Chamber of Commerce
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FEATURE 5

CAMP VERDE
CHAMBER OF COMMERCE
385 S. Main Street
Camp Verde, AZ 86322
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Fax: 928-567-4793
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Web site: www.visitcampverde.com

WINE, PECAN & ANTIQUE FESTIVAL

FEBRUARY

FACT SHEET

WHAT: **Arizona vineyards and our own up-and-coming Verde Valley wineries** are the highlight of this unique festival weekend. Sample each vineyard's specialties plus purchase a bottle or two to take home. This award-winning two-day experience has gained the attention of press writers throughout the state and is considered one of the Verde Valley's primo winter-time destination events. Plus . . .

Pecan pies, available for sale by the slice or whole, are made from locally grown pecans. There are about 200 acres of pecans grown in the Camp Verde area producing approximately 200,000 lbs. of nuts each year.

Pecan Farm Tours of an authentic pecan farm are enjoyed by visitors. Take a hayride to this farm located on scenic Quarterhorse Road during the festival weekend. Find out how pecans grow, when and how they are harvested and bundled.

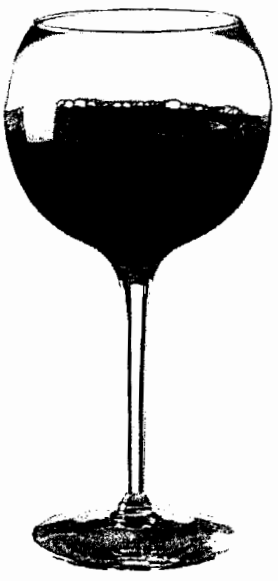
Grape and Pecan-Growing Exhibitions: Learn from state and county experts at live demonstrations on how to plant, care for, harvest and more.

Antiques and Collectibles: Year-after-year, vendors return to this well-attended hometown show. Enjoy two buildings filled to the brim with several rows of antique booths.

WHERE: Downtown Camp Verde—about 90 miles north of Phoenix and 45 miles south of Flagstaff along Interstate 17; take one of three exits, 285, 287 or 289.

WHEN: Second weekend in February

ADDED ATTRACTION: **Pecan Lane:** Don't miss a quick spin down nearby Pecan Lane, part of Montezuma Castle Highway. This picturesque stretch of majestic trees, planted in 1928, are now a "Rural Historical Landscape" listed on the National Register of Historic Places.



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CRAWDAD FESTIVAL
FESTIVAL

JUNE

FACT SHEET

WHAT: **Enjoy hot steaming plates of crawdads,** taters and roasted corn at this pig-out festival weekend in early June. **Cajun music,** crawdad races, vendors, games for the kids, a beer garden, Crawdad Etoufee, alligator, an Arizona Game and Fish educational booth for the kids, and much more are showcased at this outdoor event, ideal for the whole family.

WHEN: First weekend in June

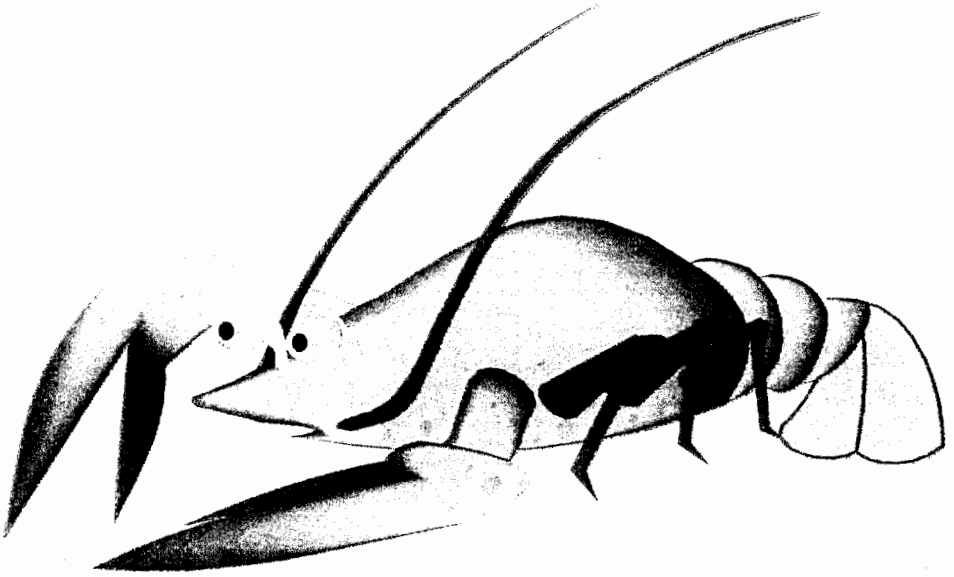
WHERE: Downtown Camp Verde—90 miles north of Phoenix and 45 miles south of Flagstaff along Interstate 17; take one of three exits, 285, 287 or 289.

WHY: **The Verde River** that runs through Camp Verde, like many Arizona rivers and streams, touts a large population of crawdads, inspiration to this Cajun late-spring event. Crawdads were originally brought to this state by fishermen who tossed them out with other unwanted bait. Crawdads did well in Arizona and quickly reproduced in large numbers. Today they are considered a pesky river invader and the State of Arizona welcomes and encourages residents to remove them.

Crawdads may not be desirable in Arizona rivers but are a tasty treat and considered darned good eating when cooked in boiling salted water with plenty of seafood spices, similar to lobsters and crabs, and served up warm, New Orleans style.

CAMP VERDE
CHAMBER OF COMMERCE
385 S. MAIN STREET
CAMP VERDE, AZ 86322

Phone:928-567-9294
Fax: 928-567-4793
E-mail:info@campverde.org
Web site: www.visitcampverde.com



PIONEER DAYS FESTIVAL

SEPTEMBER

FACT SHEET

WHAT: **Camp Verde** is the oldest settlement in the Verde Valley. Early pioneer names are still well known in this small western town, which did not incorporate until 1986. **Each September**, pioneer families return to Camp Verde to tell tales, exchange stories and enjoy pioneer-style, Dutch-oven cooking over open fires in this time-honored family event. It's a chance for families and old friends to come together and to welcome visitors.

The Camp Verde Historical Society is located in the Town's former elementary school in the oldest part of the downtown on Main Street. It's walls preserve research material and photos, perfect for family members who are interested in checking into their ancestry.

Mule and Donkey Show: Coinciding with this fun event is the annual Mule and Donkey competition. Mules, like the town's pioneer families, have a long legacy with Camp Verde. They were used in early military days, in agriculture and for riding in the rough desert terrain. These beloved animals compete at Arena Del Loma *(near the high school)* in a two-day competition that includes coon jumping, western pleasure, and mules and donkeys in harness.

WHEN: **Pioneer Days**—the second weekend in September

WHERE: Downtown Camp Verde—about 90 miles north of Phoenix and 45 miles south of Flagstaff along Interstate 17; take one of three exits, 285, 287 or 289. The Mule and Donkey Show is held at Arena Del Loma near the high school.

WHY: To celebrate the Town's long and rich heritage.

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Dutch-oven cooking and a Mule and Donkey Show are mainstays of Pioneer Days.

Mules played a big role in Camp Verde's history, like those seen in the historic photo above.

FORT VERDE DAYS FESTIVAL

OCTOBER

FACT SHEET

WHAT: Fort Verde Days Festival is over 50 years old, a time-honored tradition and a real winner. The Fort and State Parks, in conjunction with the town of Camp Verde, plays host to this wonderful festival where you can enjoy walking tours through Fort Verde's 1871 living museum, watch live re-enactments, the Colonel's Daughter Contest (*based on a historical recounting of the book of the same name*), a bull bash, a very popular wild horse-and burro adoption, the annual Fort Verde Days' Parade, vendors, food and much more.

WHERE: Downtown Camp Verde—about 90 miles north of Phoenix and 45 miles south of Flagstaff along Interstate 17; take one of three exits, 285, 287 or 289.

WHEN: Second weekend in October

WHY: Fort Verde Days honors Camp Verde's jewel, Fort Verde (1871-1891), an early military fort, now part of the Arizona State Parks. Fort Verde is one of seven military forts that remains open to the public out of the original 43 forts or camps active during the Apache War period in the late 1800s.

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WILD HORSE AND BURRO ADOPTION, A POPULAR EVENT AT FORT VERDE DAYS

CAMP VERDE FESTIVALS

HOLIDAY FAMILY FESTIVAL

DECEMBER

FACT SHEET

WHAT: **COWBOY CHRISTMAS; CHRISTMAS BAZAAR; CHRISTMAS PARADE OF LIGHTS**
This trilogy year-end season spectacular includes three pre-holiday, fun-filled family events in early December.

Christmas Bazaar: Start your Saturday morning with a free pancake breakfast. Then scoot the kids off for a special visit with Santa. Next, it's a stroll through the town's gymnasium to see what local vendors have to offer in their "Made in Arizona" holiday gift booths where you will discover plenty of high quality, hand-crafted items. This is not only festive but a great place to start your holiday gift shopping.

Christmas Parade of Lights: At dusk, enjoy a special favorite of the youngsters. From your folding chairs, watch a great light fantasy reveal itself as a night-time parade passes you by along Main Street. From your special vantage point, you and your family can guess the theme, judging by all the entries that are decked out with holiday sparkle and glitter. Pay close attention to the last float as Santa and Mrs. Claus appear as the grand finale.

Cowboy Christmas: Two weekends are dedicated to showcasing Camp Verde's businesses. Enjoy specials that Camp Verde's local downtown and I-17 business merchants offer during the holiday season. You will find prices that are substantially lower than nearby tourist town prices. Don't miss this fun-filled cowboy-themed business open-house gala.

WHERE: Downtown Camp Verde—about 90 miles north of Phoenix and 45 miles south of Flagstaff along Interstate 17; take one of three exits, 285, 287 and 289.

WHEN: Early December: contact Camp Verde Chamber of Commerce for dates and times.

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Web site: www.visitcampverde.com

LODGING

(media rates denoted)

BED & BREAKFASTS

Hacienda de la Mariposa B& B (*near Montezuma Castle*)
3875 Stage Coach Road
Camp Verde, AZ 86322
(888) 520-9095 (toll free)
(928) 567-1490
RATES: $195-$225
Media: 10% media discount through owner/mgr.

Luna Vista B&B (*between Montezuma Castle & Well*)
1062 East Reay Road
Rimrock, AZ 86335
(800) 611-4788 (toll free)
RATES: $150-$235
Media: 20% media discount; request with manager

HOTELS/MOTELS

Cliff Castle Lodge (*near casino*)
333 W. Middle Verde Road
Camp Verde, AZ 86322
(928) 567-6611
(800) 524-6343 (toll free)
RATES: $79-$149
Media: 15% discount available; contact Director of Hotel and Convention, Courtney Scott 928-567-7994 or Venues Coordinator, Candy Hammond, 928-567-7929

Comfort Inn (*near interstate*)
340 North Goswick Way
Camp Verde, AZ 86322
(928) 567-9000
(877) 424-6423 (central reservation toll free)
RATES: $59-$139 (double check current & special events rates)
Media: 20% media discount; request through local manager

Days Inn (*near interstate*)
1640 W. Hwy. 260
Camp Verde, AZ 86322
(800) 747-9011 (toll free)
(928) 567-3700
RATES: $50-90

Super 8 Motel (*near interstate*)
1550 W. Hwy. 260
Camp Verde, AZ 86322
(800) 800-8000 (central reservation toll free)
(928) 567-2622
RATES: $54-$129
Media: 10% media discount available; request through local manager

Territorial Town Inn (*downtown*)
628 S. Main Street
Camp Verde, AZ 86322
(866) 567-0275 (toll free)
(928) 567-0275
RATES: $67-$89
Media: 10% media discount; request with manager

RV PARKS

Clear Creek RV Park (*on creek*)
4483 E. Hwy. 260
Camp Verde, AZ 86322
(928) 300-3705
RATES: $25/night; $140/weekly

Distant Drums (*near casino*)
583 Middle Verde Road
Camp Verde, AZ 86322
(877) 577-5507
(928) 554-0444
RATES: $33/night; $195/week

Zane Grey RV Park (*on creek*)
4500 E. Hwy. 260
Camp Verde, AZ 86322
(800) 235-0608 (toll free)
(928) 567-4320
RATES: $37.70/night; $33.90 w/Good Sam; $226.15/month or $203.50 w/Good Sam

Rancho Verde RV Park (off Hwy. 260)
1488 W. Horsehoe Bend Dr.
Camp Verde, AZ 86322
(866) 567-7037 (toll free)
(928) 567-7037
RATES: $25/night; $157/week

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CHAMBER OF COMMERCE

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E-mail: info@campverde.org - Web site: www.visitcampverde.com

Roy Gugliotta
Chief Executive Officer

Tracie Schimikowsky
Tourism & Membership Director

MEDIA KIT
prepared by:
Village Writer's Nest
writersnest@esedona.net
(928) 284-3168
Sedona, AZ

About Village Writer's Nest

Owner Carol Keefer is an experienced writer and media specialist with an extensive background in photojournalism, marketing, management and as a newspaper consultant/coordinator. Her know-how includes development of marketing brochures, advertising material, newsletters and promotions. She has a Bachelor of Arts degree in the Management of Human Resources.

753 Medical Contacts
S/W Region + w/in
500 mi of Camp Verde

CAMP VERDE
CHAMBER OF COMMERCE

FOR IMMEDIATE RELEASE

Contact: Tracie Schimikowsky
Tourism Director
Camp Verde Chamber of Commerce
Phone: (928) 567-9294
E-Mail: tracie@campverde.org

Friday, August 17, 2007

Mule Parade showcased at Pioneer Days

CCamp Verde, AZ-

Camp Verde will host what may be one of a few, if not the only, Arizona "Mule Parade" this fall.

This fun new event will be Saturday, Sept. 15, during the Town's annual Pioneer Days and its coinciding Mule and Donkey Show, an annual competition that demonstrates the versatility of mules through various competitions.

Mules have a long legacy with Camp Verde. They were used in early military days, in agriculture and for riding in the rough desert terrain; General Crook, who is well known for capturing Geronimo, in fact, rode a mule. It's said that one man in Camp Verde had more than a 100 mules in the early days. Those mules helped to clear hundreds of acres of farm land in Arizona.

In between the Mule and Donkey Show competition and other regular Pioneer Days' planned events, mules, their owners and wagons will be ferried from the Arena Del Loma competition ring, north of the high school, to a staging area close to Main Street. There they will be harnessed in order to lead the parade on Saturday morning. You can also see antique tractors along the parade route, part of the Pioneer Days' exhibits. Following the parade, the mules will then be taken back to the arena to continue in the two-day competition that includes contests such as: coon jumping, western pleasure, and mules and donkeys in harness.

"This event (Mule Show) started years ago to show the public the versatility of the mule, from the jumping to the riding and driving," explained longtime mule enthusiast and committee planning member, Lynn Reddell. "It's to show Arizona people what good mules we have in this state. It's the only official mule show we have in Arizona."

Last year, there were over 140 entries, from Arizona, New Mexico, and California. This year organizers, like Reddell, Ron Smith, Lynda Moore and Tonto Mountain Mules Ranch owner and Committee Chair Carol Belmore, hope to keep it more localized to Arizona. Both the parade and mule show are events well worth driving to see – unique, is an understatement when describing this out-of-the-ordinary festival weekend.

The Mule and Donkey Show and Mule Parade organizers are people who really know and love mules and can speak to their value and contributions in Arizona.

"Mules have long life and carry their longevity gracefully. It's been said they take less water and feed to maintain. I think they take the desert better. They're an all-around wonderful creature," Reddell maintains.

Camp Verde Pioneer Days: Saturday, Sept. 15 and Sunday, Sept. 16

- Mule and Donkey Show (competition), Arena Del Loma off Arena Del Loma Road, north of the high school; Saturday & Sunday
- Mule & Antique Tractor Parade: Saturday, 11:00 a.m., Main Street, downtown Camp Verde
- Gun and Knife Show: in gym (downtown); Saturday, Sunday
- Tractors, tractor pulls, old engines: downtown; Saturday, Sunday
- Dutch oven cook-off: Saturday, downtown

Directions: Camp Verde is in the geographic center of Arizona, just off Interstate 17 and Arizona 260.
To learn more about the upcoming Mule Parade and other Pioneer Days' activities plus to find out about area lodging and restaurants, contact the Camp Verde Chamber of Commerce at (928) 567-9294 or e-mail at info@campverde.org

Photos available for this release:

Lynn Reddell with her mule Violet (left) and Pepe' her donkey

To view photos, go to **www.enewsrelease.com/pressroom** and enter Release ID: 112004

Tracie Schimikowsky

From: Tracie Schimikowsky [system@enr-corp.com]
Sent: Monday, September 24, 2007 3:15 PM
To: tracie@campverde.org
Subject: Enjoy the seasons of Arizona in the Verde Valley

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Inte

FOR IMMEDIATE RELEASE

Contact: Carol Keefer
free lance
Camp Verde Chamber of Commerce
Phone: (928) 284-3168
E-Mail: writersnest@esedona.net

Wednesday, September 19, 2007

Enjoy the seasons of Arizona in the Verde Valley

Enjoy the "Seasons of Arizona" in the Verde Valley

Camp Verde, AZ- October is a special month in the Verde Valley, a high-desert community of charming small towns. Escape the traffic and hustle and bustle of ordinary life to a place where you can enjoy the sights and sounds of the "Seasons of Arizona" starting with the fall. Discover mornings that are a little crisper, leaves subtly changing into beautiful orange and yellow variations and gorgeous Indian summers.

. Fort Verde Days: Camp Verde's "Golden Festival," is one of Arizona's longest running annual fall festivals and the town's largest. Fort Verde Days in downtown Camp Verde are Oct. 13-14 featuring authentic Apache Wars' fort re-enactments, the Colonel's Daughter contest, a Bull Bash, an antique show and the annual Fort Verde Days' Parade. Call Fort Verde (928) 567-3275 for details.

. Verde Canyon Railroad Fall Color Tour: Enjoy the beauty of nature's incredible display along this historic railway in Clarkdale. Ales on Rails are on the patio with German beer available on the train every Saturday and Sunday in October. 1-800-320-0718 to make reservations; email: info@verdecanyonrr.com

. Dead Horse Ranch State Park (on the Verde River): Catch lovely fall colors along the park's hiking trails and the Verde River or enjoy lagoon fishing with the kids. This lovely Cottonwood park with cabins, camping and horse corrals is located at 675 Dead Horse Ranch Road, Cottonwood, Arizona 86326; call (928) 634-5283 for information.

. Hayfield Draw (in national forest): Perfect for active people who love the outdoors, especially in the cooler fall season. This off highway vehicle facility between Camp Verde and Cottonwood offers a beginners' "tot lot", a motocross track, 40 acres of open riding, and over 120 miles of trails with the longest trail over 50 miles. Located along Hwy. 260, Hayfield Draw is 5.5 miles from Camp Verde/Interstate 17. Call Prescott National Forest at (928) 567-4121 for details.

. Jerome Art Walks (first Saturdays): "Rated No. 1 of 52 Best Things to Do in Arizona" by Phoenix magazine. This fun cliff-side town event is offered on the first Saturday of each month, 5-8 p.m., with

free refreshments and free shuttle. October's Art Walk includes a poetry slam. Call (928) 649-2277. Also this fall in Jerome, Halloween related events include a Ghost Walk on Oct. 13, (actors, spooky stories); call (928) 634-1066.
Camp Verde is in the "heart of Arizona" and gateway to the Verde Valley, just off Interstate 17, 90 miles north of Phoenix and 45 miles south of Flagstaff. The Camp Verde Chamber of Commerce encourages you to taste and enjoy the "seasons of Arizona" within the lovely Verde Valley. For more information, contact the Camp Verde Chamber of Commerce at (928) 567-9294 or e-mail: info@campverde.org

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Photos available for this release:

Enjoy Verde Valley fall colors - lagoon at Dead Horse Ranch State Park

To view photos, go to **www.enewsrelease.com/pressroom** and enter Release ID: 115230

Tracie Schimikowsky

From: Writers Nest [writersnest@esedona.net]
Sent: Monday, September 24, 2007 4:01 PM
To: tracie@campverde.org
Subject: RE: turtles at the well

It came in then!! Thx. ck

From: Tracie Schimikowsky [mailto:system@enr-corp.com]
Sent: Monday, September 24, 2007 3:02 PM
To: writersnest@esedona.net
Subject: turtles at the well

FOR IMMEDIATE RELEASE

Contact: Carol Keefer
Free Lance
Camp Verde Chamber of Commerce
Phone: (928) 567-9294
E-Mail: writersnest@esedona.net

Monday, September 24, 2007

turtles at the well

Camp Verde, AZ - Courtesy of Camp Verde Bugle Newspaper
Turtles at the Well
Park to explain removal program

By Steve Ayers
Staff Reporter

Throughout the 1950s, '60s and into the '70s it was fashionable for any red-blooded American kid to own a turtle.

Pet stores sold them by the barrel, complete with a kidney-shaped clear-plastic turtle pool equipped with a ramp and basking platform, and a colorful, snap-together palm tree.

They were entertaining, educational and, in their own reptilian way, adorable.

But behind their amusement value, their contributions to our adolescent understanding of the natural world and their innate cuteness, lies a dark side -- similar in nature to the fabled alligators of the New York sewers, only real.

The fact is, we grew up. And so did our turtles. And eventually we went our separate ways.

We went off to work or school, and all too often, the turtles went to the nearest suitable refuge we could find, typically a neighborhood pond or stream.

And in all too many instances, one of us would drop off a girl turtle and sooner or later another of us would drop off a boy.

The consequence of this behavior, repeated not only in America, is that we have a turtle, indigenous to the lower Mississippi River Valley, that is now found on six continents.

And it is has become a threat to many of the other turtle species indigenous to the suitable refuges we located when they were no longer suitable pets.

They are called red-eared sliders (Trachemys scripta). And one of the places once deemed by one or many of us to be a suitable refuge is Montezuma Well.

According to Dr. Jeff Lovich, a world renowned turtle expert, the sliders were first reported in the well sometime in the early 1990's, although it is likely they had been in their some time before anyone recognized what they were.

Lovich, who works for the U.S. Geological Service's Southwest Biological Science Center in Flagstaff, now estimates there are somewhere just short of 100 red-eared sliders living in the well.

They appear to be thriving right along side a population of native Sonoran mud turtles, who appear to number 200 to 300.

Lovich became involved in April when the National Parks Service received some funding to study the native species and remove the sliders.

Since May, his team has been surveying the turtles as they bask on wells rocks and logs, setting traps so they can identify, inventory and try to temper their turtle troubles.

It's a little premature to make a call, but according to Lovich and his assistant on the ground, biologist

A.J. Monatesti, the sliders are holding fast to their adopted turf.

So far, almost 100 native mud turtles have been trapped, examined, marked and released. Only seven of the sliders have been captured and sent packing.

One could say they have become an evasive, invasive species.

"It's nothing against the slider turtles. They are fine in their native environment. But it has been proven scientifically that they have a negative impact on native turtle populations," Lovich said.

"We are just trying to relocate the sliders as gently as possible. Only they aren't cooperating"

According to Lovich, when the sliders are caught they are relocated to a better place. In this case the girl turtles go to a 2.5-acre compound at the Phoenix Herpetological Society. The boys go to the Phoenix Zoo.

The up side of the project, as far as the Parks Service and the USGS scientists are concerned, is that it runs for another year and a half.

According to Monatesti, the turtles are most active in the spring and the fall.

"They tend to move about more when the weather is nice. The rest of the time they just bask in the sun and eat," he said.

The big question is will they ever know they have all of the sliders. And in searching, what else might be found.

"You will never know if you have them all. In fact last week we got a surprise. A.J. found a western pond turtle in one of our traps. They have never been recorded in Arizona as a native species," Lovich said. "It was probably carried in from California, where they occur on the coast.

"You just never know what you are going to find. I wouldn't be surprised if someone put an alligator in there. We found one of those up on the Arizona Strip last year. It was six feet long."

Lovich will be giving a presentation on the turtles at Montezuma Well on Saturday Sept. 29 in conjunction with National Public Lands Day. His presentation will begin at 11 a.m.

For directions to the Montezuma Well, contact the Camp Verde Chamber of Commerce at (928) 567-9294 or e-mail at info@campverde.org

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Photos available for this release:

USGS biologist A. J. Monatesti spends his weekdays on the rim above Montezuma Well surveying turtles

To view photos, go to **www.enewsrelease.com/pressroom** and enter Release ID: 115914

BRAND PROMISE:

Inspiring Unforgettable Southwest Moments

STRATEGIC BRAND DIMENSIONS:

Unexpectedly Exhilarating Signature Scenery

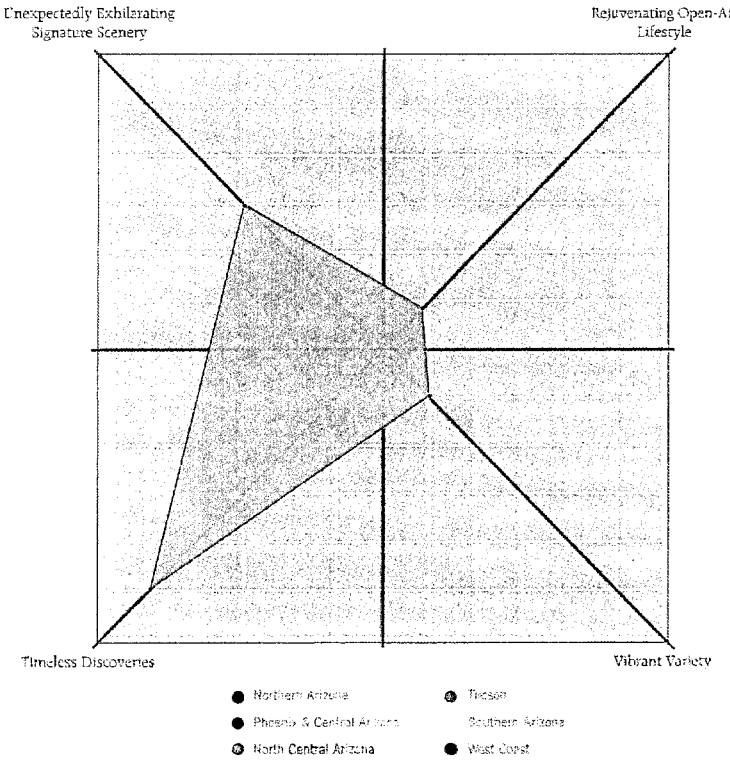
Rejuvenating Open-Air Lifestyle

Timeless Discoveries

Vibrant Variety

Perceptual Mapping - North Central Arizona

Based on the rich history and product offerings of the North Central region, we are able to qualitatively place the region on the perceptual map below. This illustration demonstrates the strong embrace to the key brand dimension which differentiates this from the other four regions: Timeless Discoveries. It is also important to note the strong pull to the Unexpectedly Exhilarating Signature Scenery brand dimension as this takes into account the natural landscape of the region. This map provides an opportunity for each community to carve out and own their unique space within the region.



To illustrate how the messaging can be assimilated into your efforts we'd like to include how these brand dimensions are defined.

Unexpectedly Exhilarating Signature Scenery

Other states may have beautiful scenery and lovely vistas, but visitors to Arizona enjoy *Unexpectedly Exhilarating Signature Scenery.*

The Grand Canyon State is home to one of the Seven Wonders of the World, and so much more. Arizona's magnificent natural diversity inspires genuine, jaw-dropping awe. Otherworldly sculptures are carved by Mother Nature herself from an infinite desert landscape. Cragged spires rise suddenly-breathtakingly-around a bend in the road. Majestic pine forests part to reveal vivid sandstone hills. Vast fields of wild flowers dance in the wind's gentle breath. Brilliant sunsets glow with an artist's palette of inspiring color. Mother Nature has told no other story more thrillingly dramatic as Arizona's.

These are not merely beautiful landscapes, but exceptional ones. Arizona's own unique brand of panoramic majesty claims four-season beauty and astonishing biodiversity, from undulating sand dunes and gesturing saguaros to cool, cobalt lakes and soaring, snow-dressed peaks. It's a heady playground for awesome outdoor adventure.

No other state can claim such natural bounty, with inspiring contrasts and larger-than-life natural discoveries around nearly every corner. Visitors enjoy complete freedom to explore this exciting, unspoiled territory.

The opposite of *Unexpectedly Exhilarating Signature Scenery* is the merely *scenic* beauty, or the expected scenery of other destination states.

Rejuvenating Open-Air Lifestyle

Rejuvenating Open-Air Lifestyle characterizes Arizona's very own way of life: A seamless blend of relaxed sophistication and recharge-your-batteries positive energy.

Exploring Arizona is a stimulating, energizing experience, not a wearing, hassled or harried one. Arizonans are inviting, friendly and casual, not stiff, formal or exclusive. We offer all of our visitors a warm welcome and uplifting place to relax, refresh and reinvigorate.

Rejuvenating Open-Air Lifestyle is a genuine expression of life throughout the state. Arizona is characterized by an easygoing grace and carefree, confident, untucked stylishness, Tommy Bahama style. This dimension is characterized with our own brand of casually sophisticated, resort-like urbanism--and personifies our informally elegant upscale dining, pampering spa lifestyle and unpretentious, unhassled, wide-open entertainment options.

We are gifted with perennially sunny skies and a climate that allows our visitors to experience a full calendar of open-air enjoyment, from world-class golf in January to alfresco holiday shopping in December. Winter explorers can wake up in a snow-blanketed wonderland, and be basking pool side by lunchtime if they so choose. When the desert cities warm up in the summer, the northern regions offer a blissfully mild retreat, making Arizona an ideal year-round destination.

The opposite of *Rejuvenating Open-Air Lifestyle* is the *Frenetic and Congested* experiences that characterize travel destinations in other states, rather than the positive energy that exemplifies Arizona's urban and rural experiences alike.

Timeless Discoveries

Arizona offers visitors not manufactured experiences, excessive development nor artificial attractions but a wealth of genuine *Timeless Discoveries.*

Competitive destinations may be over-explored, over-theme parked and overtaken by congestion, but not Arizona. Our visitors enjoy a wealth of authentic, unspoiled territory; vast ranchlands ruled by 21st-century cowboys; beautifully preserved pioneer towns; Native American reservations where the old ways live on; clear highways that vanish into a wind-etched horizon; natural preserves dotted with centuries-old cacti and desert creatures unchanged by the march of evolution. This is a rare destination, where curious travelers can step back into a time-captured past; even Arizona's clear, constellation-filled night skies offer a magnificent window on the eternal.

Our rich, storied landscape is a treasure trove for intrepid travelers. Engaging, off-the-beaten-path exploration and the excitement of discovery await around every corner, from inspiring canyons to historic mining towns, from mystifying ancient ruins to vintage Route 66 kitsch.

The Grand Canyon State boasts a wonderful collection of small towns preserving their distinctive heritage while carving their own unique, often artistic, niche in Arizona's present. Timeless communities like Flagstaff, Prescott, Bisbee and Tubac (just to name a few) thrive throughout Arizona, welcoming visitors with their warm small-town spirit, friendly charm and individualistic attitude.

The opposite of *Timeless Discoveries* are the *Well-Trodden Experiences* that many other destination states offer their visitors. (i.e. theme parks)

Vibrant Variety

Arizona is a state of dramatic range, sweeping variety and inspiring abundance. We are proud to offer our visitors a *Vibrant Variety* of easily accessible experiences that showcase our thrilling natural and cultural diversity.

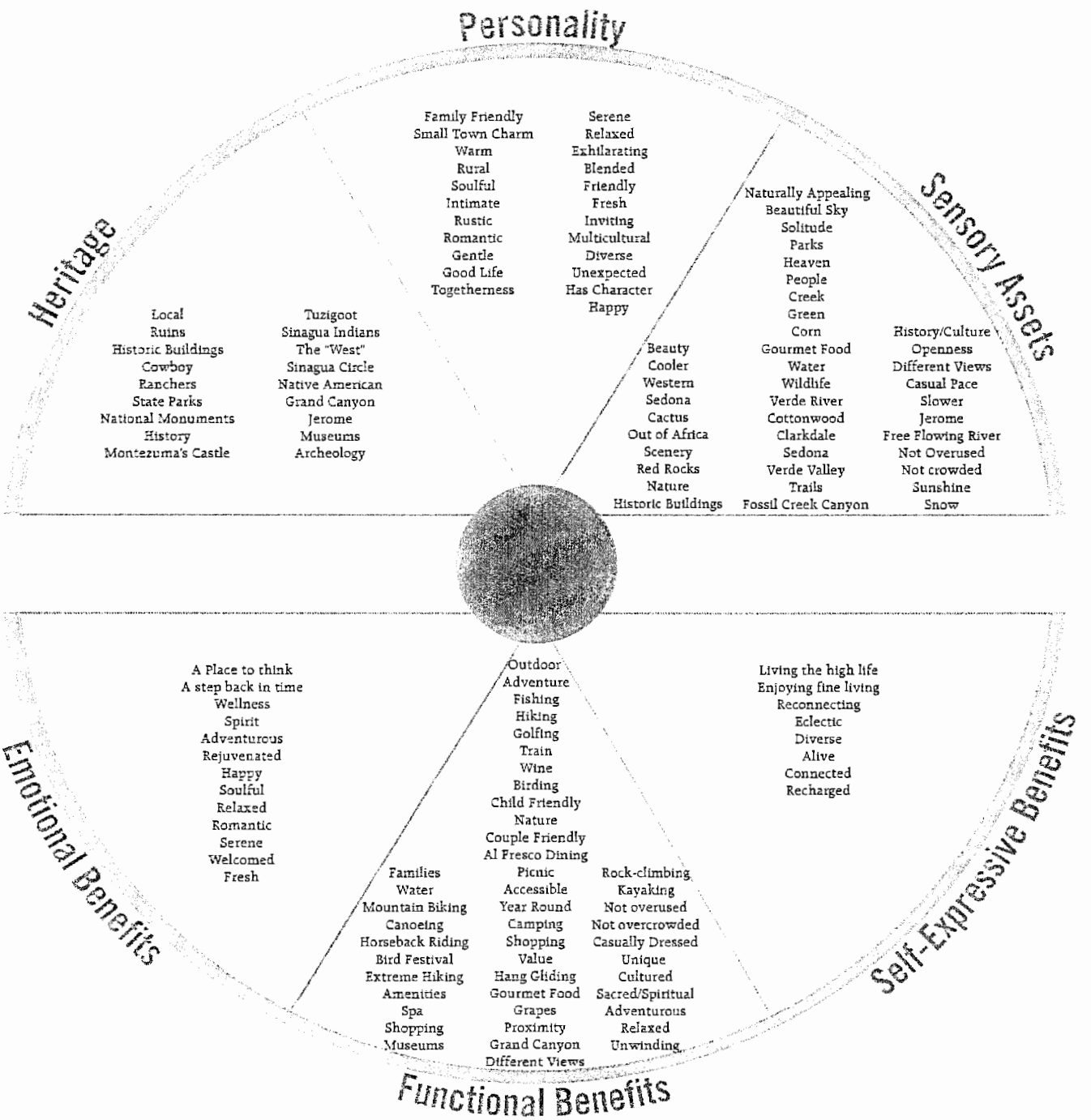
We are a tight-knit community of one-of-a-kind destinations. From the energetic arts, shopping and nightlife scenes of the cities to the breathtaking forest of northern Arizona, we offer a rich gamut of stimulating experiences. And here, exploration is rewarded with joyful discovery.

Vibrant Variety is about the dazzling range of choices that we provide our visitors, and the freedom they have to personalize their Arizona experience at any time of the year. Start your day on a Scottsdale golf course or birding in Sierra Vista, and hit the slopes in Flagstaff before dinner. Explore the rugged morning desert by jeep and visit ancient cliff dwellings or the art galleries of Jerome in the afternoon. Cap your day off with a pool side massage and an elegant dinner under the stars, serenaded by a mariachi band. Fly over the Colorado River in a power boat, or just kick back and catch a Cactus League sping training game.

Arizona is also infused with stunning color throughout the state, from our uniquely rich red rocks and verdant forests to our brush stroke sunsets. Our cities are vivid in spirit and vibrant with energy, while our uniquely inspiring cuisine is an exciting fusion of zesty flavors and cultural adventure.

The opposite of *Vibrant Variety* is the *Expected and Homogeneous* offerings of competitive destination states, which tend to be characterized by a general lack of diversity in culture and experience.

VERDE VALLEY



Exhilarating

SEDONA
VERDE VALLEY

AOT TEAM GRANT
TOURISM MARKETING SCORECARD
FY 2006 - 2007

Grey = complete
Yellow = in process
White = pending
Pink = lost business

Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes
AZ Family.com Banner Ads	official website of channel 3 TV and is the #1 TV television website in Arizona; it has 8 Million monthly page views & 644,000 registered users	number of requests either on tourism website, phone calls, emails (requests fulfilled)	Nov-06	Dec-06	banner ad selected	100% complete	
			Nov-06	Dec-06	working on copy	100% complete	
			Nov-06	Jan-07	finalizing copy & photos	100% complete	waiting on response from azfamily.com with regard to submitted info for banner ad.
			Nov-06	Dec-06		100% complete	Ad approved and inserted. Began 12/16/06
Preprint Ads AZ Fall Insert 2006	print & online program; delivered into 825,000 to 1,225,000 strategically targeted subscriber households in AOT's priority markets	ad & copy completed & ready for insertion	07/21/06	09/24/06	completed; ready for insertion into newspapers; hard copy rec'd	100% complete	
		number of requests either on tourism website, phone calls, emails (requests fulfilled)	10/01/06		community guide mailed		4,439 leads received for 10/4 - 1/3/07
		number of requests either on tourism website, phone calls, emails (requests fulfilled)			Camp Verde brochure mailed		1,350 leads received for 1/10 - 1/31/07
Preprint Ads AZ Spring Insert 2007	print & online program; leading with high-quality, full-color glossy newspaper inserts, delivered into 825,000 to 1,225,000 strategically targeted sbuscriber households in AOT's priority markets	ad & copy completed & ready for insertion	11/03/06	01/14/07	1/8 ad and brochure size ad completed & approved by chamber	100% complete	
					AOT approval on 1/8 page ad	100% complete	Ad sent to Madden 11/3/06
						100% complete	Hard copy received from Madden - ad ready.
		number of requests either on tourism website, phone calls, emails (requests fulfilled)			Camp Verde brochure		6,814 leads received for 1/24/07 - 5/23/07

AOT TEAM GRANT
TOURISM MARKETING SCORECARD
FY 2006 - 2007

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes
2007 AZ Spring Insert eZine	Ezine Promotion is a follow-up email campaign that promotes packages and special offers to those readers who have responded and subscribed to our opt-in email list.		03/16/07		Email Blast	100% complete	
Preprint Direct Mail AZ/CA	fully intergrated print & online campaign, leading with newspaper inserts delivered to **500,000 to 850,000 strategically targeted subscriber households in AZ & CA.**	ad & copy completed & ready for insertion	02/23/07	05/05/07		100% complete	
				02/15/07		100% complete	Ad created, reviewed and approved by Chamber
				02/15/07		100% complete	Ad submitted to Karen at AZOT for review.
							Ad approved, sent to Madden Publishing
		number of requests either on tourism website, phone calls, emails (requests fulfilled)			Camp Verde Brochure		2,747 leads received for 5/6/07-9/9/07 - 1,075 mailed brochures, 1,672 ibrochure fulfillment
Sunset Magazine - Travel Planner	travel planner includes a 3 month online listing & reader response leads; circulation **1.45 Million Southwest & 290,000 Mountain**	number of requests either on tourism website, phone calls, emails (requests fulfilled)	03/01/07	05/01/07		100% complete	Use 1/8 ad
					2/15/2007	100% complete	Ad created, reviewed and approved by Chamber
					2/15/2007	100% complete	Ad submitted to Karen at AZOT for review.
					2/21/2007	100% complete	Ad approved, sent to Sunset Travel Planner
		number of requests either on tourism website, phone calls, emails (requests fulfilled)			Camp Verde Brochure		378 leads received since 8/19/07
AZ Tourist News print placement of advertisement	**60,000 distribution, 125,000 readership - Hotels, Visitors Centers, Freeway-based locations, Restaurants & RV Parks.** Banner ad & copy - 6 mos print	Phone calls & website	09/01/06	02/01/07			

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TOURISM MARKETING SCORECARD
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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes
	September 2006 edition		08/15/06	09/01/06		100% complete	Mail Trail, Pioneer Days, Fort Verde Days, Some Cool Things to do around CV
				09/01/06			Sent to 900+ media - Top Ten Events listing for September - Pioneer Days
	October 2006 edition		09/15/06	10/01/06		100% complete	Out of Africa, Fort Verde Days, Tellington Touch, Event Calendar
	November 2006 edition		10/15/06	11/01/06		100% complete	Montezuma Castle 100 yrs / Main St. CV - Past & Present
	December 2006 edition		11/15/06	12/01/06		100% complete	Wine & Pecan, CV a growing community, Cliff Castle Casino
	January 2007 edition		12/15/06	01/01/07		100% complete	Wine & Pecan, New landmark - cannon, Out of Africa - Boom Boom
	February 2007 edition		01/15/07	02/01/07		100% complete	2007 Calendar of Events, Historic Buildings, Stay & Play in CV
	March 2007 edition		02/15/07	03/01/07		100% complete	Out of Africa - New Aviary, Camp Verde Hiking Trails

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes
Website Development	develop a tourism website that will track lead generation from the various EZ Advertising	number of requests either on tourism website, phone calls, emails (requests fulfilled)	Aug-06	Sep-06	Roy - Sign contract Website w/in 6 wks	1st draft home page, modules & layout	Out of Africa, Fort Verde SP, Cliff Castle Casino, Nat'l Parks
			Sep-06	Dec-06			First draft ready for review and comment
			Dec-06	Dec-06		100% complete	Website up and running.
New Camp Verde Brochure	design 28 x 22 inch broucher with 12 sections of destination drivers & other attractions for tourist visiting Camp Verde	this is the fulfillment piece for the requests that are requested from potential visitors	Aug-06	Sep-06	Determined advertisers, editorial & photos	100% complete	
				9/30/06	Contacted advertisers for editorial & photos	100% complete	
				Oct-06		100% complete	Susie working on layout, Tracie sending copy & pics to Susie when received.
				Oct-06		100% complete	Mtg w/ Susie 10/25 - gave copy and pics cd. Susie to prepare 1st draft.
				Oct-06		100% complete	1st draft of front ready for review
				Oct-06		100% complete	1st draft of back ready for review
				Nov-06		100% complete	Drafts of full brochure reviewed, back to Susie for updates/changes 11/15
				Dec-06		100% complete	Review complete - 1 st draft to printer
				Dec-06		100% complete	Corrections to first draft
				Dec-06		100% complete	Corrections made, final to printer for plate. Estimated ship date - mid January 2007
				01/19/07		100% complete	Brochures delivered
				02/08/07		100% complete	6,000 brochures mailed to Arizona Visitors Centers & Chambers of Commerce
Audio-Visual Material	photo of Camp Verde, attractions, and events for web site and media	on website; number of media personal requesting access to photos and mediat information	Aug-06	Dec-06	Discuss w/SusieBeach as to needs/wants	25% complete	Go through photos Susie currently has then determine other photos wanted.

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TOURISM MARKETING SCORECARD
FY 2006 - 2007

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes
Audio-Visual Material	audio visual documentary of Camp Verde, destination drivers, and attractions that will be on website and available to the media	on website; number of media personal requesting access to photos and mediat information	Aug-06	Dec-06	Roy & John Rowland - docs, discussion, preparation of material	100% complete	Mail Trail
Print Placement of advertisement in Arizona Republic Community Guide "Inside Metro"	advertising the Mail Trail Events in Zones 3, 8 & 9 - **205,500 readership**	tracking phone calls and attendance at events	Aug-06	8/6/06	B/W advertisement	100% completed	
	advertising the Fort Verde Days & Events in Zones 3, 8 & 9 - **205,500 readership**	tracking phone calls and attendance at events	9/27/06	10/4/06	B/W advertisement	100% completed	
	advertising the Wine & Pecan Festival & Events in Zones 3, 8 & 9 **205,500 readership**	tracking phone calls and attendance at events	1/23/07	2/1/07			Cancelled advertising
	advertising the Crawdad Festival & Events in Zones 3, 8 & 9 - **205,500 readership**	tracking phone calls and attendance at events	5/17/07	5/24/07			Cancelled advertising
Media	working with the media for all events and attractions; bring writers and TV to promote Camp Verde and attractions (at least 60 days prior to event)	Mail Trail	Aug-06	Sep-06	Contacted: AZHwys, Fox 10, CH 3, CH2 & KAZ TV 17 & Emailed: PSA to 140+ Arizona Travel/Tourism Media contacts	100% complete	KXAM - Xperience - 9/24 - 24 min w/Howard / 9/17 - 12 min w/Roy **$2,000 ad value**
		Fort Verde Days	Aug-06	Oct-06	Emailed: PSA to 140+ Arizona Travel/Tourism Media contacts & AZHwys, Fox 10, CH 3, CH2 & KAZ TV 17	100% complete	46th Annual Colonel's Daughter & 50th Annual Fort Verde Days PSA received 9/15/06
				9/27/06	Television Interview	100% complete	**KAZ-TV** Colonel's Daughter w/Howard & Brittany MacDonald 2005 Colonel's Daughter
				10/9/06	Television Interview	100% complete	**KAZ-TV** Fort Verde Days w/Jackie Baker & Ron Smith
		Wine & Pecan Festival	Dec-06	Feb-07		100% complete	PSA received 1/3/07
				01/05/07			**KAZ-TV** Interview w/Roy Gugliotta - Wine, Pecan & Tourism

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes
				01/08/07	Emailed: PSA to 100 Arizona Travel/Tourism Media contacts & Fox 10, CH 45, CH 15, CH 12, CH 5, CH 3, & KAZ TV 17		PSA sent 1/8/07
				02/02/07		100% complete	**KAZ-TV** Interview w/Roy Gugliotta & Ron Smith - Wine, Pecan & Tourism
		Crawdad Festival	Mar-07	Jun-07			5/9/07 - PSA not yet received from Parks & Recreation
COX Media	TV Spots	Camp Verde Promo w/event segment inserted					145 :30 spots to be aired in Metro Phoenix (valleywide) from 2/2-2/10/07 on Lifetime Movie Network (LMN), National Geographic Rotator (NGC), Travel Channel Rotator (TRAV) & Local News (Good Morning AZ, etc.) (ZAZN)
					1/16/2007	100% complete	Script sent to Karen (AZOT) for review & approval
					1/16/2007	100% complete	Script sent to Marc at Creative Sparks Production
					1/24/2007	100% complete	Pics sent to Marc at Creative Sparks Production
					1/29/2007	100% complete	Preliminary reviewed & approved by myself & Roy. Approval from Karen Bult received.
					1/31/2007	100% complete	Final sent to Cox for airing.
Motorcoach - YES Marketing leads	Mailer: **60 tour companies targeted**	Track # of mailers / response	Jul-06	Jul-06	packets mailed	100% complete	Community Guide & Did you know? Promo piece
Motorcoach - AOT Marketing leads	Mailer: **50 tour companies targeted**	Track # of mailers / response	Sep-06	Dec-06	packets to be sent electronically w/website links	100% complete	Did you know? Promo piece via internet 1/5/07

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TOURISM MARKETING SCORECARD
FY 2006 - 2007

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes
Phoenix Convention Center	Mailer: **99,285 total targeted audience** from Sept - May	Track # of mailers & # of targeted audience	Aug-06	Aug-06	September arrivals / 22 packets to be sent/ **12,285 targeted** audience	100% complete	Promo piece - Did you know? - Accommodation listing - Camp Verde brochure
			Sep-06	Sep-06	October arrivals / 33 packets to be sent/ **8,596 targeted** audience	100% complete	Promo piece - Did you know? - Accommodation listing - Camp Verde brochure
			Oct-06	Oct-06	November arrivals / 23 packets to be sent/ **10,750 targeted** audience	100% complete	Promo piece - Did you know? - Accommodation listing - Camp Verde brochure
			Nov-06	Nov-06	December arrivals / 5 packets to be sent/ **1,650 targeted** audience	100% complete	Promo piece - Did you know? - Accommodation listing - Camp Verde brochure
			Dec-06	Dec-06	January arrivals / 29 packets to be sent/ **26,895 targeted** audience	100% complete	Promo piece - Did you know? - Accommodation listing - Camp Verde brochure
			Jan-07	Jan-07	February arrivals / 19 packets to be sent/ **8,720 targeted** audience	100% complete	Promo piece - Did you know? - Accommodation listing - Camp Verde brochure
			Feb-07	Feb-07	March arrivals / 12 packets to be sent/ **12,621 targeted** audience	100% complete	Promo piece - Did you know? - Accommodation listing - Camp Verde brochure
			Mar-07	Mar-07	April arrivals / 10 packets to be sent/ **6,900 targeted** audience		Promo piece - Did you know? - Accommodation listing - Camp Verde brochure
			Apr-07	Apr-07	May arrivals / 7 packets to be sent/ **3,823 targeted** audience		Promo piece - Did you know? - Accommodation listing - Camp Verde brochure

OTHER TOURISM MARKETING SCORECARD
FY 2006 - 2007

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Objective	Strategy/Action Step	Measurement	Target (Months) Start	Target (Months) End	Progress to Date	Results	Notes
Community Guide & Business Directory	community guide will be available for visitors requesting information about Camp Verde and mailed with the new brochure	this is the fulfillment piece for the requests that are requested from potential visitors	Mar-06	Jun-06	100% complete	Fulfillment piece for AOT TEAM leads.	
Media					100% complete	AZ Hwys - CV promo - airs Tucson, Flagstaff & Phx Metro area on Aug 26th, Nov 18th & Feb 2007	
Website	Monthly updating		Jul-06	Jul-06	100% complete		
	Monthly updating		Aug-06	Aug-06	100% complete		
	Monthly updating		Sep-06	Sep-06	100% complete		
	Monthly updating		Oct-06	Oct-06	100% complete		
	Monthly updating		Nov-06	Nov-06	100% complete		
	Monthly updating		Dec-06	Dec-06	100% complete	Member updates done through Chamber Master	
Canadian Travel Guide	Website advertising for Camp Verde & Events		Jul-06	Jul-06	100% complete	Events - Fort Verde Days, Pecan & Wine Festival, Crawdad Festival. "What's New" - Out of Africa & Montezuma Castle 100yrs	
Travelbook USA	Website advertising for Camp Verde & Events		Aug-06	Aug-06	100% complete	Information on Town of Camp Verde & 06/07 Events	
Cowboy.com	Website advertising for Camp Verde & Events		Jul-06	Jul-06	100% complete	Fort Verde Days Event dates/times	
eventInfo.us & eventInfo.ca	Website advertising for Camp Verde & Events		Aug-06	Aug-06	100% complete	Information on Town of Camp Verde & 06/07 Events	
AOT Calendar of events	Website advertising for Camp Verde & Events		Jun-06	Jun-06	100% complete	2007 Calendar of events for Camp Verde	
AOT Calendar of events	Camp Verde & Events			Dec-06	100% complete	2007 Calendar of events for Camp Verde	
Mail Trail Media	Channel 2 Flagstaff (PSA)		Aug-06	Aug-06	100% complete	Sherry contacted - Friday, Sept 1st interview w/Howard	
	Mail DVD w/PSA to writers & TV						

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FY 2006 - 2007

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Objective	Strategy/Action Step	Measurement	Target (Months)		Progress to Date	Results	Notes
Events	Jazz @ the Fort, grow wine & pecan festival by having Jazz on parade grounds expanding festival to 8,000						Discussion & Planning
Balloon Festival			Dec-06			100% complete	Information received / obtained
			Jan-07				Research & Planning for event
PT Cruiser Car Show	Car show @ Fort w/Concert in the evening		Sep-06		Lost	Show moved to Prescott Valley	150 cars with est. 2,000 attendees
10K run	Coordination with P&R and Natl Parks				Roy to have mtg w/Linda		Complete

AOT TEAM GRANT
TOURISM MARKETING SCORECARD
FY 2007 - 2008

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes
Preprint Ads AZ Fall Insert 2007	print & online program; delivered into **825,000 strategically targeted subscriber households** in AOT's priority markets	number of requests either on tourism website, phone calls, emails (requests fulfilled)	7/20/07	9/23/07	Brochure size ad	100% complete & approved by AOT.	
Arizona Professional Travel Planners Guide	Official fulfillment publication for AOT's Travel Industry Marketing Div. Direct mailed to select tour operators & travel agents in response to client inquiries. It is also distributed at domestic & int'l trade shows. Circulation 20,000	number of requests either on tourism website, phone calls, emails (requests fulfilled)	7/27/07	10/1/07	1/2 page ad	100% complete & approved by AOT	
True West 2008 Source Book	Circulation 50,000 reaching western enthusiasts for 53 years.	number of requests either on tourism website, phone calls, emails (requests fulfilled)	9/15/07	11/1/07	Full display ad	100% complete	Creative & Copy
						100% complete	Sent to AOT 9/12 for Approval, waiting for response
							AOT approval received; Ad sent to True West Magazone
AAA Living/Midwest	Reaching 3,008,874 homes in the Midwest	number of requests either on tourism website, phone calls, emails (requests fulfilled)	10/26/07	1/1/08	Co-op advertisement		Draft of ad to begin next week
Preprint Ads AZ Spring Insert 2008	print & online program; leading with high-quality, full-color glossy newspaper inserts, delivered into **825,000 strategically targeted sbuscriber households** in AOT's priority markets	number of requests either on tourism website, phone calls, emails (requests fulfilled)	11/2/07	1/13/08	Brochure size ad		Draft of ad to begin next week

AOT TEAM GRANT
TOURISM MARKETING SCORECARD
FY 2007 - 2008

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes
Preprint Canada	Integrated multi-channel campaign targeting 446,750 subscriber households in key AOT markets. Primary emphasis will be placed on Int'l Canadian provinces.	number of requests either on tourism website, phone calls, emails (requests fulfilled)	11/9/07	1/13/08	Brochure size ad		Draft of ad to begin next week
Arizona Drive Guide	Distributed exclusively at several rental car agencies. Circulation 35,000	number of requests either on tourism website, phone calls, emails (requests fulfilled)	2/2/08	March - May 2008	1/3 page display		
Sunset Magazine -- Travel Planner	travel planner includes a 3 month online listing & reader response leads; **Southwest & Mountain 220,000**	number of requests either on tourism website, phone calls, emails (requests fulfilled)	3/1/08	5/1/08	1/6 page ad		
Preprint Direct Mail AZ/CA	fully intergrated print & online campaign, leading with newspaper inserts delivered to **500,000 strategically targeted subscriber households in AZ & CA.**	number of requests either on tourism website, phone calls, emails (requests fulfilled)	3/14/08	5/18/08	brochure ad		
AZ Tourist News print placement of advertisement	**60,000 distribution, 125,000 readership - Hotels, Visitors Centers, Freeway-based locations, Restaurants & RV Parks.** Banner ad & copy - 6 mos print	Phone calls & website	15th of each month				
			7/15/07	8/1/07		100% complete	Mule Parade/Pioneer Days & Historic Homes
			8/15/07	**9/1/07**		100% complete	Mule Parade/Pioneer Days, Movies & Famous Places, Fort Verde Days
			9/15/07	**10/1/07**		100% complete	Fort Verde Days; Hiking Trails; Seasons of Arizona (Carol Keefer)
			10/15/07	11/1/07			
			11/15/07	12/1/07			
			12/15/072	1/1/07			
			1/15/07	2/1/07			

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TOURISM MARKETING SCORECARD
FY 2007 - 2008

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes
iBrochure w/Madden Preprint		**Reduction of mailing costs as leads will be directed to the iBrochure**	**4/16/07**		**8 pages of Camp Verde online/interactive brochure**	**100% complete & Approved by AOT**	**iBrochure is ready and accessible**
							To date has reduced mailing costs 61%
Arizona RV		**number of requests either on tourism website, phone calls, emails (requests fulfilled)**	**5/31/07**		**Jr. Page Vertical**	**100% complete & Approved by AOT**	**Also, a 400 word article on Camp Verde was included**
Camp Verde Brochure	Update existing 28 x 22 inch brochure	this is the fulfillment piece for the requests that are requested from potential visitors					
						In process	Chg out Envirozeum for Jerome; remove pow wow photos
						In process	Emailed Tom at Jerome Chamber - photos & copy to be submitted.
Website Development	Updating & Enhancing existing website www.visitcampverde.com	on website; number of media personal requesting access to photos and mediat information					
							Met w/Joanne 7/13, dicussed website & updates. Joanne to send me ideas from beg of website dev for review.
							Discussed - Media Kit; Map
						In process	Tourism Membership billing to go out - response will determine next step w/website.

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FY 2007 - 2008

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Objective	Strategy/Action Step	Measurement	Material Due	Insertion Date	Progress to Date	Results	Notes
Media	working with the media for all events and attractions; bring writers and TV to promote Camp Verde and attractions (at least 60 days prior to event)	Mail Trail					
		Pioneer Days					**Met w/Ron 7/24. Ron to rev Carol K writings & get back w/us.**
						100% complete	**Press Release w/BurrellesLuce 8/17/07 - 753 S/W & w/in 500 mi of Camp Verde, Media Contacts received press release**
						100% complete	**Lynda Moore & guest to be on KAZ TV Sept 10th show**
		Fort Verde Days					
		Wine & Pecan Festival					
		Crawdad Festival					
COX Media	Two commercials into Phoenix Metro Market / 145 - :30 second spots	Camp Verde Promo					
Media Communications & Public Relations	Contract w/PR Services for one year						
	Media Kit				**1st draft for review**		**Reviewed w/Carol K - Writers Nest. Recommended changes to be made**
Special Marketing Opportunities	Online Media Directory w/BurrellsLuce / 12 month contract. Inc. oneKit Press Release w/24 Press Releases						
						100% complete	**Up & running as of 7/23.**

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FY 2007-2008

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Objective	Strategy/Action Step	Measurement	Target (Months) Start	Target (Months) End	Progress to Date	Results	Notes
Community Guide & Business Directory	community guide will be available for visitors requesting information about Camp Verde and mailed with the new brochure	this is the fulfillment piece for the requests that are requested from potential visitors			100% complete	Fulfillment piece	2007/2008 Community Guide is in process to be reprinted. Arrival date for new guides, not yet known.
Member Website	Update exisiting pages						Ongoing - monthly
Cowboy.com	Website advertising for Camp Verde & Events					Fort Verde Days Event dates/times	
eventinfo.us & eventInfo.ca	Website advertising for Camp Verde & Events					Information on Town of Camp Verde & 06/07 Events	
AOT Calendar of events	Camp Verde & Events		Dec-06	Dec-06	100% complete	2007 Calendar of events for Camp Verde	
Events	Chamber to take over the major events for Camp Verde						Discussion & Planning
Canadian Traveller	Editorial for Arizona Supplement		Jul-07	Jul-07	100% complete		Wine Tour & Historica Bldgs articles

Visitor Center Statistics

9/25/2007

	2001	2002	2003	2004	2005	2006	2007												2007
							Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	YTD
Camp Verde Visitor Center TOTALS				**5,291**	**5,697**	**7,607**	**506**	**632**	**1,027**	**742**	**692**	**619**	**564**	**510**	**0**	**0**	**0**	**0**	**5,292**
local visitors						332	25	17	25	16	11	10	33	15					152
in-state visitors						2,632	180	204	230	200	269	296	240	255					1,874
out of state visitors						3,765	242	326	577	426	349	276	239	195					2,630
foreign visitors						878	59	85	195	100	63	37	53	45					637
Cumulative Sub-Totals						**7,607**	506	1,138	2,165	2,907	3,599	4,218	4,782	**5,292**					
phone calls visitor center						4,152	350	347	439	385	352	382	339	384					2,978
NATIONAL PARKS																			
Montezuma Castle			637,024	644,452	622,320	589,562			146,089			178,885	53,109						378,083
Tuzigoot			115,216	114,486	108,262	115,213			27,667			32,086	7,696						67,449
Grand Canyon			4,125,312	4,326,234	4,357,685	4,279,439			629,911			1,390,753	604,185						2,624,849
National Parks Total YTD																			
STATE PARKS																			
Dead Horse State Park	107,577	103,215	87,216	99,234	91,174	107,230			33,672			37,888	7,463	12,830					91,853
Fort Verde State Park	20,425	17,007	15,282	15,665	17,958	16,394			3,840			5,515	1,423	2,523					13,301
Jerome	23,476	54,440	47,235	52,949	57,366	59,106			16,417			17,079	5,829	10,193					49,518
Red Rock State Park	68,654	78,437	70,782	76,279	74,532	78,175			17,803			24,615	6,767	12,354					61,539
Slide Rock State Park	280,644	175,036	299,770	254,584	243,489	225,680			25,784			96,934	48,337	83,147					254,202
State Parks Total YTD																			

TOTAL CITY TAX COLLECTION BY MAJOR SIC/NAICS CODE RANGES

INDUSTRY GROUP	FY 1999 / 2000	FY 2000 / 2001	FY 2001 / 2002	FY 2002 / 2003	FY 2003 / 2004	FY 2004 / 2005	FY 2005 / 2006	FY 2006 / 2007	FY 2007 / 2008
Mining									
Communication/Utilities						103,275	126,006	136,259	11,425
Transporting & Warehousing	47,286	80,133	86,634	89,374	48,063			0	0
Construction	121,059	273,468	268,699	285,859	453,218	442,100	681,663	512,790	23,222
Manufacturing	19,633	47,212			24,658	50,931	58,736	64,840	3,961
Wholesale Trade	46,053	64,020	65,458	99,647	62,292	99,995	133,614	144,913	11,983
Retail Trade	275,856	442,245	458,873	486,287	452,598	548,494	1,108,133	1,068,282	74,103
Finance & Insurance						7,613	12,613	7,657	530
Real Estate, Rental & Leasing					40,755	94,082	115,071	121,699	11,168
Restaurant & Bar	126,606	214,088	225,816	222,919	237,118	252,425	305,811	321,300	29,301
Accommodation	98,389	100,642	97,775	94,629	48,211	98,706	116,911	139,946	12,803
Public Administration	23,396	46,271	48,311	53,909	27,442			0	0
Services	37,487	60,356	62,611	71,458	72,975	68,166	48,833	43,124	3,662
Arts & Entertainment								0	0
Other	3,558	12,047	53,818	54,129	179,468	67,778	155,082	145,596	12,412
TOTALS	**799,323**	**1,340,482**	**1,367,995**	**1,458,211**	**1,646,798**	**1,833,565**	**2,862,473**	**2,706,406**	**194,570**

	1999 / 2000	2000 / 2001	2001 / 2002	2002 / 2003	2003 / 2004	2004 / 2005	2005 / 2006	2006 / 2007
Retail Trade	275,856	442,245	458,873	486,287	452,598	548,494	1,108,133	1,068,282

	1999 / 2000	2000 / 2001	2001 / 2002	2002 / 2003	2003 / 2004	2004 / 2005	2005 / 2006	2006 / 2007
Construction	121,059.00	273,468.00	268,699.00	285,859.00	453,218.00	442,100.00	681,663.00	512,790.00

	1999 / 2000	2000 / 2001	2001 / 2002	2002 / 2003	2003 / 2004	2004 / 2005	2005 / 2006	2006 / 2007
Manufacturing	19,633.00	47,212.00			24,658.00	50,931.00	58,736.00	64,840.00

	1999 / 2000	2000 / 2001	2001 / 2002	2002 / 2003	2003 / 2004	2004 / 2005	2005 / 2006	2006 / 2007
Real Estate, Rental & Leasing					40,755.00	94,082.00	115,071.00	121,699.00

	1999 / 2000	2000 / 2001	2001 / 2002	2002 / 2003	2003 / 2004	2004 / 2005	2005 / 2006	2006 / 2007
Restaurant & Bar	126,606	214,088	225,816	222,919	237,118	252,425	305,811	321,300

	1999 / 2000	2000 / 2001	2001 / 2002	2002 / 2003	2003 / 2004	2004 / 2005	2005 / 2006	2006 / 2007
Accommodation	98,389	100,642	97,775	94,629	48,211	98,706	116,911	139,946

TOWN OF CAMP VERDE
Council Agenda Action Form

Meeting Type: Regular **Meeting Date: 10-3-07**
Consent:☐ **Executive Session/Confidential:☐** Type(s) of Presentation: Visual

AGENDA TITLE: (Be Exact): Discussion and possible approval for staff to pay for services and supplies ordered out of last year's budget.

PURPOSE AND BACKGROUND INFORMATION: The Community Development Department ordered label software and folders pre-labeled for existing files after gaining approval and obtaining three bids out of last year's budget. Unfortunately, the process took longer than expected and we just received shipment. Because last year's budget has been closed, staff is requesting approval to exceed this year's line items noted on the PO used to place the order. Enclosed for your review is a copy of the PO and the shipping invoice for the folders.

STAFF RECOMMENDATION(S): Approve

LIST ALL ATTACHMENTS: Staff report, PO, Invoice

Type of Document Needing Approval (Check all that apply):

X☐ Acceptance/Approval	☐ Agreement/Contract	☐ Emergency Clause
☐ Final Plat	☐ Grant Submission	☐ Intergovernmental Agreement
☐ Liquor/Bingo Application	☐ Ordinance	☐ Preliminary Plat
☐ Public Hearing	☐ Resolution	☐ Special Consideration
☐ Special/Temp Use Permit	Other:	☐ Presentation/Report Only

Finance Director Review
Budgeted/Amount N/A $
Comments:

Fund: see attached Line Item/: see attached

Submitting Department: P&Z **Contact Person: Nancy Buckel**

Town Manager/Designee:_____

PURCHASE ORDER

Town of Camp Verde

395 S. Main Street • Camp Verde, AZ 86322 **NO. 17040**

(928) 567-6631

TO: CONCERT ARCHITECTURAL INTERIORS
5017 E. WASHINGTON SUITE 107
PHOENIX, AZ 85034

Vendor Number _____
Date 6/1/07 20 _____
TERMS _____
Deliver on or before _____
Fund _____ Acct. No. See Below
Deliver To _____

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	01-50-22-6021		722.20
	01-50-22-6040		496.00
	01-50-22-6030		1831.06
	01-50-22-6020		659.65
	01-50-22-5000		1807.74
	01-50-21-5000		87.00
	01-50-21-6020		12.02
	01-50-21-6021		168.94
	01-50-21-6030		349.98
	01-50-21-6040		235.21
	01-50-54-6009		191.00
	01-50-54-[redacted]6201		10.00
	01-50-54-6040		89.65
	01-50-54-6041		10.00
	GOOD FAITH ESTIMATE		
	Subtotal:		
	Tax		
	Total		6670.45

FOR FINANCE DEPARTMENT ONLY

AUDITED BY	INVOICE NO.	VOUCHER NO.	FUND	DEPT.	ACCOUNT NO.	AMOUNT	P.O. NO.
ENTERED: BY DATE							
					TOTAL		

Instructions to Vendors:
1. Purchase order number MUST appear on invoice.
2. Submit invoices for each purchase order.
3. Prepay all transportation charges and add to invoice total.

Originating Department COMMUNITY DEVELOPMENT

6-22-07 Nancy Buckel
Date Department Head Authorization

RECEIVED

Date _____
By _____
Approved for pmt. by _____

Accounting Department approval as to availability of funds _____

Town Manager Approval

_____

WHITE: Vendor YELLOW: Originating Dept. PINK: Finance

Concert
architectural interiors

:: 5017 E. Washington St., Suite 107
Phoenix, Arizona 85034
:: Main 602 265 1063
:: Fax 602 265 1064
:: Free 800 462 0448
:: www concertai.com

INVOICE: 19351

DATE: 09/21/07

PROPOSAL: 20641

05-25-07 P.1:40 IP

PROJECT#: 140-189

BILL TO:	INSTALL AT:
CLIENT NUMBER.: 002554 Town of Camp Verde 395 S. Main Street Camp Verde, AZ 86322	Town of Camp Verde 395 S. Main Street Camp Verde, AZ 86322

CUSTOMER P/O:	TERMS	SALESPERSON
17040		Sally Johnson

#	QTY	PRODUCT	DESCRIPTION	SELL	EXTENDED
1	5,602	9905101	17Pt Kraft Folder Legal Size end tab, no fasteners, with pre-printed stip label attached. Line Number: 1	0.55	3,081.10
2	1	02360	ColorBar Express Lbel Printing Software Line Number: 2	350.00	350.00
3	1	02361	Annual Subscription - First year access to the system and toll free maintenance support. Line Number: 3	450.00	450.00
4	1	Design	Custom Label Design Line Number: 4	200.00	200.00
5	1	CB-170025	Pkg of 1000 blank laser labels, 6 per sheet Line Number: 5	68.00	68.00
6	2	CLL-8	Seal & View Clear label protectors, 8 X 1 11/16, 100/bx Line Number: 6	10.00	20.00
7	1	PM	Installation and Training (8 hours @ $175.00/hour) Line Number: 7	1,400.00	1,400.00
8	1	Freight	Freight Line Number: 8	344.66	344.66

Concert
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:: 5017 E. Washington St., Suite 107
Phoenix, Arizona 85034
:: Main 602 265 1063
:: Fax 602 265 1064
:: Free 800 462 0448
:: www concertai.com

INVOICE: 19351

DATE: 09/21/07

PROPOSAL: 20641

PROJECT#: 140-189

BILL TO:	INSTALL AT:
CLIENT NUMBER.: 002554 Town of Camp Verde 395 S. Main Street Camp Verde, AZ 86322	Town of Camp Verde 395 S. Main Street Camp Verde, AZ 86322

CUSTOMER P/O:	TERMS	SALESPERSON
17040		Sally Johnson

#	QTY	PRODUCT	DESCRIPTION	SELL	EXTENDED

Software and Supplies
Thank you for your Business

SUBTOTAL....:	3,519.10
DESIGN/OTHER:	2,050.00
FREIGHT.....:	344.66
SALES TAX...:	285.04
FINAL TOTAL.:	6,198.80
PAY THIS AMOUNT.....:	6,198.80