

**NOVEMBER 2, 2011
REGULAR SESSION**

**REVISED INFORMATION
ITEM #9
QUARTERLY REPORT
FROM FORT VERDE STATE PARK**

REVENUE & ATTENDANCE

- Arizona State Parks began distributing a coupon to our Northern Region Parks (Fort Verde, Jerome, Dead Horse Ranch and Red Rock State Parks), which provides customers with a discount of \$1.00 per adult in their group (with a maximum discount of up to \$4.00 per group). For this reason, we have an increase in our attendance, which may not be reflected in the revenue.
- Comparison from last year's stats is as follows:

July 2010:

Attendance: 719
 Revenue: \$2469.00
 Publications/Gift Shop Revenue: \$951.36
 Volunteer Hours: 602

July 2011:

Attendance: 964
 Revenue: \$ 2990.00
 Publications/Gift Shop Revenue: \$1167.41
 Volunteer Hours: 189.5

August 2010

Attendance: 751
 Revenue: \$ 2503.02
 Publications/Gift Shop Revenue: \$1052.12
 Volunteer Hours: 495

August 2011

Attendance: 610
 Revenue: \$ 1890.00
 Publications/Gift Shop Revenue: \$857.64
 Volunteer Hours: 338.5

September 2010:

Attendance: 861
 Revenue: \$1072.34
 Publications/Gift Shop Revenue: \$1072.34
 Volunteer Hours: 357

September 2011:

Attendance: 873
 Revenue: \$2597
 Publications/Gift Shop Revenue: \$1012.94
 Volunteer Hours: 281.5

Comments from Fort Verde State Park Staff:

"The Park Manager would like to thank Town staff for their continued efforts coordinating the volunteer program and supporting Fort Verde. We would like to thank our partners, the volunteers who continue to help keep Fort Verde open, and the re-enactors who travel from near and afar to conduct presentations to draw visitors to Fort Verde and those who remain behind the scene.... We are ever grateful.