It's in your hands ~ "Build a stronger community – Shop Locally"

CORRECTED AGENDA
REGULAR SESSION
MAYOR AND COUNCIL
COUNCIL CHAMBERS · 473 S. Main Street, Room #106
WEDNESDAY, OCTOBER 5, 2011
6:30 P.M.

1. **Call to Order**
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) Executive Session (Recorded) – September 28, 2011
      2) Special Session – September 28, 2011
      3) Executive Session (Recorded) – September 21, 2011
      4) Special Session – September 21, 2011
      5) Regular Session – September 21, 2011
   b) **Set Next Meeting, Date and Time:**
      1) October 19, 2011 at 6:30 p.m. – Regular Session
      2) October 26, 2011 at 6:30 p.m. – Council Hears Planning & Zoning Matters
      3) November 2, 2011 at 6:30 p.m. – Regular Session
      4) November 16, 2011 at 6:30 p.m. – Regular Session/Council Hears Planning & Zoning Tentatively Combined
      5) November 23, 2011 at 6:30 p.m. – Council Hears Planning & Zoning Matters - **CANCELLED**
   c) **Possible approval of a Special Event Liquor License application for Greater Phoenix Youth at Risk, Inc. to be used at the Verde Valley Fall Festival located at Jackpot Ranch on October 21, 22, & 23, 2011 from 10:00 a.m. to 6:00 p.m. and from 10:00 a.m. to 4:00 p.m. on Sunday, 10/23/11.** Staff Resource: Debbie Barber
   d) **Possible award of bid and authorization to execute contract documents for the Salt Mine Road Stabilization and Improvements Project (Bid 11-092) between the Town of Camp Verde with the lowest responsive bidder to be determined upon bid opening scheduled for October 4, 2011.** Staff Resource: Ron Long

5. **Special Announcements & Presentations –** There are no announcements or presentations.

6. **Council Informational Reports.** These reports are relative to the committee meetings that Council members attend. The Committees are Camp Verde Schools Education Foundation; Chamber of Commerce, Intergovernmental Association, NACOG Regional Council, Verde Valley Transportation Planning Organization, Yavapai County Water Advisory Committee, and shopping locally. In addition, individual members may provide brief summaries of current events. The Council will have no discussion or take action on any of these items, except that they may request that the item be placed on a future agenda.

7. **Call to the Public for items not on the agenda.**

8. ~~**Presentation and discussion with Thomas Combrink, Northern Arizona University, W.A. Franke College of Business, concerning the Arizona Wine Tourism industry. Mr. Combrink served as senior researcher for the Arizona Office of Tourism study that included 11 wineries across the State. This report was released in June 2011 and has been presented to other Councils.** Staff Resource: Melissa Preston~~ this item will be heard on the October 19th Meeting.

9. **Presentation by Henry Provencio, Team Leader of Four Forest Restoration Initiative (4FRI). 4FRI is a collaborative effort to restore forest ecosystems on portions of four national forests, the Coconino, Kaibab, Apache-Sitgreaves, and Tonto, along the Mogollon Rim in Northern Arizona.** Staff Resource: Debbie Barber

10. **Discussion, consideration, and possible approval of Resolution 2011-856, a resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, supporting the "Save Arizona's Forest Environment" (SAFE) Plan.** Staff Resource: Requested by Council at the 9-21 Regular Session for further discussion & public input.

11. **Discussion, consideration, and possible direction to staff to prepare and authorization for the Mayor to execute all necessary paperwork to complete the exchange of land on Hollamon Street between the Town (a portion of 44 W. Hollamon) and the owner of parcel 404-22-007B (a portion of the northwest corner of Hollamon & Main Streets) in order to facilitate the progress of the Hollamon Street Sidewalk project on the North side of Hollamon.** Staff Resource: Ron Long

12. **Call to the Public for items not on the agenda.**

13. **Manager/Staff Report** Individual members of the Staff may provide brief summaries of current events and activities. These summaries are strictly for informing the Council and 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: D Jones Date/Time: 9-29-2011 3:15 p.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.

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AGENDA
REGULAR SESSION
MAYOR AND COUNCIL
COUNCIL CHAMBERS · 473 S. Main Street, Room #106
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6. **Council Informational Reports.** These reports are relative to the committee meetings that Council members attend. The Committees are Camp Verde Schools Education Foundation; Chamber of Commerce, Intergovernmental Association, NACOG Regional Council, Verde Valley Transportation Planning Organization, Yavapai County Water Advisory Committee, and shopping locally. In addition, individual members may provide brief summaries of current events. The Council will have no discussion or take action on any of these items, except that they may request that the item be placed on a future agenda.

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9. **Presentation by Henry Provencio, Team Leader of Four Forest Restoration Initiative (4FRI). 4FRI is a collaborative effort to restore forest ecosystems on portions of four national forests, the Coconino, Kaibab, Apache-Sitgreaves, and Tonto, along the Mogollon Rim in Northern Arizona.** Staff Resource: Debbie Barber

10. **Discussion, consideration, and possible approval of Resolution 2011-856, a resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, supporting the "Save Arizona's Forest Environment" (SAFE) Plan.** Staff Resource: Requested by Council at the 9-21 Regular Session for further discussion & public input.

11. **Discussion, consideration, and possible direction to staff to prepare and authorization for the Mayor to execute all necessary paperwork to complete the exchange of land on Hollamon Street between the Town (a portion of 44 W. Hollamon) and the owner of parcel 404-22-007B (a portion of the northwest corner of Hollamon & Main Streets) in order to facilitate the progress of the Hollamon Street Sidewalk project on the North side of Hollamon.** Staff Resource: Ron Long

12. **Call to the Public for items not on the agenda.**

13. **Manager/Staff Report** Individual members of the Staff may provide brief summaries of current events and activities. These summaries are strictly for informing the Council and 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: D Jones Date/Time: 9-29-2011 8:45 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.

4. a.2

MINUTES
SPECIAL SESSION
MAYOR and COMMON COUNCIL of the TOWN OF CAMP VERDE
COUNCIL CHAMBERS, 473 S. Main Street #106
WEDNESDAY, SEPTEMBER 28, 2011 at 5:30 P.M.

DRAFT

Minutes are a summary of the actions taken by Council. They are not verbatim.

1. **Call to Order**
Mayor Burnside called the meeting to order at 5:31 p.m.

2. **Roll Call**
Mayor Burnside, Vice Mayor Kovacovich, and Councilors Baker, Buchanan, George, and Whatley were present. Manager Martin and Clerk Barber were also present. Attorney Steve Wene was present telephonically. Councilor German was absent.

3. **Discussion, consideration, possible direction to staff relative to a water rights settlement agreement between the Yavapai Apache Nation and the Town of Camp Verde.**
Mayor Burnside read the agenda item aloud and turned the item over to the Manager. Martin requested an executive session to get direction relative to negotiations with the Yavapai Apache Nation.

On a motion by Baker, seconded by Kovacovich, the Council voted 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, in pending or contemplated litigation, or in settlement discussions in order to avoid or resolve litigation; and §38-431.03(A)(6) for negotiations with members of a Tribal Council.

The Special Session was recessed at 5:33 p.m. and reconvened at 6:34 p.m.

Martin advised that he had more clarity as to Council's priorities and the next step is to begin negotiations with the Yavapai-Apache Nation relative to a water rights settlement agreement.

4. **Adjournment**
On a motion by Whatley, seconded by Baker, the meeting was adjourned at 6:35 p.m.

_____
Bob Burnside, Mayor

_____
Deborah Barber, Recording Secretary

CERTIFICATION
I hereby certify that the foregoing Minutes are a true and accurate accounting of the discussion of the Mayor and Common Council of the Town of Camp Verde during the Special Session of the Town Council of Camp Verde, Arizona, held on the September 28, 2011. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this _____ day of _____, 2011.

_____
Deborah Barber, Town Clerk

4.a.4

DRAFT

MINUTES
SPECIAL SESSION
MAYOR and COMMON COUNCIL
of the
TOWN OF CAMP VERDE
COUNCIL CHAMBERS
473 S. Main Street #106
WEDNESDAY, SEPTEMBER 21, 2011
5:00 P.M.

Minutes are a summary of the actions taken by Council. They are not verbatim.

1. **Call to Order**
Mayor Burnside called the meeting to order at 5:00 p.m.

2. **Roll Call**
Mayor Burnside, Vice Mayor Kovacovich, and Councilors Baker, Bruce, Buchanan, German, and Whatley were present. Manager Martin and Clerk Barber were also present. Attorney Steve Wene was present telephonically.

3. **Discussion, consideration, possible direction to staff relative to a water rights settlement agreement between the Yavapai Apache Nation and the Town of Camp Verde.**
Mayor Burnside read the agenda item aloud and turned the item over to the Manager. Martin explained that Attorney Wene needed to update Council relative to water rights and recommended that Council convene an Executive Session. He suggested that Council take notes to ask questions at a later date. He advised that he would present information during the meeting and asked that Council give direction relative to negotiations with the Yavapai Apache Nation.

On a motion by Baker, seconded by Kovacovich, the Council voted 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, in pending or contemplated litigation, or in settlement discussions in order to avoid or resolve litigation; and §38-431.03(A)(6) for negotiations with members of a Tribal Council.

The Special Session was recessed at 5:04 p.m. and reconvened at 4:51 p.m.

Martin advised that Council had received information and that he had requested that Council let him know if they need additional information. He explained that there would be a follow-up meeting in which he expected to get clear understanding of Council priorities. There was also discussion among members relative to their desire to have the attorney physically present at another meeting to gain a better understanding of the issues. Martin suggested adding a meeting during the Regular Session immediately following this meeting.

4. **Adjournment**
On a motion by German, seconded by Baker, the meeting was adjourned at 5:55 p.m.

_____
Bob Burnside, Mayor

_____
Deborah Barber, Recording Secretary

CERTIFICATION

I hereby certify that the foregoing Minutes are a true and accurate accounting of the discussion of the Mayor and Common Council of the Town of Camp Verde during the Special Session of the Town Council of Camp Verde, Arizona, held on the September 21, 2011. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this _____ day of _____, 2011.

_____

Deborah Barber, Town Clerk

4 a.5

MINUTES
REGULAR SESSION
MAYOR AND COUNCIL
COUNCIL CHAMBERS
WEDNESDAY, SEPTEMBER 21, 2011
6:30 P.M.

DRAFT

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**
The meeting was called to order at 6:30 p.m.

2. **Roll Call**
Mayor Burnside, Vice Mayor Kovacovich, Councilors Buchanan, George, Whatley, Baker and German were present.

Also Present: Town Manager Russ Martin, Public Works Director Ron Long, Community Development Director Mike Jenkins, Town Clerk Debbie Barber, and Recording Secretary Margaret Harper.

3. **Pledge of Allegiance**
The Pledge was led by Whatley.

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) Regular Session – September 7, 2011
   b) **Set Next Meeting, Date and Time:**
      1) September 28, 2011 at 6:30 p.m. – Council Hears Planning & Zoning Matters– **CANCELLED**
      2) October 5, 2011 at 6:30 p.m. – Regular Session
      3) October 19, 2011 at 6:30 p.m. – Regular Session
      4) October 26, 2011 at 6:30 p.m. – Council Hears Planning & Zoning Matters
   c) **Possible approval of the renewal of the lease agreement with Dr. Proper for the continued use of his building as an Animal Control/Shelter facility.** Staff Resource: David R. Smith
   d) **Possible approval of the purchase of two uninterruptible power supplies (UPS) battery backup systems at a cost of $11,990for the traffic signal at Finnie Flat Rd. and Cliffs Pkwy and at Finnie Flat & Montezuma Castle Highway.**This is a budgeted item. Staff Resource: Ron Long
   e) **Possible approval of Resolution 2011-856, a Resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, supporting the "Save Arizona's Forest Environment" (SAFE) Plan.** Staff Resource: Debbie Barber
   f) **Possible approval of a Special Event Liquor License application for the Golden CobraCenter of Fitness, Inc. fundraiser to be held at Steve Coury on October 15, 2011 from 11:00 a.m. to 11:00 p.m. The organization is raising funds for a trip to participate in the West Coast Classic in California.** Staff Resource: Debbie Barber

On a motion by Baker, seconded by Buchanan, the Consent Agenda was unanimously approved as presented, with the following changes: Item 4a) pulled; setting a Special Executive Session for September 28, 2011 at 5:30 p.m.; and Item 4e) pulled for further discussion.

Whatley requested that Item **4.a)** Approval of the Minutes be pulled for discussion, commenting that language on Page 4 needs to be reworded.

Discussing Item **4.b),** setting the next meeting, dates and time, it was agreed to schedule a Special Executive Session for water-related issues on September 28, 2011, at 5:30 p.m.

Buchanan requested that Item **4.e)** be pulled for further discussion.

4.a) Approval of the Minutes

On a motion by Whatley, seconded by George, the Council unanimously approved Item 4.a), the Minutes of September 7, 2011, with the change discussed.

Whatley referred to Page 4, the last sentence of the paragraph at the top of the page stating, in part, "with the majority opposed to even more government bureaucracy." After Council discussion, it was agreed to revise that phrase to, "with the majority of the Council opposed to even more government bureaucracy pertaining to the Southwestern Willow Flycatcher."

4.e) Possible approval of Resolution 2011-856, a Resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, supporting the "Save Arizona's Forest Environment" (SAFE) Plan.
On a motion by Buchanan, seconded by Baker, the Council unanimously voted to schedule **Item 4.e)** for the meeting of October 5, 2011, Possible Approval of Resolution 2011-856, a Resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, supporting the "Save Arizona's Forest Environment" (SAFE) Plan, for further discussion and possible introduction from the public and other entities as to the validity or the necessity of this.

Buchanan said he had understood this item would be brought back to Council, allowing time for input from other interests, and set for a future meeting in October; further discussion should be delayed pending clarification. With input from Town Manager Martin, it was agreed that more information and participation will be solicited from other entities as well as the public, and submitted to Council for review prior to any final decision on this particular item.

5. **Special Announcements & Presentations**

- **Approval of the Proclamation declaring September 19 through 23, 2011 as "Senior Corps Week"**

Mayor Burnside announced and formally declared approval of the subject Proclamation.

- **Welcome to New Businesses:**
  - **Gaillard Enterprises – 1054 W. Hollamon, Camp Verde**
  - **Keith's Sports Café – 522 Finnie Flat, Ste. G-2, Camp Verde**
  - **Maui Maid, Inc. – 155 Montezuma Castle Hwy., Camp Verde**
  - **Nomad Homes & Designs – Cottonwood**
  - **Collingwood Pumps, Inc. – Cottonwood**
  - **White Hills Winery dba "The Horn" – 348 S. Main St., #17, Camp Verde**

Burnside read the list of new businesses, welcoming each of them to the Town of Camp Verde.

Buchanan then introduced his 89-year-old mother who is visiting from Illinois, along with his sister Diane, who were sitting in the audience.

6. **Council Informational Reports.**

Whatley reminded everyone of the Fort Verde Days Parade scheduled for October 8 at 10 a.m., and the upcoming Colonel's Daughter competition. The annual event featuring "Kingdom of the Spiders" will commence on October 29 at 3:30 p.m. Whatley reported on attending the 10th Anniversary of 9/11 at the Ramada, and the Volunteer Fair that enjoyed an excellent turnout.

Kovacovich said he attended the Pioneer Picnic, and thanked the Historical Society for their efforts in putting it together.

Baker said she attended the groundbreaking of the Copper Star Indoor Shooting Range that will be a great addition to the Verde Valley; she complimented the staff for their great job organizing the Volunteer Fair. Baker read aloud a letter received from a citizen commending the Public Works Department and the Maintenance and Grounds Crew on the excellent and consistent job they do in maintaining the fields and grounds in connection with the youth activities, and for all they do for the Town of Camp Verde.

German reported that she, too, participated in the groundbreaking for the Indoor Shooting Range, a fun affair. Also, the

American Legion 9/11 Memorial was a wonderful event; she also commented on the success of the Volunteer Fair last Thursday night, and the suggestions to hold it again from time to time.

Buchanan thanked staff for putting on the Volunteer Fair, and suggested that it might be a good idea to hold that event a couple of times a year; he added that because of the event, he was inspired to volunteer for the Verde Valley Care Givers.

Burnside also reported on attending the groundbreaking for the Indoor Shooting Range that will be opening soon; the 9/11 event was very good. He also went to the FFA Auction at the Middle School cafeteria that was a great turnout for the kids. Burnside described a wager he made through Bob Weir with Diane Joens of Cottonwood on the outcome of the football game between Camp Verde and Cottonwood, and the offer by Dan Brown to arrange for a couple of his youth groups to help monitor and maintain the Copper Canyon Trailhead on weekends. Burnside commented on the Pioneers Picnic, and the upcoming Cattlemen's Association Annual Barbecue on September 24.

7. **Call to the Public for items not on the agenda.**
(Comments from the following individuals are summarized.)
Justin Wirtz again addressed the Council on the issue of supporting skateboarding events.

Linda Buchanan, a Board Member of the Verde Valley Leadership Organization, commented on the two-day retreat held this past weekend at the Jackpot Ranch to induct the new class members, at which time they made a two-year commitment to the program learning about leadership and network building; two of the new members are from Camp Verde. Ms. Buchanan added that the purpose of the organization is to inspire individuals to action.

There was no further public input.

8. **Update and discussion with the Town Consultant Don Zelechowski, CPA relative to the status of the Taxpayer Education Program that was designed to increase compliance with the Town's tax program; supplementary transaction privilege audits services to verify reporting; and consulting/education services for the Town.** Staff Resource: Russ Martin
There was no action taken.

Town Manager Martin explained that this item is an opportunity to be able to engage Mr. Zelechowski in any issues the Council may wish to address, adding that Mr. Zelechowski has been very instrumental in educating Town staff on different nuances of the Arizona tax code and laws, and it has been a good relationship.

Don Zelechowski presented a comprehensive overview of the results of his efforts on behalf of the Town in connection with increasing compliance with the Town tax program, enhancing revenue, and the progress made through his consulting and education services for the Town. He stressed his intent to do more work with taxpayer information letters and make more of a presence in Town in connection with taxpayer education. The Council briefly discussed with Mr. Zelechowski some of the information he had reviewed, including the tax revenue he has been successful in collecting since he was first employed by the Town.

9. **Presentation/training/discussion by Arizona Municipal Risk Retention Pool (AMRRP) Program Manager Ed Bantel relative to the Risk Retention Pool's insurance coverage and techniques for identifying, analyzing, transferring, diminishing, and/or avoiding risk exposures.** Staff Resource: Carol Brown
There was no action taken.

Martin pointed out that Item 10 will also be somewhat combined with this item; the loss control issues will be addressed in more general terms as far as the Risk Pool and how that operates. He added that this is another opportunity to get some understanding of who is working on behalf of the Town in connection with the premiums that are paid, to whom they are paid, and why; the intent is to keep the Council up to date on what is happening and to be able to get answers to

questions and understand the importance of maintaining insurance coverage.

The Arizona Municipal Risk Retention Pool Program (AMRRP) Manager Ed Bantel introduced himself and his co-worker, Nancy Green, the Loss Control Representative. Mr. Bantel then presented a Power Point overview of the insurance program, what was covered and what was not covered, special events, and some changes in the law since January 1st. Mr. Bantel reviewed the origin of the need for and development of Risk Retention Pools, noting that Camp Verde became the founding member of AMRRP. The new law regulating insurance certificates in connection with special events was reviewed and discussed in detail, as well as the availability of the fairly inexpensive Tenant User Liability Program.

10. **Presentation/training/discussion by Senior Loss Control Consultant Nancy Green from Arizona Municipal Risk Retention Pool (AMRRP) relative to the AMRRP loss control program.** Staff Resource: Carol Brown
There was no action taken.

(This Item 10 was addressed together with the presentation and discussion at Item 9.)

11. **Discussion, consideration, and possible approval of Resolution 2011-851, a resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona adopting fees for Town services.** Staff Resource: Debbie Barber, Ron Long, Mike Jenkins, Judge Cipriano, Marshal David R. Smith, Gerry Laurito
There was no action taken.

The schedule of the proposed fees for Town services was reviewed and discussed page by page; the following areas will be further clarified or revised by staff as discussed; and as underlined:

Public Works:
Engineer's Cost Estimate Residential grading plan review <u>($100 for entire submittal, including any plan revisions).</u>

Finance Department: Change NOTE to state correctly the $30.00 fee.

Parks and Recreation:
Pool Fees: (Keep daily fee of $2.00 for Adults and $1.50 for children.)
Electric and Ball Field Light Fee and Ball Field Lights: (Revise headings to clarify; add semicolon for <u>Electric;</u> Park/Gazebo/Ramada, all classes <u>per event.</u>) Note: Add box for Long-Term Rentals. Consider season pass for Farmers Market (Seasonal Event).
Specialty Classes: (Add clarification that fee determined by the Instructor.)
Tent Lighting Fee: (Further clarify, consider generators, or eliminate.)

Community Development:
Zoning Clearance for Building Permits: (Manufactured Home/FBB – no charge shown; Jenkins will check with staff.)
Sprinkler System: (Clarify as <u>Fire Suppression</u>)
(Note: Complete sentence ending with "...adopted by the Town of Camp Verde through ___?___")
Factory Built/Modular Building: (Staff to clarify the $4.60 fee – per sq. ft., per cu. ft.?)

Concluding the review of the fees, it was suggested that the plumbing/electrical/mechanical fees on the new construction be consolidated under one permit, if possible. Baker said she believes that Camp Verde and other surrounding cities all follow the Uniform Building Code; therefore everyone should be on the same page when it comes to the inspections that are required. Baker added that she wanted to go on record to address what this Council and government can do for our businesses in this Town regarding some of the fees, and the cost of construction for starting businesses, whatever that entails. Jenkins said that the Town Manager has already directed looking into the fees imposed by the other communities; a report should be available within the next several weeks. Martin suggested that staff will bring back the proposed revisions and clarifications at the next meeting.

12. **Call to the Public for items not on the agenda.**
There was no public input.

13. **Manager/Staff Report**
Martin said he again wanted to thank staff for the wonderful job on the Volunteer Fair, as well as volunteering their time to organize and hold it. Some good door prizes were distributed to deserving people; in the next couple of weeks an assessment of the event will be discussed, together with ideas on ways to improve and follow up on suggestions. Martin noted that on Monday the crew will be starting some oil on both sides of 17 on 260, and advised patience and caution for a few days.

14. **Adjournment**
On a motion by Baker, seconded by German, the meeting was adjourned at 8:57 p.m.

_____
Bob Burnside, Mayor

_____
Margaret Harper, 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 21st day of September 2011. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this _____ day of _____, 2011.

_____
Debbie Barber, Town Clerk

4.C

Town of Camp Verde

09-26-11P03:26 RCVD

Agenda Item Submission Form – Section I

Meeting Date: October 5, 2011

☒ Consent Agenda ☐ Decision Agenda ☐ Executive Session Requested

☐ Presentation Only ☐ Action/Presentation

Requesting Department: Clerk's Office

Staff Resource/Contact Person: Deborah Barber

Agenda Title (be exact: Possible approval of a special event liquor license for the Greater Phoenix Youth at Risk, Inc. for the Verde Valley Fall Festival being held at Jackpot Ranch located at 2025 Reservation Loop Road in Camp Verde. The Verde Valley Fall Festival is being held on October 21st, 22nd, and 23rd, 2011.

List Attached Documents: Application for Special Event License – October 21st, 22nd, and 23rd, 2011.

Estimated Presentation Time: 5

Estimated Discussion Time: 2

Reviews Completed by:

☒ **Department Head:** Deborah Barber ☐ **Town Attorney Comments: N/A**

☐ **Finance Department N/A**

Fiscal Impact: None

Budget Code: N/A **Amount Remaining:** _____

Comments:

Background Information:

Recommended Action (Motion): Approve special event liquor license for the Greater Phoenix Youth at Risk, Inc. for the Verde Valley Fall Festival being held at Jackpot Ranch located at 2025 Reservation Loop Road in Camp Verde. The Verde Valley Fall Festival is being held on October 21st, 22nd, and 23rd , 2011.

Instructions to the Clerk: Section II not required. Process application.

ARIZONA DEPARTMENT OF LIQUOR LICENSES & CONTROL

09-20-11P01:35 RCVD

800 W Washington 5th Floor
Phoenix AZ 85007-2934
(602) 542-5141

400 W Congress #521
Tucson AZ 85701-1352
(520) 628-6595

APPLICATION FOR SPECIAL EVENT LICENSE

Fee = $25.00 per day for 1-10 day events only
A service fee of $25.00 will be charged for all dishonored checks (A.R.S.§ 44-6852)

NOTE: THIS DOCUMENT MUST BE FULLY COMPLETED OR IT WILL BE RETURNED.
PLEASE ALLOW **10** BUSINESS DAYS FOR PROCESSING.

****Application must be approved by local government before submission to Department of Liquor Licenses and Control. (Section #20)**

DLLC USE ONLY
LICENSE #

1. Name of Organization: Greater Phoenix Youth at Risk, Inc.
2. Non-Profit/I.R.S. Tax Exempt Number: 86-0615007
3. The organization is a: (check one box only)
   - ☑ Charitable
   - ☐ Fraternal (must have regular membership and in existence for over 5 years)
   - ☐ Civic
   - ☐ Religious
   - ☐ Political Party, Ballot Measure, or Campaign Committee
4. What is the purpose of this event? ☑ on-site consumption ☐ off-site consumption (auction) ☐ both
5. Location of the event: 2025 Reservation Loop Road (Address of physical location (Not P.O. Box)) | Camp Verde (City) | Yavapai (County) | 86322 (Zip)

Applicant must be a member of the qualifying organization and authorized by an Officer, Director or Chairperson of the Organization named in Question #1. (Signature required in section #18)

6. **Applicant**: Lyman (Last) | Linda (First) | Fox (Middle) | 03-25-56 (Date of Birth)
7. Applicant's Mailing Address: 2024 East Lodge Drive (Street) | Tempe (City) | AZ (State) | 85283 (Zip)
8. Phone Numbers: (602) 446-3120 (Site Owner #) | (602) 258-1012 (Applicant's Business #) | (480) 820-4264 (Applicant's Home #)
9. Date(s) & Hours of Event: (Remember: you *cannot* sell alcohol before 10:00 a.m. on Sunday)

	Date	Day of Week	Hours from A.M./P.M.	To A.M./P.M.
Day 1:	10/21/2011	Friday	10:00 A.M.	6:00 P.M.
Day 2:	10/22/2011	Saturday	10:00 A.M.	6:00 P.M.
Day 3:	10/23/2011	Sunday	10:00 A.M.	4:00 P.M.
Day 4:				
Day 5:				
Day 6:				
Day 7:				
Day 8:				
Day 9:				
Day 10:				

***Disabled individuals requiring special accommodations, please call (602) 542-9027**

10. Has the applicant been convicted of a felony in the past five years, or had a liquor license revoked?
☐ YES ☑ NO (attach explanation if yes)

11. This organization has been issued a special event license for 3 days this year, including this event (not to exceed 10 days per year).

12. Is the organization using the services of a promoter or other person to manage the event? ☐ YES ☑ NO
If yes, attach a copy of the agreement.

13. List all people and organizations who will receive the proceeds. Account for 100% of the proceeds.
THE ORGANIZATION APPLYING MUST RECEIVE 25% OF THE GROSS REVENUES OF THE SPECIAL EVENT LIQUOR SALES.

Name Jackpot Ranch — 75% Percentage

Address 2025 Reservation Loop Road, Camp Verde, AZ 86322

Name Greater Phoenix Youth at Risk, Inc. — 25% Percentage

Address 1001 East Pierce Street, Phoenix, AZ 85006

(Attach additional sheet if necessary)

14. Knowledge of Arizona State Liquor Laws Title 4 is important to prevent liquor law violations. If you have any questions regarding the law or this application, please contact the Arizona State Department of Liquor Licenses and Control for assistance.

NOTE: ALL ALCOHOLIC BEVERAGE SALES MUST BE FOR CONSUMPTION AT THE EVENT SITE ONLY.
"NO ALCOHOLIC BEVERAGES SHALL LEAVE SPECIAL EVENT PREMISES."

15. What security and control measures will you take to prevent violations of state liquor laws at this event?
(List type and number of security/police personnel and type of fencing or control barriers if applicable)

0 # Police ☑ Fencing
3 # Security personnel ☑ Barriers

16. Is there an existing liquor license at the location where the special event is being held? ☐ YES ☑ NO
If yes, does the existing business agree to suspend their liquor license during the time period, and in the area in which the special event license will be in use? ☐ YES ☐ NO
(ATTACH COPY OF AGREEMENT)

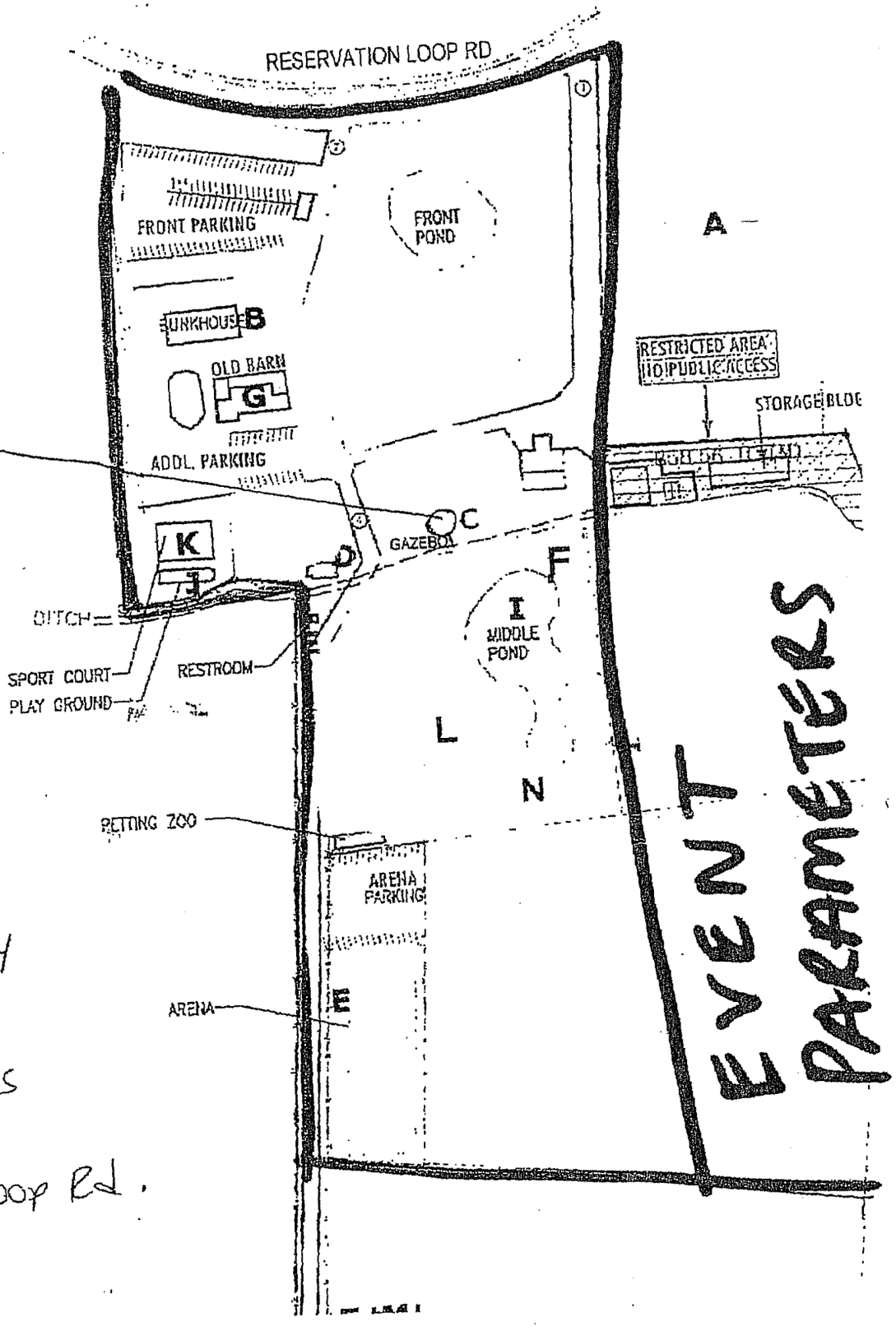
Name of Business ( ) Phone Number

17. Your licensed premises is that area in which you are authorized to sell, dispense, or serve spirituous liquors under the provisions of your license. The following page is to be used to prepare a diagram of your special event licensed premises. Please show dimensions, serving areas, fencing, barricades or other control measures and security positions.

Jul 27 11 10:33a

Jackpot Ranch #(602)446-3120 Deb - venue coordinator
2025 Reservation Loop Road
Camp Verde, Az 86322

'11 SEP 1 Liq. Dept PM 1:15



Gazebo
30'x30'
Alcohol only
serving area

Security
will be
posted
around
this gated
area.

nearest Hwy
I 17

nearest cross
street is
Reservation Loop Rd.

THIS SECTION TO BE COMPLETED ONLY BY AN OFFICER, DIRECTOR OR CHAIRPERSON OF THE ORGANIZATION NAMED IN QUESTION #1

18. I, Wendell Cook (Print full name) declare that I am an **Officer/Director/Chairperson** appointing the applicant listed in Question 6, to apply on behalf of the foregoing organization for a Special Event Liquor License.

X [signature] (Signature) Board Member (Title/Position) 8/20/11 (Date) (602) 573-9894 (Phone #)

CATHY R MCKINNEY
Notary Public, State of Arizona
Maricopa County
My Commission Expires
April 16, 2012

State of AZ County of Maricopa

The foregoing instrument was acknowledged before me this 26 (Day) August (Month) 2011 (Year)

My Commission expires on: 4/16/2012 (Date) [signature] (Signature of NOTARY PUBLIC)

THIS SECTION TO BE COMPLETED ONLY BY THE APPLICANT NAMED IN QUESTION #6

19. I, Linda Lyman (Print full name) declare that I am the APPLICANT filing this application as listed in Question 6. I have read the application and the contents and all statements are true, correct and complete.

[signature] (Signature)

OFFICIAL SEAL
SOFIA AROS
NOTARY PUBLIC – ARIZONA
MARICOPA COUNTY
My Comm. Expires Aug. 7, 2012

State of Arizona County of Maricopa

The foregoing instrument was acknowledged before me this 30 (Day) August (Month) 2011 (Year)

My Commission expires on: Aug. 7, 2012 (Date) [signature] (Signature of NOTARY PUBLIC)

You must obtain local government approval. City or County *MUST* recommend event and complete item #20. The local governing body may require additional applications to be completed and submitted 60 days in advance of the event. Additional licensing fees may also be required before approval may be granted.

LOCAL GOVERNING BODY APPROVAL SECTION

20. I, _____ (Government Official) _____ (Title) hereby recommend this special event application on behalf of _____ (City, Town or County) _____ (Signature of OFFICIAL) _____ (Date)

FOR DLLC DEPARTMENT USE ONLY

Department Comment Section:

_____

_____ (Employee) _____ (Date)

☐ APPROVED ☐ DISAPPROVED BY: _____

_____ (Title) _____ (Date)

4.d

Town of Camp Verde

Agenda Item Submission Form – Section I

Meeting Date: October 5, 2011

☒ *Consent Agenda* ☐ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☐ *Action/Presentation*

Requesting Department: Public Works

Staff Resource/Contact Person: Ron Long

Agenda Title *(be exact):* Discussion, consideration and possible award of bid and authorization to execute contract documents for the Salt Mine Road Stabilization and Improvements Project (Bid 11-092) between the Town of Camp Verde and the lowest responsive bidder to be determined upon bid opening scheduled for October 4, 2011.

List Attached Documents: Location Map (1 page), Bid Posting (1page- Green Sheet)

Estimated Presentation Time: N/A – Consent Agenda

Estimated Discussion Time: N/A Consent Agenda

Reviews Completed by:

☒ ***Department Head:*** Ron Long ☐ ***Town Attorney Comments:***

☒ ***Finance Department***

Fiscal Impact: Approximately one half of the street Construction and Street Maintenance budget will be expended

Budget Code: 20-000-20-871000 & 20-000-20-871300 ***Amount Remaining:*** $50,000 & $59,000

Comments: Funds for this project are included in the 11/12 Capital Expenditure Budget for Street Construction and ChipSeal/Maintenance programs. The Engineer's Estimate for the base bid (Re-grading of the slope) *and* the Additive Alternative (installation of guardrail) is $70,000. Remaining Capital Expenditure Funds will be used to complete the annual Crack Seal project.

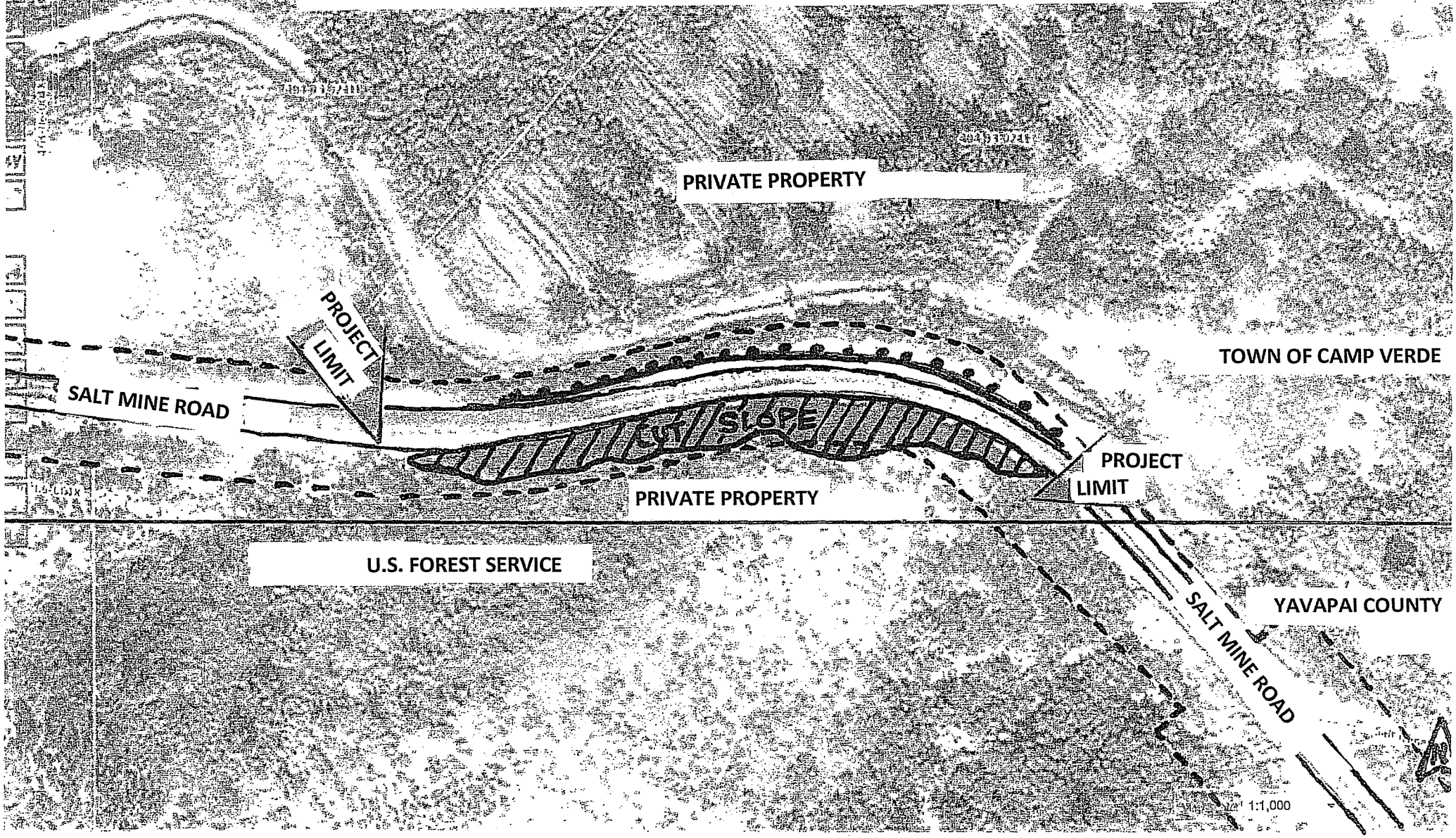
Background Information: This project will provide stabilization to a roadside cut adjacent to Salt Mine Road in Camp Verde. A safety hazard to the traveling public occurs during storm activity when the clay soil of the roadside slope adjacent to Salt Mine Road becomes saturated and large portions collapse, falling into the roadway. When this occurs, it requires the Marshal's Office to assist the Street crew to re-direct traffic and can be a road hazard prior to the department being made aware of the situation. This agenda item will have additional information prior to Council meeting as the bid opening for the project will occur on October 4th at 2:30 p.m., shortly after the opening, the names of the bidding contractors and their bid amounts will be transmitted to the Clerk's office. Prior to the Regular Meeting

on October 5th staff will have reviewed the bids for compliance with all bid procedures; during the Regular Meeting staff will make their recommendation for awarding the bid to the responsive bidder offering the Town the most advantageous terms.

Recommended Action (Motion): Move to approve the Agreement and authorize the Mayor to execute the Agreement for the Salt Mine Road Stabilization and Improvements Project between the Town of Camp Verde and lowest responsible bidder.

Instructions to the Clerk: Obtain signatures on Salt Mine Road Stabilization and Improvements Agreement – Bid 11-092

SALT MINE ROAD SLOPE STABILIZATION AND IMPROVEMENTS



GAURDRAIL

RIGHT OF WAY

CUT SLOPE AREA

THIS ITEM WILL BE HEARD ON THE OCTOBER 19, 2011 REGULAR SESSION

8.

TOWN OF CAMP VERDE
Agenda Action Form

Meeting Date: October 19, 2011 **Meeting Type:** Regular Session
☐ **Consent Agenda** ☐ **Regular Business**

Reference Document: PowerPoint Presentation – The Arizona Wine Tourism Industry

Agenda Title (be exact):
Presentation by Thomas Combrink, Northern Arizona University, W.A. Franke College of Business, served as senior researcher for the Arizona Office of Tourism study which included 11 wineries across the state. The report was released in June and has been presented to other Town Councils.

Purpose and Background Information:
The Verde Valley wine region includes Cottonwood, Camp Verde, Jerome, Sedona, and surrounding towns. Over the last six years, the industry has grown in the valley and gained recognition with some saying it has the potential to become the new Napa Valley. Currently, Town staff is working with a wine cooperative planning to offer winery equipment and space for smaller growers with the goal of production and sale within a short time frame. Camp Verde's downtown is ripe for wine tasting retail businesses and could easily be touted as the next Wine Trail, similar to the successful grant-matched campaign launched in Cottonwood promoting its tasting rooms and vineyards.

Winemakers hope to establish this region as the premier destination for wine lovers across the state and country. Mr. Combrink's research provides demographic detail on visitors to our region and establishes wine commerce as an important and lucrative industry supporting the valley's economy now and in the future.

Recommendation (Suggested Motion):

N/A

Finance Review: ☐ **Budgeted** ☐ **Unbudgeted** ☒ **N/A**

Finance Director Comments/Fund: N/A

Attorney Review: ☒ **Yes** ☐ **No** ☐ **N/A**

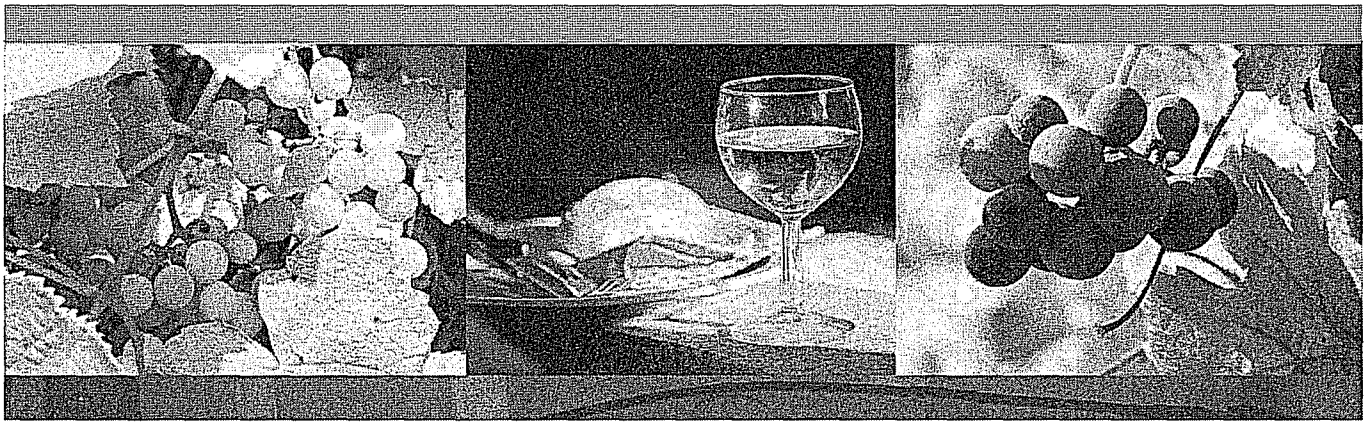
Attorney Comments: N/A

Submitting Department: Town Manager's Office

Contact Person: Mel Preston
Action Report prepared by: Mel Preston

NORTHERN ARIZONA
UNIVERSITY
The W. A. Franke College of Business

The Arizona Wine Tourism Industry



Produced for the

ARIZONA®
OFFICE OF TOURISM

by the

Arizona Hospitality Research & Resource Center

Center for Business Outreach

The W. A. Franke College of Business

Northern Arizona University

June 2011

Acknowledgements

The authors would like to thank all the people who helped to make this study possible. First, thanks go to Melissa Elkins, Research Manager, and Glenn Schlottman, Community Relations Manager, at the Arizona Office of Tourism, for recognizing the growing role that wine tourism plays in rural Arizona and the need for a wine tourism study. Without this kind of local market research, no data would exist on the visitors to Arizona's wine country.

Next, we want to recognize the tourism "champions" whose help was critical to the collection of this survey data. In Northern Arizona the Verde Valley Wine Consortium, in particular, worked to get the surveys into the hands of visitors. First, special thanks to Tom Pitts, President of the Verde Valley Wine Consortium, for his tireless advocacy on behalf of wine tourism, and for his help launching this project and generating support in the local wine community. Also in the Verde Valley, our thanks to Maynard Keenan and Paula Woolsey of Arizona Stronghold, Caduceus Cellars and Merkin Vineyards, and Page Springs Cellars, as well as Rod Snapp of Javelina Leap Winery, Barbara Predmore of Alcantara Vineyards, John McLoughlin of Jerome and Bitter Creek wineries, Lisa Pender of Pillsbury Wine Company, and David Bonham of Juniper Well Ranch.

In the southern region, we especially want to thank Rhonni Moffit and the Arizona Wine Growers Association for providing introductions to the southern wineries and vineyards. Also in the southern wine region, our gratitude to Fran Lightly and Linda Carroll of Sonoita Vineyards, Jim Reed and Gary Reeves of the Village of Elgin Winery, Kelly Bostock of Dos Cabezas Wine Works, Milton & Susie Craig of Charron Vineyards & Winery, Robert Carlson of Carlson Creek and Rosanna Lippe of the Keeling Schaefer Tasting Room.

The participation and cooperation of the staff of all the wineries that helped to collect surveys were of great importance – kudos everyone! These dedicated people interacted directly with visitors to insure that survey forms were completed according to the survey schedule.

Finally, special thanks to all the visitors to Arizona wineries and vineyards who completed visitor surveys as part of their trips to the area. Without their help this report would not have been possible.

For the AHRRC:
Thomas Combrink, Project Manager and Senior Research Specialist
Cheryl Cothran, Ph.D., AHRRC Director
Melinda Bradford, Research Technician

Executive Summary

This survey of visitors to Arizona's wine tourism regions was undertaken to gather market research on a growing industry, including visitor demographics, travel patterns, satisfaction with the experience and spending patterns. This survey process collected a total of 504 surveys from Arizona's three wine growing regions in Santa Cruz, Cochise and Yavapai counties, over a four-month period from February through May of 2011 – a more than sufficient sample size to produce high confidence in these results. This information will assist the wineries, vineyards, tasting rooms and local tourism communities in the wine regions with targeted marketing efforts, product development, and advocacy for a burgeoning industry that is critical to the health of these rural regional economies.

The general profile of Arizona wine visitors is one of middle-aged adult visitor parties, largely from the Greater Phoenix area, who take day trips to the states' wineries, which are located both north and south of the Phoenix metro and Tucson areas. Visitors are attracted by the desire to taste wine, and to relax and socialize with friends. Overwhelmingly, these visitors enjoy their experiences at the state's wineries, finding they offer a welcoming and fun experience. They appreciate the staff, who are knowledgeable about wine and wine production, and the fact that the wineries and vineyards are located in beautiful rural areas of Arizona.

A summary of the specific findings of the Arizona wine tourism survey follows:

- Data for this tourism survey were collected at a number of locations in northern and southern Arizona. The northern wineries accounted for 59.5 percent of all surveys (300 surveys) and the southern wineries accounted for the remaining 40.5 percent (204 surveys).
- The largest group of visitors traveled as family groups (36.7%), followed by family and friends (30.8%), and friends only groups (26.3%).
- The average age of visitors was 46.0 years, roughly equal to the state average of 46.8 years, but younger than the average visitor to some Arizona rural areas; the average age of female visitors was 44.9 years while male visitors were slightly older at 48.4 years.
- The average party was comprised of 3.1 persons, 1.9 women and 1.6 men. Overall, only 3.1 percent of parties traveled with children; in parties traveling with children the average number was 1.9 children per party.
- The average annual income of visitors was $88,149, higher than the state average of $76,000.
- Three-fifths (59.1%) of all wine visitors are in-state residents; out-of-state visitors (40.9%) were led by those from California (7.7%) and Wisconsin (7.1%).
- In Arizona, Phoenix (21.0%) and Scottsdale (9.3%) accounted for the largest single cohorts, followed by Tucson (9.3%). In terms of county origins, Maricopa County contributes more than half (55%) of all wine visitors followed by Pima County (33%).
- Two-fifths (41.3%) of respondents visited a tasting room, while 37.7 percent visited a vineyard, 10.9 percent visited a winery, and the remainder, visited a festival or related-wine event (2%).

- Almost one-third (29.0%) of the sample have never visited an Arizona winery before, while 6.8 percent have visited 11 or more Arizona wineries in the past 12 months (average 4 visits/year).
- Two-thirds (69.1%) of visitors had never visited the specific venue where they were surveyed, while 10.6 percent indicated that they visited 11 or more times; average visits/year was three.
- Brochures (31.8%) were the most popular method of hearing about wineries, vineyards or tasting rooms, followed by the Internet (24.1%), and the Arizona Wines and Vines publication (19.8%). A surprising 14.2 percent heard about the winery from a hotel concierge.
- Arizona wine visitors overwhelmingly agree (98.1%) with the statement, "it does not have to be a special occasion to enjoy wine," and 92.3 percent agree with the statement "drinking wine gives me pleasure." Obviously Arizona wine visitors are wine savvy and enjoy the experience.
- Not surprisingly, "to taste wine," is the most important reason to visit a winery, followed by, "to have a day out," "to socialize with friends," to "rest and relax," and "to enjoy the beauty of rural Arizona vineyards." Other motivations are also important including: buying wine, driving a wine trail, and learning about wine making.
- A large majority of visitors (70.4%) made purchases at the winery where they were surveyed, spending an average of $70 and purchasing an average of 3.3 bottles. Other purchases made at the wineries average $41 on food and $30 on merchandise.
- More than four-fifths (82.7%) of all respondents said that their experience at the winery or tasting room was either "a little better than I expected," or "much better than I expected." A glowing endorsement of the customer service and value of the experience.
- A majority (61.2%) of wine tourism visitors were on day trips, while a further one-third (38.8%) were on overnight trips.
- Most overnight visitors (45.0%) stayed in a hotel or motel, while a further 15.8 percent stayed at the homes of family and friends, and 12.2 percent stayed in Bed & Breakfasts.
- More wine tourists stayed overnight in Sedona (42.6%), followed by Cottonwood (10.9%) and Tucson (9.0%) than in any other overnight locations.
- Day visitors had an average of $149 in direct spending, with restaurant and grocery expenditures ($44) accounting for the largest portion.
- Overnight visitors had average expenditures of $370, with lodging or camping ($140) comprising the single largest item.
- When comparing Arizona wine tourists to those in a 2006 study by the U.S. Travel Industry Association, the following differences emerge: females (68% vs. 54%) accounted for a larger portion of visitors in the Arizona study; Arizona visitors are older than those in the TIA study; and, Arizona visitors travel more as family groups than with friends, and take far more day trips (61.2%) than the national study (19%).
- Arizona wine visitors had an estimated $22.7 million in direct expenditures, which resulted in an indirect economic impact of $4.3 million, and induced impacts of $10.5 million for a total industry economic impact of $37.6 million. Indirect business taxes based on direct expenditures produced an additional $5.9 million and the total economic impact supported 265 direct jobs and 140 indirect and induced jobs, for a total of 405 jobs.

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The Arizona Wine Tourism Industry

Introduction

Arizona's nascent wine tourism industry has made great strides over the last decade. Arizona has had wine grape production and a small scale wine industry since the early 1960s, but recent advances in viticulture and an infusion of interest in wineries and wine production has led to increased growth. Wineries in Arizona are located in two distinct areas in the southeast and north-central parts of the state. The southeast wineries, the oldest and most established, are located in the Santa Cruz County communities of Sonoita and Elgin, and in Cochise County near Dragoon and Willcox. The northern wineries are a newer phenomenon, developing over the last decade in the Verde Valley of Yavapai County, where wineries are concentrated in the communities of Page Springs, Cottonwood and Jerome.

While Arizona's wine industry is not nearly as large or well-known as that of Napa and Sonoma Counties in California, it has started to develop as a valid wine producer. As of 2009, 44 licensed wineries exist in Arizona, with over 650 acres of vines planted statewide. These vines produced 66,000 gallons of wine in 2009 equivalent to 21,064 cases. The production is split somewhat evenly between the southeastern and the Verde Valley vineyards, with the latter accounting for 32,000 gallons in 2006. The local and regional grape content of Arizona wines has increased steadily as more acres are planted to vines. Verde Valley blends now contain 80-90% local grapes up from 50% a few years ago. There are also 10 licensed tasting rooms in Arizona, with an estimated 139,700+ visits in 2009. The Arizona wineries, while still niche producers compared to California, have seen a steady improvement in both the quantity and quality of the wine produced. Recently, wines from the Verde Valley won several first and second place prizes in a prestigious American tasting competition.

Wine and culinary tourism opportunities have also begun to develop alongside the wineries in southern and northern Arizona. The linkages between winery tasting room visits and tourism is well established. The wine industry in California is a major tourism driver for that state, even spawning movies such as "Sideways," which highlighted the newer wine region around Santa Barbara. Arizona now has its first film about wine production, Maynard Keenan and Eric Glomski's, "Blood into Wine," which chronicles the development of the Northern Arizona wine industry. Wine tourism, linked with culinary, eco and agricultural tourism, is expanding in most major wine growing regions of the world – France, Spain, Germany, Italy, the U.S., South Africa, Australia, New Zealand, Austria, and Chile. In California alone, the number of visitors to California wineries increased from 14.8 million in 2002 to 19.7 million in 2005.

Arizona's budding wine industry is also an important contributor to the preservation of agricultural land and local crop production. The Verde Valley wineries and vineyards have encouraged the preservation of open space while providing both income opportunities and local jobs. The wine industry in the Verde Valley employs about 70 people full-time in agricultural production, with more employed in tasting rooms, producing an annual payroll of $1,285,000 and wine sales of $5.3 million in 2009 (University of Arizona, *The Economic Contributions of Verde Valley Winemaking,* 2010). The economic impacts of this industry, while small when compared to some California regions, are important to the economic well-being of these rural communities. Wineries, vineyards and tasting rooms are also considered to be "base" or export industries that "sell their products outside the community, bringing money into the community." Calculations from a recent University of Arizona study show that the Verde Valley wineries are 75-78% basic, thereby generating considerable economic benefits to their local communities.

While the economic benefits of the wine industry in Arizona may pale in comparison to other industries such as manufacturing or micro-electronics, the real strength of this niche market is in the value-added tourism experience. Wineries, vineyards and tasting rooms act as an attraction to tourists, providing a wine-related experience in a rural, agricultural setting. All wineries in the state are located in rural counties (Santa Cruz, Cochise and Yavapai) and rural communities (Sonoita, Elgin, Jerome, Page Springs and Cottonwood). Tourism generated by wine production and tasting room visits therefore benefits rural communities disproportionally, encouraging other tourism-related industries and strengthening the economic base of the local communities and regions.

The size and scope of the economic contribution of the vineyard and wine industry to the economy of Arizona have already been described by the University of Arizona (2010) study. The next logical step, therefore, is an examination of the value-added impact of tourists who visit these wineries, vineyards and tasting rooms. The remainder of this study examines the demographics, trip activities, winery visits and expenditures of Arizona wine tourists. This kind of data provides valuable information about this growing niche market, which can be used for targeted marketing and product development, and further highlight the importance of agri-tourism to the state.

Methods

This survey was conducted by the Arizona Hospitality Research and Resource Center (AHRRC) at Northern Arizona University and was commissioned by the Arizona Office of Tourism (AOT). The cooperation of the Southern Arizona Wine Growers Association and the Verde Valley Wine Consortium as well as the individual wineries, vineyards and tasting rooms around the state were critical to this effort. The survey was distributed at participating wineries, vineyards and tasting rooms over a four-month period from February through May of 2011. The survey was conducted over this four-month period to coincide with the time that the wineries are most active. Weather plays an important role in both the growth of grapes and in visits by tourists to vineyards and tasting rooms. Both the southern and northern wine regions experience a slowing trend during the summer months.

All vineyards where wine is sold, in both the northern and southern regions of the state, were encouraged to participate in the study; only those sites that agreed to distribute surveys to their guests were included in the study. A total of 11 sites distributed the survey in the northern region of the state, and nine sites participated in the southern region. Staff at these sites were instructed on how to distribute the survey to visitors, according to the survey distribution schedule which called for surveying during one week a month (sometimes adding days until quotas were reached). All completed surveys were returned to the AHRRC for processing, scanning and data analysis.

Generally the survey proceeded with few problems. Some of the tasting rooms and wineries used incentives (e.g., discounts on purchases) to encourage visitor participation, while others did not. A total of 504 surveys were collected over the four month period. The northern region accounted for 300 surveys, or 59.5 percent of the total, while the southern wineries accounted for 204 surveys or 40.5 percent of the total. The sample size for the survey is deemed to be more than sufficient to describe the overall wine tourists as well as the tourists in the specific regions. The margin of error for this study is +/- 4.9 percentage points at the 95% confidence level. See Table 1.1.

Table 1.1. Surveys per winery region

	Count	%
Northern Region	300	59.5%
Southern Region	204	40.5%
Total	504	100.0%

Demographic Characteristics of Wine Tourism Visitors

Party Characteristics of Wine Tourist

On visits to the state's wineries, more than one-third (36.7%) of wine tourists travel as family groups, while roughly another third (30.8%) travel as groups of family and friends, and one-fourth (26.3%) visit wineries with friends only. Other party types account for much smaller percentages: those traveling alone account for 2.9 percent, followed by business associates (2.6%) and organized tours groups (0.8%). Noticeable differences occur between the regions when considering party types. Winery visitors in the north are dominated by family only and family and friend visitor parties (41.3% and 28.6% respectively). In the south, the party type is more evenly divided between family and friends (34.0%) and family only (30.0%). Little difference existed between the regions in the friends only groups – 26.5 percent in the northern and 26.0 percent in southern region. Thus, family only groups (41.3%) represent four of every ten visitors to northern wineries, while the southern wineries are more evenly spread between family and friends (34.0%) and family only (30.0%). See Table 1.2.

Table 1.2. Party characteristics of visitors, by wine regions and overall

Who is in your visitor party today?	State winery region		
	North	South	Overall
Family and Friends	28.6%	34.0%	30.8%
Family Only	41.3%	30.0%	36.7%
Friends only	26.5%	26.0%	26.3%
Nobody traveling alone	2.1%	4.0%	2.9%
Organized Tour or Group	.0%	2.0%	.8%
Business Associates	1.6%	4.0%	2.6%
Total	100.0%	100.0%	100.0%

Gender

Overall, twice as many women (67.6%) as men (32.4%) were in the survey sample, although more men (38.5%) were present in the northern region than in the southern (22.0%). These findings do not necessarily imply more women visitors overall, but may simply mean that more women than men completed the survey instrument. See Table 1.3

Table 1.3. Gender by wine regions and overall

	State winery region		
	Northern Region	Southern Region	Overall
Female	61.5%	78.0%	67.6%
Male	38.5%	22.0%	32.4%
Total	100.0%	100.0%	100.0%

Age of Wine Tourists

Overall, the average age of Arizona wine visitors was 46.0 years old, the same as the average age for overnight visitors statewide, of 46.8 years in 2009. (Note: Comparison of results in this report to state visitor figures are derived from 2009 Arizona Office of Tourism visitation profiles available at www.azot.gov). One-fifth (19.7%) of all wine visitors are 30 years or younger, while twice as many (41%) are between the ages of 31 and 50 years of age. Therefore, a significant three-fifths (61%) of all wine tourists are 50 years or younger. The remaining 39 percent of all visitors are older than 50 years, with the 51 to 65 year old age group accounting for the majority (33.1%) of the over 50 year old age group; the remainder (6%) is in the 66 year and older age group. See Figure 1.4.

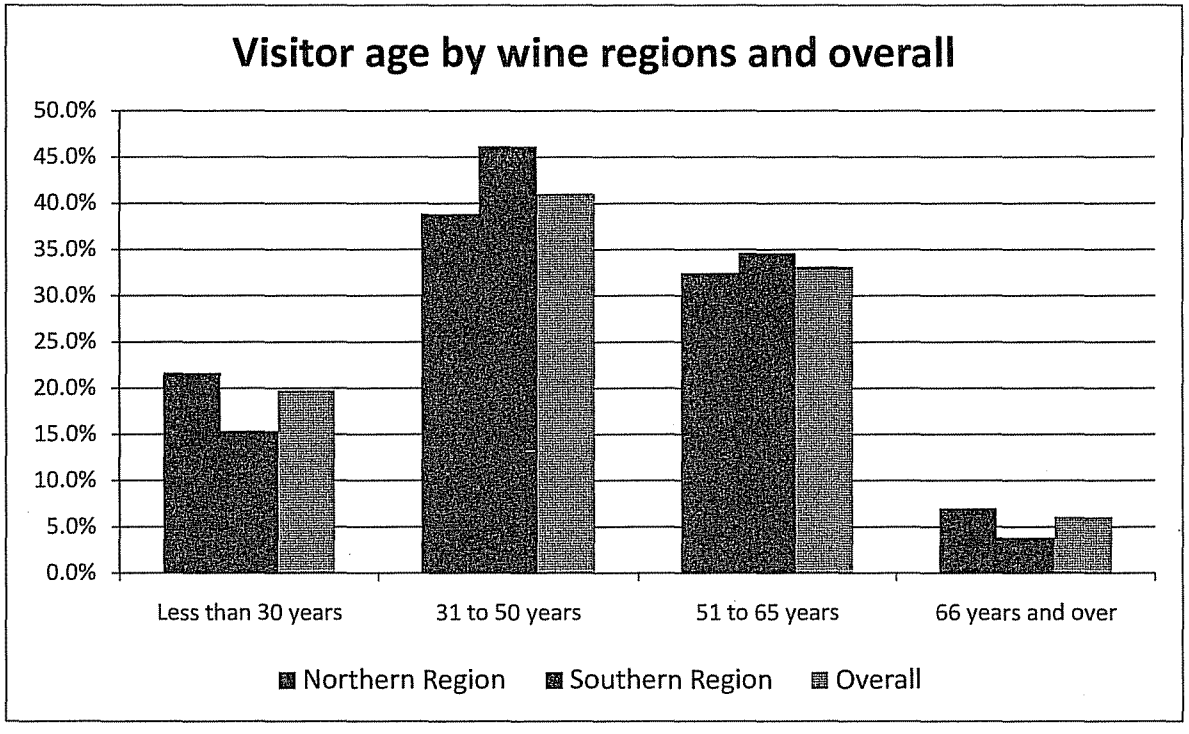
When comparing regions, the northern region has the largest number of visitors who are under 30 years of age (21.7%), compared to the southern region where 15.4 percent of visitors are in the under 30 age group. On the other hand, the southern region leads the northern region in the next two age groups: the 31 to 50 year olds (46.2% in the south vs. 38.9% in the north), and those aged 51 to 65 years (34.6% in the south vs. 32.5% in the north). However, almost twice as many 66 year old visitors were in the northern region (7.0%) as in the southern region (3.8%). The average age in the northern region is 46.5 years, while the average age in the southern region is 44.7 years. See Table 1.5.

Table 1.4. Visitor age by wine regions and overall

	Northern Region	Southern Region	Overall
20 and under	.6%	.0%	.4%
21 - 25 years	5.7%	7.7%	6.3%
26 - 30 years	15.3%	7.7%	13.0%
31 - 35 years	7.6%	15.4%	10.0%
36 - 40 years	11.5%	11.5%	11.5%
41 - 45 years	5.7%	11.5%	7.5%
46 - 50 years	14.0%	7.7%	12.1%
51 - 55 years	10.8%	11.5%	11.0%
56 - 60 years	10.2%	15.4%	11.7%
61 - 65 years	11.5%	7.7%	10.3%
66 - 70 years	3.2%	.0%	2.2%
71 - 75 years	.6%	3.8%	1.6%
76 years and older	3.2%	.0%	2.2%
Total	100.0%	100.0%	100.0%

Mean age Northern Region = 46.5 years
Mean age Southern Region = 44.7 years
Mean age Overall study = 46.0 years

Figure 1.1. Visitor age by wine regions and overall



Visitor Age by Gender

When comparing the age of wine tourism visitors by their gender, few differences exist between the regions. The youngest females, with an average age of 43.4 years are found in the southern region, whereas the youngest males with an average age of 48.6 years are found in the northern region. Overall the average age of female visitors is 44.9 years, while the average age of male visitors is 48.8 years. See Table 1.5.

Table 1.5. Visitor age by gender for wine regions and overall

	Northern Region		Southern Region		Overall	
	Female	Male	Female	Male	Female	Male
20 and under	.0%	1.5%	.0%	.0%	.0%	1.2%
21 - 25 years	4.9%	4.6%	12.5%	.0%	7.4%	3.5%
26 - 30 years	13.4%	16.9%	12.5%	.0%	13.1%	12.8%
31 - 35 years	11.0%	4.6%	6.3%	25.0%	9.4%	9.5%
36 - 40 years	14.6%	6.2%	6.3%	12.5%	11.8%	7.7%
41 - 45 years	7.3%	4.6%	18.8%	.0%	11.1%	3.5%
46 - 50 years	14.6%	13.8%	6.3%	12.5%	11.8%	13.5%
51 - 55 years	9.8%	12.3%	18.8%	.0%	12.8%	9.3%
56 - 60 years	8.5%	13.8%	6.3%	37.5%	7.8%	19.5%
61 - 65 years	8.5%	15.4%	12.5%	.0%	9.9%	11.7%
66 - 70 years	3.7%	1.5%	.0%	.0%	2.4%	1.2%
71 - 75 years	.0%	1.5%	.0%	12.5%	.0%	4.2%
76 years & older	3.7%	3.1%	.0%	.0%	2.4%	2.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average age in years	45.6 years	48.6 years	43.4 years	49.5 years	44.9 years	48.4 years

Party Size

The average party size for wine tourists is 3.1 persons, slightly larger than the average state visitor party of 2.6 persons. The 3.1 persons in the average party are comprised of 1.9 women, and 1.6 men, with only a very small percentage (3.1%) of parties including children under age 18. If children were present in the traveling party, the average number of children was 1.9. When comparing wine tourism regions, party sizes were larger in the southern region (3.6 persons) versus the northern (2.7 persons). More women per party were found in the south (2.3) than the north (1.7), while more men (1.8 vs. 1.5) than women were found in the northern region. The southern region had slightly more children in the party (2.0 vs. 1.9) when children were present. The average party size of northern region visitors, 2.7 persons, is slightly less than the state party size for the northern region overall, 2.9 persons, whereas, the southern region party size, 3.6 persons is far larger than the state southern region party size of 2.2 persons. See Table 1.6.

Table 1.6. Party size characteristics of visitors by wine regions and overall

	Northern Region	Southern Region	Overall
Total number of people in your party	2.7	3.6	3.1
Number of women	1.7	2.3	1.9
Number of men	1.5	1.8	1.6
Number of children under 18 years old	1.9	2.0	1.9
Percent parties with children	3.5%	7.5%	3.1%

Income

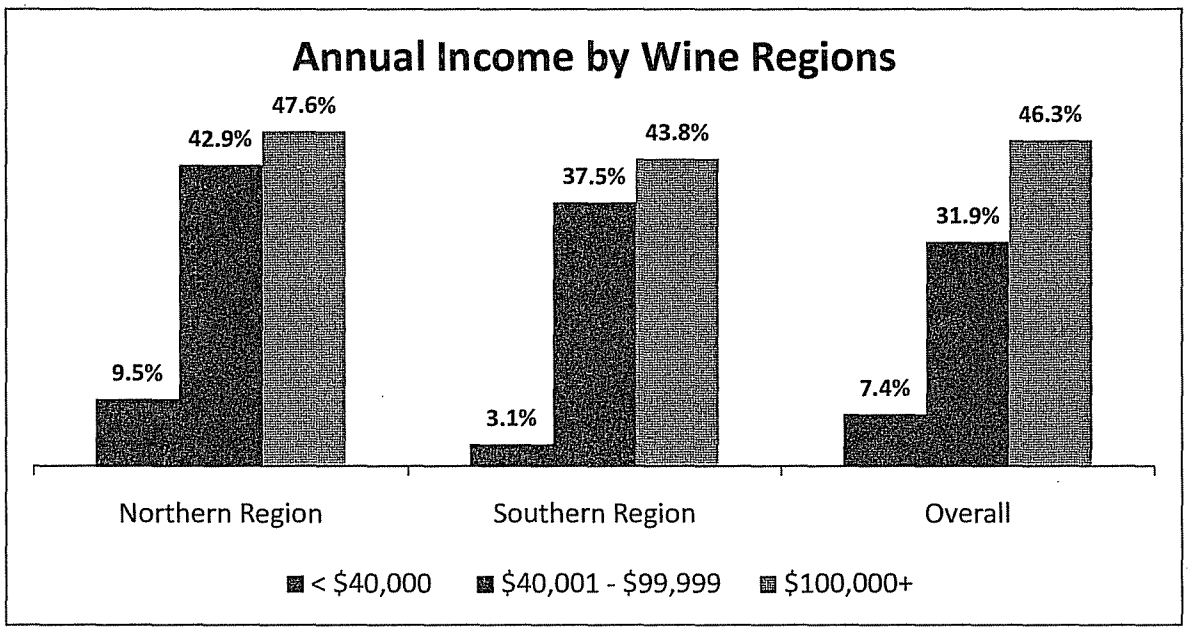
Visitors to the state's wine regions have higher than average household incomes ($88,149 from mid-points) than do visitors to the state overall ($76,000). In fact, one-third of all wine visitors (33.5%) have incomes in excess of $120,000 annually, and a further 12.8 percent of total respondents have annual household incomes between $100,000 and $119,999. When combined, almost half of respondents (46.3%) have incomes in excess of $100,000 annually, and therefore the ability to make such discretionary purchases. Fewer than 10 percent of all respondents (7.4%) had incomes below $40,000.

When considering the wine regions, the visitors in the southern region have slightly higher annual average incomes ($89,375) than the northern region ($87,547). The northern region, however, has a larger proportion of visitors with $100,000+ incomes (47.6%) than the southern region (4.8%). On the other hand, the northern region also has three times more (9.5%) respondents with annual incomes under $40,000, than the southern region (3.1%). See Table 1.7 and Figure 1.2.

Table 1.7 Annual household income

	Northern Region	Southern Region	Overall
Less than $19,000	1.2%	.0%	.8%
$20,000 to $39,999	8.3%	3.1%	6.6%
$40,000 to $59,999	17.3%	18.8%	17.8%
$60,000 to $79,999	11.9%	18.8%	14.2%
$80,000 to $99,999	13.7%	15.6%	14.3%
$100,000 to $119,999	16.1%	6.3%	12.8%
$120,000 and above	31.5%	37.5%	33.5%
Total	100.0%	100.0%	100.0%
Average annual income	$87,547	$89,375	$88,149

Figure 1.2. Annual income by wine regions and overall



State of origin of wine tourism visitors

Almost two-thirds of all visitors (59.1%) to Arizona's wineries are in-state residents. Other states providing significant numbers of visitors are: California (7.7%) and Wisconsin (7.1%). Visitors from Wisconsin are more than likely winter visitors or snowbirds, along with those from the eastern states of New York (1.6%), Illinois (3.5%) and Ohio (3.2%), who are typical of winter, long-stay visitors in Arizona. Overall, the northern region has more in-state visitors (62.3%) than the southern region (53.7%); whereas the southern region (9.8%) has more visitors from California, than does the northern region (6.6%). See Table 1.8.

Table 1.8. State of origin

	Northern Region	Southern Region	Total
Arizona	62.3%	53.7%	59.1%
California	6.6%	9.8%	7.7%
Wisconsin	2.7%	14.6%	7.1%
Washington	1.6%	7.3%	3.7%
Illinois	5.5%	0.0%	3.5%
Ohio	2.2%	4.9%	3.2%
Texas	2.7%	0.0%	1.7%
New York	1.1%	2.4%	1.6%
Utah	1.1%	2.4%	1.6%
Colorado	2.2%	0.0%	1.4%
Michigan	0.5%	2.4%	1.2%
Oklahoma	0.5%	2.4%	1.2%
Massachusetts	1.6%	0.0%	1.0%
New Jersey	1.6%	0.0%	1.0%
Florida	1.1%	0.0%	0.7%
Pennsylvania	0.5%	0.0%	0.3%
Virginia	0.5%	0.0%	0.3%
Maryland	0.5%	0.0%	0.3%
Georgia	0.5%	0.0%	0.3%
Indiana	0.5%	0.0%	0.3%
North Dakota	0.5%	0.0%	0.3%
Wyoming	0.5%	0.0%	0.3%
Idaho	0.5%	0.0%	0.3%
New Mexico	0.5%	0.0%	0.3%
Nevada	0.5%	0.0%	0.3%
Oregon	0.5%	0.0%	0.3%
Alaska	0.5%	0.0%	0.3%
Total	100.0%	100.0%	100.0%

Arizona city of origin of wine tourism visitors

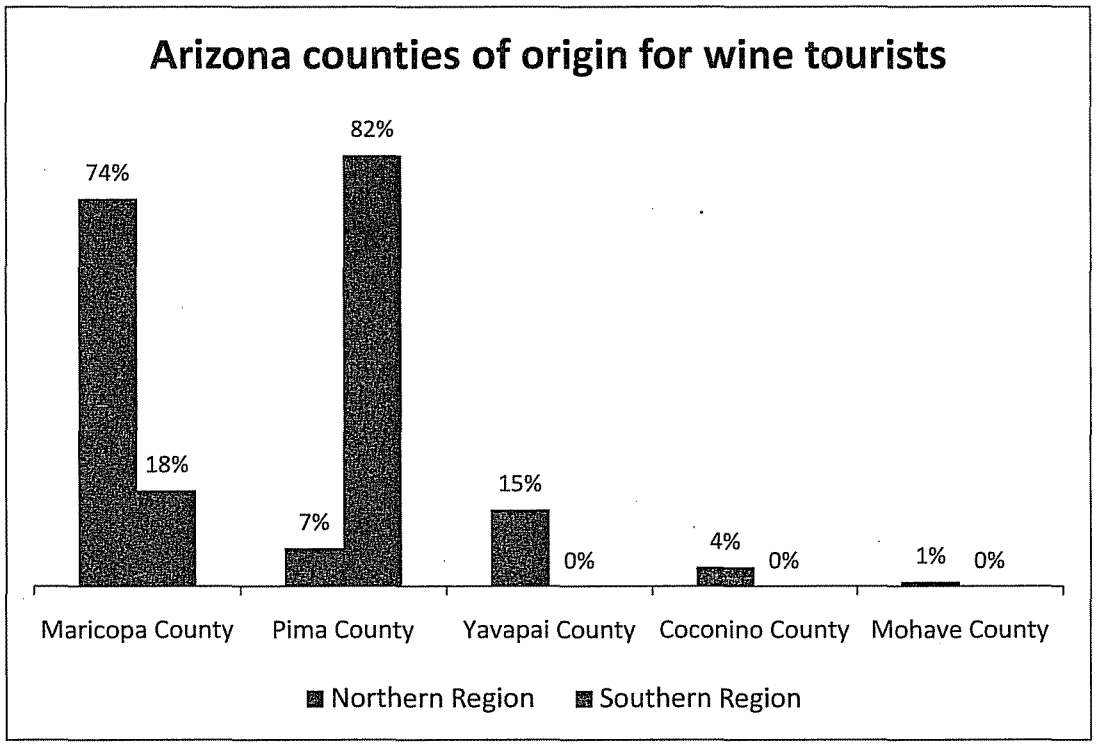
Overall, the city of Phoenix (21.0%) accounts for the largest single group of wine tourists in the state. Other cities in Maricopa County that provide large numbers of wine tourism visitors are Scottsdale (9.3%), Chandler (4.5%), Mesa (4.2%) and Tempe (2.7%). Maricopa County accounts for 55 percent of all wine visitors in the study, while Pima County accounts for 33 percent. Tucson by itself accounts for a significant 9.3 percent of all wine visitors. Yavapai County accounts for 10 percent of wine visitors, while the balance come from Coconino (2%) and Mohave Counties (1%).

Regionally, visitation patterns are more concentrated. In the northern region, Maricopa County accounts for almost three-fourths (74%) of all visits to the wineries, while in the southern wine region Pima County is the origin for four-fifths (82%) of all winery visitors. Maricopa County does, however, supply 18 percent of visitors to the southern wine region, and Pima County supplies a small number (7%) of visitors to the northern region. Lying somewhat equidistant between the northern and southern wine producing regions, Maricopa County residents frequent the northern regions more, while Pima County dominates the southern winery markets. Visitors from Yavapai County only visit the northern wineries and do not appear to go to the south at all. See Table 1.9.

Table 1.9. Arizona city of origin

Arizona City	Northern Region	Southern Region	Overall
Phoenix	31.8%		21.0%
Scottsdale	11.8%	4.5%	9.3%
Tucson		27.3%	9.3%
Fort Lowell		18.2%	6.2%
Chandler	4.5%	4.5%	4.5%
Mesa	6.4%		4.2%
Cottonwood	5.5%		3.6%
Corona De Tucson - Vail		9.1%	3.1%
Sierra Vista		9.1%	3.1%
Laveen	4.5%	0.0%	3.0%
Tempe	1.8%	4.5%	2.7%
Green Valley	3.6%		2.4%
Prescott	3.6%		2.4%
Flagstaff	2.7%		1.8%
Gilbert	2.7%		1.8%
Glendale	2.7%		1.8%
Sun City	2.7%		1.8%
Avondale		4.5%	1.5%
Oro Valley		4.5%	1.5%
Rincon		4.5%	1.5%
Sahuarita		4.5%	1.5%
Sun Lakes		4.5%	1.5%
Sedona	1.8%		1.2%
Sun City West	1.8%		1.2%
Bullhead City	0.9%		0.6%
Camp Verde	0.9%		0.6%
Cave Creek	0.9%		0.6%
Clarkdale	0.9%		0.6%
Cornville	0.9%		0.6%
Fountain Hills	0.9%		0.6%
Goodyear	0.9%		0.6%
Groom Creek	0.9%		0.6%
Kino	0.9%		0.6%
New River	0.9%		0.6%
Parks	0.9%		0.6%
Paulden	0.9%		0.6%
Peoria	0.9%		0.6%
Total	100.0%	100.0%	100.0%

Figure 1.3. Arizona counties of origin for wine tourists



International Visitors

International visitors comprise only 1.2 percent of the sample- a total of only five respondents. Four international visitors in the sample were from the United Kingdom (0.9%) and one was from Canada (0.3%). Regionally, the Canadian visitor was surveyed in the northern region and visitors from the United Kingdom were contacted in the southern region. See Table 1.10.

Table1.10. International Visitors

	Northern Region	Southern Region	Overall
Arizona	62.0%	52.4%	58.4%
Other States	37.5%	45.2%	40.4%
United Kingdom	0.0%	2.4%	0.9%
Canada	0.5%	0.0%	0.3%

Annual Average Income of Arizona Wine Visitors

Finally, which communities or counties contributed visitors with the highest average annual incomes? In the northern region, Coconino County visitors have the highest annual incomes ($115,000), followed by Maricopa County visitors ($90,621), and Yavapai County visitors ($61,190). The Coconino County cohort is, however, very small (2.7%), whereas the Maricopa County cohort, while having lower annual average incomes of $90,621, accounts for about three-fourths (74%) of the northern market. However, Maricopa County visitors to the southern region (18%) have larger annual incomes ($120,000) than do Pima County visitors ($91,500) who account for 82 percent of visits to the southern wine region. The counties, communities and average annual incomes are listed in Table 1.11.

The remainder of the study examines the wine tourism experience in Arizona's wine growing regions, along with the tourist expenditures related to wine tourism visits. The study concludes with an economic impact analysis of the wine tourism industry in Arizona.

Table 1.11. Average annual household income of winery visitors by county and community

County	City	Northern Region	Southern Region
Coconino	Flagstaff	$110,000	
Coconino	Parks	$120,000	
Maricopa	Gilbert	$60,000	
Maricopa	Avondale		$120,000
Maricopa	Chandler	$112,000	$120,000
Maricopa	Fountain Hills	$120,000	
Maricopa	Glendale	$96,667	
Maricopa	Goodyear	$120,000	
Maricopa	Laveen	$112,000	
Maricopa	Mesa	$88,571	
Maricopa	New River	$50,000	
Maricopa	Peoria	$110,000	
Maricopa	Phoenix	$89,968	
Maricopa	Scottsdale	$86,154	$120,000
Maricopa	Sun City West	$50,000	
Maricopa	Sun City	$63,333	
Maricopa	Sun Lakes		$120,000
Maricopa	Tempe	$110,000	$120,000
Mohave	Bullhead City	$50,000	
Pima	Corona De Tucson - Vail		$120,000
Pima	Fort Lowell		$92,500
Pima	Green Valley	$50,000	
Pima	Kino	$30,000	
Pima	Rincon		$120,000
Pima	Sahuarita		$50,000
Pima	Tucson		$75,000
Yavapai	Camp Verde	$50,000	
Yavapai	Clarkdale	$50,000	
Yavapai	Cornville	$90,000	
Yavapai	Cottonwood	$85,000	
Yavapai	Groom Creek	$30,000	
Yavapai	Prescott	$63,333	
Yavapai	Sedona	$60,000	

The Wine Tourism Experience

Type of winery

Respondents were asked to identify the winery, vineyard or tasting room where they received the survey. Overall, a majority of wine tourists in the survey visited a tasting room that was not located at a vineyard (41.3%). This is the case for a large number of wine tourism sites in Arizona, where tasting rooms are located in communities that are not adjacent to the parent vineyards. More than one-third of respondents (37.7%), however, did visit a vineyard, while 19.0 percent visited a winery. Finally, a small number of respondents (2.0%) were contacted while attending a wine-related festival.

When comparing the two wine growing regions; more tasting rooms were visited in the northern region (53.0%), than in the south (24.5%), while more vineyards were visited in the south (49.0%) than in the north (29.8%). Twice as many wineries were visited in the southern region (26.5%) than in the northern region (13.8%). See Table 2.1.

Table 2.1. Is your visit today to a:

	Northern Region	Southern Region	Overall
Vineyard	29.8%	49.0%	37.7%
Winery	13.8%	26.5%	19.0%
Tasting Room not at vineyard	53.0%	24.5%	41.3%
Wine-related festival or event	3.3%	.0%	2.0%
Total	100.0%	100.0%	100.0%

How Many Times Have You Visited Wineries

How frequently do Arizona wine tourists visit wineries in the state and how often have they visited the site where they received the survey? On average, wine tourists have visited an average of four Arizona wineries in the past 12 months, and visited the specific winery where they received the survey at least three times previously. Regionally, southern visitors tended to have slightly higher repeat visits to Arizona wineries (5 a year) and had visited the specific winery or vineyard where they received the survey at least five times before. In the northern region, the visitors have visited four Arizona wineries a year, but were less frequent visitors to the winery where they were surveyed (2 prior visits in the north vs. 5 prior visits in the south). See Table 2.2.

Table 2.2 Number of visits to wineries

	Northern Region	Southern Region	Overall
How many Arizona wineries have you visited in the last 12 months?	4	5	4
How many times have you visited this site **BEFORE** today's visit?	2	5	3

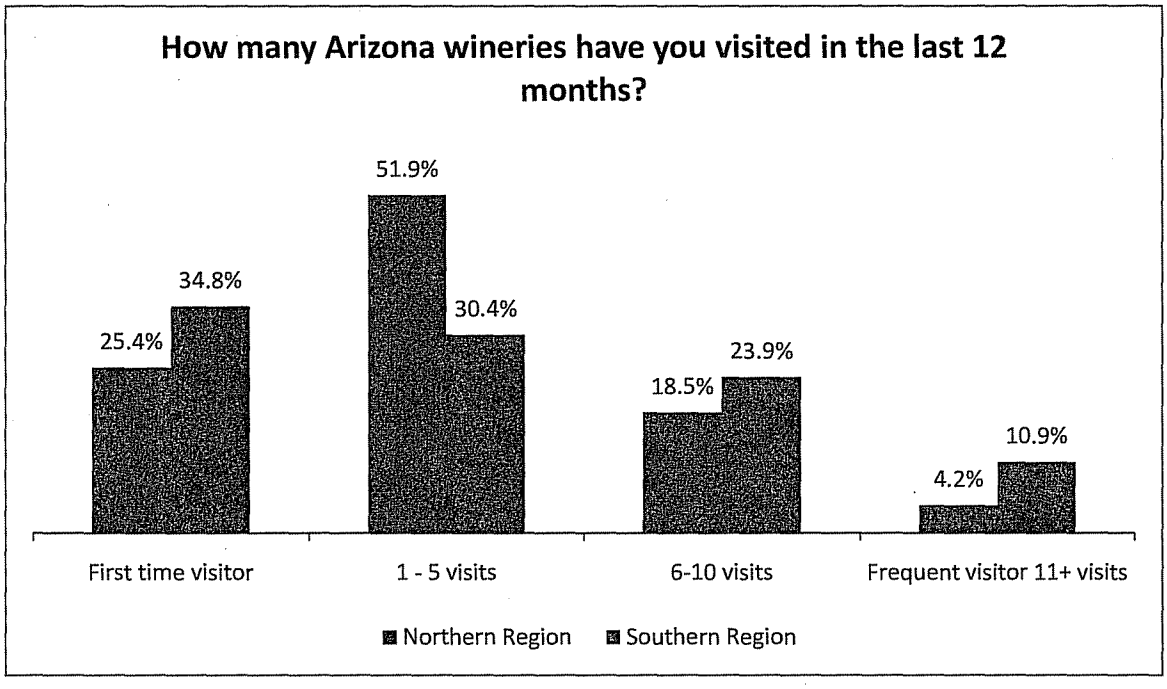
Almost one third (29.0%) of the overall sample had never visited an Arizona winery before, while 6.8 percent have visited 11 or more Arizona wineries in a year. The large number of first-time visitors to Arizona wineries indicates a considerable latent demand among Arizonans who have never been to a winery before. Of course, a relatively small but significant portion (6.8%) of all visitors consists of frequent Arizona winery visitors.

When considering regional visits to Arizona wineries, more first-time visitors appeared in the southern region, where fully one-third, (34.8%) indicated that they have never visited an Arizona winery before. First-time visitors to wineries in the northern region accounted for one-fourth (25.4%) of all visitors. On the other hand, southern wineries were twice as likely (10.8%) to have frequent visitors who visited more than 11 wineries a year, than northern wineries that had fewer frequent visitors (4.2%). See Table 2.3. and Figure 2.1.

Table 2.3 How many Arizona wineries have you visited in the last 12 months?

	Northern Region	Southern Region	Overall
Never visited before	25.4%	34.8%	29.0%
1 visit	13.2%	4.3%	9.8%
2 visits	12.7%	8.7%	11.2%
3 visits	13.8%	10.9%	12.6%
4 visits	7.9%	4.3%	6.6%
5 visits	4.2%	2.2%	3.4%
6 visits	3.2%	10.9%	6.1%
7 visits	3.7%	2.2%	3.1%
8 visits	3.7%	.0%	2.3%
9 visits	1.1%	2.2%	1.5%
10 visits	6.9%	8.7%	7.6%
11-20 visits	2.6%	6.5%	4.1%
21 or more visits	1.6%	4.3%	2.7%
Total	100.0%	100.0%	100.0%

Figure 2.1. How many Arizona wineries have you visited in the last 12 months?



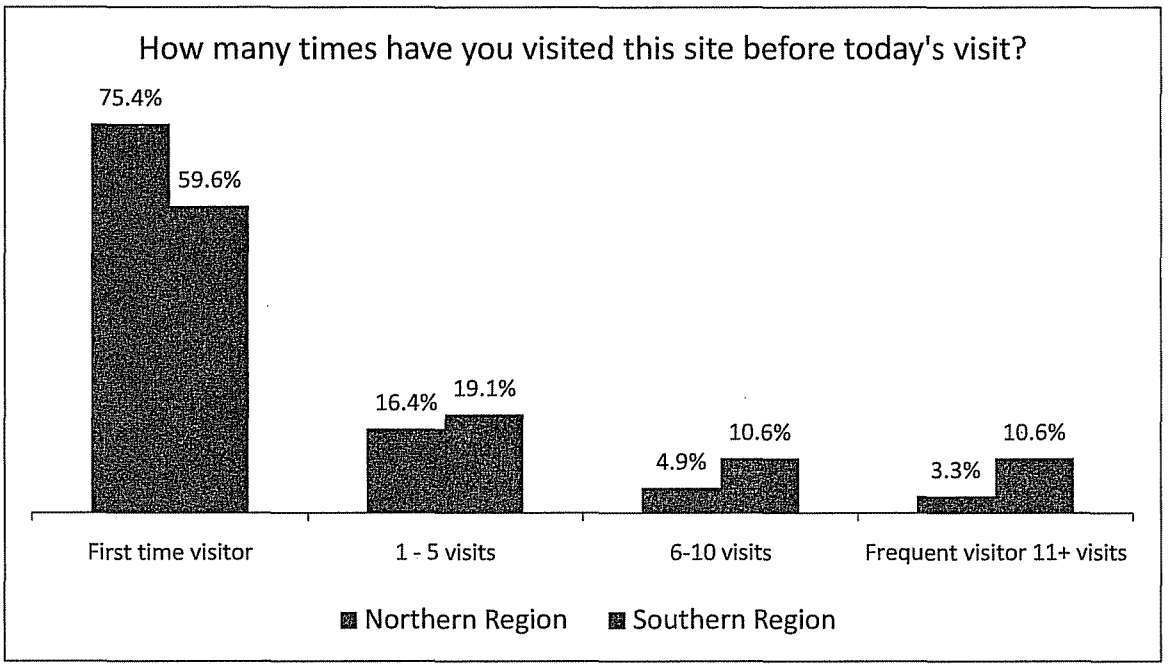
Overall, two-thirds (69.1%) of all visitors had never visited the winery where they received the survey, while 6.2 percent had visited that specific winery more than 11 times. Again, this reflects a relatively large percentage of first-time or new winery customers. Many of these visitors, while familiar with other Arizona wineries, were broadening their reach in choosing new experiences at other sites.

Three-fourths of all visitors in the northern region (75.4%) were first-time visitors, compared to three-fifths (59.6%) who were first-time visitors in the southern region. For frequent visitors, the pattern is reversed; southern wineries have a greater frequency of visitors who have visited the wineries 11 or more times (10.7%), when compared to the northern region where this group accounts for only 3.2 percent. See Table 2.4. and Figure 2.2.

Table 2.4. How many times have you visited <u>this</u> site before today's visit?

	Northern Region	Southern Region	Overall
Never visited before	75.4%	59.6%	69.1%
1 visit	9.8%	6.4%	8.5%
2 visits	3.3%	4.3%	3.7%
3 visits	1.1%	4.3%	2.4%
4 visits	.5%	2.1%	1.2%
5 visits	1.6%	2.1%	1.8%
6 visits	2.2%	8.5%	4.7%
7 visits	.5%	.0%	.3%
8 visits	.0%	2.1%	.8%
9 visits	.0%	.0%	.0%
10 visits	2.2%	.0%	1.3%
11-20 visits	1.6%	6.4%	3.5%
21 or more visits	1.6%	4.3%	2.7%
Total	100.0%	100.0%	100.0%

Figure 2.2. How many times have you visited this site before today's visit?



Wineries Visited in the North and South

Which of the 44 licensed and bonded wineries in Arizona are the most visited? Wineries in the north and south were listed and respondents were asked to check as many of the wineries or vineyards that they had visited at any time. While not exhaustive, the list was comprised of all the wineries, vineyards and tasting rooms in operation at the time of the survey.

In the north, Page Springs Cellar (58.7%) was the most frequently visited site, followed by Javelina Leap (46.1%) located adjacent to Page Springs Cellar. The Arizona Stronghold tasting room in Cottonwood (43.5%) was the next most popular site, followed closely by Oak Creek Vineyards and Alcantara Vineyard and Winery. Other sites received varying frequencies of visits. See Table 2.5.

Table 2.5 Which of these Arizona Wineries/Vineyards or tasting Rooms have you visited at any time - Northern Region

	Percent
Page Springs Cellar	58.7%
Javelina Leap Winery	46.1%
Arizona Stronghold Tasting Room	43.5%
Oak Creek Vineyards	40.7%
Alcantara Vineyard and Winery	34.8%
Jerome Winery	32.7%
Caduceus Cellars & Merkin Vineyards	31.8%
Pillsbury Wine Company North	28.1%
Bitter Creek Winery	15.1%
Art of Wine	10.8%
San Dominique Winery	6.3%
Frietas	6.2%
Granite Creek Winery	4.3%
Juniper Well Ranch	2.5%

In the south, Sonoita Vineyards was the most frequently mentioned site (58.3%), followed by Callaghan Vineyards (53.5%), and Kief-Joshua Vineyard (46.5%). Other frequently visited vineyards are the Village of Elgin – Four Monkeys (46.1%) and the Dos Cabezas Wine Works (40.1%). See Table 2.6.

Table 2.6 Which of these Arizona Wineries/Vineyards or tasting Rooms have you visited at any time - Southern Region

	Percent
Sonoita Vineyards	58.3%
Callaghan Vineyards	53.5%
Kief-Joshua Vineyard	46.5%
Village of Elgin-Four Monkeys	46.1%
Dos Cabezas Wine Works	40.1%
Canelo Hills Winery	38.9%
Wilhelm Family Vineyards	32.6%
Lightning Ridge Cellars	26.3%
Rancho Rossa Vineyards	25.1%
Charron Vineyards	19.4%
Keeling-Schaefer Vineyards	14.4%
Carlson Creek Winery	8.2%
Coronado Vineyards	2.9%
Colibri Vineyards	2.6%
Lawrence Dunham Vineyards	2.3%

How did you hear about the winery/vineyard/tasting room?

What sources are used most frequently to find information on Arizona wineries? Wine tourists, like all tourists, need information to guide their trips and have a wide variety of sources from which to choose. These sources range from newspaper and magazine articles to wine publications and social media. The next section of the study examine the information sources used most often by wine tourists in Arizona.

Interestingly, almost one-third (31.8%) of all respondents used a very traditional source – brochures – to find out about the wineries. Brochures were followed by a very modern information source, the Internet (24.1%). The next most used source was the "Arizona Wines and Vines" publication (19.8%), a specialty wine tourism publication for Arizona. The next information source was concierges (14.2%), who are usually found in full-service hotels where they help guests with bookings and activities. Concierges can help to steer new business to wineries and tasting rooms if they have the information. Word-of-mouth is the next most popular information source (8.8%); it may be a truism but none-the-less valid, that happy visitors will tell others about their experiences. Social media, a relatively new phenomenon, was used by 7.7 percent of visitors. At 7.6 percent each, newspaper and magazine articles also served as viable information outlets. Other information sources are used by relatively few visitors.

Regionally, wine tourist information sources mirror those of the overall sample. The most popular sources of information in both north and south are brochures (33.5% and 29.2% respectively), followed by the Internet (24.9% and 22.9% respectively), and "Arizona Wines and Vines "(20.5% and 18.8% respectively). It is only at the fourth most popular information source that the regions diverge; in the north concierges are the fourth most popular choice (16.8%), whereas in the south it is newspaper articles (12.5%). Next, the north follows with word-of-mouth (9.2%) and Social Media (8.6%), while the south found concierges (10.4%) magazine articles (8.3%) and word-of-mouth (8.3%). See Table 2.7.

Table 2.7 How did you hear about this winery/vineyard/tasting room?

	Northern Region	Southern Region	Overall
Brochures	33.5%	29.2%	31.8%
Internet	24.9%	22.9%	24.1%
Arizona Vines and Wines	20.5%	18.8%	19.8%
Concierge	16.8%	10.4%	14.2%
Word-of-mouth	9.2%	8.3%	8.8%
Social Media	8.6%	6.3%	7.7%
Newspaper articles	4.3%	12.5%	7.6%
Magazine articles	7.0%	8.3%	7.6%
Restaurants	3.8%	4.2%	3.9%
Wine trail publications	3.8%	2.1%	3.1%
Arizona Office of Tourism materials	2.7%	0.0%	1.6%
Other way you heard about this winery-tasting room?	2.2%	0.0%	1.3%

Motivations for visiting Arizona wineries

Why do people visit wineries? There are a variety of reasons why people participate in wine tourism activities; for some it is entirely about the wine experience, while for others the winery may be just another activity on their tourist agenda. To understand better the motivations for visiting Arizona wineries, the survey asked respondents their level of agreement or disagreement with several statements, including: "For me visiting a winery means much more than just drinking wine;" "Wine is important to my lifestyle;" "Drinking wine gives me pleasure;" and, "It does not have to be a special occasion to enjoy wine." Their responses appear in Table 2.8.

The high levels of agreement and high mean scores for all of these suggest the important role that wine plays for most respondents. The highest mean score (4.7 out of a possible 5) was for the statement "It does not have to be a special occasion to enjoy wine." This question had the highest level of agreement of any of the questions, with 24 percent agreeing and a further 74.2 percent strongly agreeing with the statement, for basically unanimous (98.1%) agreement. There is little doubt that wine tourists enjoy and want to visit wineries. The statement with the next highest level of agreement (92.3%) was, "Drinking wine gives me pleasure" (4.5), followed by "I have a strong interest in wine," and "For me visiting a winery means much more than just drinking wine," both with mean scores of 4.2 out of a possible 5. The final two questions had lower but still above average mean scores, "Wine is important to my lifestyle" (mean score of 3.8), and "Visiting wineries is an important part of who I am," with a mean score of 3.3.

Generally, these responses highlight the importance of the wine experience and the special occasions that winery visits constitute. These themes of the enjoyment derived from wine and the educational and experiential nature of winery visits will be explored later in this study. See Table 2.8.

Table 2.8 Indicate your level of agreement with the following statements about your reasons for visiting Arizona wineries – overall

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)	Mean
For me visiting a winery means much more than just drinking wine	4.6%	2.4%	11.4%	30.2%	51.4%	4.2
Visiting wineries is an important part of who I am	6.8%	13.1%	35.8%	27.6%	16.7%	3.3
I have a strong interest in wine	1.7%	1.5%	8.9%	50.2%	37.8%	4.2
Wine is important to my lifestyle	3.0%	8.6%	20.5%	39.1%	28.9%	3.8
Drinking wine gives me pleasure	.0%	.3%	7.4%	30.5%	61.8%	4.5
It does not have to be a special occasion to enjoy wine	.3%	1.2%	.3%	24.0%	74.2%	4.7

1 = Strongly Disagree
5 = Strongly Agree

Regionally, there was a great deal of consistency in responses to these statements. Slight differences existed between the northern and southern regions for some of the statements, but the differences are not significant, with total agreement across all regions regarding the statement, "It does not have to be a special occasion to enjoy wine," with mean scores in both regions of 4.7. See Table 2.9.

Table 2.9 Indicate your level of agreement with the following statements (mean scores) about your reasons for visiting Arizona wineries – by region

	Northern Region	Southern Region	Overall
	Mean	Mean	Mean
For me visiting a winery means much more than just drinking wine	4.2	4.2	4.2
Visiting wineries is an important part of who I am	3.5	3.1	3.3
I have a strong interest in wine	4.3	4.1	4.2
Wine is important to my lifestyle	3.9	3.7	3.8
Drinking wine gives me pleasure	4.6	4.4	4.5
It does not have to be a special occasion to enjoy wine	4.7	4.7	4.7

Reasons for visiting Arizona wineries

Tourists have many reasons for visiting any specific area and wine tourists are no different. The next set of questions explores a list of 18 reasons that might motivate wine tourists. Respondents were asked to rate these reasons on a scale from 1 to 5, where 1 is "most definitely not a reason to visit," and 5 is "most definitely a reason," to visit the winery/vineyard or tasting room. The general categories of 18 reasons can be grouped into: enjoying the winery experience, socialization, visiting historical or cultural attractions, and outdoor recreation.

Ranked by mean scores, the most important reason for visiting wineries, not surprisingly, is to taste wine, with a mean score of 4.7 out of 5. On the importance scale, three-fourths (77.5%) indicated that it was "most definitely a reason," and 18.0 percent of all respondents indicated that it was "somewhat of a reason" for a score of 95.5 percent. This is not a surprising result since the survey was conducted at wineries and vineyards.

The next four major reasons in order of their mean scores, have less to do with the wine per se and more to do with the social experience: "To have a day out" (mean score 4.5); "To socialize with family and friends" (mean score 4.4); "To rest and relax" (mean score 4.3); and, "To enjoy the beauty of rural Arizona vineyards" (mean score 4.2). This group captures tourist motivations to relax, socialize and rejuvenate. The only other factors that rated a 4.0 or above (i.e., somewhat to definitely a reason for the visit) are "to buy wine" and "to have a different Arizona experience" (both with mean scores of 4.0).

Other wine-related reasons, such as "to learn about wine and wine making" (mean score 3.9), "to eat and drink wine at the winery" (3.8), "to go on a winery or wine cellar tour" (3.4), "to be able to talk to the vintner" (3.3), "to visit a wine route or trail (see all the wineries in an area)" (3.3), and "to buy wine related gifts or souvenirs" (3.0), all rated lower than "somewhat of a reason for the visit."

Other general non-wine reasons that rated lower included: "being entertained" (3.7), "to experience Arizona agriculture" (3.3), "to visit a historical or cultural attraction in the area" (2.9), "to participate in outdoor recreation activities (hiking mountain biking etc)" (2.8). See Table 2.10.

Table 2.10. Which of the following would you say were the reason(s) for your visit to Arizona wineries/vineyards/tasting rooms- Overall?

	Most Definitely Not (1)	Not a Reason (2)	Neither (3)	Somewhat of a Reason (4)	Most Definitely a Reason (5)	Mean
To taste wine	2.2%	0.0%	2.2%	18.0%	77.5%	4.7
To have a day out	1.0%	3.6%	3.8%	26.3%	65.3%	4.5
To socialize with family and friends	2.2%	4.6%	8.3%	23.5%	61.3%	4.4
To rest and relax	2.6%	3.6%	7.6%	35.1%	51.1%	4.3
To enjoy the beauty of rural Arizona vineyards	1.0%	5.6%	8.9%	37.1%	47.4%	4.2
To buy wine	2.6%	5.2%	12.3%	48.7%	31.1%	4.0
To have a different Arizona experience	2.2%	4.9%	16.4%	44.2%	32.3%	4.0
To learn about wine and wine making	3.8%	8.5%	15.6%	39.9%	32.2%	3.9
To eat and drink wine at the winery	3.4%	9.8%	17.1%	39.4%	30.4%	3.8
To be entertained	4.2%	12.0%	21.3%	39.1%	23.5%	3.7
To go on a winery or wine cellar tour	8.2%	15.0%	28.7%	29.6%	18.4%	3.4
To experience Arizona agriculture	7.8%	16.4%	31.5%	27.3%	16.9%	3.3
To be able to talk to the vintner	8.6%	15.4%	29.5%	31.5%	15.0%	3.3
To visit a wine route or trail (see all the wineries in an area)	5.6%	19.9%	30.4%	29.2%	15.0%	3.3
To buy wine related gifts or souvenirs	9.5%	26.6%	26.5%	26.7%	10.7%	3.0
To visit a historical or cultural attraction in the area	12.2%	22.2%	32.8%	24.9%	7.9%	2.9
To attend a wine-related festival or event	14.3%	23.4%	34.0%	18.2%	10.1%	2.9
To participate in outdoor recreation activities (hiking mountain biking etc)	16.6%	24.9%	29.9%	17.9%	10.7%	2.8

When comparing the regions on reasons for the visit, several statistically significant differences appear. Differences between the regions are significant at the 0.05 level, indicating that differences noted in the table are not likely to have been the result of chance. To taste wine rated higher in the south (4.8) than in the north (4.6), as did "to have a day out" (4.6 in south compared to 4.5 in north), and "To enjoy the beauty of rural Arizona vineyards" (4.5 south compared to 4.1 north). On the other hand, northern wine tourists scored significantly higher on rest and relaxation (4.4 in north compared to 4.1 in south), "To participate in outdoor recreation activities (hiking mountain biking etc)" (3.0 north compared to 2.5 south), and "To experience Arizona agriculture" (3.4 compared to 3.1). These differences are no doubt linked to other attractions and activities available in each region, i.e., the availability of mountain biking and hiking in the Sedona and Verde Valley area produces a higher level of interest in that activity. See Table 2.11, 2.12. and 2.13, for separate breakouts of the wine tourism regions.

Table 2.11. Which of the following would you say were the reason(s) for your visit to Arizona wineries/vineyards/tasting rooms – comparison of mean scores north and south

	Northern Region	Southern Region
	Mean	Mean
To taste wine	4.6	4.8*
To buy wine	4.0	4.0
To have a day out	4.5	4.6*
To socialize with family and friends	4.4	4.4
To learn about wine and wine making	3.9	3.8
To rest and relax	4.4*	4.1
To go on a winery or wine cellar tour	3.3	3.5
To be able to talk to the vintner	3.3	3.3
To eat and drink wine at the winery	4.0*	3.6
To be entertained	3.6	3.8
To enjoy the beauty of rural Arizona vineyards	4.1	4.5*
To attend a wine-related festival or event	2.9	2.8
To visit a historical or cultural attraction in the area	3.0	2.8
To visit a wine route or trail (see all the wineries in an area)	3.3	3.3
To buy wine related gifts or souvenirs	2.9	3.3
To participate in outdoor recreation activities (hiking mountain biking etc)	3.0*	2.5
To have a different Arizona experience	3.9	4.1
To experience Arizona agriculture	3.4*	3.1

*significant at the 0.05 level

Table 2.12. Which of the following would you say were the reason(s) for your visit to Arizona wineries/vineyards/tasting rooms – Northern Region?

Northern	Most Definitely Not (1)	Not a Reason (2)	Neither (3)	Somewhat of a Reason (4)	Most Definitely a Reason (5)	Mean
To taste wine	3.8%	0.0%	3.8%	15.2%	77.2%	4.6
To have a day out	1.6%	3.3%	4.9%	28.6%	61.5%	4.5
To rest and relax	1.6%	3.2%	4.3%	36.2%	54.6%	4.4
To socialize with family and friends	3.8%	2.2%	7.0%	27.0%	60.0%	4.4
To enjoy the beauty of rural Arizona vineyards	1.6%	6.6%	13.7%	37.4%	40.7%	4.1
To eat and drink wine at the winery	1.6%	6.9%	13.8%	44.4%	33.3%	4.0
To buy wine	1.6%	5.9%	13.4%	51.3%	27.8%	4.0
To have a different Arizona experience	3.8%	5.4%	10.8%	53.5%	26.5%	3.9
To learn about wine and wine making	3.7%	7.4%	18.1%	35.6%	35.1%	3.9
To be entertained	4.4%	9.3%	26.8%	43.2%	16.4%	3.6
To experience Arizona agriculture	3.9%	19.1%	27.5%	30.9%	18.5%	3.4
To be able to talk to the vintner	7.2%	17.1%	29.3%	29.8%	16.6%	3.3
To visit a wine route or trail (see all the wineries in an area)	4.9%	21.2%	29.9%	29.3%	14.7%	3.3
To go on a winery or wine cellar tour	9.3%	19.1%	26.2%	26.2%	19.1%	3.3
To visit a historical or cultural attraction in the area	9.3%	26.2%	27.3%	25.1%	12.0%	3.0
To participate in outdoor recreation activities (hiking mountain biking etc)	10.2%	28.3%	25.7%	21.9%	13.9%	3.0
To attend a wine-related festival or event	14.4%	26.0%	28.7%	17.7%	13.3%	2.9
To buy wine related gifts or souvenirs	8.7%	30.1%	32.8%	21.9%	6.6%	2.9

Table 2.13. Which of the following would you say were the reason(s) for your visit to Arizona wineries/vineyards/tasting rooms – Southern Region?

Southern	Most Definitely Not (1)	Not a Reason (2)	Neither (3)	Somewhat of a Reason (4)	Most Definitely a Reason (5)	Mean
To taste wine	0.0%	0.0%	0.0%	22.0%	78.0%	4.8
To have a day out	0.0%	4.2%	2.1%	22.9%	70.8%	4.6
To enjoy the beauty of rural Arizona vineyards	0.0%	4.1%	2.0%	36.7%	57.1%	4.5
To socialize with family and friends	0.0%	8.2%	10.2%	18.4%	63.3%	4.4
To rest and relax	4.2%	4.2%	12.5%	33.3%	45.8%	4.1
To have a different Arizona experience	0.0%	4.1%	24.5%	30.6%	40.8%	4.1
To buy wine	4.3%	4.3%	10.6%	44.7%	36.2%	4.0
To learn about wine and wine making	4.0%	10.0%	12.0%	46.0%	28.0%	3.8
To be entertained	3.9%	15.7%	13.7%	33.3%	33.3%	3.8
To eat and drink wine at the winery	6.0%	14.0%	22.0%	32.0%	26.0%	3.6
To go on a winery or wine cellar tour	6.5%	8.7%	32.6%	34.8%	17.4%	3.5
To visit a wine route or trail (see all the wineries in an area)	6.7%	17.8%	31.1%	28.9%	15.6%	3.3
To buy wine related gifts or souvenirs	10.6%	21.3%	17.0%	34.0%	17.0%	3.3
To be able to talk to the vintner	10.6%	12.8%	29.8%	34.0%	12.8%	3.3
To experience Arizona agriculture	14.3%	11.9%	38.1%	21.4%	14.3%	3.1
To attend a wine-related festival or event	14.3%	19.0%	42.9%	19.0%	4.8%	2.8
To visit a historical or cultural attraction in the area	16.3%	16.3%	40.8%	24.5%	2.0%	2.8
To participate in outdoor recreation activities (hiking mountain biking etc)	26.0%	20.0%	36.0%	12.0%	6.0%	2.5

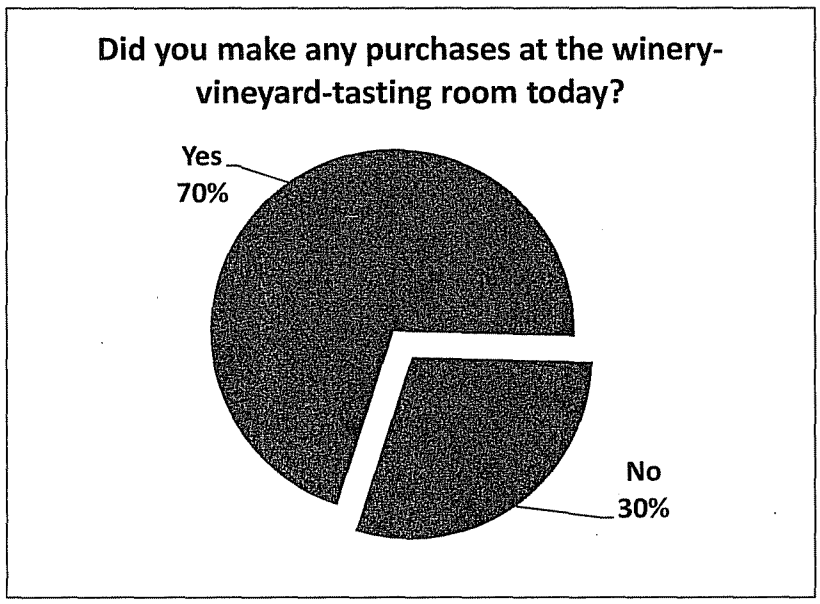
Purchases at Wineries and Tasting Rooms

Winery and tasting room purchases are very important to the individual businesses and owners. These purchases support local employment and community economies. Respondents were asked if they made purchases at the vineyard/winery or tasting room where they received the survey. Almost three-fourths (70.4%) of all wine tourists made purchases at the site where they were surveyed; the remainder (29.6%) indicated that they did not make any purchases. Regionally, more visitors to the northern region (72.6%) made purchases than did those in the southern region (66.7%). See table 2.14, and Figure 2.3.

Table 2.14 Did you make any purchases at the winery-vineyard-tasting room today?

	Northern Region	Southern Region	Overall
Yes	72.6%	66.7%	70.4%
No	27.4%	33.3%	29.6%
Total	100.0%	100.0%	100.0%

Figure 2.3. Did you make any purchases at the winery-vineyard-tasting room today?



How many bottles of wine did you purchase?

Overall, the average wine tourist purchased 3.3 bottles of wine during their visit. Thus, the majority of wine purchases made were less than a case; however, 7.3 percent of respondents purchased a case (12 bottles) or more. When considering regional differences, southern visitors purchased more bottles on average (4.2 bottles) than did northern visitors (2.7 bottles). The other significant difference between northern and southern visitors is the number of large case lot purchases. Southern visitors were four times more likely to purchase 12 or more bottles (13.6%) than were northern visitors (3.3%). See Table 2.15.

Table 2.15 How many bottles of wine did you purchase?

	Northern Region	Southern Region	Overall
1	48.9%	31.8%	42.3%
2	23.3%	22.7%	23.1%
3	10.0%	13.6%	11.4%
4	3.3%	9.1%	5.6%
5	2.2%	.0%	1.4%
6	6.7%	4.5%	5.8%
8	1.1%	.0%	.7%
10	1.1%	4.5%	2.4%
12	1.1%	4.5%	2.4%
15	1.1%	9.1%	4.2%
24	1.1%	.0%	.7%
Total	100.0%	100.0%	100.0%

North = 2.7 bottles
South = 4.2 bottles
Overall = 3.3 bottles

Visitor spending on wine, food and merchandise

When examining the winery purchases of visitors care needs to be exercised in interpreting the results. While 70.4 percent of respondents indicated that they made purchases at the site where they were surveyed, not all of the respondents provided full purchasing information. Overall, visitors spent an average of $70.2 on wine, however only 43.1 percent of all visitors indicated that wine was purchased. Similarly, only 17.3 percent of visitors had food purchases at the wineries and tasting rooms, and for visitors who had these purchases the average was $41.2. Finally, the least number of visitors (13.5%) had souvenir or other merchandise purchases, which averaged $30.7.

For purchased items, differences exist between the regions on all levels. Respondents spent more on wine in the southern region ($81.7) compared to the northern region ($63.8), which is in line with the larger average number of bottles sold in the south. In all other expenditure categories, however, the northern visitors spent more on average than southern visitors, for example food purchases ($44 in north compared to $33 in south), and merchandise purchases ($32.4 in north compared to $28.6 in south). See Table 2.16.

Table 2.16. Purchases made at wineries, vineyards and tasting rooms

	Northern Region	%	Southern Region	%	Overall	%
How much did you spend on wine?	$63.8	46.8%	$81.7	37.7%	$70.2	43.1%
How much did you spend on food?	$44.0	21.4%	$33.3	11.3%	$41.2	17.3%
How much did you spend on merchandise?	$32.4	12.4%	$28.6	15.1%	$30.7	13.5%

How was your overall experience at this particular winery/vineyard or tasting room?

Overall, two-thirds (67.1%) of visitors indicated that their experience at the location where they received the survey was "much better than I expected." The mean score for the overall sample was 1.5, between "much better" and "a little better." Less than one-fifth (15.6%) of all visitors indicated that their experience was "a little better than they expected," and a similar number (15.5%) indicated that their experience was "as they expected." A relatively insignificant number (1.8%) indicated that the experience was "much worse than they expected."

When looking at the regions, few differences appeared between northern and southern sites on satisfaction with the visit. The north has only a slightly higher mean score (1.5) than does the south (1.6). In the south, three-fourths (72.3%) of all respondents thought their experience was "much better than expected," compared to the north where the score for the same statement was lower (62.3%). The difference, however, lies with the fact that in the north one-fifth (20.7%) indicated that their experience was "a little better than they expected," while fewer (8.5%) southern visitors indicated that was their experience. When combining the two categories of "much better" and "a little better" the northern sites are slightly ahead with scores of 84.0 percent over the southern sites with a score of 80.8 percent. See Table 2.17.

Table 2.17. How was your overall experience at this particular winery-vineyard-tasting room or festival?

	Northern Region	Southern Region	Overall
Much better than I expected (1)	63.3%	72.3%	67.1%
A little better than I expected (2)	20.7%	8.5%	15.6%
As I expected (3)	16.0%	14.9%	15.5%
A little worse than I expected (4)	.0%	.0%	.0%
Much worse than I expected (5)	.0%	4.3%	1.8%
Total	100.0%	100.0%	100.0%

Tourist Trip Characteristics

This section of the study covers the other trip characteristics for visitors to Arizona's wine tourism regions aside from the actual winery or tasting room experiences. This section focuses on trip length, day vs. overnight, type of accommodations for overnight trips, and visitor expenditures.

Trip Length

Overall, almost two-thirds (61.2%) of wine tourism visitors were on a day trip, while the remainder (38.8%) stayed overnight. Considering the locations of the wine regions this is not surprising since both are located near the state's two largest metro areas of Phoenix and Tucson. Regionally, some differences appeared; in particular, there were twice as many overnight trips in the north (48.4%) than in the south (24.5%), and conversely more day-trips in the south (75.5%) than the north (51.6%). The majority of overnight trips in the northern region are linked to the heavily-visited community of Sedona, which is located adjacent to the Verde Valley wineries. See Table 3.1.

Table 3.1. How long are you staying in this area?

	Northern Region	Southern Region	Overall
Day Trip	51.6%	75.5%	61.2%
Overnight Trip	48.4%	24.5%	38.8%
Total	100.0%	100.0%	100.0%

Next, the survey asked for the length of stay for day and overnight trips. The average length of day-trips is 4.7 hours, while the average length of overnight trips is 2.9 nights. Visitors in the southern regions had slightly longer day-trips (5.1 hours) when compared to northern visitors (4.4 hours). The same pattern holds true for overnight visitors; southern region visitors who spent the night stayed on average one night longer in the area (3.5 nights) than did northern visitors (2.6 nights). See Table 3.2.

Table 3.2. How long are you staying in this area?

	Northern Region	Southern Region	Overall
	Mean	Mean	Mean
If a day trip how many hours did you spend in the area?	4.4	5.1	4.7
If staying overnight how many nights did you stay?	2.6	3.5	2.9

Accommodations

About four of ten visitors (38.8%) indicated that they stayed overnight in the area. The next question asked respondents to specify type of accommodation. The largest single group of visitors (45.0%) stayed in a Hotel-Motel, while 18.7 percent stayed in other accommodations. The majority of the other category was comprised of condominiums and time share resorts in the Sedona area and guest cabins. The next largest group of overnight visitors (15.8%) stayed in the homes of family or friends, while 12.2 percent stayed in a Bed & Breakfast, a further 10.9 percent stayed in a RV park, and the remainder 2.8 percent stayed in a campground. See Table 3.3.

Slightly more visitors stayed in hotel-motels in the north (47.8%) than did the south (40.0%), while other accommodations in the north (24.8%) were dominated by the time share and condo market. On the other hand, visitors in the south were three times as likely (28.0%) to stay in the homes of friends or relatives, than were those who visited the north (8.8%). Southern visitors were also twice as likely (16.0%) to stay in an RV park than those in the north (8.0%). This may be a function of the large number of winter long-stay visitors in RV parks and other seasonal accommodations in the Tucson metro area and southern deserts.

Table 3.3. If you stayed overnight where did you stay?

	Northern Region	Southern Region	Overall
Hotel-Motel	47.8%	40.0%	45.0%
Home of friends or family	8.8%	28.0%	15.8%
RV Park	8.0%	16.0%	10.9%
Campground	4.4%	.0%	2.8%
Other accommodation	24.8%	8.0%	18.7%
Bed & Breakfast	12.4%	12.0%	12.2%

If staying overnight what community

Those visitors who stayed overnight while on their trip to the winery were asked to indicate what community they stayed in while on their trip. The community receiving the most mention overall was Sedona (42.6%), followed by Cottonwood (10.9%) in the northern region. The next five communities are found in the southern portion of the state. These communities are Tucson (9%), Sonoita (7.8%), Patagonia (4.7%), Sierra Vista (3.7%), and Green Valley (3.1%). These seven communities account for 82 percent of all responses for this question.

Regionally, the northern communities are dominated by those in the Verde Valley – Sedona (60.2%), Cottonwood (16.7%), Jerome (4.6%), Village of Oak Creek (1.9%) and Camp Verde (1.9%) – although Flagstaff (3.7%) and Prescott (3.7%) also appeared in the north. The southern region is dominated by Tucson (22.7%), Sonoita (22.7%), Patagonia (13.6%), Green Valley (9.1%), Sedona (9.1%), Sierra Vista (9.1%), Bisbee (4.5%), Oro Valley (4.5%) and Tombstone (4.5%).

Table 3.4 If staying overnight what community did you or will you stay in?

	Northern Region	Southern Region	Overall
SEDONA	60.2%	9.1%	42.6%
COTTONWOOD	16.7%	0.0%	10.9%
TUCSON	1.9%	22.7%	9.0%
SONOITA	0.0%	22.7%	7.8%
PATAGONIA	0.0%	13.6%	4.7%
SIERRA VISTA	0.9%	9.1%	3.7%
GREEN VALLEY	0.0%	9.1%	3.1%
JEROME	4.6%	0.0%	3.0%
FLAGSTAFF	3.7%	0.0%	2.4%
PRESCOTT	3.7%	0.0%	2.4%
BISBEE	0.9%	4.5%	2.2%
ORO VALLEY	0.0%	4.5%	1.6%
TOMBSTONE	0.0%	4.5%	1.6%
CAMP VERDE	1.9%	0.0%	1.2%
VILLAGE OF OAK CREEK	1.9%	0.0%	1.2%
CLARKDALE	0.9%	0.0%	0.6%
PHOENIX	0.9%	0.0%	0.6%
PINE	0.9%	0.0%	0.6%
SURPRISE	0.9%	0.0%	0.6%

Visitor Spending

Visitor spending is always a crucial component of any tourism study. Visitors to Arizona's wineries, tasting rooms and vineyards reported a wide variety of expenditures in categories of Lodging-camping, Restaurant and grocery, Transportation (including gas), Shopping, Recreation/tour/entrance fees, and "Other" expenditures. When considering visitor expenditures in the wine regions, expenditures need to be segmented between day and overnight visitors. A prior question found that 61.2 percent of all wine visitors were day visitors and 38.8 percent were staying overnight in the area. Typically overnight visitors tend to have higher total expenditures associated with their trips because of the lodging factor, although other expenditures such as gas and food and beverage expenses can tend to be similarly high.

For day visitors, the highest average expenditures reported were for "other" expenditures ($45) closely followed by restaurant and grocery ($44) then by shopping for jewelry and antiques ($33), and transportation ($31). Recreation, tour, entrance fees or permits ($20) had the least average expenditure in the sample. The "other" expenditure category included such things as casino gaming, and other miscellaneous purchases. Regionally, "other" expenditures all rated high for both the northern and southern regions. See Table 3.5.

Table 3.5 Day Per-Party Visitor Expenditures

	Northern Region	Southern Region	Overall
Number of people expenditures are for	2.7	4.1	3.1
Lodging-Camping	$0	$0	$0
Restaurant & Grocery	$48	$35	$44
Transportation including gas	$32	$28	$31
Shopping-jewelry-antiques	$33	$38	$33
Recreation-Tour-Entrance-Permit fees	$22	$14	$20
Other expenditures	$50	$40	$45
Total	$185	$155	$173

For overnight visitors, lodging and camping ($140) produced the highest average expenditures, followed by restaurant and grocery ($82), transportation ($30), and shopping for jewelry and antiques purchases ($29). Shopping was followed by tour, entrance fees or permits ($16). The "Other" category had relatively high expenditures ($73).

Regionally, lodging-camping and restaurant and grocery were the highest expenditures in both the northern and southern regions followed by "other". Transportation costs were notably higher in the north ($43) as compared to the south ($18). See Table 3.6.

Table 3.6 Overnight Per-Party Visitor Expenditures

Overnight visitor expenditures	Northern Region	Southern Region	Overall
Number of people expenditures are for	2.2	4.0	2.6
Lodging-Camping	$150.3	$115.6	$139.7
Restaurant & Grocery	$79.6	$88.2	$82.1
Transportation including gas	$43.2	$18.1	$30.1
Shopping-jewelry-antiques	$35.5	$17.1	$29.4
Recreation-Tour-Entrance-Permit fees	$15.4	$18.5	$16.4
Other expenditures	$48.9	$66.7	$73.1
Total	$372.9	$324.2	$370.8

Comparing Arizona and National Wine Tourists

In 2006, the U.S. Travel Industry Association (TIA), the Travel & Tourism Research Association, and *Gourmet* magazine conducted a study of 2,364 culinary travelers in the United States titled, *Profile of Culinary Travelers.* The objectives of the study were to:

- Estimate the size of the culinary tourism market among U.S. residents.
- Quantify spending on culinary tourism
- Identify/define/segment culinary tourists among general leisure travelers
- Create a demographic profile of culinary tourists compared to general leisure travelers
- Identify various trip activities that correlate with culinary activities
- Understand research and planning behaviors among both culinary tourists and general leisure travelers
- Understand motivators for culinary tourism
- Understand perceptions of and interest in destinations across the United States as culinary travel destinations
- Gauge potential interest in future culinary travel across the leisure traveler market

The study also investigated wine travelers who were defined in the study as: "Leisure travelers, who participate in wine tours, drive wine trails, taste locally made wines or attend wine festivals."

The study described the culinary and wine tourism market in the U.S. as follows: "While clearly a niche travel market, culinary travel involves millions of travelers spending billions of dollars. Overall, 17% of American leisure travelers have engaged in some type of culinary or wine-related activity while traveling within the past three years. This equates to just over 27 million travelers." (TIA, 2006).

Beyond participating in culinary activities on trips, travelers were divided into groups based on how central these activities were to their trip and the planning process. In the TIA study, "Just under 8 percent of leisure travelers (12.6 million people) report that food or wine-related activities were a key reason they took a trip or helped them choose between destinations." These are classified as "Deliberate" Culinary Travelers. Another 4.7 percent of leisure travelers (7.6 million) can be classified as "Opportunistic" Culinary Travelers, who took at least one trip to seek out culinary activities, although these were not a factor in destination choice. Finally, 4.4 percent of leisure travelers (7.1 million) can be classified as "Accidental" Culinary Travelers because they participated in culinary activities on a trip "simply because they were available."

Comparison between Arizona and TIA study demographics

In this comparison between US Culinary Travelers and Arizona Wine Tourists, the Arizona wine tourists will be subdivided into groups similar to those in the TIA study based upon the importance of the winery visits to their trip. While the question is not the same, the motivations expressed come from the following questions: "Visiting wineries is an important part of who I am," and "For me visiting a winery means much more than just drinking wine." The two questions were measured on the same scale, "strongly disagree" to "strongly agree," and a variable was created to compare to the TIA grouping. When applied to Arizona wine tourists, the population split into three groups, as follows: "deliberate wine tourists" account for half of all respondents (49.5%); "opportunistic wine tourists" account for one-third (33.8%); and, "accidental wine tourists" (16.8%) for the remainder. From this point forward in this portion of the analysis, Arizona refers to the current study of Arizona wine tourists, while TIA refers to the 2006 *Profile of Culinary Travelers*. The groups differ in that Arizona wine tourists are a self selected group specifically encountered at wineries, and thus have slightly higher percentages in the deliberate and opportunistic groups and less in the accidental. See Table 4.1.

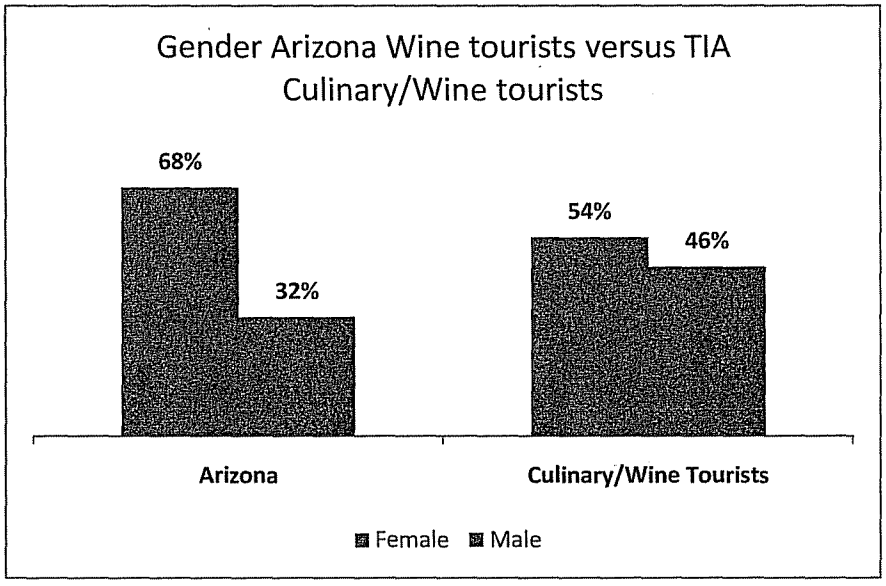
Table 4.1. A comparison of Arizona wine tourists and the TIA's 2006 Profile of Culinary Travelers

	Arizona	TIA
Deliberate wine tourists	49.4%	43.4%
Opportunistic wine tourists	33.8%	28.8%
Accidental wine tourists	16.8%	27.8%
Total	100.0%	100.0%

Gender

More females appeared in Arizona wine travel parties (68%) than in the TIA study of culinary/wine tourists (54%), although women comprised the majority of visitors in both studies. See Figure 4.1.

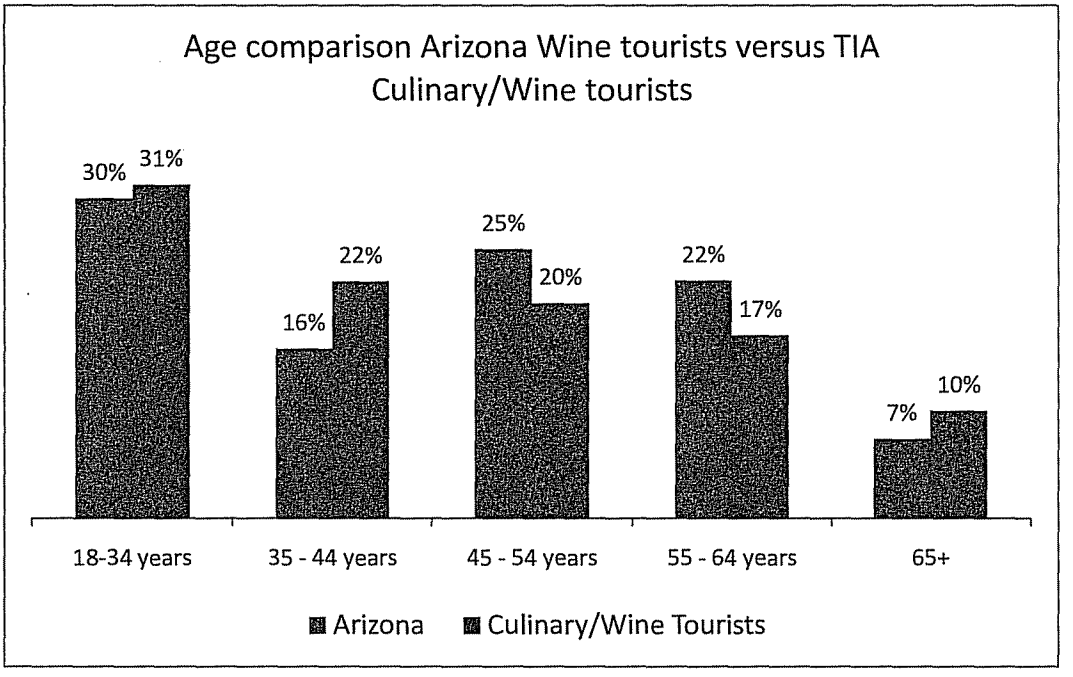
Figure 4.1. Gender Arizona wine tourists versus TIA Culinary/Wine tourists



Age

In terms of age, some differences appeared between the two studies. TIA wine tourists had about the same percentage of respondents in the 18-34 year age group (31%) as the Arizona wine tourists (30%); however, wine tourists in the 35-44 year age group were greater in the TIA study (22%) compared to the Arizona study (16%); and, in the 65+ visitor group (10% compared to 7%). On the other hand, Arizona had more visitors in the 45-54 year age group (25%) compared to TIA (20%), and the 55-64 year age group (22% compared to 17%).

Figure 4.2. Gender Arizona wine tourists versus TIA Culinary/Wine tourists

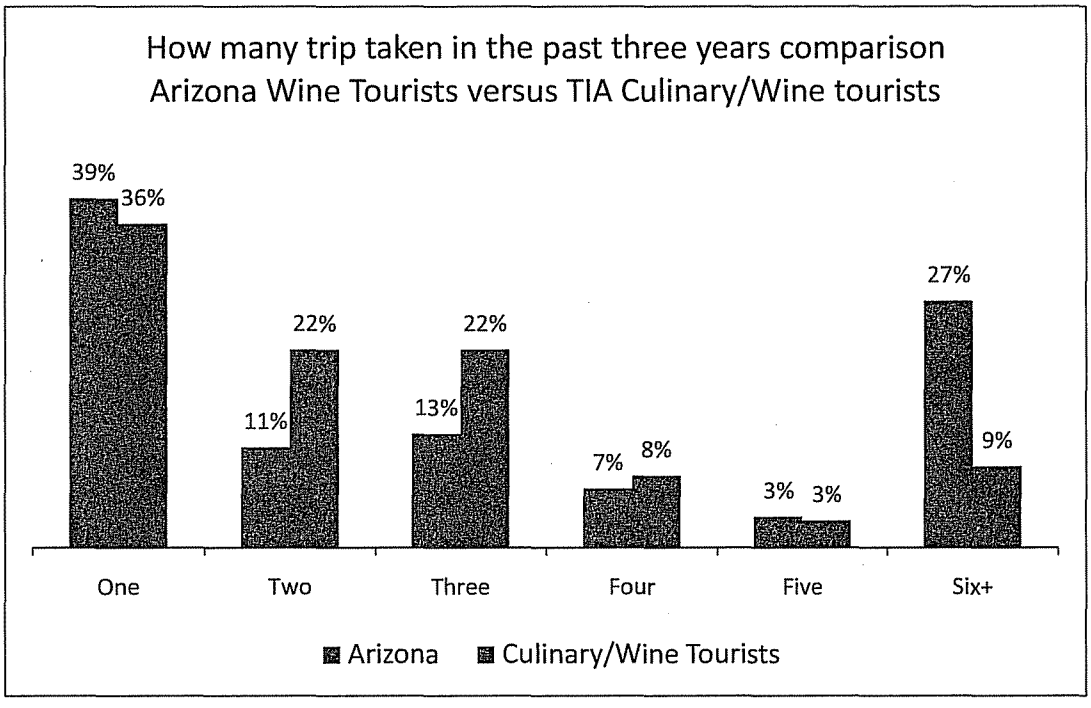


A comparison of annual household income was not possible since the TIA study used different income categories to those used in the Arizona study. The remainder of this profile will focus on activities that are comparable.

Number of Wine Trips Taken in the Past Three Years

The TIA study asked for the number of wine trips taken in the past three years, while the Arizona study asked for trips in the past year. While not directly comparable, the Arizona frequency of trips to wineries is probably an underestimate when compared to the TIA study. In Arizona slightly more wine visitors have made one trip (39% compared to 36%) to a winery. For all other trip frequencies with the exception of 6+ trips, TIA study tourists made more frequent trips. However, Arizona wine visitors are three times more likely than the TIA study participants to make 6 or more trips.

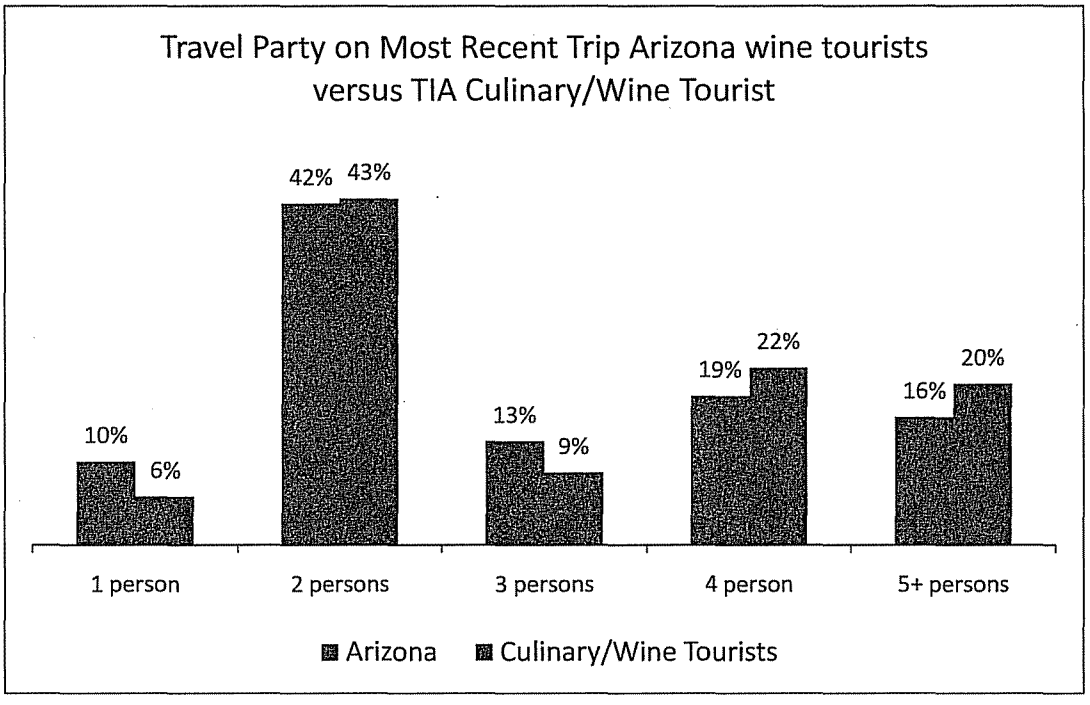
Figure 4.3. How Many Trips Taken in Last Three Years – Arizona versus TIA



Travel Party Size on Most Recent Trip

Few differences appeared in the size of travel parties between Arizona and TIA wine tourists. Two exceptions are in one person parties (10% in Arizona compared to 6% in TIA), and 3 person parties (13% in Arizona compared to 9% in TIA). However, in terms of large parties of five or more persons, the TIA study respondents constituted larger percentages (20% TIA compared to 16% in Arizona).

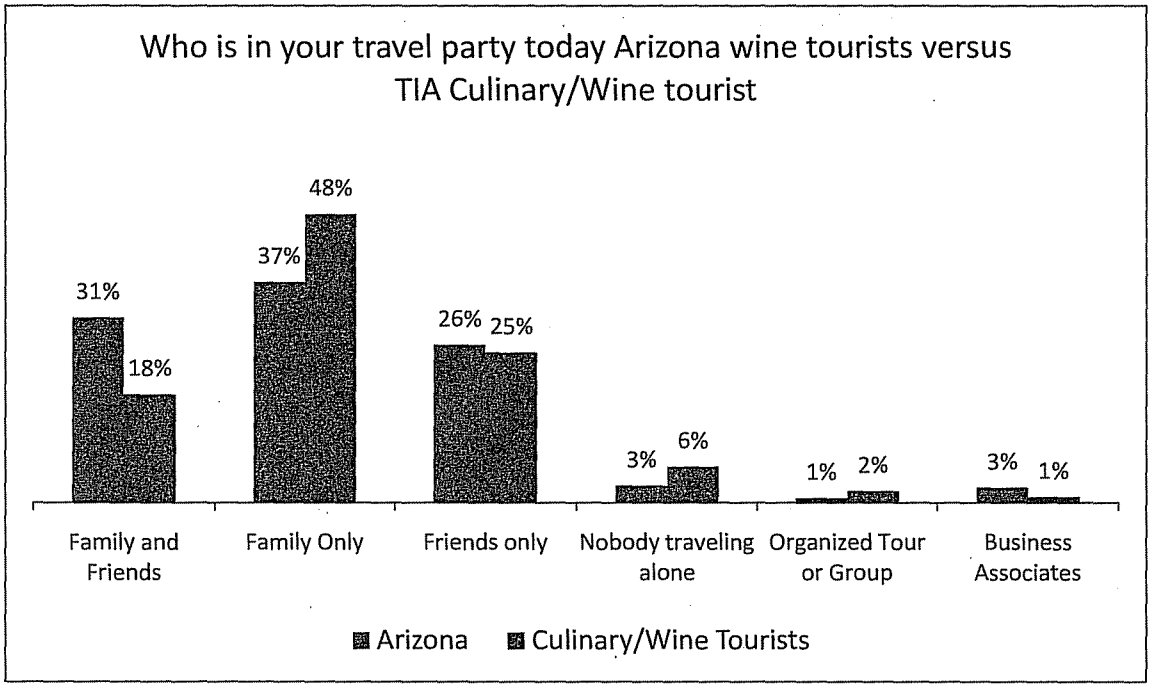
Figure 4.4. Travel Party Size on Most Recent Trip – Arizona versus TIA



Who is in your Travel Party

Arizona wine tourists traveled in parties of family and friends (31%) at a higher rate than TIA wine tourists (18%), while twice as many TIA wine tourists (6%) traveled alone compared to Arizona wine tourists (3%). The only other noticeable difference is that TIA wine visitors were more likely to travel as family only (48%) compared to Arizona wine tourists (37%).

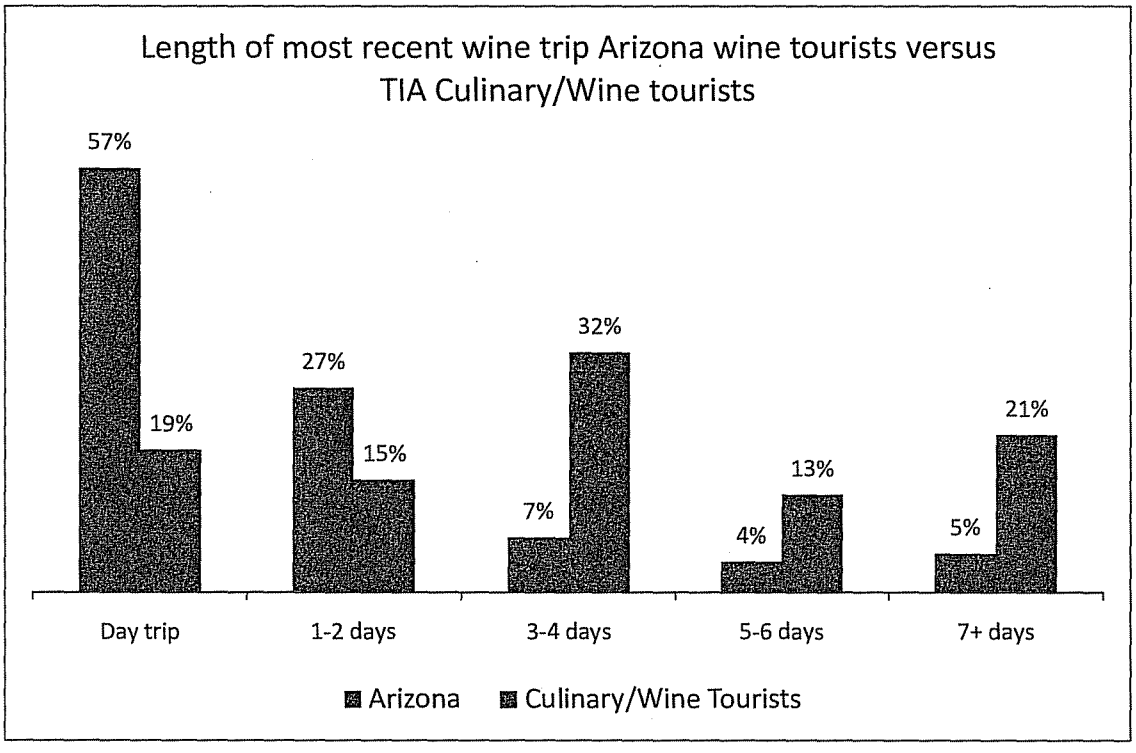
Figure 4.5. Who is in your travel party today – Arizona versus TIA



Length of Most Recent Wine Trip

Arizona wine tourists generally have shorter trips to wineries than the TIA wine visitors. Arizona visitors dominated in day trips (57%) and 1-2 day trips (27%), compared to TIA wine tourists who had many more parties taking long trips of several days or more.

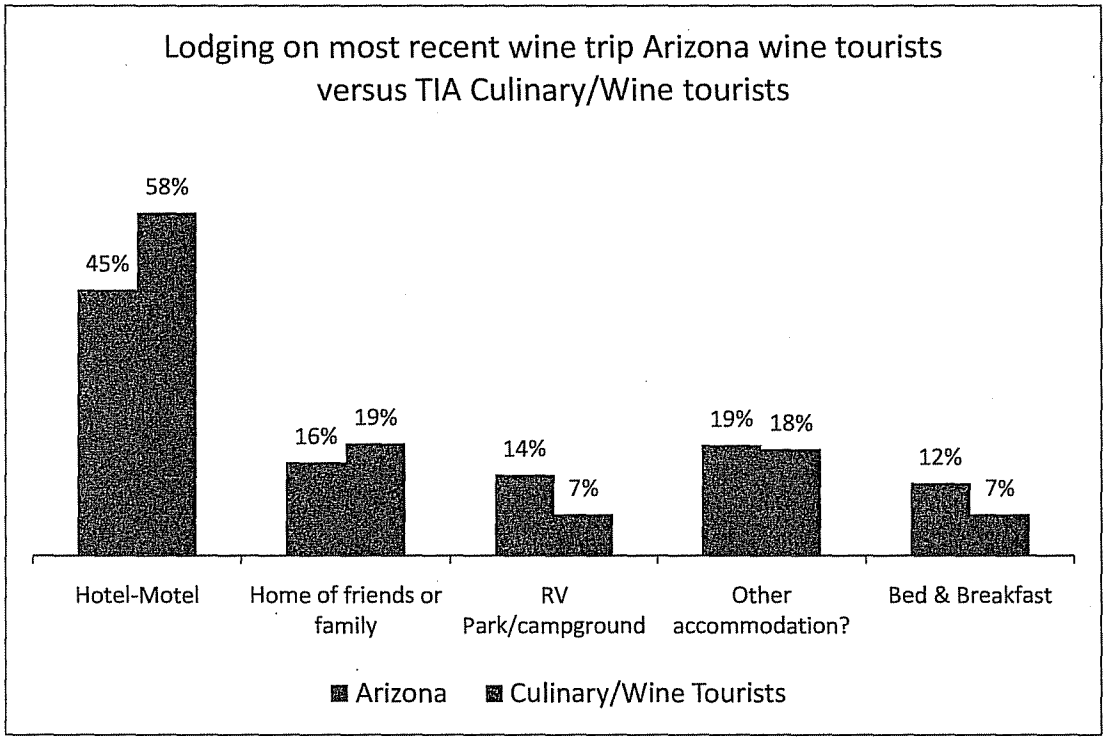
Figure 4.6. Length of most recent wine trip – Arizona versus TIA



Lodging on Most Recent Wine Trip

Arizona wine tourists tended to stay less in a hotel/motel/resort on their wine trips (45% compared to 58%), and with family and friends (16% compared to 19%) than did the TIA wine visitors. On the other hand, Arizona wine tourists were more likely to stay in RV Parks/Campgrounds (14% compared to 7%), Bed & Breakfasts (12% compared to 7%) and other accommodations than TIA wine travelers (19% compared to 18%).

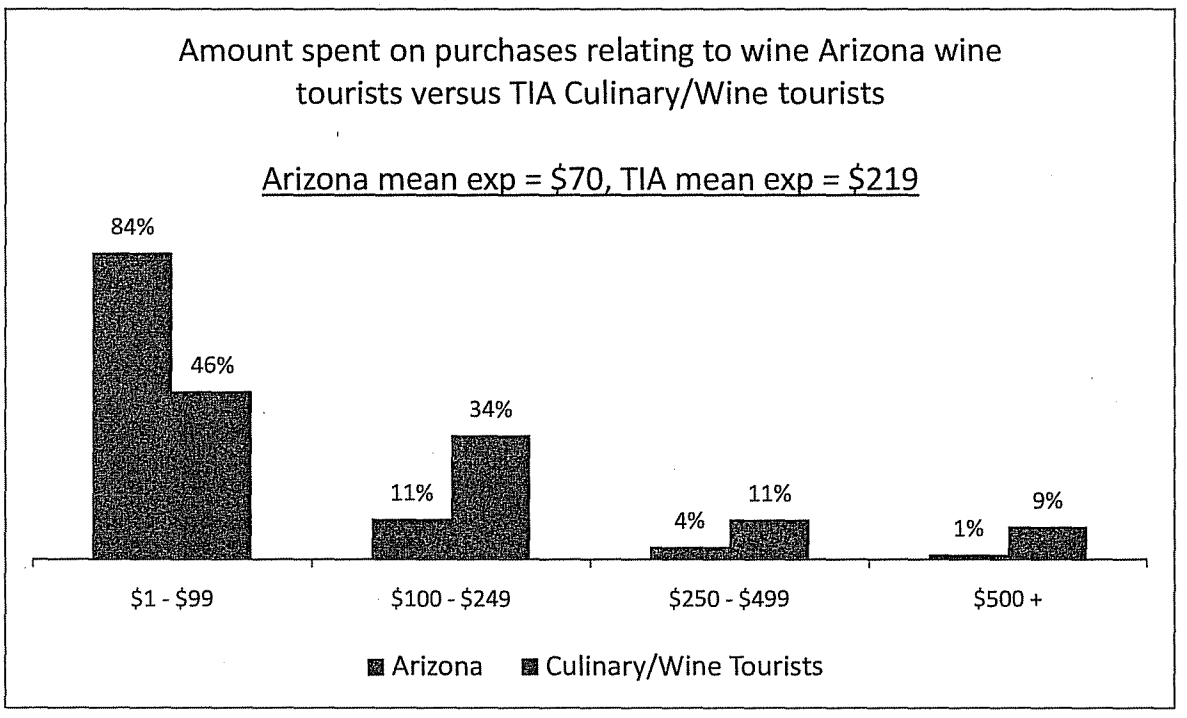
Figure 4.7. Lodging on most recent wine trip – Arizona versus TIA



Expenditures on Most Recent Wine Trip

Arizona wine tourists had considerably lower average expenditures on wine ($70) compared to the TIA wine visitors ($219). Arizona visitors had the greatest expenditures under $99 (84%), at rates nearly twice that of TIA wine tourists (46%). Arizona lagged the TIA groups in all the higher expenditure categories. The differences are compounded by the fact that 66 percent of all TIA travelers spent 3+ days on their trips compared to 16% of Arizona wine visitors. Longer trips tend to have higher expenditures in all categories including wine purchases.

Figure 4.8. Amount spent on purchases – Arizona versus TIA



Arizona Specific Questions in the TIA Culinary Tourism Survey 2006

The Arizona Office of Tourism purchased four questions that were included in the 2006 TIA Culinary Tourism survey, which specifically asked about Arizona culinary and wine opportunities. The first question asked respondents to indicate their level of agreement with the statement, "I am interested in Arizona as a travel destination because of its culinary offerings." The study defined culinary travel as: "Leisure travelers who engage in either or both food travel and wine travel." This question provides an understanding of the level of interest in Arizona as a culinary and wine destination.

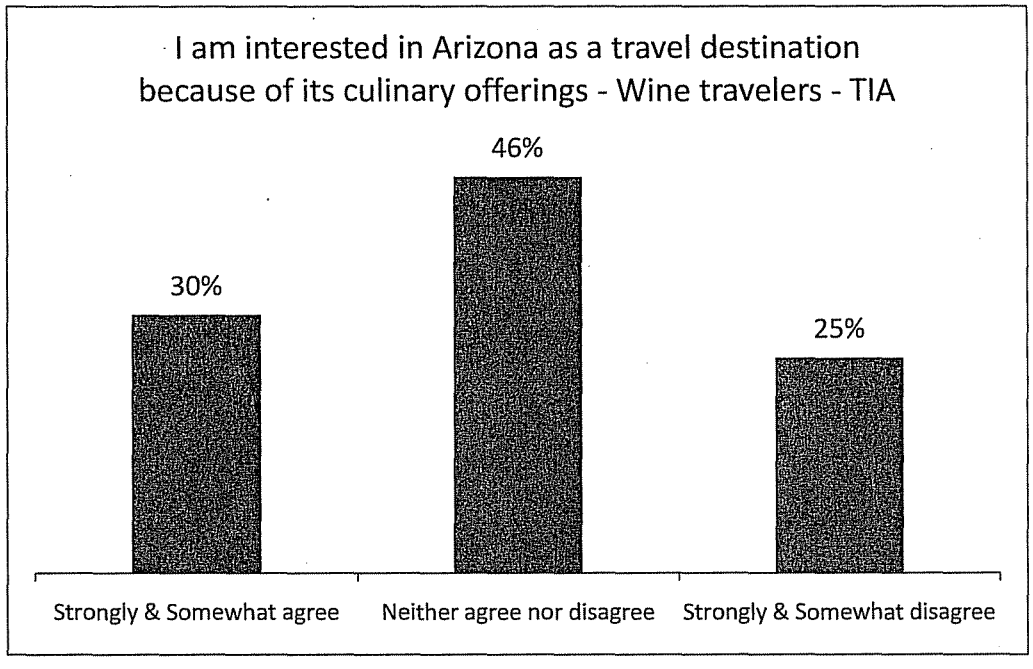
Interest in traveling to Arizona for culinary offerings

Apparently Arizona is not yet identified as a culinary destination, as the largest group of potential visitors (46%) neither agreed or disagreed that Arizona was a place of interest to culinary travel. However, if strongly agree and somewhat agree are combined, a significant 30 percent of the respondents are interested in visiting for this reason. See table 4.1. and Figure 4.9.

Table 4.2. I am interested in Arizona as a travel destination because of its culinary offerings.

	Wine Traveler
Strongly agree	6%
Somewhat agree	24%
Neither agree nor disagree	46%
Somewhat disagree	12%
Strongly disagree	13%

Figure 4.9. I am interested in Arizona as a travel destination because of its culinary offerings, combined responses?



How far would you be willing to travel for a unique dining experience?

The next question asked specifically how far respondents would be willing to travel for a unique dining experience. Unique is defined as ingredients, flavors or a cooking method specialized to Arizona. While this question may not directly apply to wine tourism it provides a yardstick of the willingness to travel, and since all wineries are located in rural Arizona, this is a valid question. Respondents were asked whether they would travel predetermined distances for a unique dining experience. The distances that residents are required to travel in Arizona are greater than in many parts of the U.S., therefore the responses here may reflect the willingness to travel in the state of origin.

All of Arizona's wineries and vineyards are located in rural areas, requiring considerable driving distances from metro areas. The wine regions, however, are relatively compact with several wineries located in close proximity to each other. The drive may be long to get there, but the wineries are usually clustered in a relatively small area. The southern wineries are located within 200 miles of the Phoenix metro and within 80 miles of Tucson. The Northern wineries are located within 100 miles of the Phoenix metro area and are potentially within driving distance of Tucson. Both regions therefore appear within the willingness to travel distances as shown in Table 4.2. Half (50%) were willing to drive less than 100 miles and half more than 100 miles or undecided.

Table 4.3. How far would you travel for a unique Arizona dining experience?

	Wine Traveler
< 25 miles	17.0%
25 - 49 miles	11.0%
50 - 99 miles	22.0%
100 - 149 miles	7.0%
150 - 199 miles	4.0%
200+ miles	18.0%
Not sure	21%

If you were to visit a winery, when would you most likely purchase wine?

The next question specifically asked about wine purchases. Respondents were asked if they visited a winery, at what point they would likely make a wine purchase. Choices for this question included: "During the visit," "Following the visit," "Both during and following the visit," "Would not purchase wine as a result of visiting a winery," and "Unlikely to visit a winery."

The majority of respondents indicated that they would purchase wine during the trip (53%), and a further one-third (32.0%) indicated that they would purchase wine both during and following the visit. See Table 4.3.

Table 4.4. If you were to visit a winery, when would you most likely purchase wine?

	Wine Traveler
During the visit	53.0%
Following the visit	12.0%
Both during and following the visit	32.0%
Would not purchase wine as a result of visiting a winery	0.5%
Unlikely to visit a winery	1.5%

Decision Making Criteria for Visiting a Winery

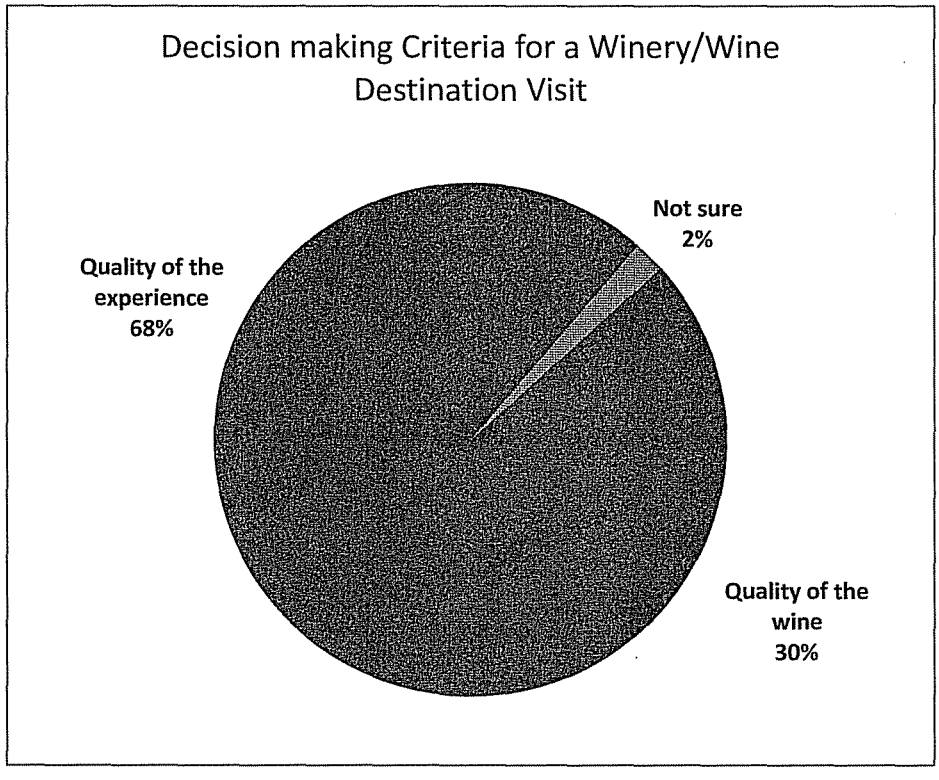
The final question asked respondents, if they visited a winery, which of four statements best described their decision making choices about winery visits. The choices included: "The quality of the wine has more influence on my decision to visit a winery/wine destination," "The entire experience (i.e. winery, quality of the wine, scenery, surrounding area, etc.) has more influence on my decision to visit a winery/destination," "Not sure," and "Unlikely to visit a winery."

The entire experience (68%) is more than twice as important as the quality of the wine (30%) in the decision making criteria for winery visits. The quality of the wine by itself was also important for one-third (30%) of respondents.

Table 4.5. Which statement best describes your decision making criteria when visiting a winery/wine destination?

	Wine Traveler
The quality of the wine has more influence on my decision to visit a winery/wine destination	30%
The entire experience (i.e. winery, quality of the wine, scenery, surrounding area, etc.) has more influence on my decision to visit a winery/destination	68%
Not sure	2%
Unlikely to visit a winery	0%

Figure 4.10. Decision making Criteria for a Winery/Wine Destination Visit



The comparisons between Arizona and the TIA wine tourists in the two studies are instructive for the Arizona wine industry. Arizona wine travel parties are comprised of more women and more middle-aged visitors, who take more day trips and fewer overnight or long (6+ day) trips. Arizona wine visitors travel more in family and friends only groups, stay more in B&B's and have lower average wine purchases than do those in the TIA wine study. Many in the TIA study were not necessarily aware of Arizona as a wine destination. It is also important that for many, the overall experience is often more important than the wine itself when deciding to visit wineries.

Conclusion

This study has shown that wine tourism is an important and growing niche tourism market in Arizona. The size of this niche market is somewhat difficult to gauge, however, the level of interest in wine tourism is high. A large number of visitors indicated that they had never been to an Arizona winery before, and an even larger number were first-time visitors at the winery where they received the survey. This bodes well for the wine tourism industry, as a majority of visitors are Arizona residents, mostly from Maricopa and Pima County, indicating large latent demand on the part of many old and new residents who have yet to be introduced to this new wine industry.

Thus, Arizona's wineries are growing and attracting more visitors to an industry that has seen steady growth over the last three decades, from a few wineries in the Sonoita area to 44 licensed and bonded wineries now located in three counties. Arizona wines have improved in quality, with many wineries concentrating on high quality products with relatively low volumes, products that can demand a premium price in the marketplace. Wineries will also benefit from the increasing interest in Arizona-grown and locally-grown foods, that are gaining momentum statewide. Winemaking is an environmentally sustainable practice that helps to preserve open space, rural communities and values in counties where agriculture has been in a process of decline. Wine consumption continues to increase across the country, with increasing interest on the part of younger generations. Arizona, like many other states, benefits from a wine tourism industry that attracts higher-income demographic groups infusing "new money" into rural economies. Wine consumers exemplify the experiential travelers who are interested in agricultural and culinary tourism and in having authentic experiences in rural Arizona.

Arizona wineries and therefore, wine tourists may face some challenges in the future. The most imminent challenge is the introduction of legislation in the Arizona House of Representatives to enforce on wineries a "three-tier" or alternative distribution system – from winery to wholesaler to retailer. The current system of direct-to-consumer sales allows smaller producers to sell directly to the consumer in stores or on the internet. If legislative efforts are successful, smaller producers will once again find it harder to compete with larger, more established producers. Agriculturally, grape growing is an industry with significant risks. In particular, natural risks such as frost, hailstorms, pests and disease outbreaks pose challenges for production goals. Finally, winemakers are often hampered by government regulations, zoning restrictions or taxes.

The study confirms what has been documented in other studies of leisure travel markets, that travelers desire unique experiences when away from home. Arizona's wineries offer these unique experiences. Thus, the state's wineries, vineyards and tasting rooms are a valuable tourism resource.

Appendix A:

Regional Economic Impacts of Arizona Wine Tourists

Economic Impact Introduction

Questions in the survey of Arizona winery visitors asked respondents to detail their regional expenditures in each of the following categories: lodging, food and beverage, transportation (including gas), shopping/jewelry/antique purchases, recreation/tour/entrance/permit fee, and miscellaneous other expenditures. Understanding the regional economic impacts of visitors can illustrate the economic importance of wine tourism in Yavapai, Santa Cruz and Cochise Counties where a majority of the wineries and tasting rooms are located.

Expenditures from the study were entered into the Input-Output model Impact analysis for PLANing (IMPLAN) and economic impacts and multiplier effects were calculated for Yavapai County, as well as Cochise and Santa Cruz counties combined. Economic impact analysis (EIA) measures the direct and extended effects of expenditures related to a tourist activity by detailing industry response and multiplier effects on many regional economic indicators such as output, income, and employment.

Economic Impact Analysis Methods

Input-Output (I-O) models are an important tool used in assessing the economic impacts of specific activities. The I-O model incorporates transaction tables to keep track of inter-industry sales and purchases, as well as exogenous sectors of final demand such as households, government, and foreign trade. The name, "I-O Model," is a result of each industrial sector in the model being both a buyer and a seller of inputs and outputs.

The I-O model can be used to conduct economic impact analysis. Economic impact analysis involves applying a final demand change to the economic I-O model, and then analyzing the resulting changes in the economy (IMPLAN Analysis Guide, 1999). Impacts can be one-time impacts, such as the construction of a new factory, or they can be recurring impacts, such as the arrival of a new industry. Often, the impact analysis is concerned with multiplier effects, or the amount of money that is re-circulated through the economy after an initial expenditure.

Visitors were asked to estimate daily trip expenditures in the categories listed above. The visitors are assumed to be concentrated in the three Arizona counties that have wineries. Visitors from outside of the region purchased regional lodging, food, transportation, entertainment, etc., and this importation of expenditures represents an influx of "new" expenditures to the region. This analysis does not include respondents who live in the three wine counties as they do not represent "new" output to the region

because it is assumed that regional residents would have allocated those expenditures to industrial sectors within the county anyway.

Direct, indirect, and induced effects of visitor expenditures were calculated for the 3-county wine region. The direct effects of expenditures capture the amount of purchases made by participants in each industrial category. Commodity purchases contributing to direct effects need to be margined to effectively allocate economic impacts. For example, many commodities available in the wine counties were not necessarily manufactured within the county (e.g. gasoline, souvenirs, etc.). By margining commodities, producer and purchaser prices are separated. IMPLAN uses regional purchasing coefficients (RPCs) to estimate gross regional trade flows (gross exports and imports), and incorporates the RPCs into the allocation of direct effects attributable to the defined study area. A regional purchasing coefficient represents the proportion of the total demands for a given commodity that is supplied by the region to itself (IMPLAN Analysis Guide, 1999).

Indirect effects are a measure of economic activity in other industrial sectors that is spurred by the direct effects. For example, wine visitors provided an economic boost to local food/beverage and lodging sectors (a direct effect). These hotels and restaurants require a number of inputs from other industries such as utilities, bulk food and beverage ingredients, and equipment. Indirect effects are the increased economic activity in these other industrial sectors caused by additional hotel and restaurant patrons.

Induced effects are an estimate of increased economic activity resulting from wages and income attributed to the direct effects. Staying with the previous example, a portion of wages earned by workers in the food/beverage and lodging sectors are then locally re-spent in other industrial sectors. IMPLAN uses Personal Consumption Expenditures (PCEs) to model induced effects. PCEs provide estimates of consumer expenditures on goods and services by different income classes (IMPLAN Analysis Guide, 1999).

Regional Expenditure Results

For the economic analysis, each survey represents a travel party. Expenditure questions asked respondents to estimate their expenditures for the travel party, i.e., each survey comprised one group or party. To estimate the number of visitors to the Arizona wineries a series of population estimate was developed to use in expanding per-party expenditures to all potential visitors to the study area, Yavapai, Cochise and Santa Cruz counties. It is estimated that approximately 508,753 people visited the Arizona wineries in 2010-2011 (during the period of the survey). This estimate is derived from a prior survey of the Verde Valley wine visitors from the "Economic Contributions of Verde Valley Winemaking," from the

University of Arizona (2011), input from wineries, tasting rooms, and interviews with area tourism professionals. It is estimated that the northern winery visitors account for approximately 258,753 visitors of which 51.6 percent are day visitors, while southern wineries account for 250,000 visitors of which 75.5 percent are day visitors. This population estimate is likely to be an underestimate of visitation since not all wineries provided input to the visitor estimates. The researchers, however, prefer to err on the side of conservative population estimates. As discussed previously only out-of-region visitors are included in this analysis. Therefore, only these 508,573 out-of-region visitors are included in the economic impact analysis. The harmonic or trimmed mean was used for average expenditures in calculating economic impact. The trimmed mean avoids extremes at either end of a frequency distribution by effectively reducing the top and bottom 5 percent of the distribution and recalculating the mean. This reduces the extreme end of the range lessening the impact of those who had no expenses as well as those who had expenses that were considered unreasonable (i.e., $1,100 for lodging for one night).

Answers from non-local survey respondents were totaled for each expenditure category and were averaged to represent the mean expenditures for out-of-town visitors. Both day-visitors and overnight-visitor totals were calculated for each expenditure category and entered into the Input-Output model developed for the three county wine producing regions (Cochise, Santa Cruz and Yavapai counties). Visitor expenditures entered into IMPLAN's Impact Analysis require bridging from survey expenditure categories into IMPLAN industry sectors. Most survey expenditure categories link directly to IMPLAN industry sectors (e.g., "Grocery Store Purchases" directly corresponds with IMPLAN sector #405 "Food and Beverage Stores"). Only one survey expenditure category, "Transportation," was allocated to multiple IMPLAN industrial sectors. Because the "Transportation" survey question asked participants to include gas, oil, and auto expenses, the overall expenditures were allocated to sector #407 "Gasoline Stations" (85%) and to sector #483 "Automotive Repair and Maintenance" (15%).

Table 5.1, illustrates visitor expenditures by category and by region including both day and overnight visitors. Total expenditures listed in the last column were used for the subsequent economic impact analysis.

Table 5.1. Estimate of regional expenditures by Arizona wine visitors

Wine Tourist Expenditures	Northern (Yavapai County)			Southern (Cochise & Santa Cruz counties)			Overall Combined
	Day	Overnight	Total	Day	Overnight	Total	
Lodging-Camping	$0	$6,764,300	$6,764,300	$0	$1,415,700	$1,415,700	$8,180,000
Restaurant & Grocery	$1,930,400	$3,509,800	$5,440,300	$1,098,100	$885,000	$1,983,100	$7,423,400
Transportation including gas	$933,900	$2,053,600	$2,987,600	$343,200	$74,900	$418,200	$3,405,800
Shopping-jewelry-antiques	$556,800	$936,000	$1,492,800	$328,300	$63,700	$392,000	$1,884,800
Recreation-Tour-Entrance-Permit fees	$305,200	$235,300	$540,500	$35,300	$113,300	$148,600	$689,100
Other expenditures	$506,600	$415,100	$921,700	$49,400	$204,200	$253,700	$1,175,400
Total	$4,232,900	$13,914,100	$18,147,200	$1,854,300	$2,756,800	$4,611,300	$22,758,500

The estimates of regional expenditures for wine tourism are affected directly by the proportion of day and overnight visitors to the region as well as the amount of accommodation and general tourist services (restaurants, food and beverage services, etc.) available in the region. Day visitors have lower per-party expenditures since they do not have overnight accommodation in the region, while overnight visitors have a greater impact through lodging and generally higher food and beverage purchases directly related to overnight stays. The general level of available tourism resources in a region also has an impact on the overall economic impact. Yavapai County for example has a total of 1,242 accommodations and food service establishments in its wine growing region, while Santa Cruz County has a total of 106, and Cochise County has 33 establishments in the regions of the county where the wineries and tasting rooms are located.

Regional Economic Impact Analysis of Wine Tourists

The total number of out-of-region wine tourists to the three county study area (Cochise, Santa Cruz and Yavapai Counties) in the study period was 508,573 visitors. These visitors were responsible for some $22.8 million of expenditures in the counties of the study area with an average regional expenditure of $371 per-party, per-day for overnight visitors and $149, per-party, per-day for day visitors. Expenditures recorded for each industrial category were entered into IMPLAN's impact analysis.

Table 5.2 shows the direct, indirect, and induced effects of regional expenditures made by non-local visitors. Type SAM multipliers are presented for each of the economic impact categories. Type SAM multipliers are similar to Type III multipliers in that they represent the ratio of total effects to direct effects and include indirect and induced effects. They are also similar in incorporating employment-based Personal Consumption Expenditures (PCEs) to model overall induced effects. IMPLAN's Type SAM multipliers differ from traditional multipliers because IMPLAN uses all social accounting matrix information to generate a model that captures the inter-institutional transfers (IMPLAN Analysis Guide, 1999).

Table 5.2. Effects[1] and Multipliers of $22.8 million of Regional Expenditures by Wine Tourists in Arizona's three wine regions

	Direct Effect	Indirect Effect	Induced Effect	Type SAM Multipliers	Total Effect
Total Output	$22,758,800	$4,305,600	$10,563,900	1.7	$37,628,300
Total Employment (FTE jobs)	264.9	34.0	106.2	1.5	405.1
Total Labor Income[2]	$7,661,800	$1,368,400	$4,499,100	1.8	$13,529,300
Indirect Business Taxes[3]	$3,922,600	$499,300	$1,522,900		$5,944,800

[1]Effects are presented in 2011 dollars.
[2]Total labor includes employee compensation and proprietor income.
[3]Indirect business taxes include excise taxes, property taxes, fees, licenses, and sales tax paid by businesses.

If regional expenditures are substantial, increased tax revenues will be generated. These tax revenues can also be substantial, particularly in tourism and service-oriented industries, where additional tax collections occur. As seen in Table 5.2, visitors to the state's wine growing regions spurred an additional $5.9 million of tax revenue for the counties where they were located. Much of this money is re-invested into infrastructure and community needs that further support tourism and recreation industries. The majority of tax revenue coming from wine tourists is the result of sales taxes paid to restaurants, hotels, and retail stores. Other fee and excise taxes are common in sectors such as car rentals and lodging industries.

Economic Impact Conclusion

In the study period 2011, wine tourists in Arizona's wine growing regions injected significant output to businesses in these regional economies. Approximately $22.8 million of direct regional purchases were made by out-of-region visitors, contributing to a total economic output of $37.6 million to the counties in the study region. This economic activity supported some 405 full-time equivalent (FTE) jobs. The total economic impact of wine tourists to the state and the counties is therefore substantial, and contributes significantly to the greater regional economy.

Appendix B:

Wine Tourism Questionnaire

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Arizona Wine Tourism Survey

Dear visitor to this winery, vineyard, tasting room or wine related festival. We are pleased that you have come out to visit and experience Arizona's growing wine industry. We would like you to take about 10 minutes to complete this short questionnaire about your experience today. The information obtained from this survey will be used to help Arizona's wine industry improve its visitor services. All information gathered from this survey will be confidential and will only be reported in the aggregate.

Which winery are you visiting today? _____

Is this a: O Vineyard O Tasting Room (not at a vineyard)
O Winery O Wine-related festival or event

How many times have you visited this site BEFORE today's visit? ___

Approximately how many Arizona wineries have you visited in the last 12 months? ___

Which of these Arizona Wineries/Vineyards or Tasting Rooms have you visited at any time?(**check all that apply**)

Southern Arizona
Sonoita/Elgin/Willcox

O Callaghan Vineyards
O Carlson Creek Winery
O Charron Vineyards
O Canelo Hills Winery
O Colibri Vineyards
O Coronado Vineyards
O Dos Cabezas WineWorks
O Keeling Schaefer Vineyards
O Kief-Joshua Vineyard
O Lawrence Dunham Vineyards
O Lightning Ridge Cellars
O Rancho Rossa Vineyards
O Sonoita Vineyards
O Village of Elgin/Four Monkeys
O Wilhelm Family Vineyards

Northern Arizona
Verde Valley/Page Springs

O Alcantara Vineyard and Winery
O Arizona Stronghold Tasting Room
O Art of Wine
O Bitter Creek Winery
O Caduceus Cellars & Merkin Vineyards
O Fristas
O Granite Creek Vineyards
O Javelina Leap Vineyard
O Jerome Winery
O Juniper Well Ranch
O Juniperwood Ranch Winery
O Oak Creek Vineyards
O Page Springs Cellar
O Pillsbury Wine Company North
O San Dominique Winery

Who is in your visitor party today?

O Family and Friends O Friends Only O Organized Tour Group
O Family Only O Nobody, traveling alone O Business Associates

How did you hear about this winery/vineyard/tasting room or festival? (**check all that apply**)

O Newspaper articles O Social Media O Wine trail publications
O Magazine articles O Brochures O Arizona Vines & Wines
O Internet O Word-of-mouth O Arizona Office of Tourism materials
O Restaurants O Concierge O Restaurant
O Other _____

1

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Please help us understand your reasons for visiting Arizona wineries by indicating your level of agreement with the following statements:

Agreement Level:	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
For me, visiting a winery means more than just drinking wine	O	O	O	O	O
Visiting wineries is an important part of who I am	O	O	O	O	O
I have a strong interest in wine	O	O	O	O	O
Wine is important to my lifestyle	O	O	O	O	O
Drinking wine gives me pleasure	O	O	O	O	O
It does not have to be a special occasion to enjoy wine	O	O	O	O	O

Which of the following would you say were the reason(s) for your visit to Arizona wineries/vineyards/tasting rooms?

Reason:	Most Definitely Not	Not a Reason	Neither	Somewhat of a Reason	Most Definitely a Reason
To taste wine	O	O	O	O	O
To buy wine	O	O	O	O	O
To have a day out	O	O	O	O	O
To socialize with friends or family	O	O	O	O	O
To learn about wine and wine making	O	O	O	O	O
To rest and relax	O	O	O	O	O
To go on a winery or wine cellar tour	O	O	O	O	O
To be able to talk to a vintner	O	O	O	O	O
To eat and drink wine at the winery	O	O	O	O	O
To be entertained	O	O	O	O	O
To enjoy the beauty of rural Arizona vineyards	O	O	O	O	O
To attend a wine-related festival or event	O	O	O	O	O
To visit a historical or cultural attraction in the area	O	O	O	O	O
To visit the wine route/trail (see all the vineyards)	O	O	O	O	O
To buy wine related gifts/souvenirs	O	O	O	O	O
To participate in outdoor recreation activities (biking, mt biking etc)	O	O	O	O	O
To have a different Arizona experience	O	O	O	O	O
To experience Arizona agriculture	O	O	O	O	O

How was your overall experience at this particular winery/vineyard/tasting room or festival?

O Much better than I expected
O A little better than I expected
O As I expected
O A little worse than I expected
O Much worse than I expected
O I had no expectations

2

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Did you make any purchases at the winery/vineyard/tasting room today? O Yes O No

If you bought anything at this venue today please complete the questions below:

How many bottles of wine did you purchase? [ ][ ][ ]

How much did you spend on wine? [ ][ ][ ]

How much did you spend on food? [ ][ ][ ]

How much did you spend on merchandise? [ ][ ][ ]

How much time, in total, will you spend in this area? If a day trip only, how many hours: [ ][ ][ ]

If staying overnight, how many nights: [ ][ ][ ]

If staying overnight in the area, what type of lodging are you using?
Mark all that apply. **(Leave blank if not staying in the area)**

O Hotel/Motel O RV Park O Bed & Breakfast

O Home of Friends/Family O Campground O Other [ ]

If staying overnight, what community did you/will you stay in? [ ]

If a U.S. resident what is your 5-digit ZIP-CODE [ ][ ][ ][ ][ ]

If you are not from the U.S., please list your Country of Origin: [ ]

Please estimate as closely as possible the amount of money that your travel party is spending per DAY in the area for the following categories in U.S. dollars with NO decimal places. (Example 92 not 92.00). [ ][ ][9][2] DO NOT include winery/vineyard/tasting room expenses here.

First, please tell us the number of people these expenses cover. [ ][ ]

Lodging/Camping $ [ ][ ][ ][ ]

Restaurant & Grocery $ [ ][ ][ ][ ]

Transportation (incl gas) $ [ ][ ][ ][ ]

Shopping/Jewelry/Antiques $ [ ][ ][ ][ ]

Recreation/Tour / Entrance /Permit fees $ [ ][ ][ ][ ]

Other ..... $ [ ][ ][ ][ ]

Define Other: [ ]

What is your gender? O Female O Male In what year were you born? 19 [ ][ ]

Including yourself, how many people including yourself are in your travel party?

Total number of people: [ ][ ] Number of: Women [ ][ ] Men [ ][ ] Children under 18 [ ][ ]

Which of the following categories best describes your annual household income?

O Less than $19,999 O $40,000 to $59,999 O $80,000 to $99,999 O $120,000 and above
O $20,000 to $39,999 O $60,000 to $79,999 O $100,000 to $119,999

3

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Please describe your experience at this venue in a few words?

Is there anything else you want to tell us about wine tourism in Arizona?

Thank You!

4

Appendix C

Open Ended Questions

How did you hear about this winery/vineyard/tasting room?

AMARA
BLOOD INTO WINE
BLOOD INTO WINE DOCUMENTARY
BLOOD INTO WINE VIDEO
CONCIERGE AT HOTEL
COREY TURNBULL
DRIVE BY (2)
DRIVE BY GPS
FAMILY (2)
FAMILY AND FRIENDS ARIZONA ARTS AND WINES TEMPE ARTS FESTIVAL PAGE SPRINGS CELLAR
FAMILY MEMBER
FAMILY MEMBER SON
FRIEND/FRIENDS (7)
FRIEND OF OWNERS SON
FRIEND TOLD ME
FRIENDLY WINE SHOP OWNER
FRIENDS LIVE CLOSE BY
GPS
HIGHWAY SIGNS
HYATT
I HAVE PURCHASED SEVERAL VARIETIES AT TOTAL WINES AND WHOLE FOODS
IN THE AREA
JAY BILETI
JEROME WINERY RECCOMENDED AND OTHER CUSTOMERS
LONELY PLANET GUIDE
MY MOM
OWNERS OF A WINE SHOIP IN TUCSON
PAGE SPRINGS (2)
PAGE SPRINGS TEMPE ARTS AND WINES
POCO DIABLO RESORT
PURCHASED WINE IN PHOENIX
RADISON
SAW IT ON THE STREET
SAW IT WHILE DINING IN COTTONWOOD
SAW THE WINEFEST SIGN AT FOOT OF AIRPORT ROAD
SCENE
SOUTHERN ARIZONA FAIR
TEMPE 4TH AVENUE WINE FAIR WILLCOX FAIR
TEMPE ARTS FESTIVAL

How did you hear about this winery/vineyard/tasting room? Continued

THE RIDGE IN SEDONA
TOOL FANS
TOUR
TOURIST MAP (2)
TUCSON HOTEL
VISITOR TO ALCANTERA GAVE US THE RECCOMENDATION
WALKING DOWN THE STREET WE SAW IT
WATER TO WINE TOUR LAST YEAR 2010
WINE BUYER FOR GOOD FOOD MARKET
WINE SHOP REFERAL
WINE SPECTATOR
WORD OF MOUTH GARMIN GPS

Other accommodation

AMARA
CABIN
CAR
CASITA
CONDO (2)
DIAMOND RESORTS SEDONA
FRIEND
FT.TUTHILL MILITARY RECREATION AREA
GUEST HOUSE
HOME
LOCAL
MY SISTER LIVES IN AZ
RESORT (5)
TIME SHARE (9)
TIME SHARE RENTAL
TIMESHARE RESORT (2)
TOMBSTONE
VACATION

Please describe your experience at this venue in a few words

4 GOOD AND PLEASANT EXPERIENCED PEOPLE AT THE WINERY IT DEFINITELY CONTRIBUTES TO THE WINE TASTING EXPERIENCE

5 STARS FOR SERVICE CHOICES VENUE EXPLANATIONS VIEW AND AMBIANCE NEEDS MUSIC MORE RETAIL OUTSIDE

A GREAT FIRST EXPERIENCE OF ARIZONA WINERIES RELAXED GROUNDS
A LEARNING EXPERIENCE
A NEW EXPERIENCE
A PLEASANT SURPRISE BETTER THAN HITTING THE TOURIST SHOPS
A PLEASANT TASTIN EXPERIENCE
A REAL VINEYARD
AESTHETICALLY PLEASING PLEASURE IN A GLASS

ALCANTARA IS BEAUTIFULL I LOVE IT SO MUCH MY FIANCE AND I HAVE PLANNED TO GET MARRIED HERE

ALWAYS EXCELLENT
AMAZING STAFF AMAZING WINES
ARIZONAS ONLY TRUE VINEYARD EXPERIENCE
ATMOSPHERE
A VERY NICE NEEDED MORE AIR FLOW UNDER THE TENT MORE FOOD OPTIONS
AWESOME (4)
AWESOME EXPERIENCE
AWESOME STATE GREAT
BEAT MY EXPECTATIONS
BEAUTIFUL AMAZING

BETWEEN BOTH PAGE SPRINGS AND ARIZONA STRONGHOLD BOTH PLACES ARE SO WELCOMING AND RELAXING THE STAFF IS ALWAYS SO FRIENDLY AND EDUCATIONAL THE WINES ARE EXCEPRIONALLY GOOD AND WE ARE THANKFUL THEY ARE BECOMING MORE AND MORE AVAILABLE IN PHOENIX

BEAUTIFUL INTERIOR FLAVORFUL WINES

CORE IS VERY PERSONABLE AND KNOWLEDGABLE FRIENDLY FUNNY TO BE AROUND WHILE TASTING ALL OF THE DELICIOUS WINE

COREY IS VERY PERSONABLE AZ STRONGHOLD WINES ARE QUITE GOOD
COREY MESMERIZED ME WITH HIS WISDOM AND SEXINESS
COREY WAS NICE
DANA IS GREAT

Please describe your experience at this venue in a few words-Continued

DELICIOUS AND FUN
DELIGHTFUL AND INVITING TO US BOTH
ENJOYED THE EXPERIENCE

ENJOYED THE WHOLE EXPERIENCE LIKE THE IDEA OF SITTING BY THE CREEK HAVING LUNCH WITH WINE

ENTHUSUASTIC
EXCELLENT (2)
EXCELLENT FRIENDLY AND VERY INFORMATIVE ALSO SANG AND WAS FLEXIBLE AND TOLERANT
EXCELLENT INTERESTING AND INFORMATIVE GOOD REPRESENTATION OF AZ WINES
EXCELLENT TASTING DEMO AND VERY FOIENDLY AND KNOWLEDGABLE PERSONELL
EXCELLENT VERY HOSPITABLE AND WELCOMING
EXHILIRATING RELAXING FRIENDLY ATMOSPHERE PERSONABLE
EXHILIRATING EXPERIENCE
FANTABULOUS
FRIENDLY

FRIENDLY HOSTS AND GUESTS EXCELLENT RED WINES NICE BLEND OF A PLACE TO TASTE WINE AND COME FOR A DRINK

FRIENDLY RELAXING PEACEFUL
FRIENDLY SERVICE KNOWLEDGABLE PEOPLE
FRIENDLY WINE STAFF
FULL OF FUN
FUN (4)
FUN AND ENTERTAINING
FUN DIFFERENT
FUN ENERGETIC GREAT SELECTION OF WINE AND ACCESORIES ART FRIENDLY STAFF
FUN ENJOYABLE
FUN FAMILIAL TYPE GATHERING
FUN GOOD WINE NICE PEOPLE
GREAT WINES GREAT SERVICE ATMOPSPHERE
GOOD EXPERIENCE NICE TASTING ROOM FOOD WINE GOOD
GOOD ATMOSPHERE A PLEASANT SURPRISE
GOOD EXPERIENCE GOOD WINE BEAUTIFUL SCENERY
GOOD EXPERIENCE NICE LAID BACK
GOOD TABLE STAFF
GREAT (4)

Please describe your experience at this venue in a few words-Continued

GREAT AWESOME KICK ASS

GREAT COPREY IS KNOWLEDGABLE AND FUN TASTING SHOULD BE FUN AND NOT A PRESENTATION LOVED IT

GREAT DID NOT EXPECT THIS IN ARIZONA
GREAT EXPERIENCE (2)
GREAT EXPERIENCE WE LOVE THE VINEYARD
GREAT EXPERIENCE WISH THERE WAS FOOD HELPFUL FRIENDLY COMFORTABLE
GREAT FUN
GREAT LOCATION KNOWLEDGABLE STAFF WINE IS GOOD ENJOYABLE EXPERIENCE WE WILL BE BACK
GREAT SERVICE GREAT WINE

GREAT SERVICE NICE ATMOSPHERE PLEASANT PLACE TO BE KNOWLEDGABLE INFORMATIVE ENJOYABLE

GREAT STAFF
GREAT WE LOVE SONOITA VINEYARDS GREAT PEOPLE DELICIOUS WINE NICE FESTIVALS
GREAT WINES MUCH MORE TO MY LIKING ECLECTIC ATMOSPHERE APPEALING
GREAT WINES VERY INFORMATIVE DESIREABLE ATMOSPHERE
GREAT WINES GREAT SCENERY
HIGHLY INFORMATIVE FUN AND INFORMAL VERY FRIENDLY AND HELPFUL

HIP AND LAID BACK FIRST WINE TASTING WE HAVE DONE WHERE THEY ENCOURAGE YOU TO PULL UP A CHAIR AND STAY A WHILE

HONESTLY HAD NO IDEA WE WOULD HAVE THIS MUCH FUN WE WERE TOLD IT WASNT WORTH IT BY MY MOM I SOOO DISAGREE WE ENJOYED EVERY SECOND OF ALL 4 VENUES WE VISITED

I AM NEW TO THE WINE EXPERIENCE AND THE STAFF WAS VERY KNOWLEDGABLE AND EXPLAINED EVERYTHING TO ME

I LOVE THIS WINERY
I LOVED IT KEVIN KNOWS HIS STUFF
INFORMATIVE NICE

INTERESTING WINE IN THE DESERT HAD A COUPLE OF GOOD REDS WE WILL BUY INTERESTING BLENDS

INTOXICATING INVIGORATING REFRESHING GREAT EXPERIENCE
IT IS VERY ENJOYABLE
ITS THE BEST IN THE AREA
KNOWLEDGABLE AND ATTENTIVE STAFF

Please describe your experience at this venue in a few words-Continued

KNOWLEDGABLE PLEASANT GUIDE SOME CRACKERS OR BREAD WOULD BE GOOD TO ADD WINE IS VERY GOOD

LAID BACK ATMOSPHERE VERY ENJOYABLE LIVE MUSIC WAS GOOD AN ADDED BONUS
LONG EXPLANATION
LOTS OF FUN PLEASANTLY SURPRISED
MOST RELAXING
NEAT FRIENDLY
NICE (2)
NICE ATMOSPHERE (2)
NICE EXPERIENCE BEAUTIFUL VINEYARD (2)
NICE RELAXING EXPERIENCE
NICE SOCIAL ATMOSPHERE INFORMATIVE
NICE VIEW GREAT TASTING TABLE
OUR FAVORITE FUN
PAUL AND COREY A FUN BUNCH
PLEASANT INFORMATIVE RELAXING ATMOSPHERE WINE WAS EXCELLENT
PLEASANT CHARMING KNOWLEGABLE STAFF EXCELLENT WINES

PLEASANTLY SURPRISED THE WINE FLIGHT WAS BOTH INETERESTING AND MORE COMPLEX THAN I ANTICIPATED

PLEASANTLY SURPRISED AND STAFF WAS EXTREMELY WELCOMING
QUIET PERSONAL FRIENDLY KNOWLEDGABLE
RECOMMENDED BY PAGE SPRINGS
RECOMMENDED BY ANOTHER WINERY
RELAXING (3)
RELAXING DEFINITELY A BREAK FROM THE ORDINARY
RELAXING PLEASENT FRIENDLY KNOWLEDGABLE STAFF
SO FAR SO GOOD FUN TASTING WANT TO DRINK MORE
TERRIFIC GREAT SETTING SERVICE STAFF AND VINTNER

TERRIFIC LINEUP OF WINES THIS CALAGHAN AND KEELING SCHAFER ARE MY FAVORITE ARIZONA WINERIES

TERRIFIC TASTING ROOM HOSTS IN COTTONWOOD MAKE IT AS MUCH FUN AS NAPA
THE GENTLEMAN WAS VERY FRIENDLY AND INFORMATIVE
THE STAFF'S WELL VERSED AND KNOWLEDGABLE ATMOSPHERE AND STAFF ARE FRIENDLY

THE WHOLE DAY HAS BEEN A GREAT SURPRISE EVERY PLACE I HAVE BEEN HAS BEEN DIFFERENT AND HAS BEEN HELPFUL IN UNDERSTANDING THE VINES IN THE REGION

Please describe your experience at this venue in a few words-Continued

THIS IS A PHENOMENAL VENUE YAY ARIZONA STRONGHOLD
TIME TO RELAX AND ENJOY
U EVERY RELAXED AND PROFESSIONAL SO BEAUTIFUL A REAL VINEYARD

VERONICA AND JB WERE SO FRIENDLY AND GREAT THEY PUT OTHER TASTING ROOMS TO SHAME HONESTLY

VERY ENJOYABLE (2)
VERY ENJOYABLE DANA WAS GREAT
VERY FREINDLY STAFF
VERY FRIENDLY AND INFORMATIVE (2)
VERY FRIENDLY AND PROVIDED A GREAT ATMOSPHERE (2)
VERY FRIENDLY INFORMATIVE AND EXCELLENT
VERY FRIENDLY STAFF
VERY FRIENDLY VERY TASTY
VERY FRIENDLY AND INFORMATIVE
VERY FUN AND FRIENDLY
VERY FUN TASTING ROOM EXPERIENCE AND CONGENIAL
VERY GOOD WINE VERY KNOWLEGABLE AND HELPFUL SERVER
VERY INFORMATIVE GOOD CUSTOMER SERVICE
VERY INVITING NICE PRESENTATION FRIENDLY
VERY LAID BACK AND RELAXING GREAT CUSTOMER SERVICE
VERY NICE (2)

VERY NICE JENIFER WAS WONDERFUL WINE COULD NOT HAE BEEN BETTER I WOULD SEND OTHER THIS WAY

VERY NICE COMFORTABLE GREAT FOR KIDS THEY HAD A VIDEO GAME
VERY NICE GREAT SERVICE
VERY NICE GREAT WINE OPEN PEOPLE

VERY NICE VERY GOOD INITIAL TASTE ON THE PALLET BUT NOT A LOT AFTER REALLY LOOK FORWARD TO TASTING YOUR WINE IN THE FUTURE WHEN YOUR GRAPES MATURE

VERY PLEASANT EXPERIENCE EVERY TIME I HAVE VISITED PILLSBURY WINE COMPANY EXTRAORDINARY

VERY PLEASANT ENJOYED THE CONVERSATION
VERY RELAXED AND ENJOYABLE WE ENJOYED THE WINES

VINCE ANIODIS IS A ROCK STAR WHAT A GREAT PRESENTATION TO GO ALONG WITH ONGOING WINE KNOWLEDGE

Please describe your experience at this venue in a few words-Continued

WAS VERY INFORMATIVE EASY TO TALK TO AND VERY WELCOMING
WE ENJOYED THE WATER TO WINE TOUR FOR A SECOND YEAR AND THE TASTING AT ALCANTARA
WE HAD FUN

WE HAVE BEEN TO THREE OTHER WINERIES TODAY THIS IS THE BEST GROUNDS WINE SCENIC BEAUTY TABLES OUTSIDE STAFF

WE LIKED VINCE INFORMATIVE NICE AND MANLY
WINE NOVICE ENJOYED IT
WONDERFUL
WONDERFUL KNOWLEDGABLE STAFF

WONDERFUL ONE OF MY FAVORITES I WAS LOOKING FORWARD TO THIS VISIT AND IT EXCEEDED MY EXPECTATIONS

WONDERFUL REALLY LOVE IT REALLY NICE

Is there anything else you wanted to tell us about wine tourism in Arizona?

A LOT BETTER THAN I EXPECTED VERY FRIENDLY PEOPLE WHO KNOW THIEIR WINE
AZS BEST KEPT SECRET
BETTER MAP (2)
BETTER MAPS OF ALL THE LOCATIONS

CHEESE PAIRINGS WITH WINE TASTINGS WERE A NEW AND UNIQUE EXPERIENCE SOMETHING WE DO NOT EXPERIENCE AT OUR LOCAL WINERIES ON THE EAST COAST

DO MORE
ENJOYING IT
EVERYONE SHOULD TRY IT

EVERYONE WAS VERY ACCOMMODATING AND FRIENDLY LOVED OUR STAY AND WE WILL BE BACK SOON

EXCELLENT

FIND THAT WINERIES AND TASTING ROOMS ARE WELCOMING AND HOSTS ARE EAGER TO SHARE INFORMATION ABOUT ARIZONA WINE INDUSTRY THIS IS A GREAT PROMOTION FOR TOURISM IN THE STATE THIER ENTHUSIASM REFLECTS A POSITIVE IMAGE FOR THE STATE

FIRST STOP
GETTING BETTER ALL THE TIME
GLAD TO DISCOVER AZ WINE I DID NOT KNOW ABOUT IT BEFORE PLANNING THIS TRIP
GOING TO JEROME NEXT
GOOD WINE GETTING BETTER
GREAT EXPERIENCE DONT SEE ANYTHING ABOUT AZ WINE ADVERTIZING
GREAT SCENERY AND WINE
GREAT TOURIST OPPORTUNITY
GREAT EXPERIENCE
GROW MORE WINE IN ARIZONA
HAD A FUN TIME
HAMMOCKS WOULD BE PERFECT NEAR THE VINEYARD
HAVE BEEN CLOSELY ASSOCIATED WITH A VINEYARD IN SOUTHERN ARIZONA
HERE TO DISCOVER
I AM GLAD IT IS GROWING
I AM LOVING IT SO FAR GREAT LOCAL WINES
I AM TAKING VITICULTURE CLASSES AT YAVAPAI
I CANT WAIT TO GET MARRIED HERE
I HAD NO IDEA ARIZONA HAD SO MANY VINEYARDS OR THAT THEIR WINES WERE SO GOOD

I HOPE IT GETS A LOT OF MEDIA EXPOSURE AND WE ENCOURAGE ECONOMIC DEVELOPMENT FOR THIS INDUSTRY ANY WAY WE CAN

I LIKE THE AREA AND THE ATMOSPHERE COTTONWOOD

Is there anything else you wanted to tell us about wine tourism in Arizona? Continued

I LOOK FORWARD TO EXPLORING FURTHER NEXT TIME I AM HERE

I NEVER THOUGHT OF ARIZONA AS A WINE MAKING AREA I WAS PLEASANTLY SURPRISED
I WAS INTRIGUED THAT VINTNERS EXISTED IN ARIZONA NOT MANY IN WISCONSIN EITHER

I WAS UNAWARE OF ARIZONA WINES I AM FROM OREGON AND TEND TO THINK OF OREGON AND CALIFORNIA WINES

I WISH THERE WERE MORE FOOD CHOICES IN THE SONOITA ELGIN AREA
I WISH THERE WERE MORE RESTAURANTS

I WOULD LIKE TO SEE MORE MAIN STREAM ADVERTISING WE VIEW AZ WINE AS A KEPT SECRET DON'T JUST ADVERTISE IN WINE LOCAL RELATED MATERIAL AD IT INTO OTHER MATERRIAL UNLESS YOU WANT TO KEEP IT A SECRET

IF YOU WERE BORN AND RAISED HERE LIKE ME YET HAD NO IDEA WE HAD THIS WINE AGRICULTURE YOU WILL BE SO IMPRESSED

INITIAL VISIT TO ARIZONA WASN'T EXPECTING SUCH A GREAT WINE TASTING EXPERIENCE BUT PLEASANTLY SURPRISED

IT GETS BETTER EVERY YEAR
ITS A LOT OF FUN NICE WINES WE WILL DEFINITELY COME BACK
ITS ON THE WAY UP AND UP
JUST GETTING STARTED FROM FLAGSTAFF
KEEP IT COMMING
KEEP IT REAL
KEEP IT UP (2)

KEEP IT UP WE HAD NO IDEA WINE WAS GROWN ON ARIZONA HILLSIDES COMING FROM WISCONSIN WE WERE PLEASANTLY SURPRISED

KEEP PROMOTING IT
KEEP UP THE GOOD WORK
LIKE ARIZONA WINE
KEEP UP THE GREAT WORK
LONG EXPLANATION WIFE DIED
LOOK FORWARD TO THE FUTURE
LOOKING FORWARD TO A SUCCESSFUL INDUSTRY ALSO HOPE THE WATER CONTINUES
LOOSE THE QUESTIONNAIRE
LOVE THE WINE
LOVED THE WINERIES PLEASANTLY SURPRISED BY THE QUALITY OF WINES PRODUCED WE WILL BE BACK
MAPS
MUSIC ON THE DECK
NEED MORE INFORMATION AND SIGNAGE

Is there anything else you wanted to tell us about wine tourism in Arizona? Continued

NEED SIGNAGE ON THE HIGHWAY AND SEDONA
NEEDS MORE EXPOSURE AND LOCATIONS

NEEDS TO BE PROMOTED MORE
NICE AREA
NO
NOT WELL ADVERTISED OUTSIDE ARIZONA
NOT WELL KNOWN
ROADS NEED IMPROVING TO SOME WINERIES

SO EXCITED TO HAVE THIS OPPORTUNITY HERE IN AZ I LOVE THIS STATE AND WINE AND I AM VERY EXCITED THESE TWO HAVE MERGED

SO FAR SO GOOD GREAT COLLECTION OF WINERIES
SO GLAD TO SEE THE INDUSTRY GROWING AND TO HAVE THE OPPORTUNITY TO EXPERIENCE A BIT OF NAPA OR SONOMA IN OUR OWN BACKYARD

SUPPORT IT MORE
SURPRISED TO HAVE SUCH A GREAT VINEYARD IN THE DESERT GREAT HOSPITALITY
THIS WAS THE MOST KNOWLEDGABLE WE HAVE BEEN TO
VERY UNIQUE
W LOVE IT
WANT TO TRY THEM ALL

WAS NOT EXPECTING TO ENCOUNTER WINE EXPERIENCE WE GO TO HERALDSBURG REGULARLY THIS WAS A GREAT FIND TO HAVE WINE AFTER HIKING WE ENJOY WINE EVENTS

WAS TOTALLY UNKNOWN TO ME UNTIL WE VISITED AND SAW ARIZONA PROMO MAGAZINE HAVE NOW VISITED 12 OF 28 WINERIES AND VERY IMPRESSED

WE HAVE DONE LOTS OF WINERIES IN NAPA AND SONOMA ITS GREAT TO HAVE THIS IN ARIZONA
WE HAVE HAD AN EXCELLENT TIME EVERY WINE TASTING TRIP

WE LIKE THE UNPRETENTIOUS ATMOSPHERE OF AZ WINE TASTING VENUES WE WOULD LIKE TO SEE SOME NICE RESTAURANTS AND HOTELS CLOSE BY THAT WAY WE DON'T NEED TO DRIVE

WE LOVE COMING TO THE VINEYARDS IN SOUTHERN ARIZONA IT IS A GREAT DAY TRIP AND WE BRING FAMILY AND FRIENDS HERE FREQUENTLY THE WINERIES ARE FRIENDLY AND INFORMATIVE ABOUT THE WINE THE SPECIAL EVENTS THEY HOST ARE GREAT ALSO THE COMMUNITY HAS BENEFITED AND GROWN OVER THE YEARS AND WE ARE VERY PROUD OF IT

WE PLAN ON DOING A LOT MORE OF IT
WE WILL BE BACK
WE WILL MOVE TO ARIZONA IN THE WINTER WITH MORE VENUES LIKE PAGE SPRINGS
WINE TOURISM IN ARZIONA ROCKS

Is there anything else you wanted to tell us about wine tourism in Arizona? Continued

WINERIES IN ARIZONA HAVE COME SUCH A LONG WAY LOOKING FORWARD TO CONTINUED DEVELOPMENT

WONDERFUL PART OF THE COMMUNITY

WONDERFUL WINE COMMUNITIES THIS IS A VERY POPULAR TOUR
WOULD BE GREAT IF MORE PEOPLE KNEW ABOUT IT

YOU GUYS ARE THE BEST GREAT LOCATIONA AND ARIZONA SCENERY LOVE THE PATIO AREA GREAT SHADE AND VIEW ALONG WITH GREAT WINE AND EXCELLENT WINE STEWARDS

YOU SHOULD CONSIDER MORE COOPERATION REVIEW WINERIES FOR WINE TASTING PROMOTE EACH OTHERS WINE IN NTHE AREA

YOUR STATE IS AWESOME WITH WINES

9.

Town of Camp Verde

Agenda Item Submission Form – Section I

Meeting Date: October 5, 2011

☐ Consent Agenda ☒ Decision Agenda ☐ Executive Session Requested

☒ Presentation Only ☐ Action/Presentation

Requesting Department: Clerk's Office

Staff Resource/Contact Person: Deborah Barber

Agenda Title (be exact): Presentation by Henry Provencio, Four Forest Restoration Initiative (4FRI) Team Leader. 4FRI is a collaborative effort to restore forest ecosystems on portions of four National Forests – Coconino, Kaibab, Apache-Sitgreaves, and Tonto – along the Mogollon Rim in Northern Arizona.

List Attached Documents: 1) e-mail from Ms. Banks; 2) copy of MOU between 4FRI and the Forest Service; 3) brochure provided by Ms. Banks.

Estimated Presentation Time: 10 minutes

Estimated Discussion Time: 2 minutes

Reviews Completed by: N/A

☒ **Department Head:** N/A ☐ **Town Attorney Comments:** N/A

☐ **Finance Department** N/A

Fiscal Impact:

Budget Code: _____ **Amount Remaining:** _____

Comments:

Background Information: Staff received an e-mail from Jacqueline C. Banks, Public Affairs Officer for the Kaibab National Forest requesting the opportunity to provide the Council with an overview of the Four Forest Restoration Initiative.

Recommended Action (Motion): No action required

Instructions to the Clerk: N/A – Section II not applicable

Virginia Jones

From: Banks, Jacqueline <jcbanks@fs.fed.us>
Sent: Wednesday, September 14, 2011 11:19 AM
To: Virginia Jones
Subject: RE: Schedule time to present information to Camp Verde City Council?
Attachments: 4FRIBrochure090211.pdf

Virginia,

Thank you so much for your note. Oct. 5 sounds great for a presentation to the Camp Verde Town Council on the Four Forest Restoration Initiative. The presenter will be Henry Provencio, Four Forest Restoration Initiative Team Leader. It is a presentation only. There is no need for any decisions on the part of the council. I will let Henry know that he has a MAX of 10 minutes.

As for other logistics, exactly what time does Henry need to be there and where specifically does he need to come to (i.e. time and location)?
And, does the council prefer a simple, oral presentation or something more high-tech like PowerPoint, etc?

The only thing that I think might be valuable in the Agenda Packet would be the brochure that I have attached. Do you have the ability to print this out? It doesn't need to be folded or anything, but it would be nice if it could be printed on a color printer.

Thanks again for all of your assistance! We look forward to Oct. 5!

Thanks,
Jackie

Jacqueline C. Banks
Public Affairs Officer
Kaibab National Forest
(928) 635-8314
jcbanks@fs.fed.us
www.fs.usda.gov/kaibab
www.fs.usda.gov/4fri
www.flickr.com/kaibabnationalforest
www.twitter.com/KaibabNF

From: Virginia Jones [mailto:Virginia.Jones@campverde.az.gov]
Sent: Tuesday, September 13, 2011 11:01 AM
To: Banks, Jacqueline
Subject: RE: Schedule time to present information to Camp Verde City Council?

Good morning Jacqueline. We could schedule you for a presentation to the Camp Verde Town Council on October 5th. We would need any information you would like in the Agenda Packet by September 26th. Do you want the Council to make a decision on anything, or is this just a presentation? Our Town Code limits presentations and discussion to a maximum of 10 minutes. Let us know if this works for you.

Virginia Jones
Town of Camp Verde
Deputy Clerk
473 S. Main St., Suite 102
Camp Verde, AZ 86322
www.cvaz.org

Effective January 10, 2010, Town offices are closed on Friday. Hours of operations are Monday - Thursday 7 am to 6 pm.

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Please consider our environment before printing this email.

From: Banks, Jacqueline [mailto:jcbanks@fs.fed.us]
Sent: Wednesday, September 07, 2011 3:57 PM
To: Virginia Jones
Subject: Schedule time to present information to Camp Verde City Council?

Good afternoon. The Forest Service Four Forest Restoration Initiative (4FRI) Team would be interested in providing an overview presentation to the Camp Verde City Council. 4FRI is the landscape scale forest restoration effort intended to treat the ponderosa pine forest across the Mogollon Rim. We are wondering what the most appropriate venue would be to provide such an overview -- a city council meeting? Any assistance you could provide in helping to schedule a date/time would be greatly appreciated.

Thank you,
Jackie

Jacqueline C. Banks
Public Affairs Officer
Kaibab National Forest
(928) 635-8314
jcbanks@fs.fed.us
www.fs.usda.gov/kaibab
www.fs.usda.gov/4fri
www.flickr.com/kaibabnationalforest
www.twitter.com/KaibabNF

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Please consider our environment before printing this email.

Get Involved

www.fs.usda.gov/4fri

The Forest Service recognizes the value of collaboration and the wealth of experience and knowledge that partners can contribute toward improving natural resource conditions.

Individuals and organizations interested in 4FRI may join the 4FRI Stakeholder Group or work directly with members of the Forest Service 4FRI Team. Please contact us if you want to get involved.

Coconino National Forest
1824 S. Thompson St.
Flagstaff, AZ 86001
(928) 527-3600

Stakeholder Group

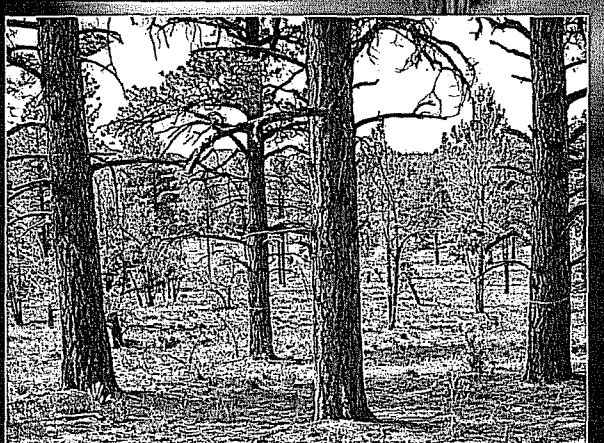
www.4fri.org

Apache County
Arizona Forest Restoration Products
Arizona Game and Fish Department
Arizona State Forestry Division
Arizona Eastern Counties Association
Arizona Elk Society
Arizona Wildlife Federation
Center for Biological Diversity
Coconino County
Coconino Natural Resources Conservation District
Coconino Rural Environment Corps
Ecological Restoration Institute
Flagstaff Fire Department
Forest Energy Corporation
Gila County
Graham County
Grand Canyon Trust
Greater Flagstaff Forest Partnership
Greenlee County
Mottek Consulting
National Wild Turkey Federation
Navajo County
Northern Arizona Logging Association
Northern Arizona Natural Resources Working Group
Northern Arizona University Forest ERA
Northern Arizona Wood Products Association
Pioneer Association
Rocky Mountain Elk Foundation
Sierra Club
Southwest Sustainable Forests Partnership
The Nature Conservancy
U.S. Fish and Wildlife Service

Restoration: Before and After

Before Treatment (2003)

After Treatment (2005)



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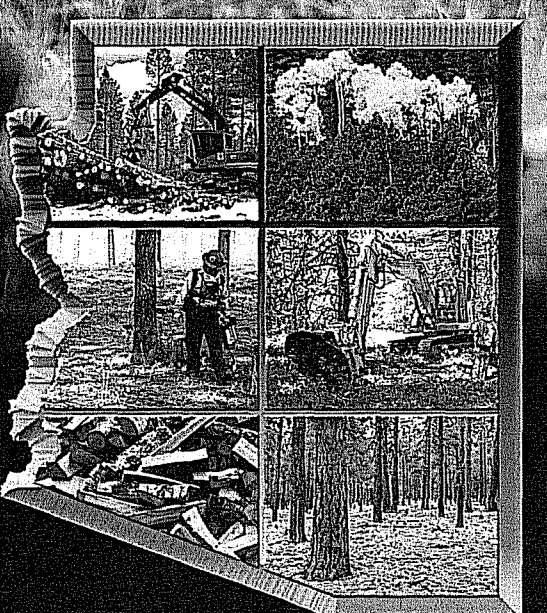
United States Department of Agriculture
Forest Service
Southwestern Region
MB-R3-04-11

The Four Forest Restoration Initiative

A Collaborative Effort to Restore Forest Ecosystems on Four National Forests



The Initiative

The Four Forest Restoration Initiative (4FRI) is a collaborative effort to restore forest ecosystems on portions of four National Forests – Coconino, Kaibab, Apache-Sitgreaves, and Tonto – along the Mogollon Rim in northern Arizona.

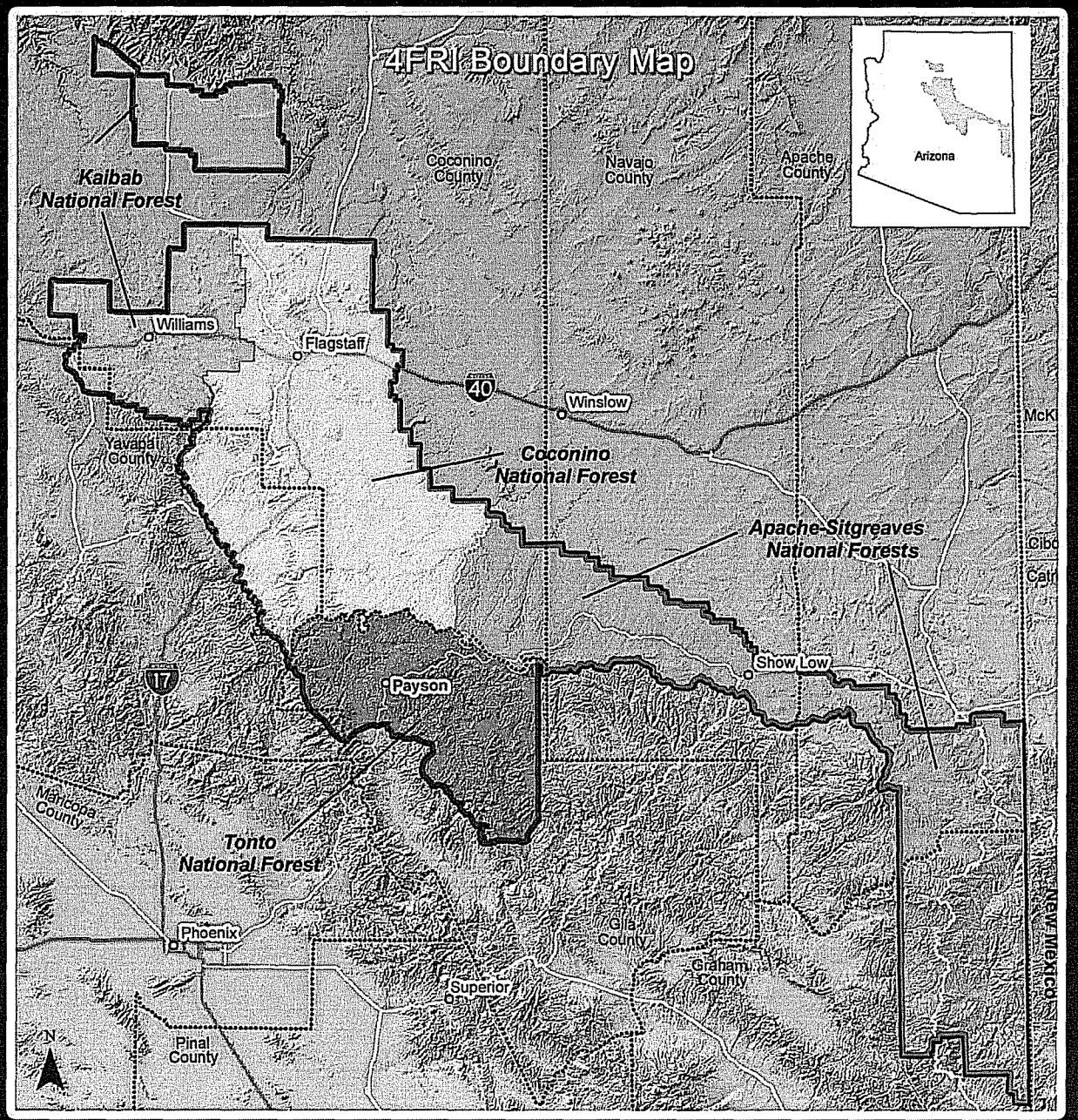
Ponderosa pine forest stretches almost continuously from the south rim of the Grand Canyon, across the vast Mogollon Rim, to the White Mountains in eastern Arizona. Forests across this expanse surround and support communities and provide invaluable wildlife habitat, recreational resources, and ecosystem services.

Unfortunately, these forests have been degraded by unsustainable historical land uses and fire exclusion. The result is overgrown forest with thin, unhealthy trees and the threat of unnaturally severe wildfire.

The vision of 4FRI is restored forest ecosystems that support natural fire regimes, functioning populations of native plants and animals, and forests that pose little threat of destructive wildfire to thriving forest communities, as well as support sustainable forest industries that strengthen local economies while conserving natural resources and aesthetic values.

4FRI Goals

- Plan and implement restoration treatments across 2.4 million acres of ponderosa pine forest.
- Treat 50,000 acres per year over the span of 20 years.
- Allow for increased use of prescribed fire and management of natural fires for restoration objectives.
- Engage new industry so the cost of restoration is covered by the value of the products removed.
- Assure that the science-based and socially-acceptable agreements forged over the last decade result in implementation of long-term, landscape-scale restoration.



FS Agreement No. 10-MU-11031600-
Cooperator Agreement No. _____

MEMORANDUM OF UNDERSTANDING
Between The
4 FOREST RESTORATION INITIATIVE (4FRI) COLLABORATIVE STAKEHOLDER GROUP REPRESENTATIVES
And The
U.S. FOREST SERVICE
APACHE-SITGREAVES, COCONINO, KAIBAB AND TONTO NATIONAL FORESTS

This MEMORANDUM OF UNDERSTANDING (MOU) is hereby made and entered into by and between the 4 Forest Restoration Initiative (4FRI) Collaborative Stakeholder Group, as representatives of their respective organizations or agencies, hereinafter referred to as the 4FRI Collaborative, and the U.S. Forest Service, Apache-Sitgreaves, Coconino, Kaibab and Tonto National Forests, hereinafter collectively referred to as the U.S. Forest Service.

Whereas, ponderosa pine forests stretch almost continuously from the south rim of the Grand Canyon in north-central Arizona, across the vast Mogollon Rim to the White Mountains of eastern Arizona and the mountains of southwestern New Mexico. Forests across this expanse surround and support communities, and provide invaluable wildlife habitat, recreational resources, and ecosystem services ranging from a clean water supply to carbon storage. Unfortunately, these forests have become degraded by unsustainable historical land uses and are currently threatened by unnaturally severe fire, and climate change;

Whereas, there is an urgent need to restore northern Arizona's ponderosa pine forest ecosystems, to reestablish beneficial natural fire regimes, sustain native biological diversity and protect communities from unnaturally severe fires. Science-based, socially-viable, landscape-scale restoration needs to be accelerated to achieve restoration, conservation, and public safety objectives. Appropriately-scaled industry support for this restoration is necessary to offset treatment costs, realize socio-economic benefits, and achieve ecological objectives. The current support for landscape-scale restoration in northern Arizona presents an unprecedented opportunity that should be recognized and acted upon as soon as possible;

Whereas, innovative collaboration can provide the U.S. Forest Service with better information, a more comprehensive and science-based planning process, better planning integration, conflict prevention, improved fact-finding, increased social capitol, more effective implementation, enhanced environmental stewardship, and reduced litigation. The Council on Environmental Quality (CEQ)'s 2007 publication "Collaboration in

NEPA: A Handbook for NEPA Practitioners" provides instructive guidance for collaboration throughout the NEPA process;

Whereas, landscape-scale forest restoration in the Southwest can and should be accelerated in an ecologically sustainable, resilient manner that is economically and socially viable. This document aims to describe the intentions of the U.S. Forest Service and members of the 4FRI Collaborative as they work together towards restoration actions that are appropriate to northern Arizona ponderosa pine forests;

Whereas, members of the 4FRI Collaborative have entered into an agreement (the 4FRI Stakeholder Charter) describing their mutual participation in a collaborative workgroup with the goal of reaching consensus recommendations for forest restoration projects that could guide the assessment of alternative U.S. Forest Service actions;

Whereas, the U.S. Institute for Environmental Conflict Resolution is assisting the 4FRI Collaborative as an impartial mediator to facilitate the goal of reaching consensus recommendations for forest restoration;

Whereas, a great deal of effort has been invested in moving towards implementation of extensive forest restoration across northern Arizona by a large number of dedicated Federal and State governmental agencies and employees, non-governmental organizations and private citizens. The *Statewide Strategy for Restoring Arizona's Forests* (2007) and current Forest Plans are recognized as guiding documents to this agreement;

Whereas, the Path Forward document is one of the foundational documents of the 4FRI Collaborative that articulates the 4FRI collaborative vision, principles and sideboards intended to initially guide the initiative. The U.S. Forest Service recognizes the importance of this document as an expression of the 4 FRI Collaborative principles and vision and will consider the Path Forward along with all other public comments and recommendations in a public process before reaching a particular decision;

Now therefore, the U.S. Forest Service and members of the 4FRI Collaborative agree to work together towards restoration actions that are appropriate to northern Arizona ponderosa pine forests;

I. PURPOSE

The purpose of this MOU is to document a framework of collaboration by all parties involved and interested in the restoration of northern Arizona's ponderosa pine forests, and the cooperative relationship among the parties, in accordance with the following goals: 1) accelerate landscape-scale restoration across the Mogollon Rim to support resilient, diverse stands, that sustain populations of native plants and animals; 2) restore forests so they pose less threat of destructive wildfire to forest communities; 3) create sustainable forest industries that strengthen local economies while conserving natural

resources and aesthetic values; and 4) engage the public at large through increased public outreach, education, and support for this initiative.

This MOU defines the relationship between the U.S. Forest Service and the 4FRI Collaborative. These Parties, along with the public at large, will work together at multiple stages prior to, during, and following the NEPA process to establish expectations for landscape-scale restoration and on such products as the purpose and need statement, proposed action, alternatives, collection and use of data, and development of monitoring and adaptive management processes, subject to/consistent with applicable federal laws, regulations, land management plans, and other management direction.

II. STATEMENT OF MUTUAL BENEFIT AND INTERESTS:

The U.S. Forest Service and the 4FRI Collaborative enter this MOU to learn and work together on a common vision for landscape-scale restoration. The Parties expect that landscape-scale restoration across the Mogollon Rim will support resilient, diverse stands and supporting populations of native plants and animals; thriving communities in forested landscapes that pose little threat of destructive wildfire; and sustainable forest industries that strengthen local economies while conserving natural resources and aesthetic values. The Initiative aspires to mechanically thin up to 50,000 acres per year, and accelerate fire use.

In consideration of the above premises, the parties agree as follows:

III. THE 4FRI COLLABORATIVE SHALL:

A. Develop agreement-based recommendations that are intended to inform and build agreement on: the purpose and needs statement, alternatives, collection and use of data, impact analysis, development of a preferred alternative, and/or recommendations regarding mitigation of environmental impacts;
B. Provide input to the U.S. Forest Service in a timely manner that matches the needs of an efficient NEPA and implementation timeline;
C. Maintain communication with the U.S. Forest Service in order to track ongoing processes and upcoming decisions so that the group can provide timely input;
D. Work efficiently to meet deadlines;
E. Maintain capacity to discuss, evaluate, and implement innovative landscape-scale planning, project preparation and implementation, administration, science integration, monitoring and adaptive management strategies;
F. Support agreement-based recommendations in the face of external challenges;
G. Actively participate in U.S. Forest Service public meetings convened prior to and during the NEPA process;
H. Assist the U.S. Forest Service with public meetings open to all to ensure a full and complete engagement by stakeholders and the public;
I. Develop, share and apply scientific and technical information intended to significantly bolster adaptive landscape-scale restoration planning and implementation;

J. Identify and support utilization strategies that help to accomplish restoration in a maximally effective and efficient fashion;
K. Direct additional resources (in-kind support, contributions, appropriations, etc.) to landscape-scale forest restoration accomplished within 4FRI.

IV. THE U.S. FOREST SERVICE SHALL:

A. Work directly with parties at all phases of the NEPA process, seeking their input and agreement on: the purpose and needs statement, alternatives, collection and use of data, impact analysis, development of a preferred alternative, and/or recommendations regarding mitigation of environmental impacts (CEQ Handbook, p. 13);
B. Strive to accommodate the agreement-based outcomes and products of the collaborative process within 4FRI, recognizing that translation of such agreement greatly enhances chances for success, and reduces the risk of conflict;
C. Establish long term restoration strategies to ensure that restoration is comprehensive, science-based, consistent, and coordinated between successive landscape-scale restoration projects;
D. Develop and/or maintain long-term contracts and/or agreements that support appropriately-scaled industry involvement;
E. Communicate to the 4FRI Collaborative and the general public the Agency decisions that are pending, along with associated timelines, as soon as possible;
F. Participate in 4FRI Collaborative meetings, consistent with requirements in federal law.

V. IT IS MUTUALLY UNDERSTOOD AND AGREED BY AND BETWEEN THE PARTIES THAT:

A. The 4FRI Collaborative is inclusive; new members may join at any time, and the public at large has the same rights and opportunities for access to information and input into the process whether a member or not of the 4FRI Collaborative;
B. The goal of landscape-scale restoration includes assessment of 2.4 million acres, identification of priority treatment areas and aggressive implementation of restoration at an accelerated rate over the next 20-30 years;
C. This MOU does not grant cooperating agency status to any member of the 4FRI Collaborative;
D. The U.S. Forest Service and the 4FRI Collaborative will work together through all phases of the NEPA process potentially including the framing of the issues, the development of a range of reasonable alternatives, the analysis of impacts, and the identification of the preferred alternative – up to, but not including, the agency's final decisions made by the relevant Line Officer (CEQ Handbook, p. 13);
E. The U.S. Forest Service and the 4FRI Collaborative will work together to develop, discuss, evaluate, and implement innovative landscape-scale planning, project preparation, treatment, science integration, monitoring and adaptive management strategies;

F. The U.S. Forest Service and the 4FRI Collaborative will work together to identify efficiencies in all stages of project planning and implementation, when those efficiencies bolster socially, ecologically, and economically viable landscape-scale forest restoration;

G. The U.S. Forest Service and the 4FRI Collaborative will work together to explore implementation mechanisms and processes such as: utilization and contracting strategies, grants and agreements, and use of volunteers. This is exclusive of the contracting design, awarding, and administration processes;

H. All documents developed and submitted to the U.S. Forest Service from the 4FRI Collaborative will become public documents;

I. Once the U.S. Forest Service formally initiates the NEPA process, specific timelines for advancing that analysis will be established. The 4FRI Collaborative will provide input to the U.S. Forest Service in accordance to these timelines in order to be considered;

J. PRINCIPAL CONTACTS. Individuals listed below are authorized to act in their respective areas for matters related to this instrument.

Principal Cooperator Contacts:

Cooperator Program Contact	Cooperator Administrative Contact
Name: Address: City, State, Zip: Telephone: FAX: Email:	Name: Address: City, State, Zip: Telephone: FAX: Email:

Principal U.S. Forest Service Contacts:

U.S. Forest Service Program Contact	U.S. Forest Service Administrative Contact
Name: Henry Provencio Coconino National Forest Supervisor's Office 1824 S. Thompson St. Flagstaff, AZ 86001 Telephone: (928) 214-2436 FAX: (928) 214-2460 Email: hprovencio@fs.fed.us	Name: Carmen Melendez Grants & Agreements Specialist U.S. Forest Service, Southwestern Region 333 Broadway Boulevard SE Albuquerque, NM 87102 Telephone: (505) 842-3199 FAX: (505) 842-3111 Email: cmelendez@fs.fed.us

K. NON-LIABILITY. The U.S. Forest Service does not assume liability for any third party claims for damages arising out of this MOU;

L. NOTICES. Any communications affecting the operations covered by this agreement given by the U.S. Forest Service or the Cooperator is sufficient only if

in writing and delivered in person, mailed, or transmitted electronically by e-mail or fax, as follows:

To the U.S. Forest Service Program Manager, at the address specified in the MOU.

To Cooperator, at the Cooperator's address shown in the MOU or such other address designated within the MOU.

Notices are effective when delivered in accordance with this provision, or on the effective date of the notice, whichever is later;

M. PARTICIPATION IN SIMILAR ACTIVITIES. This MOU in no way restricts the U.S. Forest Service or the Cooperator(s) from participating in similar activities with other public or private agencies, organizations, and individuals;

N. ENDORSEMENT. Any Cooperator contributions made under this MOU do not by direct reference or implication convey U.S. Forest Service endorsement of the Cooperator's products or activities;

O. NONBINDING AGREEMENT. This MOU creates no right, benefit, or trust responsibility, substantive or procedural, enforceable at law or equity. The parties shall manage their respective resources and activities in a separate, coordinated and mutually beneficial manner to meet the purposes(s) of this MOU. Nothing in this MOU authorizes any of the parties to obligate or transfer funds. Specific projects or activities that involve the transfer of funds, services, or property among the parties require execution of separate agreements and are contingent upon the availability of appropriated funds. These activities must be independently authorized by statute. This MOU does not provide that authority. Negotiation, execution, and administration of these agreements must comply with all applicable law. Each party operates under its own laws, regulations, and policies, subject to the availability of appropriated funds. Nothing in this MOU is intended to alter, limit, or expand the agencies' statutory and regulatory authority;

P. USE OF U.S. FOREST SERVICE INSIGNIA. In order for the Cooperator to use the U.S. Forest Service Insignia on any published media, such as a Web page, printed publication, or audiovisual production, permission must be granted from the U.S. Forest Service's Office of Communications. A written request must be submitted and approval granted in writing by the Office of Communications prior to use of the insignia;

Q. MEMBERS OF U.S. CONGRESS. Pursuant to 41 U.S.C. 22, no United States member of, or United States delegate to, Congress shall be admitted to any share or part of this MOU, or benefits that may arise therefrom, either directly or indirectly;

R. FREEDOM OF INFORMATION ACT (FOIA). Public access to MOU or agreement records must not be limited, except when such records must be kept confidential and would have been exempted from disclosure pursuant to Freedom of Information regulations (5 U.S.C. 552);

S. PUBLIC NOTICES. It is the U.S. Forest Service's policy to inform the public as fully as possible of its programs and activities. The Cooperator is encouraged to give public notice of the receipt of this instrument and, from time to time, to announce progress and accomplishments. Press releases or other public notices should include a statement substantially as follows:

" of the U.S. Forest Service, Department of Agriculture, ."

The Cooperator may call on the U.S. Forest Service's Office of Communication for advice regarding public notices. The Cooperator is requested to provide copies of notices or announcements to the U.S. Forest Service Program Manager and to The U.S. Forest Service's Office of Communications as far in advance of release as possible;

T. U.S. FOREST SERVICE ACKNOWLEDGED IN PUBLICATIONS, AUDIOVISUALS AND ELECTRONIC MEDIA. The Cooperator shall acknowledge U.S. Forest Service support in any publications, audiovisuals, and electronic media developed as a result of this MOU;

U. TERMINATION. Any of the parties, may withdraw from this MOU with a 60-day written notice to the other signatories;

V. DEBARMENT AND SUSPENSION. The Cooperator shall immediately inform the U.S. Forest Service if they or any of their principals are presently excluded, debarred, or suspended from entering into covered transactions with the federal government according to the terms of 2 CFR Part 180. Additionally, should the Cooperator or any of their principals receive a transmittal letter or other official Federal notice of debarment or suspension, then they shall notify the U.S. Forest Service without undue delay. This applies whether the exclusion, debarment, or suspension is voluntary or involuntary;

W. MODIFICATIONS. Modifications within the scope of this MOU must be made by mutual consent of the parties, by the issuance of a written modification signed and dated by all properly authorized, signatory officials, prior to any changes being performed. Requests for modification should be made, in writing, at least 30 days prior to implementation of the requested change;

X. COMMENCEMENT/EXPIRATION DATE. This MOU is executed as of the date of the last Forest Supervisor's signature and shall remain in effect without expiration from the date of execution unless terminated pursuant to the provisions

in U. Termination. The MOU shall be reviewed at least every 5 years by the Parties to determine appropriateness and viability;

Y. AUTHORIZED REPRESENTATIVES. By signature below, each Party certifies that the individuals listed in this document as representatives of the individual Parties are authorized to act in their respective areas for matters related to this MOU. In witness whereof, the Parties hereto have executed this MOU as of the last date written below.

2/23/11

CHRIS KNOPP, Forest Supervisor — Date
Apache-Sitgreaves National Forest

23 Feb 2011

EARL STEWART, Forest Supervisor — Date
Coconino National Forest

2/23/2011

MICHAEL R. WILLIAMS, Forest Supervisor — Date
Kaibab National Forest

3/8/2011

GENE BLANKENBAKER, Forest Supervisor — Date
Tonto National Forest

2/23/2011

PASCAL BERLIOUX, President and CEO — Date
Arizona Forest Restoration Products

2/23/2011

TOM MACKIN, President — Date
Arizona Wildlife Federation

2/23/2011

TODD SCHULKE, Senior Policy Advisor — Date
Center for Biological Diversity

2.23.2011

MANDY METZGER, Chair, Board of Supervisors — Date
Coconino County

23 FEB 11

SCOTT HARGER, Program Range Conservationist — Date
Coconino Natural Resource Conservation District

2-23-11

MARK C. HERRINGTON, Chair — Date
Eastern Arizona Counties Organization

2-23-11

ROB DAVIS, President — Date
Forest Energy Corporation

23 Feb 11

TOMMIE C. MARTIN, Supervisor, Board of Supervisors — Date
Gila County

2-23-11

MARK C. HERRINGTON, Chair, Board of Supervisors — Date
Graham County

2-23-11

ETHAN AUMACK, Dir. of Restoration Programs — Date
Grand Canyon Trust

2/23/11

STEVE GATEWOOD, Treasurer — Date
Greater Flagstaff Forests Partnership

2/23/11

RICHARD LUNT, Supervisor, Board of Supervisors — Date
Greenlee County

3/4/2011

DAVID M. NEWLIN, Business Manager — Date
Little Colorado River Plateau RC&D

2/23/11

DAVID TENNEY, Chair, Board of Supervisors — Date
Navajo County

2/23/11

JOHN D. HAEGER, President — Date
Northern Arizona University

2/23/11

WILLIAM W. COVINGTON, Executive Director — Date
Ecological Restoration Institute
(Northern Arizona University Program Contact)

2-23/11

THOMAS D. Sisk, Project Leader
Forest Ecosystem Restoration Analysis Project
(Northern Arizona University Program Contact)

Date

23 FEB 2011

ALLEN RIBELIN, Secretary/Treasurer
Northern Arizona Loggers Association

Date

3-8-11

PATRICK J. GRAHAM, Arizona State Director
The Nature Conservancy

Date

23 Feb 11

DON BERRY, Chair
White Mountain Stewardship Contract Multi-Party
Monitoring Board

Date

The authority and format of this instrument have been reviewed and approved for signature.

CARMEN MELENDEZ
U.S. Forest Service Grants & Agreements Specialist

Date

Burden Statement

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0596-0217. The time required to complete this information collection is estimated to average 3 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

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To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call toll free (866) 632-9992 (voice). TDD users can contact USDA through local relay or the Federal relay at (800) 877-8339 (TDD) or (866) 377-8642 (relay voice). USDA is an equal opportunity provider and employer.

February 22, 2011

Individuals supporting the Four Forest Restoration Initiative MOU

Name (printed)	Signature	Date
1. Matt Ryan		022311
2. Alan Kaufmann		2/23/11
3. Anne Mottek Lucas		2-23-11
4. Robert Walter	R. Walter	2.23.11
5. Mandy Metzger	MANDY METZGER	2.23.11
6.		
7.		
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10.

Town of Camp Verde

09-26-11P05:08 RCVD

Agenda Item Submission Form – Section I

Meeting Date: October 5, 2011

☐ *Consent Agenda* ☒ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☐ *Action/Presentation*

Requesting Department: Council

Staff Resource/Contact Person: Mayor and Council (AIS prepared by the Clerk's Office)

Agenda Title (be exact): Possible approval of Resolution 2011-856, a resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona in support of the "Safe Arizona's Forest Environment" (SAFE) Plan, as requested by the Council at the 9-21 Regular Session for further discussion and public input.

List Attached Documents: Resolution 2011-856; Actions Taken 9-21-11

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: 5 minutes

Reviews Completed by: N/A

☒ ***Department Head:*** N/A ☒ ***Town Attorney Comments:*** N/A

☐ ***Finance Department*** N/A

Background Information: At the September 21, 2011 meeting, Council directed staff to bring this resolution back to the October 5th meeting for further discussion and public input. The resolution is attached for your consideration and has been placed immediately following a presentation by the Four Forest Restoration Initiative Team Leader.

Recommended Action (Motion): Move to approve Possible approval of Resolution 2011-856, a resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona in support of the "Safe Arizona's Forest Environment" (SAFE) Plan.

OR

Take no action.

Instructions to the Clerk: N/A – Section II not applicable

RESOLUTION 2011-856

A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE, YAVAPAI COUNTY, ARIZONA, SUPPORTING THE "SAVE ARIZONA'S FOREST ENVIRONMENT" (SAFE) PLAN

Whereas, Arizona's National Forests are an invaluable resource to the State and its citizens, offering recreational opportunities, timberlands, wildlife habitat, and livestock forage; and

Whereas, in recent years, burdensome rules and regulations, forest management practices, and time-consuming, costly litigation have drastically reduced timber harvest, resulting in a 3.9 billion board-feet increase in forest fuel loads, which in turn, have resulted in ever larger and more destructive forest fires; and

Whereas, recent "mega fires" alone, notable Rodeo-Chedisky Fire, Wallow Fire, Horseshoe Fire, Murphy Complex Fire, Monument Fire, Arlene Fire, and the Bull Fire, have collectively burned in excess of 1,346,000 acres destroying wildlife habitat, timberland, livestock forage, recreational lands and private property; and

Whereas, in those Arizona counties where Forest Service lands are used for livestock production, cattle populations have fallen from 300,000 in 1993 to 203,000 in 2010 with 55,000 of that decline estimated to have resulted from Forest Service regulatory policies and management practices; and

Whereas, these losses have had dire economic consequences throughout the State of Arizona, and particularly in those resource based communities located in the vicinity of the National Forests; and

Whereas, the decline of resource based communities is leading to the deterioration and potential extinction of the vocational and physical infrastructure necessary for the future viability of resource based businesses; and

Whereas, the "Save Arizona's Forest Environment" (SAFE) Plan as proposed by the Arizona Cattle Growers' Association identifies specific policy, regulatory, and managerial changes which, if adopted, would promote forest health, restore viable levels of timber and livestock production, and stimulate economic activity statewide in the resource based communities.

NOW THEREFORE BE IT RESOLVED THAT THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE, YAVAPAI COUNTY, ARIZONA HEREBY SUPPORTS THE GOALS AND OBJECTIVES OF THE "SAVE ARIZONA'S FOREST ENVIRONMENT" (SAFE) PLAN AS AUTHORED BY THE ARIZONA CATTLE GROWERS' ASSOCIATION AND URGES PROMPT CONSIDERATION AND IMPLEMENTATION OF THE SPECIFIC PROPOSALS SET FORTH IN THE SAFE PLAN.

PASSED AND APPROVED by majority vote of the Mayor and Common Council at the Regular Session of October 5, 2011.

Mayor Bob Burnside	Date
ATTEST:	APPROVED AS TO FORM:
Deborah Barber, Town Clerk/Date	William J. Sims, Town Attorney/Date

ACTIONS TAKEN
REGULAR SESSION
MAYOR AND COUNCIL
COUNCIL CHAMBERS
WEDNESDAY, SEPTEMBER 21, 2011
6:30 P.M.

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) Regular Session – September 7, 2011

b) **Set Next Meeting, Date and Time:**
   1) September 28, 2011 at 6:30 p.m. – Council Hears Planning & Zoning Matters– **CANCELLED**
   2) October 5, 2011 at 6:30 p.m. – Regular Session
   3) October 19, 2011 at 6:30 p.m. – Regular Session
   4) October 26, 2011 at 6:30 p.m. – Council Hears Planning & Zoning Matters

c) **Possible approval of the renewal of the lease agreement with Dr. Proper for the continued use of his building as an Animal Control/Shelter facility.** Staff Resource: David R. Smith

d) **Possible approval of the purchase of two uninterruptible power supplies (UPS) battery backup systems at a cost of $11,990for the traffic signal at Finnie Flat Rd. and Cliffs Pkwy and at Finnie Flat & Montezuma Castle Highway.**This is a budgeted item. Staff Resource: Ron Long

e) **Possible approval of Resolution 2011-856, a Resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, supporting the "Save Arizona's Forest Environment" (SAFE) Plan.** Staff Resource: Debbie Barber

f) **Possible approval of a Special Event Liquor License application for the Golden CobraCenter of Fitness, Inc. fundraiser to be held at Steve Coury on October 15, 2011 from 11:00 a.m. to 11:00 p.m. The organization is raising funds for a trip to participate in the West Coast Classic in California.** Staff Resource: Debbie Barber

On a motion by Baker, seconded by Buchanan, the Consent Agenda was unanimously approved as presented, with the following changes: Item 4a) pulled; setting a Special Executive Session for September 28, 2011 at 5:30 p.m.; and Item 4e) pulled for further discussion.

Whatley requested that Item **4.a)** Approval of the Minutes be pulled for discussion, commenting that language on Page 4 needs to be reworded.

Discussing Item **4.b),** setting the next meeting, dates and time, it was agreed to schedule a Special Executive Session for water-related issues on September 28, 2011, at 5:30 p.m.

Buchanan requested that Item **4.e)** be pulled for further discussion.

4.a) Approval of the Minutes
On a motion by Whatley, seconded by George, the Council unanimously approved Item 4.a), the Minutes of September 7, 2011, with the change discussed.

4.e) Possible approval of Resolution 2011-856, a Resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, supporting the "Save Arizona's Forest Environment" (SAFE) Plan.
On a motion by Buchanan, seconded by Baker, the Council unanimously voted to schedule **Item 4.e)** for the meeting of October 5, 2011, Possible Approval of Resolution 2011-856, a Resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, supporting the "Save Arizona's Forest Environment" (SAFE) Plan, for further discussion and possible introduction from the public and other entities as to the validity or the necessity of this.

5. **Special Announcements & Presentations**

❖ **Approval of the Proclamation declaring September 19 through 23, 2011 as "Senior Corps Week"**
Mayor Burnside announced and formally declared approval of the subject Proclamation.

❖ **Welcome to New Businesses:**

SAVE ARIZONA'S FOREST ENVIRONMENT (SAFE)

July 29, 2011

By:

Arizona Cattle Growers' Association
1401 N. 24th Street
Phoenix, AZ 85008
(602) 267-1129
www.azcattlemensassoc.org

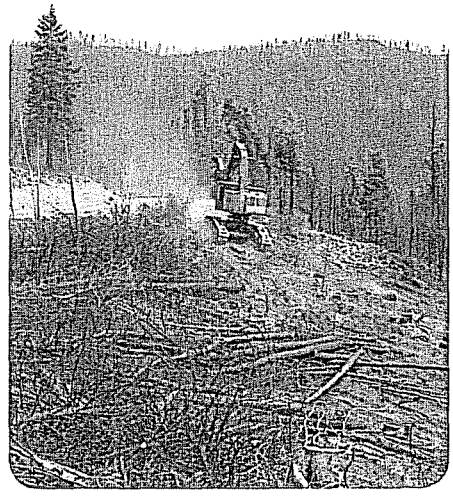
Background

Nearly one million acres in Arizona have tragically burned in the last 120 days. These fires have killed and harmed more endangered species and their habitats than all human activity since statehood. These fires polluted our air and will soon pollute our waterways unlike any of man's activity in our state's history. The very sad part is – ever since the Rodeo-Chediski Fire (and in some instances even before) – we all knew it was going to happen, and still we were obstructed and frozen in place by a never ending process of litigation, appeals, objections, studies, consultations, designations, collaborations and planning efforts for the past 10 years.

These fires burned trees, forage, animals, homes, barns, fences and many other property structures that fell in their wake. These fires have burned or impacted approximately 100 ranch families' pasture lands and beef producing infrastructure. We estimate that 18,000 head of cattle (cows and their calves) are or will be displaced by the after effects of these fires. We currently know of over 150 miles of ranch fences that have been destroyed. Many people have provided gracious donations of money and hay that have allowed for over $80,000 worth of relief efforts from the ACGA's "Bale Out Relief Fund" and another $100,000 from sportsmen groups to people and communities impacted by these fires.

The fires and their size were: Wallow Fire – 538,049 acres; Horseshoe 2 Fire – 222,954 acres; Murphy Complex Fire – 68,078; Monument Fire – 30,526 acres; Arlene Fire – 10,610 acres; and the Bull Fire – 9,711 acres. These fires burned high mountain meadows and large swaths of endangered Mexican Spotted Owl (MSO), fish and frog habitats in the White Mountains, bird sanctuaries in the Chiricahua Mountains, Leopard Frog habitats in Cochise County and people's homes, possessions and businesses.

The United States Forest Service (USFS) estimates that from 1986 through 2000 Arizona's forests produced 367,000,000 board feet of timber per year. This totals over 5,500,000,000 board feet of growth over 15 years. The USFS's own "Forest Plan" from the 1980s called for an "Allowable Sale Quantity" (ASQ) of 267,000,000 board feet to be harvested annually, an amount at which even if the targets established for fiber removal were reached, our forests would still be increasing in fiber production and therefore fuel accumulation by 27% percent per year even if the harvest targets were reached. But we never even came close to reaching the targeted harvest. Instead, timber harvests in Arizona's forests were only 1,600,000,000 board feet of timber during these same 15 years. This means the fuel load in Arizona's forests grew by 3,900,000,000 board feet over 15 years. They have grown even more since. Man, in the form of the Forest Service, had decided not to harvest the excess. Nature has stepped in.

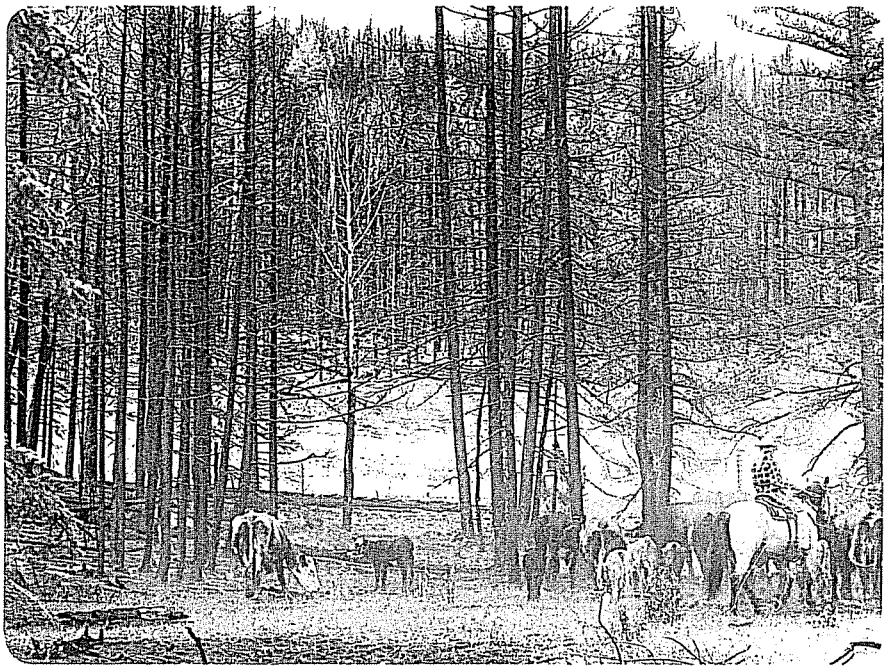


These wood fibers are really just particles of energy captured through sunlight, soil and water and concentrated into a wood product through a living tree. As anything that lives – it must die someday. Such large amounts of fuel production during this time period cannot be ecologically sustained for long periods of time and as nature is – it harvests them when man will not.

Table 1. Arizona Saw Timber Sold, Fiscal Years 1986 – 2000

	Arizona	Apache-Sitgreaves Forest MMBF Harvested	Coconino Forest MMBF Harvested
Estimated Annual Growth	367 (MMBF)		
ASQ[1]	267	99.0	89.0
1986	212.6	81.4	47.7
1987	235.9	88.7	74.5
1988	206.0	75.1	64.9
1989	252.3	81.6	82.3
1990	198.4	57.7	69.0
1991	159.4	94.5	33.1
1992	115.2	31.7	53.4
1993	83.5	31.8	21.3
1994	38.2	10.2	11.1
1995	30.9	15.9	8.5
1996	0.5	0.5	0.0
1997	0.6	0.0	0.0
1998	0.0	0.0	0.0
1999	43.2	25.5	2.2
2000	33.1	7.8	11.6

[1] *The Allowable Sale Quantity (ASQ) is the quantity of timber that may be sold over the time period specified by the Region 3 Forest Plan. It is usually stated on an annual basis as the average annual allowable sale quantity.*

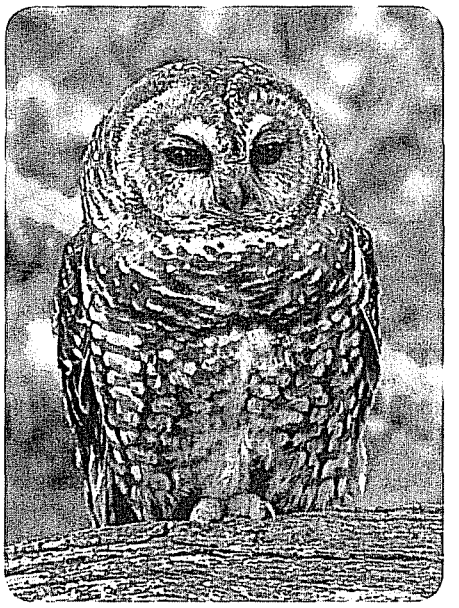


The economic value of the fiber resources lost in these fires is astounding. The USFS estimates that 2.5 billion board feet of wood was lost in the Wallow Fire alone. At $1 per board foot of economic value this equates to $2.5 billion of lost economic activity from the wood loss alone.

If we use our memory and add the loss of wood resources in the Rodeo-Chediski Fire to the Wallow Fire – the rural resource-based communities of Flagstaff, Payson, Heber, Show Low, Snowflake, Taylor, Pinetop-Lakeside, McNary, Eagar, Williams and Springerville have lost approximately $4 billion in economic activity and jobs from the loss of these renewable natural resources in their forests. Imagine how much value these renewable natural resources would have provided to these resource-based communities if they could have harvested them over 20 years – rather than watch them go up in smoke during two fires in a 10-year time frame. If this was not criminal – it certainly was malfeasance.

Our wonderful forests produce other fuels and fibers in the form of plant (rather than wood) forages. These forages have provided food for wildlife, cattle and sheep for over 100 years of Arizona's history. The economic value of the loss in livestock production from the reduction in forage harvests in our forests is an additional loss for these communities and our state. The ACGA performed a study based on livestock numbers from the United States Department of Agriculture's (USDA) National Agricultural Statistic Service (NASS) Reports for Arizona from 1993 thru 2010. This study demonstrates that a total of approximately $126 million dollars was lost annually from the reduction of approximately 55,000 head of livestock foraging in Arizona's forests. This allows us to reflect on how these plant fuels have been allowed to build up from the lack of harvest and how they have been diminished right along with the reduction in wood harvests. A copy of this study is provided on the next two pages:

It is clear that the process of planning, studying, consultation, litigation, appeals, objections and collaborations are failing us and our forests. All of these processes have only led to another 500,000 acre fire, the killing of endangered species, the release of massive amounts of pollution and the devastation of several decades of forest growth.



The worst part is – it is not over. Our forests are growing today and these lawsuits and appeals have driven off our wood harvesting economy. The infrastructure of small and large diameter wood mills is gone. There are only a couple of small ones left. The range and animal science expertise that used to oversee the day-to-day management of livestock production to harvest the forage that grows daily in our forests has shrunk because many of those ranch families found less dangerous and uncertain areas to produce food in. We are at a breaking point where either we continue to talk about the forest, study the forest and collaborate about the harvest of small diameter trees – or we act. We act by inviting back investment and expertise in the form of wood mills and ranch families. We act by inviting back those "forest engineers" who worked in the woods and understand how to harvest trees and make valuable products for mankind.

Estimate of Reduction in Livestock Production in Arizona Due to United States Forest Service (USFS) Policies On National Environmental Policy Act (NEPA) Reviews; Endangered Species Act (ESA) Consultation/Mitigation; Changes in Seasons of Use; and Changes in Utilization Standards

Background

This document attempts to quantify the total reduction in livestock production in Arizona due to changes over the past 25 years in USFS policies regarding permitted livestock use. The estimates are compiled from the comparison of the United States Department of Agriculture's National Agricultural Statistics Service Report for Arizona for the years 1993 and 2010. The numbers are taken directly from each county with major acreages of National Forest Lands and a percentage of the reduction in livestock numbers for each county attributed to the number of acres of Forest and assumptions from prior permitted use numbers. These numbers reflect the estimated loss of permitted livestock use numbers on these forests coupled with season of use/utilization reductions.

It is provided as information regarding discussions about the loss of revenues to Arizona counties from the massive

reduction in PILT payments from the USFS. These reductions have become magnified since the early 1990's when saw timber sales and permitted livestock use on these forests began to be reduced drastically.

Livestock Numbers

The table below reflects the numbers of cattle in each of 8 counties which contain USFS lands as part of the range for livestock production. It compares the 1993 cattle population with the 2010 population number. Provided within the table is an estimated percentage number of livestock population reduction due to USFS policies and procedures.

County	1993 Cattle Population	2010 Cattle Population	Total Reduction in Cattle Population	Contributing % due to Forest Policies	Number Head Reduced due to USFS Policies
Apache	52,000	35,000	17,000	50%	8,500
Coconino	51,000	45,000	6,000	75%	4,500
Gila	30,000	10,000	20,000	95%	19,000
Graham	35,000	15,000	20,000	50%	10,000
Greenlee	11,000	8,000	3,000	50%	1,500
Navajo	39,000	30,000	9,000	50%	4,500
Yavapai	64,000	45,000	19,000	30%	5,700
Santa Cruz	18,000	15,000	3,000	60%	1,800
Total	300,000	203,000	97,000		55,500

Economic Loss

The annual loss of beef production from the 55,500 head of cattle totals 30,525,000 pounds of beef (average of 550 pounds per head). The direct total value of this lost beef production would be $36,630,000 ($1.20 per pound).

In April of 2009 the University of Arizona completed a study titled, *"Impacts from Agricultural Production on the Arizona Economy, Jorgen R. Mortensen,"* which quantified an economic multiplier of 3.46 for livestock production in Arizona. Using this study the loss of beef production means a loss of $126,739,800 (3.46 x 36,630,000) to Arizona's economy. Overall, the study pegged Arizona's total livestock production value at $4.45 billion dollars. Livestock were the largest segment of Arizona's agricultural economy.

Key Points

- While the total 55,500 head of lost livestock production may not have grazed year round on the forest, many of these numbers were lost because the forest was utilized as either summer or winter range. When a critical component of a season's use is lost the overall ranching unit has to reduce drastically or eliminate itself.

- USFS lands are critical ranges for most northern Arizona ranches. Their ability to provide plentiful plant forage during the summer months allows ranch families to maintain larger production numbers throughout the year.

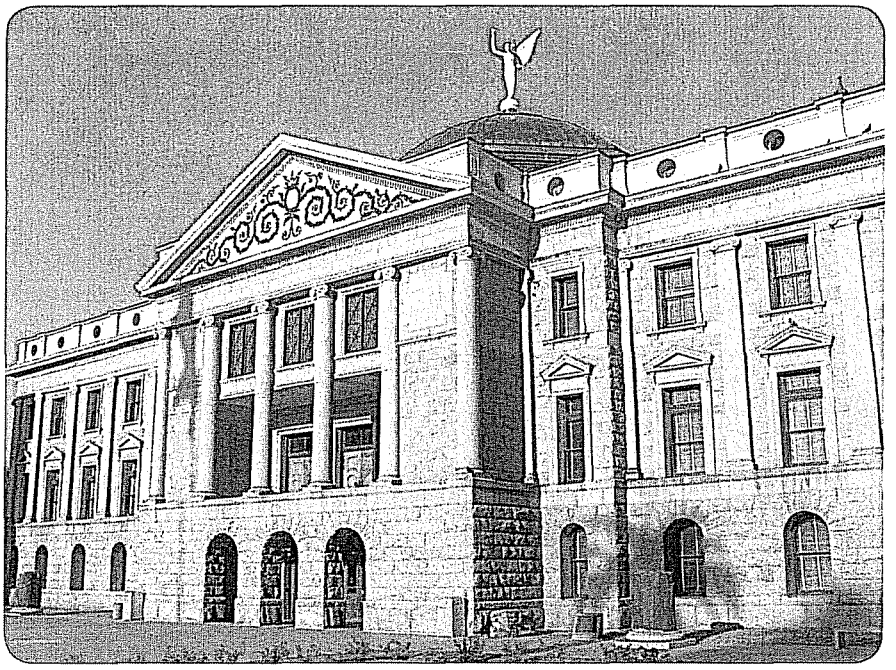
- Recent USFS policies to only allow 35% or 40% of available forage to be consumed by livestock has led to a large buildup of plant fibers and fuels in our forests. After several years of only 35% use the plant litter begins to build up and desiccate making itself ripe for fire fuels.

- When our rural resource-based communities are allowed access to these wood, plant and mineral resources – they thrive.

- The additional benefit of fuel-reduction projects from livestock grazing does not cost the USFS any dollars. This at a time when they are calling for $2,000 per acre to "clean and thin" our forests.

- Utilization of 55 to 60 percent, depending on season and historical use, is more in line with the proper management of fuels in an already fuel-heavy forest.

Over the last 30 years the policy decisions and statutory requirements that govern our forests have changed dramatically. The implementation of the Endangered Species Act (ESA), which calls for single-species management, has been placed over the United States Forest Service (USFS) like a super-zoning law. To complicate matters, this super-zoning law is implemented by another agency of the federal government—the United States Fish & Wildlife Service (USFW), which is not statutorily empowered to manage USFS lands, but now finds itself empowered through ESA. In addition to the hammer of ESA, individual employees of the USFS can be charged with personal liability if they make a decision that may harm a species. Ironically, this same liability does not apply if the USFS employee makes a decision that harms people. Thus USFS employees will always err on the side of the species to the extent that they will not make any decision that may be challenged by the USFW. This scenario allows the USFW to insert itself into forest planning processes with no accountability for the results of such a process. For example, they can say the USFS cannot perform a certain action such as thinning, controlled burns, permitting grazing or conducting a timber sale because it may harm a species, yet they bear no responsibility for the results of this management gridlock, such as catastrophic wildfire.



In addition to this disconnect between authority and accountability we now have several well-funded advocacy activist organizations who have found that the ESA and National Environmental Policy Act (NEPA) provide an avenue to "paper wrench" the USFS into a "process predicament" with their litigiousness. These groups have discovered that these two federal laws provide an avenue for them to grind the management of these lands to a halt and at the same time provide federal funds, through the awarding of attorney's fees, to pay these advocacy groups for the litigation. Hence timber sales, thinning projects and grazing allotment planning processes that take years to complete, are continually stymied. These litigious tools are so prevalent that the USFS did a review and published a study called, *Process Predicament, How Statutory, Regulatory, and Administrative Factors Affect National Forest Management, June 2002*, An Arizona example from the study follows:

It's About Good Government

The Coconino National Forest in Arizona is home to the northern goshawk. In 1996, the forest proposed thinning trees near a goshawk nest, partly to protect the bird from fire hazards. The project was stopped because environmentalists protested. That year, catastrophic fire destroyed the forest, including the tree with the goshawk nest. "There was not a green tree left," said a Forest Service biologist. "What the scientists said could happen, did happen, right in front of my eyes."

If process keeps projects from restoring the land, the land ultimately suffers. At stake are wildlife habitat and all of the other values that the Forest Service is charged with protecting and delivering on the national forests and grasslands. By streamlining the procedures, the agency can reduce costs and increase its ability to do more on the ground for healthy, resilient ecosystems.

Many values might or might not flow out of that, such as recreation, wildlife habitat, and timber. But the particular values are incidental to the core purpose – good government. It's about reducing waste and mismanagement. It's about efficient, effective service delivery.

*Tom Knudson, "Playing With Fire: Spin on Science Puts National Treasure at Risk," Sacramento Bee, 25 April 2001.

Finally, the USFS federal planning theme, coupled with the political whim of Congress and the Executive Branch, has ignored rural communities and citizens in Arizona for far too long. The impacts of their decisions could not be felt in Washington D.C. or in some instances even in the urban areas such as Phoenix. We now not only feel – but have seen first-hand – the results of this "process predicament." It is time we move forward in giving Arizona a voice in the management of these lands unencumbered by the gridlock of ESA, NEPA and a distant electorate.

The Problem

The following example and summary is taken from *Process Predicament, How Statutory, Regulatory, and Administrative Factors Affect National Forest Management, June 2002.*

> In December 1995, a severe winter storm left nearly 35,000 acres of wind thrown trees on the Six Rivers National Forest in California. The storm's effects created catastrophic wild land fire conditions, with the fuel loading reaching an estimated 300 to 400 tons per acre – ten times the manageable level of 30 to 40 tons per acre.
>
> The forest's management team proposed a salvage and restoration project to remove excess fuels and conduct a series of prescribed burns to mitigate the threat to the watershed. From 1996 through the summer of 1999, the forest wrestled its way through analytical and procedural requirements, managing to treat only 1,600 acres.
>
> By September 1999, nature would no longer wait. The Megram and Fawn Fires consumed the untreated area, plus another 90,000 acres. Afterward, the forest was required to perform a new analysis of the watershed, because the post fire conditions were now very different. A new round of processes began, repeating the steps taken from 1996 to 1999.
>
> Seven years after the original lowdown, the Megram project was appealed, litigated, and ultimately enjoined by a federal district court. The plan to address the effects of the firestorm – a direct result of the windstorm -- remains in limbo.

Process and Predicament goes on to state, "The Megram case example, encapsulated above, illustrates the process predicament faced by Forest Service decision- makers at all levels. As many Forest Service employees see it, they are caught in a bind, where the very procedures they need to follow to get them to their goal are keeping them from getting there."

To summarize *Process and Predicament*, the Forest Service is so busy following its procedural requirements in performing studies, planning and documenting that it cannot fulfill its mission – "to sustain the health, diversity, and productivity of the nation's forests and grasslands to meet the needs of present and future generations." In its own words, "Too frequently, the paralysis results in catastrophe."

Proposed Solutions

Given the unquestionable "process predicament" that has encumbered the forest management process to a point that it can no longer conduct or prescribe management treatments in a timely manner, the following solutions need to be implemented:

Save Arizona's Forest Environment Goal: Reduce fuel loads and take other appropriate actions so that risk of catastrophic wild fire is reduced in Arizona's National Forests by providing for long-term, self-funding mechanisms and infrastructure to eliminate the dangerous accumulation of overgrown trees and forests.

Action Items Supporting SAFE Goal:

- Suspend NEPA and other pre-decisional requirements for fuel/fiber reduction activities on Arizona forests (forage and timber management) for 5 years.

- Immediately require consultation on risk of catastrophic wild fire in critical habitat determinations with US Fish and Wildlife Service to attain intended goal of conserving species, not allowing their habitat to be destroyed by fire.

- Begin restoration of burned forest immediately working in consultation and conjunction with local authority and community to restore ranching infrastructure, wildlife habitat and recreational areas destroyed by fires.

- Authorize and effectuate immediate harvest of salvage timber burned in the National Forest and utilize intensive livestock management to recover burned areas.

- Streamline US Forest Service decision process for reduction of fuel and fiber reduction activities including the harvest of timber and forage.

- Allow logging operations of both saw timber and pre-commercial timber on a scale and for a term which will permit private sector infrastructure investment in areas surrounding Arizona's forests.

- Require the US Forest Service to harvest an amount of timber each year approximating annual growth and increase in forage harvest with livestock of up to 60% utilization of annual growth.

- Review Wild Fire Fighting techniques which are now biased towards "re-introducing" fire into landscapes where intense fire suppression has been utilized for one hundred years. This should include forest closure to all non-authorized forest actions. Meteorological conditions need to be considered along with overgrowth of forest in restricted areas.

- Institute budget reforms where Congress and the Administration dedicate 25% of its resources which are normally appropriated for fighting wildfire in Arizona, to direct these monies to the "Save Arizona's Forest Environment (SAFE)" account which will be housed in the Arizona State Land Department. Rural communities, homeowners, businesses and healthy forests entrepreneurs would be able to present plans applying for grants that provide for the protection of their locales by implementing their "SAFE" plans. This proposal will assist in creating safe forests, jobs and economic activity in these threatened areas.

- Designate an office within the Department of Agriculture that would work with rural communities and individuals to assist them in addressing any grievances or issues related to forest planning or to resolve other Arizona State agency issues surrounding forest management.

- Convene a "Save Arizona's Forest Environment (SAFE)" Summit at which we will issue a request to all interested individuals and advocate or activist groups to sign a pledge to refrain from utilizing the Courts or Administrative processes for a period of five years while we consider and implement adaptive management measures to enhance the health of Arizona's forest lands and the protection of forested communities.

Summary

To achieve forest health, protection of adjacent communities from catastrophic fire, other forest management goals and to maintain Arizona's Forest lands in an ecologically sustainable condition, the ACGA proposes to use proven silvicultural practices, prescribed fire and proper forage management to achieve these goals.

The National Forests are capable of providing the many values and benefits that people expect from our forests, but they need proper management in order to provide these values. ACGA supports prescribed fire, commercial timber harvest, noncommercial treatments and enhanced forage harvests on Arizona's Forest lands allocated for such uses through appropriate land and resource management planning processes. Further, we believe the commercial utilization payments can be a big part of bringing back private investment to help finance the total treatment needs of the forests.

For far too long we have allowed outside interests and bureaucratic paralysis to dictate the management of our forests in Arizona. Our federal government needs to reduce the current bureaucratic planning process and litigious playing field that our forests have been subject to for most of the last 30 years.

We have spent the last nine years since the Rodeo-Chediski Fire collaborating, talking, appeasing and planning our next step of action. All of this has led to a proposal known as the Four Forests Restoration Initiative (4FRI). The 4FRI is a noble effort, but in and of itself it is not of sufficient size or scope to return our forests to health or to invite enough private investment of wood harvesting infrastructure into these rural resource based communities. The 4FRI has taken 9 years (since the Rodeo-Chediski Fire) to "collaborate" on a solution for a single type of fiber mill in the form of an Oriented Strand Board (OSB) plant to be the infrastructure to process the necessary amount of annual growth from our forests. When our forests are growing at 367 million board feet per year, a single OSB plant is not sufficient to deal with the scope of fuels building in our forests.

It will be through the empowerment of private investment, individuals and communities that we set the guidepost for future forest planning. We need to direct and see through the initiative to return people to work in the woods, protect habitats and communities and return to the days of 5,000 to 10,000 acre fires in our forests – not 500,000 acre catastrophes.

11.

Town of Camp Verde

Agenda Item Submission Form – Section I

Meeting Date: October 5, 2011

☐ *Consent Agenda* ☒ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☐ *Action/Presentation*

Requesting Department: Public Works

Staff Resource/Contact Person: Ron Long

Agenda Title *(be exact):* Discussion, consideration and possible direction to staff to prepare and authorization for the Mayor to execute all necessary paperwork to complete the exchange of land on Hollamon Street between the Town (a portion of 44 W. Hollamon) and the owner of parcel 404-22-007B (a portion of the northwest corner of Hollamon & Main Streets) in order to facilitate the progress of the Hollamon Street Sidewalk project on the North side of Hollamon.

List Attached Documents: Lot Line Adjustment (1 page), July 20 Council Minutes & Staff Summary (6 pages)

Estimated Presentation Time: 5 Minutes

Estimated Discussion Time: 7 Minutes

Reviews Completed by:

☒ ***Department Head:*** Ron Long ☐ ***Town Attorney Comments:***

☒ ***Finance Department*** Cost to complete the land swap is accounted for in the current budget; no additional funding is being requested.

Fiscal Impact: Land Swap of Equal Value – Survey Legal & Recording Fees are accounted for in the HURF 11/12 Budget ***Budget Code:*** Survey and Dedication Language Act # 20-000-20-712000 Recording Fees 20-000-20-7581000

Amount Remaining: act. #20-000-20-712000 = $2,020 act. # 20-000-20-758100 = $300

Comments: The land being considered for the swap is of equal value, without payment from or to either party. The Town has paid for the lot line adjustment survey ($650); information required for the recordation is estimated to be an additional $250. The Town and will pay for the recordation of the documents. The *total* cost to the Town (survey, legal documents and recordation) is *estimated* to be $928.00

Background Information: Following Council's direction from the July 20, 2011, Regular Meeting; staff has worked with the owner of parcel 404-22-007B to arrive at a mutually acceptable land swap, *which is required in order to complete the sidewalk on the north side of Hollamon Street.* To provide Council with a recall of the options, alternatives and impacts that were discussed, as well as Council's direction; staff has attached page 3 of the Minutes and the corresponding Staff Summary from the July 20th meeting wherein Council voted to direct staff to "undertake the necessary steps to complete the exchange of land between the Town and the owner of Parcel 404-22-007B and bring back to Council". Staff has obtained the necessary lot line survey and legal descriptions of both parcels –the survey and legal descriptions will be used to prepare the transfers of title (ownership) between the parties. The preliminary lot line survey is attached and indicates the portion of each parcel to be exchanged. The lot line adjustment survey confirms that both parcels contain equal square footage. The owner of parcel 404-22-007B has reviewed the surveys and has provided his positive feedback regarding the property to be exchanged. The land exchange will allow for a better alignment, possible widening of Hollamon Street, and a future left turn lane. If Council votes to approve this land exchange, staff will provide the Clerk's office with the legal documents for the Mayor's signature as soon as they are prepared. At a future date, staff will bring to Council a request to award the bid for construction of the Hollamon Street sidewalk on the north side of Hollamon.

Recommended Action (Motion): Move to direct staff to prepare and authorization for the Mayor to execute all necessary paperwork to complete the exchange of land on Hollamon Street between the Town (a portion of 44 W. Hollamon) and the owner of parcel 404-22-007B (a portion of the northwest corner of Hollamon & Main Streets) in order to facilitate the progress of the Hollamon Street Sidewalk project on the North side of Hollamon.

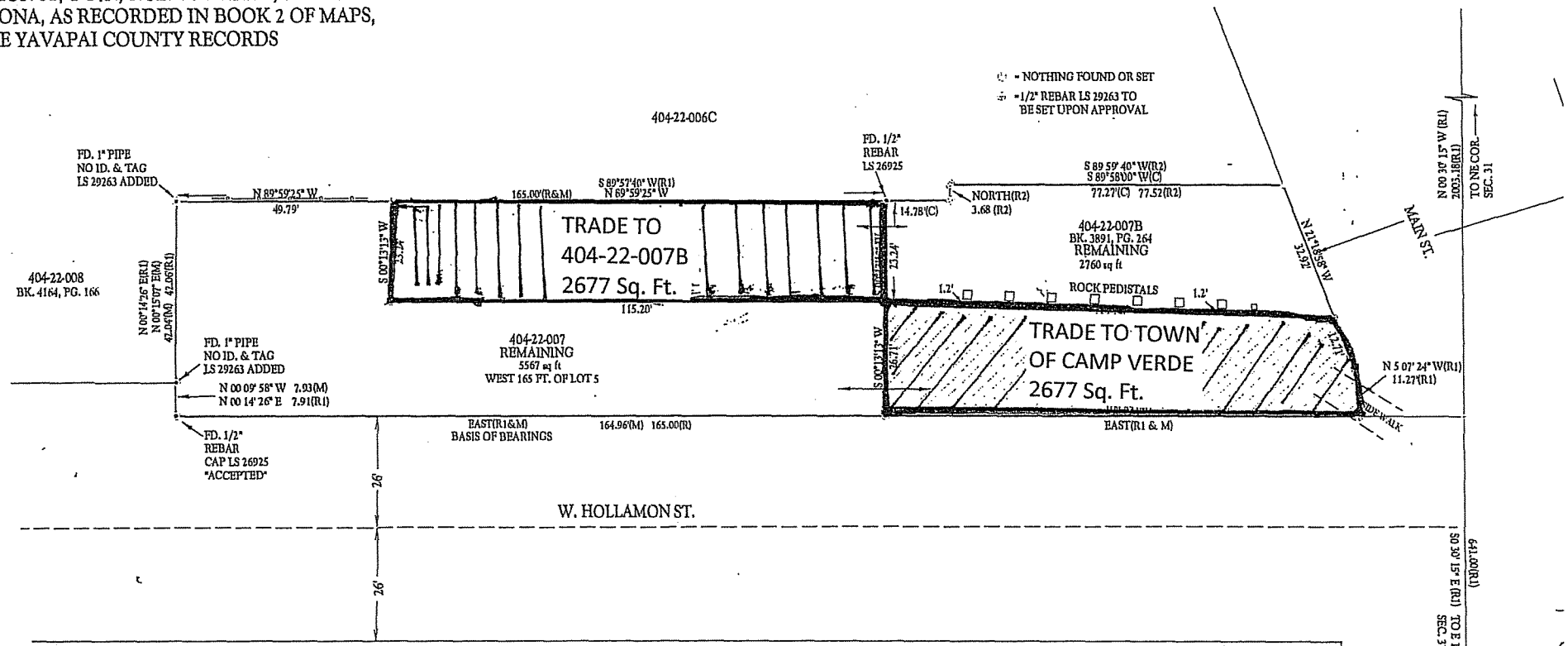
Instructions to the Clerk: Future legal documents will be provided for the Mayor's signature to enable the recordation of documents for the transfers of title.

PRELIMINARY LOT LINE ADJUSTMENT
PARCELS 404-22-007 & 404-22-007B

PORTIONS OF LOT 5, PLAT OF CAMP VERDE TOWNSITE BEING THE SE1/4 OF THE NE1/4 OF SECTION 31, PART OF SW1/4 OF THE NW1/4, AND PART OF THE NW1/4 OF THE SW1/4 OF SECTION 32, T 14N, R 5E. G. &S.R.M., YAVAPAI COUNTY, ARIZONA, AS RECORDED IN BOOK 2 OF MAPS, PAGE 62 OF THE YAVAPAI COUNTY RECORDS

SCALE: 1"=30'
DATE: 08/27/2011
REVISED 09/01/2011

(R)=RECORD BK. 2 OF M
(R1)= BK. 104 L.S., PG. 5
(R2)=BK. 3891, PG. 264
(M)=MEASURED
(C)=CALCULATED



THIS PLAT IS SUBJECT TO ALL CONDITIONS, RESERVATIONS, AND OTHER ITEMS OF PUBLIC RECORD ON THIS 27th DAY OF AUGUST, 2011.

THIS PLAT DOES NOT PURPORT TO VERIFY THE OWNERSHIP OF ANY PROPERTY SHOWN OR INVOLVED IN THIS SURVEY. ANY EASEMENTS OR OTHER INCUMBRANCES SHOULD BE DETERMINED BY A TITLE SEARCH.

SURVEYOR'S CERTIFICATE:

THIS RESULTS OF SURVEY MAP AND THE FIELD SURVEY ON WHICH IT IS BASED WERE CONDUCTED DURING THE MONTH OF AUGUST, 2011, UNDER MY DIRECT SUPERVISION IN ACCORDANCE WITH THE MINIMUM STANDARDS GOVERNING THE CREATION OF LAND SURVEY BOUNDARIES WITHIN THE STATE OF ARIZONA AND IS TRUE AND ACCURATE TO THE BEST OF MY KNOWLEDGE AND BELIEF.

THIS MAP WAS PREPARED FOR A SPECIFIC PURPOSE PURSUANT TO AN AGREEMENT WITH THE CLIENT. ONLY THOSE EASEMENTS INDICATED ON THE ORIGINAL RECORDED SUBDIVISION PLAT ARE INDICATED ON THIS PLAT. NO ATTEMPT WAS MADE BY THIS SURVEYOR OR HAMMES SURVEYING LLC. TO DETERMINE IF ANY ADDITIONAL EASEMENTS OR ENCUMBRANCES EXIST. THEREFORE, A TITLE SEARCH WOULD BE NECESSARY TO DETERMINE IF ADDITIONAL EASEMENTS AND ENCUMBRANCES, IF ANY, MAY AFFECT THE SUBJECT PROPERTY. THIS SURVEYOR AND HAMMES SURVEYING LLC WILL NOT ACCEPT ANY LIABILITY FOR LOSS OR DAMAGES DUE TO ANY EASEMENTS, ENCUMBRANCES, SUBSURFACE CONDITIONS, STRUCTURES AND OR UTILITIES NOT INDICATED ON THIS PLAT.

SCOPE OF SERVICES

THE SERVICE PROVIDED IN THIS BOUNDARY SURVEY INCLUDES THE FOLLOWING:

1. LOCATING EXISTING BOUNDARY MONUMENTS AND REPLACING MISSING MONUMENTS ON SUBJECT PROPERTY.
2. SHOWING EXISTING MONUMENTS USED TO DETERMINE POSITION OF MONUMENTS ON SUBJECT PROPERTY.
3. SHOWING ON THIS PLAT CERTAIN EASEMENTS. SEE NOTE.
4. SHOWING VISIBLE ENCROACHMENTS THAT AFFECT SUBJECT PROPERTY.

ACCEPTANCE OF THIS PLAT SIGNIFIES THE ACCEPTANCE OF THESE SERVICES.

EXI

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(928)

Council and Town staff for all their efforts on the special events. Following the report, Town Manager Martin announced that Valerie House will be leaving the Town at the end of August, and wanted to publicly recognize her services to the Town and the Fort Verde Park; Ms. Stubler also commended Valerie for her invaluable help at the Park.

Tracie Schimikowsky, Camp Verde Chamber of Commerce, gave a Power Point presentation on the Quarterly Report that detailed the activities of the Chamber, and reviewed the results of current publicity efforts as well as future marketing plans, including participation in the Japanese Cooperative program.

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9. **Discussion, consideration, and possible direction to staff to prepare documentation relative to an exchange of land between the Town and the owner of parcel 404-22-007B at the northwest corner of Main and Hollamon Streets in order to facilitate the final design of the Hollamon Street sidewalk and bring back to Council for final approval.** Staff Resource: Ron Long
On a motion by Burnside, seconded by Kovacovich, Council voted 4-0, to direct staff to undertake the necessary steps to complete the exchange of land between the Town and the owner of Parcel 404-22-007B, and bring back to Council.

Public Works Director Ron Long reported that staff has been working with the owners of the subject parcel to try to determine how the Town can best construct the sidewalk that has been designed on the north side of Hollamon Street. Currently the Verde Café owns the parking lot that is closest to the corner of Main Street and Hollamon; to get the sidewalk past that corner the Town would have to purchase right-of-way property from the owners. The proposed land trade is outlined in sketches of the two parcels included in the Agenda packet; both pieces of property are within 24 sq. ft. of being equal, and staff is proposing an equal trade, perhaps by a quitclaim deed between the parties. The value to the Town would consist of getting a better alignment and widening of Hollamon Street to include a left-turn lane. A further advantage would be in constructing the sidewalk and a crosswalk to provide safe pedestrian travel to and from Main Street businesses. Without the trade, the Town would have to redesign the sidewalk for the south side, and then deal with right-of-way alignment issues as well as storm water issues.

In response to questions from the Council, Long explained that no survey has yet been completed; however, a survey will be part of the trade. If Council is interested in a land trade and so directs, staff will get the exact surveys done, and bring back to Council how the project will be planned and what additional options would be available for improvements along the street. Long confirmed that the owner is in agreement with the proposed exchange, and that the owner had also inquired about a parcel of his property that had been taken in connection with the Main Street right-of-way, not being used, and whether the Town continues to need that parcel, although that issue is not a part of the proposed land trade.

Burnside read aloud a letter he received from Councilor Whatley commenting, in summary, on the land trade proposal and the Hollamon Street project; Contrary to what she had been given to understand, Whatley now believes that it could be put on hold with no loss to the Town, and be able to fund the Senior Center project as they are in dire need of substantial upgrades. Burnside said he realizes the letter is not on the Agenda; however, it does pertain to the Hollamon Street project, and he had promised to read it. Long confirmed that the question before the Council has nothing to do with the design; it has to do only with first step pertaining to the land trade negotiations; the design will be addressed later if that is the desire of the Council.

10. **Discussion, consideration, and possible approval of Resolution 2011-851, a resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona adopting the FY2011/12 fees for Town services.** Staff Resources: Town Clerk Debbie Barber, Public Works Director Ron Long, Finance Director Mel Preston, Municipal Court, Library Director Gerry Laurito, Marshal David R. Smith, and Community Development Director Mike Jenkins

On a motion by German, seconded by Burnside, the Council unanimously voted to continue this item to a future meeting, at which time a full Council will be present.

Town Manager Martin commented on the past method of adopting these kinds of fees and the subsequent time it takes to inform the public. In order to have sufficient time to do that properly, Martin suggested that the matter be brought back at

JULY 20TH STAFF SUMMARY

#9

Town of Camp Verde

Agenda Item Submission Form – Section I

✱ ***Meeting Date: July 20, 2011***

☐ *Consent Agenda* ☐ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☒ *Action/Presentation*

Requesting Department: Public Works

Staff Resource/Contact Person: Ron Long

Agenda Title (be exact):
Discussion, consideration, and possible direction to staff to prepare documentation relative to an exchange of land between the Town and the owner of parcel 404-22-007B at the northwest corner of Main and Hollamon Streets in order to facilitate the final design of the Hollamon Street sidewalk and bring back to Council for final approval.

List Attached Documents: (1.) July 23, 2003 Council Minutes – Item #16 (2.) August 6, 2003 Council Minutes – Item #7 (3.) Parcel map depicting the general area of land to be exchanged. (4.) ***Conceptual*** *Design of parking lot and sidewalk as it may or could appear on the southern boundaries of the two parcels involved in the exchange. Note: the conceptual design is not to scale and is without survey accuracy; it is provided as an idea and visual presentation only. The concept also shows a left turn lane, which is not included in the CDBG project, but would be possible as a future improvement if the land exchange is approved.*

Estimated Presentation Time: 5 minutes

Estimated Discussion Time: *10* minutes

Reviews Completed by:

☒ ***Department Head:*** Ron Long ☐ ***Town Attorney Comments:*** N/A

☐ ***Finance Department*** N/A

Fiscal Impact:

Budget Code: _____ ***Amount Remaining:*** _____

Comments:

Background Information: *July 23, 2003 and August 6. 2003 Council considered and instructed staff to purchase 64 W. Hollamon St. specifically for use in negotiating the Main Street Beautification project with the owners of parcel 404-22-007B. The Town did purchases 64 W. Hollamon St,. but it was not considered in the negotiations of the Main Street Beautification. The lot has remained vacant and used casually as a parking area.* On May 18, 2011, Council directed staff to work with the owner of parcel 404-22-007B in order to reach an agreement for the exchange of land which will allow the Town to complete the CDBG Sidewalk project on the North side of Hollamon St.

JULY 20TH STAFF SUMMARY

Staff has discussed and reviewed the location, layout and size of the land swap areas as well as the ***conceptual design*** of the sidewalk with the owner of parcel 404-22-007B. Subject to a final survey, title search, and review of documentation the owner of parcel # 404-22-007B has agreed to the land exchange. (**Note**: preliminary measurements show that the owner of parcel 404-22-007B would convey to the Town *approximately* 2,880 sq. ft. of land. The Town would convey *approximately* 2,904 sq. ft. of land to the owner of parcel 404-22-007B; estimated to be within 24 square feet of one another)

Recommended Action (Motion): move to direct staff to undertake all necessary steps to complete the exchange of land between the Town and the owner of parcel 404-22-007B. And proceed with a final design for the sidewalk and parking lot on the north side of Hollamon Street.

Instructions to the Clerk:

JULY 20TH STAFF SUMMARY

Agenda Item Submission Form – Section II (Staff Report)

Town of Camp Verde

Agenda Item Submission Form – Section II (Staff Report)

Department: Public Works

Staff Resource/Contact Person: Ron Long

Contact Information: Ron Long, ext. 129

Background: Council has directed staff to work with the owner of parcel 404-22-007B to arrive at a mutually acceptable land swap, which is required in order to complete the sidewalk on the north side of Hollamon St. In conjunction with, but not a part of nor funded by, the CDBG Hollamon Street Sidewalk project, the Town wishes to improve 64 W. Hollamon St. from the current non-conforming use to parking lot that is compliant with Town code.

Statement of the Opportunity: Working with the owner of parcel 404-22-007B to arrive at a land exchange that will both satisfy the owner and allow the Town to complete the plans for the sidewalk, bring our parking lot to code, and build a future left turn lane.

Alternatives/Options/Solutions: Redesign the alignment of the sidewalk to the south side of Hollamon Street. This alternative would be the most costly, the additional funding that it would require has not been allocated in the 2011/2012 budget.

Comparative Analysis: Locating the sidewalk on the south side of Hollamon Street would require the realignment of the road in order to accommodate the required drainage and Right of Way and does not consider the non-compliant parking lot at 64 W. Hollamon. If the land swap is approved, the sidewalk will remain on the north side of Hollamon, as this CDBG funded project is approved. The land swap will allow for the improvements to downtown parking and traffic flow by providing Right of Way for a left turn lane.

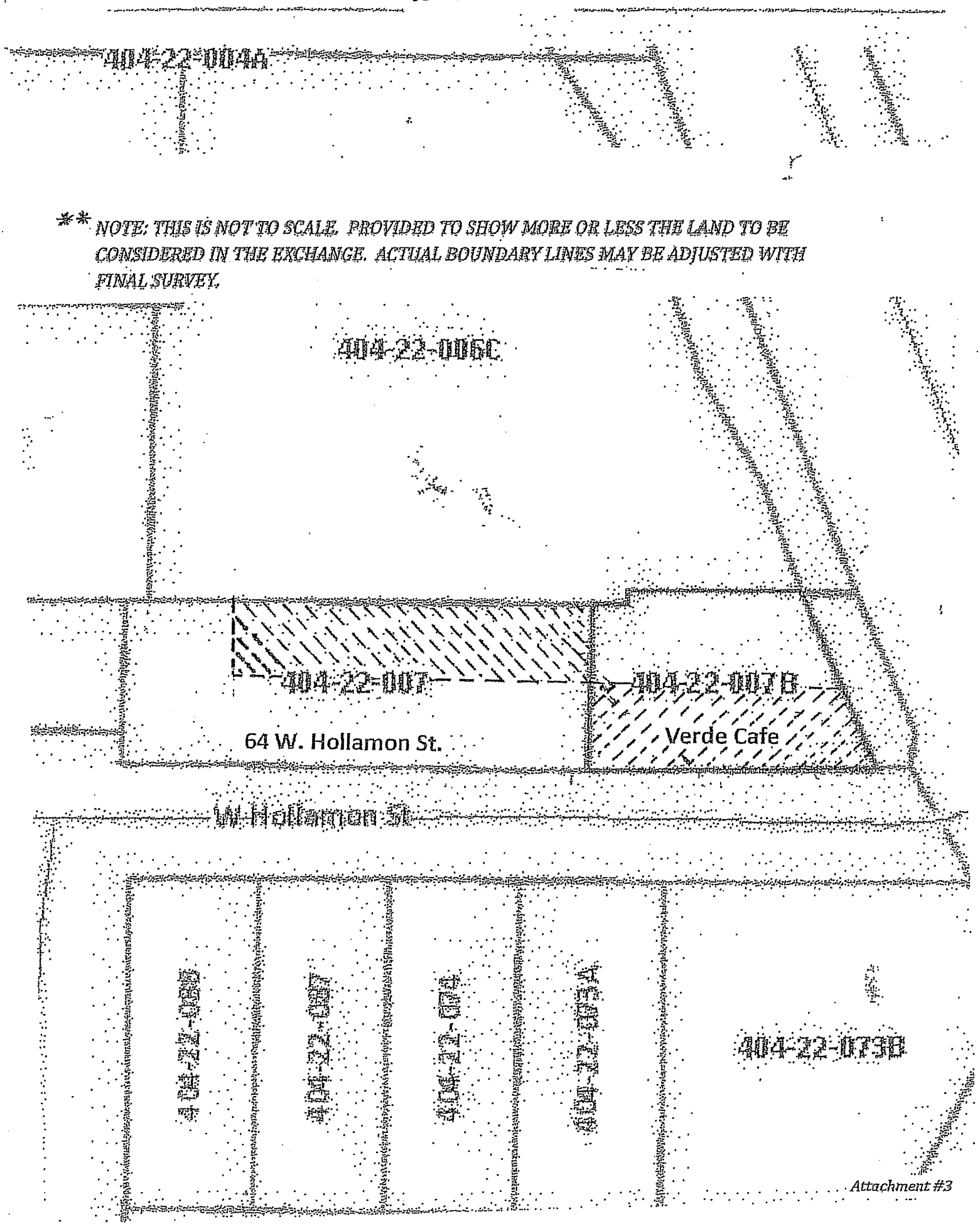
Fiscal Impact to the Town: *Immediate:* Additional cost of survey, legal review, title documentation and ownership transfer. *Long Term:* The sidewalk will provide additional connectivity for safe pedestrian travel to and from Main Street businesses, combined with the additional parking, which will have the capacity to handle future growth (possibly increased business opportunity) and accommodate any potential change of land use.

Other Impacts: Reconfiguration of the parking area, sidewalk and left turn lane on Hollamon will offer long term benefits for development and growth of Hollamon and Main Streets.

Conclusion: Staff believes that the land exchange provides the opportunity to complete the Hollamon Street Sidewalk for safe pedestrian travel, it allows for the needs of local business and future growth; in addition, the Town can bring the parking lot up to code and plan for a better traffic flow from Hollamon at Main St. The owner of parcel 404-22-007B has indicated his agreement with the land exchange.

Recommendation: Direct staff to proceed per the Recommended Action.

JULY 20TH EXHIBIT



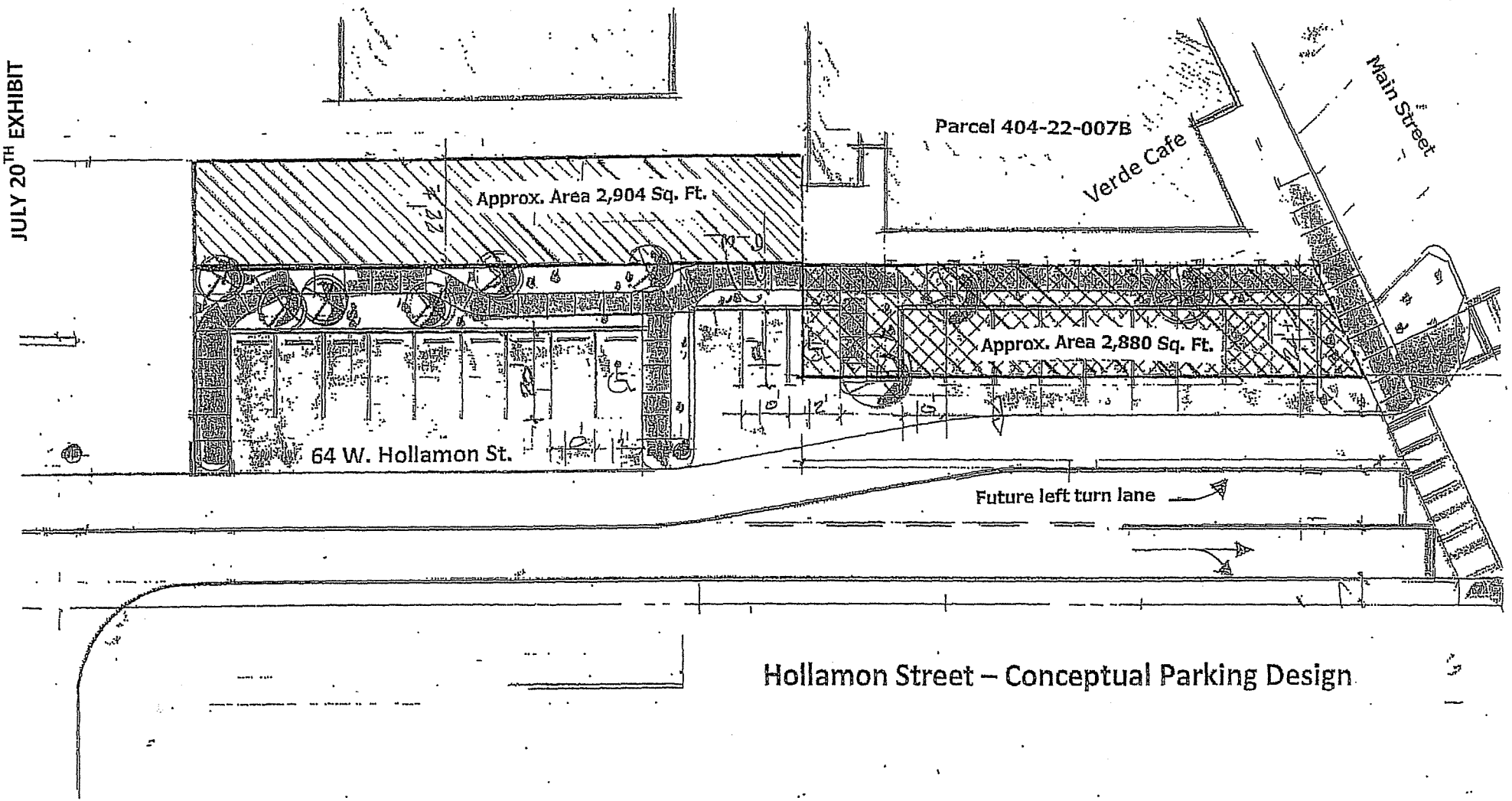
** *NOTE: THIS IS NOT TO SCALE. PROVIDED TO SHOW MORE OR LESS THE LAND TO BE CONSIDERED IN THE EXCHANGE. ACTUAL BOUNDARY LINES MAY BE ADJUSTED WITH FINAL SURVEY.*

Attachment #3

Attachment #4

JULY 20TH EXHIBIT

CONCEPT ONLY – NOT TO SCALE NOT SURVEY ACCURATE



Hollamon Street – Conceptual Parking Design

=, Approximate areas of land swap