



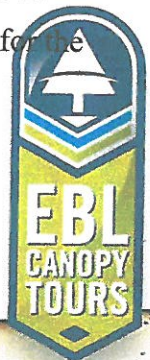
There's only one way down...Just Zip It!

EBL Leadership Credentials (Highlights)

- State of Idaho Licensed Outfitter 4/2011-4/2014
Ropes Courses and Canopy/Zipline Tours
- Massachusetts Licensed Amusement Device Inspector
#AI 137912 exp. 6/25/2014
Ropes Courses and Canopy/Zipline Tours
- ANSI Accredited; Professional Ropes Course Association
President, Board of Directors (2003 – current)
Accredited Vendor 2008 - 2015
Ropes Courses and Canopy/Zip Line Tours
- Western Illinois University, Masters and Bachelors of Science
Major: Recreation, Parks, and Tourism
Minor: Geology
- Rock Valley College, Associates of Science
- Wilderness Education Association
Board of Trustees 2006-2008

EBL First in marketplace:

- **First** to install commercial tours in the United States; Illinois, Hawaii, Alaska, Idaho, Florida, North and South Carolina, Wisconsin, Massachusetts, Iowa. First to install International course in New Brunswick Canada, Pusan South Korea
- **First** to provide a turn-key franchise / license packages since 2005
- **First** to be an Accredited Vendor for Canopy Zip Line Tour installation, training and inspection.
- **First** to have installed tours and EBL services featured in MAJOR media venues such as NY Times, LA Times, USA Today, CBS Chicago, Bloomberg TV.
- **First** to work with an A+ rated insurance program to cover the liability for the industry in the USA, specifically.





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Other notable EBL facts:

- Original installer of Zip Line Tours in the USA (ground to ground)
- Creators of the "Zero Elevation Tour©"
- Own and partner our own canopy tours and zip line courses
- Profitable canopy tours and zip line course designs and business models
- Installation of ground based and tree top based canopy tours
- Direct point of purchase: EBL does not resell other companies designs
- Ongoing destructive testing of our own equipment for quality control
- Work with ISO 9001 registered companies for safety equipment
- Safety equipment exceeds NFPA commercial ratings
- **Multi - Engineer Approved & "Wet Stamped" designs / calculations**
- **Engineering allows EBL to construct upwards of 3,000 foot spans**
- Provides rigorous inspection schedules and course specific training
- No hand braking required canopy tours (helps prevent injury)
- Over 28 years of industry experience
- Exceptionally clean business record

Safety

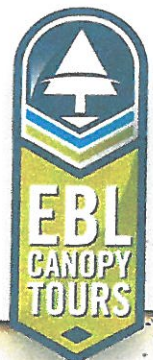
Since our inception in 1996 we have not incurred serious injuries on our operated locations. All equipment is designed to exceed the Professional Ropes Course Association (PRCA), the first association to publish standards for the canopy zipline tour industry and become an ANSI Accredited Standards Developer in 2005.

Pulleys

EBL designed and engineered its own pulleys for the use on zipline tours, manufactured by CMI out of West Virginia. Our pulley design underwent a successful six sigma testing procedure and is rated 19,000 pounds, well above the industry minimum of 5,000 pounds. This makes EBL pulleys even exceeding National Fire Protection Administration (NFPA) pulley requirements of 9,000 pounds per person, when used in commercial applications. This makes EBL's pulley the only pulley on the market that we are aware of, rated for two person loading. Our pulley also is designed to have a complete redundant hook in point so in the event of a catastrophic failure, the guest is still connected directly to the wire rope (cable).

Harnesses

EBL uses its own designed harness manufactured by Robertson Harness. This harness meets a minimum break test requirement of 5,000 pounds. Many other harnesses on the market today are only rated to 3,500 pounds. The EBL harness is a single piece construction design, minimizing sectional joints of webbing that tend to become fail points. Further, we employ Z stitching at all structural load points rather than bar tack stitches.





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Carabiners

All connecting devices for safety lanyards called "carabiners" are of steel construction and meet the new ANSI Z-351 standard for fall protection and cross gate loading. Carabiners are rated to roughly 11,000 pounds, over double the industry minimum standard of 5,000 pounds.

Lanyards

EBL safety lanyards are manufactured by Robertson Harness to EBL design and are rated to a minimum of 7,000 pound breaking strength. It is of a dual design allowing for a back-up in case of a primary lanyard failure. The current industry standard calls for a minimum rated strength of 5,000 pounds.

Wire Rope (Cable)

EBL utilizes a single 6x19 class wire rope rated to a minimum of 26,600 pounds for all zipline installations. The design loads on the zipline have a safety factor of 5 and only use quality and reliable products. Many of the cable terminations are done with Crosby brand wire rope clips and/or zinc plated copper ferrules. These methods of termination retains a higher tensile breaking strength, minimizes wire rope damage during adjustments, and are the EBL preferred methods, exceeding industry standards..

Helmets

All guests are required to wear a CE or UIAA approved helmet. Further their hair is tucked back into the helmet or into the collar of their shirt.

Insurance (See attached)

Commercial General Liability

EBL carries an A+ Rated Commercial General Liability policy with Stratus Insurance. Limits are \$1MM per occurrence / \$2MM aggregate with an additional \$1MM umbrella for increased limits of \$2MM / \$3MM.

Workers Compensation

Under the same policy, EBL carries a \$500,000 Workers Compensation insurance policy.

Accident Medical

Under the same policy, EBL carries \$250,000 aggregate for accident medical coverage.

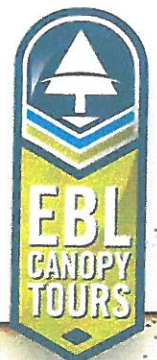




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For additional EBL Information

- Zip Tamarack - www.ZipTamarack.com
- Zip Tahoe - www.ZipTahoe.com
- Zip Orlando - www.ZipOrlando.com
- Zip Chicago – www.ZipChicago.com
- Zip Yosemite – www.ZipYosemite.com



☐ IDAPA RULE
☐ BOARD POLICY

☐ IDAPA FEE

☒ BOARD ACTION REQUIRED

☐ INFO ONLY, NO ACTION REQUIRED

AGENDA
Idaho Park and Recreation Board Meeting
November 13-14, 2014
5657 Warm Springs Ave.
Boise ID

AGENDA ITEM: **Hells Gate State Park, Jack O'Connor Hunting Heritage and Education Center Concession Agreement**

ACTION REQUIRED: **Board Approval**

PRESENTER: **David White, North Region Manager**

BACKGROUND INFORMATION: The Department entered into a Concession Agreement with the Jack O'Connor Hunting Heritage and Education Center, Inc. in May 2004. The agreement granted them an interpretive and educational concession lease. It allowed them to convert the original Hells Gate State Park Visitor Center into the Jack O'Connor Hunting Heritage and Education Center. They were required to develop and maintain professional quality interpretive displays to tell the story of Jack O'Connor, display his collection of trophy heads, and to provide educational materials regarding the social and environmental aspects of hunting and/or wildlife management. It also allowed them to operate a retail area and develop and offer environmental or hunter education programs.

The Jack O'Connor center opened June 7, 2007. It is dedicated to using the Jack O'Connor legacy to promote legal, ethical, and ecologically responsible hunting; to educate the public regarding the importance of hunting to our human heritage; and to hunting's essential role in science based wildlife management. It consists of a museum displaying Jack and Eleanor O'Connor's personal collection of 65 mounted heads of animals they harvested over a lifetime of hunting throughout North America, the Indian Subcontinent, Africa and the Middle East. The O'Connor's donated the collection to the University of Idaho when Jack died, and the University has placed it on permanent loan to the Center. On display are some of Jack's favorite hunting and writing memorabilia. The center is particularly proud of its complete collection of Jack's hard cover books.

Jack's famous Blaser stocked M-70 .270 is proximately on display as is Eleanor O'Connor's 7x57 Mauser. These two rifles have appeared in more articles and had more written about them than any rifles in history. Other O'Connor firearms are also on display.

The center houses a gift shop with clothing and other logoed merchandise as well as original O'Connor books for sale. It also features a well-equipped classroom/meeting room that is available for groups up to 70 people. Lewis Clark State College has taken hunter safety to heart and offers classes at the O'Connor Center every fall. Hundreds of students have learned the ins and outs of hunter safety from classes at the O'Connor Center. The Center is open daily from 10 am to 5 pm, Memorial Day through Labor Day and 12 pm to 4 pm Tuesday through Sunday the remainder of the year.

Sitting high on a grassy hilltop in Idaho's Hells Gate State Park, overlooking the banks of the Snake River, not far from the entrance to Hells Canyon, the Center is just a short distance from the home where Jack O'Connor lived in Lewiston, Idaho. The Center has a special partnership with Hells Gate State Park as school groups continue to visit first the Lewis Clark Discovery Center in the morning and then tour the

Jack O'Connor Center in the afternoon. Hundreds of thousands of visitors pass through the Lewis-Clark Valley each year, many on their way to explore Hells Canyon or to enjoy the outdoor recreation the region offers. This partnership helps bring more people into the park, to enjoy this beautiful area just south of downtown Lewiston. The Center's visitation records reflect an average of 4,200+ visitors/year the past five years.

The attached concession agreement reflects the current terms required of the Jack O'Connor organization. They will continue to oversee and provide the previous mentioned interpretive displays, provide education programs and opportunities, and operate the retail store. The park will remain responsible for the structure elements of the building and external landscaping and access as indicated in the agreement. The Jack O'Connor organization will remain responsible for all cleaning and maintenance of the building's interior as well as associated utilities.

The only change is an increase in annual payment from \$3,000 to \$3,300. The concession agreement does allow them to spend the equivalent in advertising in lieu of the annual payment, which is what they have done from the beginning. They advertise both the center and the park through bill boards and other means, which encourages use and benefits both parties.

STAFF RECOMMENDATIONS: Staff recommends Board approval of renewing the Jack O'Connor Hunting Heritage and Education Center Concession Agreement as presented.



STANDARD CONCESSION AGREEMENT

No. _____

IDPR Name and Address: Idaho Department of Parks and Recreation
PO Box 83720
Boise ID 83720-0065

Concessionaire Name and Address: Jack O'Connor Hunting Heritage and Education Center
P.O. Box 394
5600 Hells Gate Road
Lewiston, ID 83501

Term: Commencement: January 1, 2015
Expiration: December 31, 2024

Concession Location: Hells Gate State Park. For specific location of Concession Premises see Attachment B.

Required Dates of Operation: January 1 to December 31, annually.

Rent: Initial rent is \$3300 payable to the STATE on or before January 31 of each year.
See sections 6.1 and 6.2, Attachment A.

Agreement: **IDPR, in consideration of the rent paid and the covenants, conditions and restrictions hereinafter set forth in this Agreement (including all Attachments), does hereby grants to Concessionaire and Concessionaire accepts from IDPR, the privilege to use and occupy the designated Premises for the purpose of providing the required and optional concession services and facilities as set forth in this Agreement and in Attachment C, *Special Terms and Conditions*.**

Liability Insurance: See Section 11, Attachment A.

Index: DATA PAGE
SIGNATURE PAGE

ATTACHMENT A – GENERAL TERMS AND CONDITIONS
ATTACHMENT B – CONCESSION PREMISES
ATTACHMENT C – SPECIAL TERMS AND CONDITIONS
ATTACHMENT D – GROSS RECEIPTS REPORTING FORM

This Agreement, including the Data Page, Signature Page and all Attachments (which are incorporated herein in their entirety) is made and entered into by and between IDPR and Concessionaire.

LESSOR SIGNATURE

IN WITNESS WHEREOF, the parties hereto have caused these presents to be duly executed the day and year first above written.

SIGNED: IDAHO DEPARTMENT OF PARKS AND RECREATION

BY: David Langhorst, its Director

State of Idaho)
 :s
County of Ada)

On this _____ day of _____, in the year _____, before me, a Notary Public in and for said State, personally appeared DAVID LANGHORST, known to me to be the director of the Idaho Department of Parks and Recreation, that executed the within instrument, and acknowledged to me that the Idaho Department of Parks and Recreation executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and seal on the day and year last above written.

Notary Public for IDPR of Idaho
Commission expires:

CONCESSIONAIRE SIGNATURES

By signing, Concessionaire/s verify receipt, review, and acceptance of all attachments and terms and conditions.

x _____ x _____
(Concessionaire) (Concessionaire)

STATE OF _____)
 :s
COUNTY OF _____)

On this _____ day of _____, in the year _____, before me, a Notary Public in and for said State, personally appeared _____
_____ known to me to be the person(s) who executed the instrument as Lessee, and acknowledged to me that such person(s) executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and seal on the day and year last above written.

Notary Public
Commission expires:

Attachment A

General Terms and Conditions

1. Definitions.

1.1 Agreement. This written agreement, including the Agreement Data Page, the Signature page, Attachment A, *General Terms and Conditions*, Attachment B, *Concession Premises*, and Attachment C, *Special Terms and Conditions*.

1.1.1 Incorporation of Plans and Agreements. Concessionaire shall comply with any concession plan, park master plan, lease with the third party landowner, and/or management agreement for the Park, each of which is incorporated by reference into this Agreement.

1.2 Concession. The grant of the right by IDPR to use the Premises to undertake and profit by a specified activity, and any and all business activities and commercial transactions undertaken by Concessionaire on the Premises..

1.3 Concessionaire. The person or entity to which concession rights are granted by this agreement.

1.4 Improvements. Buildings, structures, fixtures, appliances, sidewalks, landscaping, docks, pilings, or other additions to the Premises, whether permanent, semi-permanent, or short-term. For the purposes of this agreement, fixtures shall include all windows, doors, awnings and all apparatus, equipment, or articles used to supply heat, gas, air conditioning, water, light, power, refrigeration, cooking, and ventilation that is physically attached to and an integral part of building or improvements existing upon the Premises.

1.5 IDPR. The Idaho Department of Recreation, a department of IDPR of Idaho, overseen and administered by the Idaho Park and Recreation Board.

1.6 Premises. The real property described in Attachment "B" upon which the rights granted by this Agreement may be exercised.

2. Authority. IDPR is authorized by Idaho Code § 67-4204 to grant concessions to proper and desirable parties to provide places of refreshment or to provide recreational facilities within state parks. IDAPA 26.01.20.650 provides that no "person, firm, or corporation may operate any concession, business, or enterprise within lands administered by the department without written permission or permit from the [Idaho Park and Recreation Board]."

3. Premises. Concessionaire's operations shall be limited to the Premises identified in Attachment B. Within the designated Premises Concessionaire shall have the exclusive privilege of providing the specified concession services and facilities.

3.1 Concessions Outside Premises. Nothing herein shall be construed as granting to Concessionaire the privilege of providing concession services and facilities on any state park lands outside the Premises, and IDPR reserves the right to grant concession privileges to other persons on those

portions of the subject state park that are outside the Premises; whether or not those concession services and facilities are similar to those operated by Concessionaire, provided, that in the event IDPR determines to grant concession privileges in those portions of the subject state park that are outside the Premises and similar to those operated by Concessionaire, then Concessionaire shall have the right of first refusal for any such concession agreement offered by IDPR under such terms and conditions as IDPR may then prescribe.

4. Term. The term of this agreement shall be specified on the Data Page.

4.1 Renewal. IDPR does not grant Concessionaire the right to automatically renew this agreement for an additional period of time. However, if IDPR, at the expiration of this agreement, desires to lease the Premises again, and if Concessionaire is not in default or breach as set forth in Section 14 of this agreement, IDPR grants Concessionaire the first right to accept a new agreement under such terms and conditions as IDPR may then prescribe and under the following conditions.

4.1.1 Concessionaire shall first notify IDPR in writing of its desire to renew the agreement sixty (60) days prior to its expiration. If IDPR desires to renew this agreement, it shall notify the Concessionaire in writing of the terms and conditions that IDPR may then desire to prescribe. Mailing to the last known address of Concessionaire shall complete notification to Concessionaire. Concessionaire shall then have thirty (30) days from the date of that mailing to notify IDPR of its acceptance of the terms and conditions prescribed by IDPR. Acceptance shall be complete only if received by IDPR in writing and within the time prescribed.

4.1.2 The right of first refusal shall not apply in the event IDPR terminates this Agreement for cause or in the event of early termination of this Agreement by Concessionaire.

4.1.3 The right of first refusal shall not apply to any concession agreement offered by IDPR more than twelve (12) months after the expiration of this Agreement.

4.2 Holdover. If Concessionaire holds over after the expiration of the term of this agreement with the express or implied consent of IDPR, such holding over shall be deemed to be a month- to-month tenancy of the Premises otherwise subject to the terms of this Agreement. During such month-to-month tenancy, Concessionaire shall pay monthly rental in the amount of one-twelfth (1/12) the prior year's annual rental, as calculated pursuant to Section 6 herein, or fifteen percent (15%) of that month's gross receipts, whichever is greater.

5. Going Concern. Blue Sky, Business Values Of Concession Operations. Concessionaire's rights and privileges are limited to those rights and privileges specifically granted in this Agreement and Concessionaire's business operations upon the Premises shall not, as between IDPR and Concessionaire, accrue any value for going concern, good will, blue sky, business values, trade name, or other intangible property.

6. Rental. RENT: The CONCESSIONAIRE shall make an annual rental payment in the amount of \$3,300 to the STATE, on or before January 31 of each year, for the twelve-month period beginning with January 1 of the same year. Any partial year will be prorated at the same rate for that portion of the year that the concession agreement is in effect. Payment shall be made to the order of the Idaho Department of Parks and Recreation, P.O. Box 83720, Boise, Idaho 83720-0065.
- 6.1 In lieu of actual payment of this rental amount, provided that the CONCESSIONAIRE does not charge an admission fee to the CONCESSION AREA, the CONCESSIONAIRE may provide evidence to the STATE, on or before January 31 of each year, that an amount equal to or greater than \$3,300 in CONCESSIONAIRE funds will be expended during the year beginning on January 1 of the same year for the purpose of promoting or marketing the CONCESSION AREA or PARK, and that an additional amount equal to or greater than \$3300 has been secured in matching funds which will also be expended for purposes of marketing or promoting the CONCESSION AREA or PARK. During any partial year, the amount will be prorated at the same rate for that portion of the year that the concession agreement is in effect.
- 6.2 **Late payments.** Late Payments shall accrue interest at the legal rate of interest as set by the State Treasurer for the accrual of interest on judgments until paid. Payments that are more than thirty (30) days late will constitute a breach of this agreement absent a written addendum to this agreement signed by both parties.
- 6.3 **Reporting of Gross Receipts.** Gross Receipts shall be reported to IDPR on the attached *IDPR Concessionaire Gross Receipts Reporting Form* (Attachment D). The Form shall be submitted to IDPR on or before January 31 of each year. The Form shall be accompanied by an appropriate certification that all gross receipts during the yearly accounting period have been duly and properly reported to IDPR
- 6.4 **Definition of Gross Receipts.** Gross receipts, as used in this agreement, shall include all monies and anything else of value received by Concessionaire from the sale, rental, or provision of goods, services, or facilities, or from any other business whatsoever conducted by Lessee on the Premises, whether such goods, services and activities are required by this Agreement or optional, excepting an allowance of deductions for sales or excise taxes imposed by any governmental entity and collected by Concessionaire.
7. **Record-Keeping.** Concessionaire shall keep true and accurate books and records showing all of its business transactions in separate records of account for the concession in a manner acceptable to IDPR. IDPR shall have the right to examine daily sales records kept on the Premises during regular business hours of Concessionaire; provided that such examination does not unreasonably interfere with Concessionaire's operation of the concession. IDPR shall have the right to examine all other books and records, including but not limited to inventory records and certified State of Idaho Sales Tax Return Records, provided that IDPR shall treat such records as confidential and not divulge them to third parties

except in the event of litigation. IDPR shall examine books and records only upon reasonable notice and only at such times as will not unreasonably interfere with Concessionaire's operation of the concession. IDPR further shall have the right to examine all such books and records at any time within two (2) years of termination or expiration of this agreement, or until such time that a final audit is concluded as to Concessionaire's business under this agreement, whichever event occurs first.

7.1 Concessionaire shall install and maintain inventory, bookkeeping and accounting methods, and methods of collection of monies, which shall permit IDPR to accurately compute the gross revenue of Concessionaire.

7.2 Concessionaire shall, at its own expense, install and maintain such cash register equipment as will provide a continuous registering tape and show sales breakdown as to major categories of items sold. Concessionaire shall also maintain at its own expense a sales journal, cash disbursement journal and general ledger.

8. Quality of Goods and Services. Concessionaire will engage in best business practices and strive to provide high-quality goods and services. All food items and food service provided by Concessionaire shall comply with the Rules of the Idaho Department of Health and Welfare governing Food Safety and Sanitation Standards for Food Establishments as enforced by the applicable municipal government or District Health Department. IDPR shall have the right to prohibit the sale of any item or to order the improvement of any service or equipment not satisfying the above requirements. IDPR reserves the right to impose reasonable park regulations on the sale or consumption of alcohol not in conflict with the rules administered by the Alcohol Control Division of Idaho State Police.

9. Control of Rates and Charges. Concessionaire agrees that any fees and all rates and prices charged by Concessionaire for goods and services furnished or sold to the public may be subject to review and approval by IDPR.

10. Improvements. Those improvements included with the Premises are identified in Attachment B, *Description of Premises*. Concessionaire shall, at its own expense, maintain the Premises and all improvements thereon in clean, healthful and safe condition and in accordance with applicable state, county and federal laws and regulations. If, after reasonable notice, Concessionaire fails to undertake repairs necessary to maintain such conditions, IDPR shall have the right to perform such maintenance or repairs and Concessionaire shall promptly reimburse IDPR for the cost thereof, provided that IDPR shall first give Concessionaire fifteen (15) days written notice of its intention to perform such maintenance or repairs to enable Concessionaire to perform such maintenance or repairs at its own expense.

10.1 Construction and Modification of Improvements. If the Concessionaire should undertake at its own expense any construction, alterations, or modification of the Premises, the Concessionaire shall submit, for the review and prior written approval of IDPR, all plans, drawings, and specifications. IDPR shall approve, reject, or require modifications of such plans within forty-five (45) days after submission of those plans to IDPR. Unless otherwise agreed to in writing by IDPR prior to

construction or modification, Concessionaire shall be responsible for all costs associated with the construction, alteration, or modification of improvements.

10.2 Emergency Repairs. In the event of any emergency such as vandalism, fire, wind, flooding, hail or other act of God, which threatens damage to the Premises or harm to the public, IDPR may immediately act to stop such emergencies and mitigate any potential damage to the Premises. IDPR shall notify Concessionaire of any emergency circumstances, action or repair and shall request that Concessionaire make further repairs necessitated by such emergency. Concessionaire shall reimburse IDPR for all reasonable repairs made pursuant to this emergency provision.

11. Insurance. Concessionaire shall obtain and maintain insurance at its own expense as required herein for the duration of this Agreement, and comply with all limits, terms and conditions stipulated. Policies shall provide, or be endorsed to provide, all required coverage. Concessionaire shall provide certificates of insurance or certified endorsements as applicable for the insurance required.

11.1 All insurance, except for Workers Compensation shall be endorsed to name the State of Idaho and the Idaho Department of Parks and Recreation as Additional Insured.

11.2 All insurance shall be with insurers rated A-, VII, or better in the latest Bests Rating Guide, and be in good standing and authorized to transact business in Idaho. The coverage provided by such policies shall be primary. Policies may contain deductibles, but such deductibles shall not be deducted from any damages due the state.

11.3 If any of the liability insurance required for this agreement is arranged on a "claims-made" basis, "tail coverage" will be required at the completion or termination of this agreement for duration of twenty-four (24) months thereafter. Continuous "claims-made" coverage will be acceptable in lieu of "tail-coverage" provided the retroactive date is on or before the effective date of this agreement or twenty-four-months "prior acts" coverage is provided. Concessionaire will be responsible for furnishing certification of "tail coverage" or continuous "claims-made" coverage.

11.4 By requiring insurance herein, IDPR does not represent that coverage and limits will necessarily be adequate to protect the Concessionaire and such coverage and limits shall not be deemed as a limitation on the Concessionaire's liability under the indemnities granted to the state.

11.5 Concessionaire shall maintain insurance in amounts not less than the following:

11.5.1 Commercial General Liability (CGL) with a limit of not less than \$1,000,000 each occurrence, and \$1,000,000 annual aggregate, if defense is outside the limits. If defense is inside the limits, the limit must be \$2,000,000 each occurrence, and \$2,000,000 aggregate. If necessary, a commercial umbrella or excess policy may be used to meet the limits required, providing the CGL is listed on the underlying insurance in the umbrella or excess policy, and the umbrella/excess policy meets the requirements above for acceptable carriers.

11.5.2 Automobile Liability including owned, non-owned, and hired liability with a limit of not less than \$1,000,000 each occurrence, and \$1,000,000 aggregate. If necessary, a commercial

umbrella or excess policy may be used to meet the limits required, providing the Auto is listed on the underlying insurance in the umbrella or excess policy, and the umbrella/excess policy meets the requirements above for acceptable carriers.

11.5.3 Workers Compensation Insurance in amounts as required by statute in all states in which the contractor performs work, and Employers' Liability with a limit of \$100,000 Bodily Injury by Accident-each Accident, \$100,000 Bodily Injury by disease-each employee, \$500,000 Bodily Injury by Disease-policy limit.

- 12. Hold Harmless Agreement.** Concessionaire shall indemnify, defend and save harmless the STATE, its officers, agents and employees from and against any and all liability, claims, damages, losses, expenses, actions, attorneys' fees and suits whatsoever caused by or arising out of Concessionaire's negligent or wrongful performance, acts or omissions under this Agreement or Concessionaire's failure to comply with any state or federal statute, law, regulation or rule. Nothing contained herein shall be deemed to constitute a waiver of the State's sovereign immunity, which immunity is hereby expressly reserved.
- 13. Assignments or Sale of Interest.** Concessionaire and/or any person or entity that owns a "controlling interest" as herein defined in Concessionaire's ownership (collectively defined as the Concessionaire for the purpose of this section), shall not assign, sublease, or otherwise sell or transfer responsibilities under this agreement or the concession operations authorized hereunder, or sell, or otherwise assign or transfer (including but not limited to mergers, consolidations, reorganizations or other business combinations) a controlling interest in such operations, this agreement, or controlling interest in Concessionaire's ownership as defined herein, without the prior written consent of IDPR. Failure to comply with this provision or the procedures described herein shall constitute a material breach of this Agreement for which the Agreement may be terminated immediately by IDPR without regard to the procedures for termination set forth above, and IDPR shall not be obligated to recognize any right of any person or entity claiming an interest in this Agreement or claiming the right to own or operate the concession operations authorized hereunder.
- 13.1** Concessionaire shall advise the person or entity proposing to enter into a transaction described above that IDPR shall be notified and the proposed transaction is subject to review and approval by IDPR. Concessionaire shall request in writing IDPR's approval of the proposed transaction and shall promptly provide IDPR all relevant documents related to the transaction, including all information necessary for IDPR to evaluate the fitness and ability of the prospective Concessionaire to carry out the terms of this Agreement in a manner satisfactory to IDPR.
- 13.2** IDPR in exercising its discretionary authority herein shall, among other matters, take into consideration the management qualifications of any individual or entity that would obtain an interest in facilities or services authorized hereunder, the experience of any such individual or entity with similar operations, and the ability of any such individual or entity to operate the concession authorized hereunder in the public interest under the regulation of IDPR.
- 13.3** For the purposes of this section, the term "controlling interest" in Concessionaire's ownership shall mean, in the instance where Concessionaire is a corporation or limited liability company, an interest

beneficial or otherwise of sufficient outstanding voting securities or capital of Concessionaire so as to permit exercise of substantial managerial influence over the operations of the Concessionaire; and, in the instance of a partnership, limited partnership, joint venture, or individual entrepreneurship, any beneficial ownership of the capital assets of Concessionaire sufficient to permit substantial managerial influence over the operations of Concessionaire shall constitute a controlling interest for purposes of this Agreement.

- 13.4** No mortgage shall be executed and no bonds or other evidence of interest in, or indebtedness upon the assets or proposed assets of Concessionaire, including this agreement, shall be issued except for the purpose of installing, enlarging, or improving facilities and equipment for the accommodation of the public upon the Premises and then only with the prior written consent from IDPR. In the event of default on such mortgage, encumbrance or other indebtedness or of other assignment or transfer, the creditor or any assignee thereof shall succeed to the interest of Concessionaire in such assets, if any, but shall not thereby acquire any operating right or privilege in or to the operation of the concession, or the Premises, pursuant to this Agreement, without the express prior written consent of IDPR.
- 13.5** In the event that approved improvements are financed by any outside investors, Concessionaire shall disclose the identity of said investors to IDPR.
- 13.6** In the event that IDPR shall approve assignment of this Agreement to any other person or entity, Concessionaire shall pay to IDPR an amount equivalent to ten percent (10%) of the assignment price, minus the amount paid by the assignee for any buildings, improvements, appurtenances, and fixtures owned by Concessionaire existing upon the Premises.

14. Termination for Breach.

- 14.1 Violations.** Each term and condition of this Agreement is material, and default as to, or breach of any, of these terms by Concessionaire shall be grounds for termination of the entire agreement by IDPR. Any material violation by Concessionaire of any rule or regulation now in force or hereafter adopted by the Board, shall be grounds for termination of this Agreement. The determination of whether a violation constitutes a material violation subjecting this Agreement to termination shall rest solely in the discretion of the IDPR.
- 14.1.1** A material violation of this Agreement shall be deemed to occur if Concessionaire files a petition in bankruptcy or insolvency or for reorganization under any bankruptcy act or if involuntary proceedings under any bankruptcy act or insolvency act be instituted against Concessionaire or if a trustee or receiver is appointed of any property of Concessionaire.
- 14.2 Violation of Land and Water Conservation Fund Act Requirements.** All concession operations must comply with the provisions of the Land and Water Conservation Fund Act (LWCF) and implementing guidelines (36 Code Federal Regulations 59), including, but not limited to, provisions requiring the leased area to be maintained as a public outdoor recreation facility, not as a private area; the provision requiring fees to be competitive with fees for similar private facilities; and

compliance with all Civil Rights and accessibility legislation (e.g., Title VI of Civil Rights Act, Section 504 of Rehabilitation Act, and Americans with Disabilities Act), with such compliance indicated by signs posted in visible public areas, statements in public information brochures, etc. Noncompliance with LWCF requirements shall be deemed a material violation of this Agreement and cause for termination.

14.3 Notice of Violation. IDPR shall provide written notice to Concessionaire of any Agreement or rule violation and shall allow Concessionaire thirty (30) days from service of the notice to cure the violation.

14.4 Notice of Termination. Agreement or rule violations which have not been cured within thirty (30) days of receipt of the notice of violation shall subject the Agreement to termination. Notice of termination shall be in writing and shall be effective upon service.

14.5 Administrative Fees. Prior to the termination, Concessionaire may elect to pay the Department's administrative costs associated with enforcing the terms of this Agreement, and the IDPR may agree to accept payment of such costs in lieu of termination for each day that such violation went uncorrected over and beyond the thirty day grace period provided in section 14.3 of this Agreement. IDPR and Concessionaire agree that such administrative costs are fixed at fifty dollars (\$50) for each day that the violation goes uncorrected, up to a maximum of one thousand, five hundred dollars (\$1,500).

14.5 Reinstatement. Not later than thirty (30) days following the termination of this Agreement for cause, the Concessionaire may submit to the IDPR a written request for reinstatement setting forth good cause why the Agreement should be reinstated. At the Director's discretion, the Agreement may be reinstated upon the payment of a reinstatement fee of four hundred dollars (\$400), and upon such other terms and conditions as the Director deems appropriate.

14.6 Concessionaire may terminate this Agreement at any time by giving one year written notice to IDPR of its intent to terminate.

15. Concessionaire's Obligations and Rights Upon Termination or Expiration. At the expiration or early termination of this Agreement, Concessionaire shall, within thirty (30) days thereafter, remove from the Premises or otherwise dispose of in a manner satisfactory to IDPR all personal property belonging to Concessionaire, and restore the Premises to as good a condition as the same were in at the date of this agreement. If removal and restoration is not completed within thirty (30) days after termination, IDPR may, at its election, perform the work and bill Concessionaire for the costs thereof. Concessionaire shall pay such bill within thirty (30) days of receipt.

15.1 Payment of Rent Due. Upon termination, the annual rent for that the year in which termination occurs (i.e., the specified percentage of gross receipts received up to the date of termination), as well as any unpaid annual rent from previous years, shall be considered at once due and payable by Concessionaire without notice by IDPR.

15.2 Improvements and fixtures. Unless agreed otherwise in writing prior to construction of improvements by Concessionaire, upon expiration of this agreement or early termination of this agreement for cause, all improvements and fixtures constructed or installed by Concessionaire during the term of this Agreement shall be considered the property of IDPR, with no further compensation due to Concessionaire.

15.3 Option to Require Removal. At IDPR's option, Concessionaire shall, upon the expiration or termination of this Agreement, be required to remove from the Premises or otherwise dispose of in a manner satisfactory to IDPR, those improvements and fixtures constructed or installed by Concessionaire that are not acceptable to IDPR. If IDPR elects to require Concessionaire to remove any improvements or fixtures, Concessionaire shall do so and restore the Premises to as good a condition as the same were in at the date of this agreement. If removal and restoration is not completed within thirty (30) days after termination, IDPR may, at its election, perform the work and bill Concessionaire for the costs thereof. Concessionaire shall pay such bill within thirty (30) days of receipt.

If upon bankruptcy or insolvency of Concessionaire, IDPR does not elect to terminate this agreement pursuant to Section 14.1.1, any use, assignment, or disposition of buildings, improvements, appurtenances, and fixtures existing upon the CONCESSION PREMISES by a trustee or receiver shall be subject to the terms of this agreement.

15.4 Going Concern. Blue Sky, Business Values. Concessionaire waives any claim that it is entitled to compensation for going concern, good will, blue sky, business values, trade name, or other intangible property upon expiration or termination of this Agreement, regardless of whether IDPR intends to continue similar business operations upon the Premises or offer an opportunity to a successor concessionaire to operate a similar business upon the Premises.

16. Repair and Maintenance Fund. Concessionaire shall maintain a repair and maintenance fund into which one percent (1%) of Concessionaire's annual gross revenue shall be deposited. This fund shall remain Concessionaire's property, shall be accounted for separately from Concessionaire's other funds, and may only be spent with the consent and approval of IDPR, and will be accessible to IDPR on demand in the event Concessionaire fails to maintain the Premises as specified in this Agreement.

17. Equipment. Except as otherwise specified in the Special Term and Conditions, Concessionaire at its own expense shall provide the Premises with all equipment necessary for the services required under this agreement. The quality and maintenance of such equipment shall comply with all applicable laws and regulations, including but not limited to the rules of the Idaho Department of Health and Welfare governing Food Safety and Sanitation Standards for Food Establishments.

18. Signs and Advertising. Concessionaire shall not erect any sign on the Premises or in the vicinity thereof, without obtaining the prior written approval of IDPR. No signs containing brand names or products sold at

the concession are to be displayed on the exterior of any building without the prior written approval of IDPR. Concessionaire shall not advertise the sale of alcoholic beverage without the prior written approval of IDPR.

19. **Business Name.** Any assumed or fictional business name used by Concessionaire in conjunction with its concession operations upon the Premises shall be subject to the approval of IDPR.
20. **Licenses And Permits.** Concessionaire shall obtain and pay for all permits or licenses that may be required for the operation of the concession.
21. **Compliance With Applicable Laws.** Concessionaire shall at all times comply with all applicable laws, ordinances, and regulations of IDPR, the State of Idaho, the United States, as well as any applicable county or city ordinances. Violation of such laws, ordinances, or regulations may be considered as cause for termination of this agreement.
22. **Utilities.** Concessionaire shall at its own expense be responsible for the extension, hookup, and metering of all utilities used in connection with the Premises where separate metering is available. All new utilities, including electrical wiring, shall be installed underground. Concessionaire shall be responsible for the accrual and payment of all utility charges or fees, commencing seven days prior to the first open business day. The termination of this responsibility will occur seven (7) days after the close of the last business day.
 - 22.1 **IDPR-Supplied Water.** If IDPR supplies water to the Premises, it will do so without charge, provided that such supply shall be for the term of this agreement only, that IDPR shall not be responsible for improvement of the water supply beyond that quantity and quality existing as of the date of this agreement, and that IDPR shall not be liable for any damages due to the failure in the supply of water. IDPR shall give reasonable notice to Concessionaire of any temporary discontinuance of the water supply due to repair or maintenance.
 - 22.2 **Trash Service.** IDPR will haul normal concession-generated garbage during regularly scheduled maintenance runs if it is properly bagged and placed in trash collector.
23. **Operation.** Concessionaire shall provide the required facilities and services each year of the agreement during dates specified on the data page.
 - 23.1 Concessionaire is encouraged to be open for service before and after the above dates to better service park visitors. Concessionaire may provide facilities and services to public on other dates at Concessionaire's discretion with the approval of the Park Manager. IDPR reserves the right to require changes in the dates and times of required facilities and services to ensure adequate service to the public. Concessionaire shall provide IDPR with an operation schedule indicating times of operation.

23.2 In the event of adverse weather, or other adverse operating conditions, the Park Manager may permit Concessionaire to close the facilities and services at any time during the term of this agreement. However, nothing herein shall excuse Concessionaire from payment of the annual rental.

23.3 Concessionaire, its employees and representatives shall conduct themselves in such a manner as to promote a positive image for the concession business, the Park and IDPR.

23.4 Concessionaire shall keep the Premises in a clean and sanitary condition at all times.

24. Right To Access. IDPR shall have access to the Premises and to each part thereof during the regular business hours of Concessionaire for the purpose of inspecting the Premises and daily sales records.

Concessionaire shall have the right at all times to transverse Park property on a route approved by IDPR to get to and from the Premises in order to keep the Premises open during regularly scheduled business hours.

25. Taxes. Concessionaire shall pay all taxes on personal property belonging to Concessionaire located on the Premises. Concessionaire shall pay all sales and other taxes levied against the operation of the concession. Concessionaire shall pay all taxes or assessments or charges, which at anytime may be lawfully levied upon any interest in this agreement or any possessory right that Concessionaire may have in or to the Premises. Concessionaire shall provide IDPR with a valid tax identification number.

26. Waiver of Agreement Terms. No waiver by either party at any time of any of the terms, conditions or covenants of this agreement shall be deemed a waiver at any time thereafter of the same or any other term, condition or covenant herein contained, nor of the strict and prompt performance thereof. No delay or failure by IDPR to reenter the Premises or to exercise any right, power or privilege or option arising from any default, nor any subsequent acceptance of rent then or thereafter accrued shall impair any such right, power, privilege or option held by IDPR, or be construed as a waiver of such default or relinquishment of any rights herein. No option, right, power, remedy or privilege of IDPR shall be construed as being exhausted by the exercise thereof in one or more instances. The rights, powers, options and remedies given to STATE by this concession agreement shall be deemed cumulative.

27. Modification. Notwithstanding any of the provisions hereof; the parties hereinafter, by mutual consent, may agree to written modifications or additions to this agreement, subject to approval of the BOARD. IDPR shall have the right to grant reasonable extensions of time to Concessionaire for any purpose, or for performance of any obligation of Concessionaire hereunder.

28. Terms Binding Upon Successor. All the terms, covenants, and conditions of this agreement shall inure to the benefit of and be binding upon the successors and assignees of the parties hereto. The provisions of this Section shall not be deemed as a waiver of any of the conditions against assignment set forth above.

29. Non-Discrimination. Concessionaire and its employees shall not discriminate against any person because of race, gender, color, ancestry, national origin, or disability by refusing to furnish such person any accommodation, facilities, services, or privileges offered to or enjoyed by the general public. Nor shall

Concessionaire or its employees publicize the accommodations, facilities, services, or privileges in any

manner that would directly or inferentially reflect upon or question the acceptability or the patronage of any person because of race, gender, religion, color, ancestry, national origin or disability.

In the performance of this agreement, Concessionaire shall not discriminate against any employee or applicant for employment because of race, gender, color, religion, national origin or disability.

Concessionaire shall take affirmative action to ensure that applicants are employed and that employees are treated during employment without regard to their race, gender, color, religion, ancestry, national origin or disability. Such action shall include, but not limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship.

Concessionaire shall permit access to its records of employment, employment advertisement, application forms and other pertinent data and records by any agency of IDPR designated for the purpose of investigation to ascertain compliance with Title 67, Chapter 59, Idaho Code.

- 30. Time of the Essence.** Time is expressly declared to be of the essence in this Agreement.
- 31. Notices.** Any notice given under the terms of this Lease shall be deemed given and delivered when personally delivered or if mailed, the date same is deposited in the United States Mail, and mailed by regular or certified mail, postage prepaid and properly addressed to the appropriate party. Notices to Concessionaire shall be addressed to Concessionaire at the address designated in the Data Page of this Lease. Notices to IDPR shall be addressed to IDPR at the address designated in the Data Page of this Lease.
- 32. Special Terms and Conditions.** In the event of any conflict between the General Terms and Conditions herein, and the Special Terms and Conditions in Attachment C, the Special Terms and Conditions are deemed to be controlling.

Attachment B

Concession Premises

Legal Description and Map

5600 Hells Gate Road, Lewiston, ID 83501



Attachment C

Special Terms and Conditions

A. Required services and facilities:

Required services and facilities: Develop and maintain professional quality interpretive displays to tell the story of Jack O'Connor, display his collection of trophy heads, and to provide educational materials regarding the social and environmental aspects of hunting and/or wildlife management.

B. Optional services and facilities.

1. Operate retail area offering merchandise to the general public.
2. RESALE ITEMS: CONCESSIONAIRE shall retain all revenue derived from any retail operation operated on the concession premises, provided that such revenue is used to offset the costs of operation of the concession area
3. Optional: Develop and offer a program of environmental or hunter education in cooperation with other educational institutions or agencies.

C. Activities specifically prohibited:

1. The sale of beverages containing alcohol.

D. Maintenance. Notwithstanding any provisions in Section 10 to the contrary, IDPR will be responsible for maintenance of the structural elements of the building, including roofing and siding, as well as the heating and air conditioning systems, the irrigation system, parking areas serving the building, roadways leading to the building, and all utility lines leading into the building. This obligation is subject to the budgetary limitations of IDPR and IDPR shall have no obligation to perform any repair, renovation, or improvement for which funds are not available and IDPR is not obligated to any indebtedness under the terms of this section.

The Concessionaire is responsible for the cleaning and maintenance of the building interior, including floor, wall and ceiling coverings, windows, doorways, doors, cabinets and counter spaces, interior plumbing fixtures, lighting, and telephone systems.

E. U.S Army Corps of Engineers Lease. All activities must adhere to the attached US COE Lease.
(lease will be attached prior to issuing to concessionaire)

IDAHO DEPARTMENT OF PARKS AND RECREATION

Fiscal Year 2015 – Financial Statements

July 1, 2014 – September 30, 2014



Submitted By
Steve Martin
FINANCIAL OFFICER

☐ IDAPA RULE ☐ IDAPA FEE ☐ BOARD ACTION REQUIRED
☐ BOARD POLICY ☒ INFO ONLY, NO ACTION REQUIRED

AGENDA
Idaho Park and Recreation Board Meeting
November 13 & 14, 2014
IDPR Headquarters – Summit Conference Room
Boise, Idaho 83716

AGENDA ITEM: **FY 2015 1st Quarter Financial Statements**

ACTION REQUIRED: **Information Only**

PRESENTER: **Steve Martin**

PRESENTATION

Attached are the first quarter financial statements for fiscal year (FY) 2015. The information presented reflects an overview of the department's revenues, expenditures and cash balances along with detailed schedules for the Recreational Vehicle Fund (0250.05) and Passport Program. Also included for this quarter is a summary of the endowment fund distributions.

- Page 2 – FY 2015 Financial Statement / Budget Status as of 09/30/2014
- Pages 3-5 – FY 2015 Park Operations Revenues / Expenditures
- Pages 6-12 – FY 2015 Cash Balances as of 09/30/2014
- Page 13 – FY 2015 Recreational Vehicle Fund Budget Status as of 09/30/2014
- Page 14 – FY 2015 Passport Program Revenue
- Pages 15-19 – FY 2015 Endowment Fund Distributions and Reporting

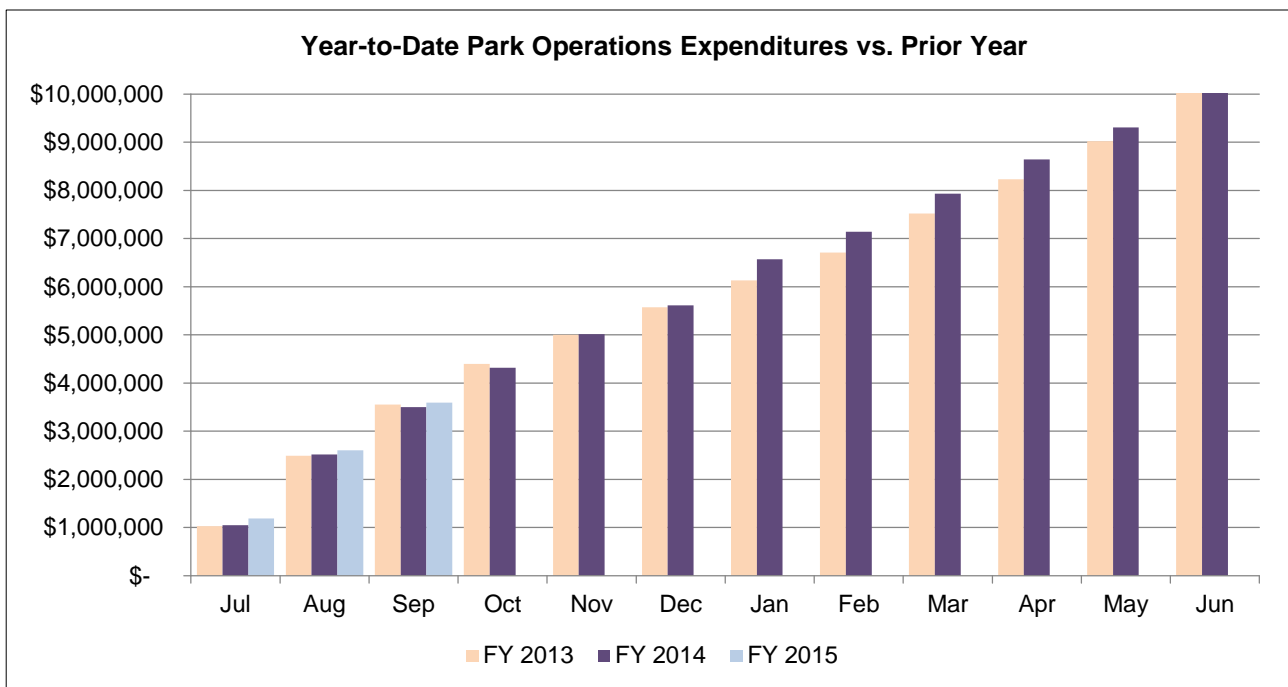
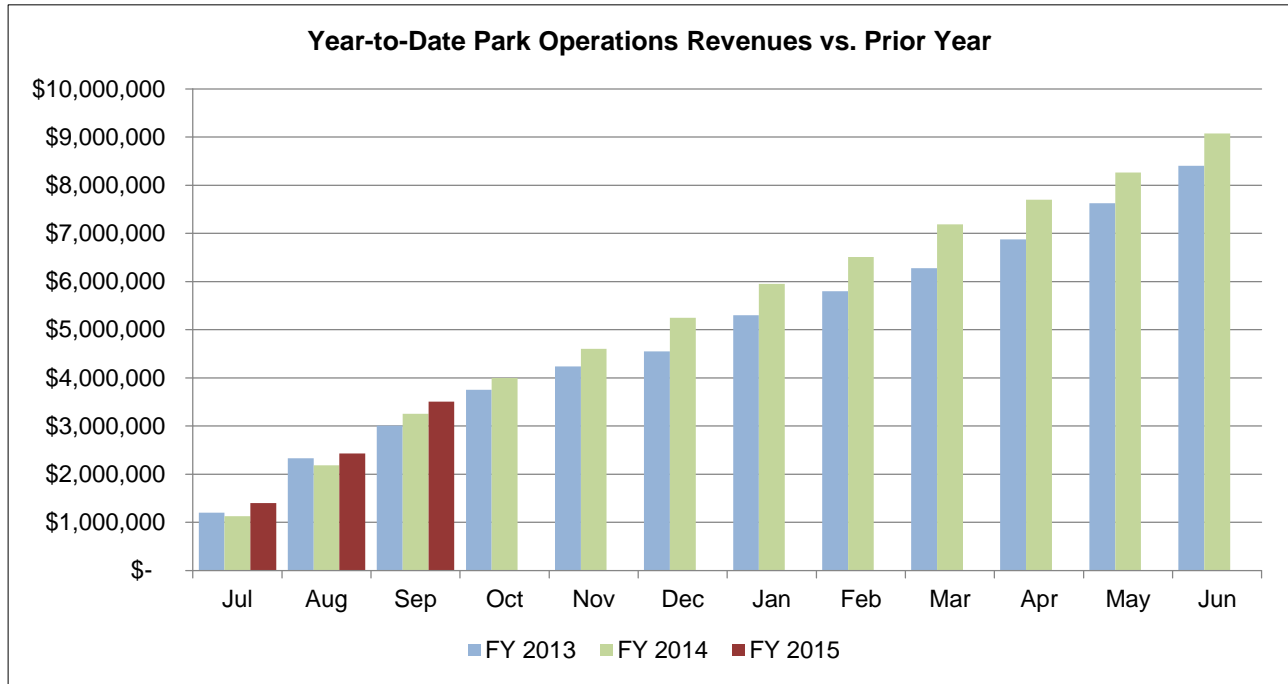
STAFF RECOMMENDATIONS:

This agenda item is for information only.

**Idaho Department of Parks and Recreation
FY 2015 Financial Statement / Budget Status
September 30, 2014**

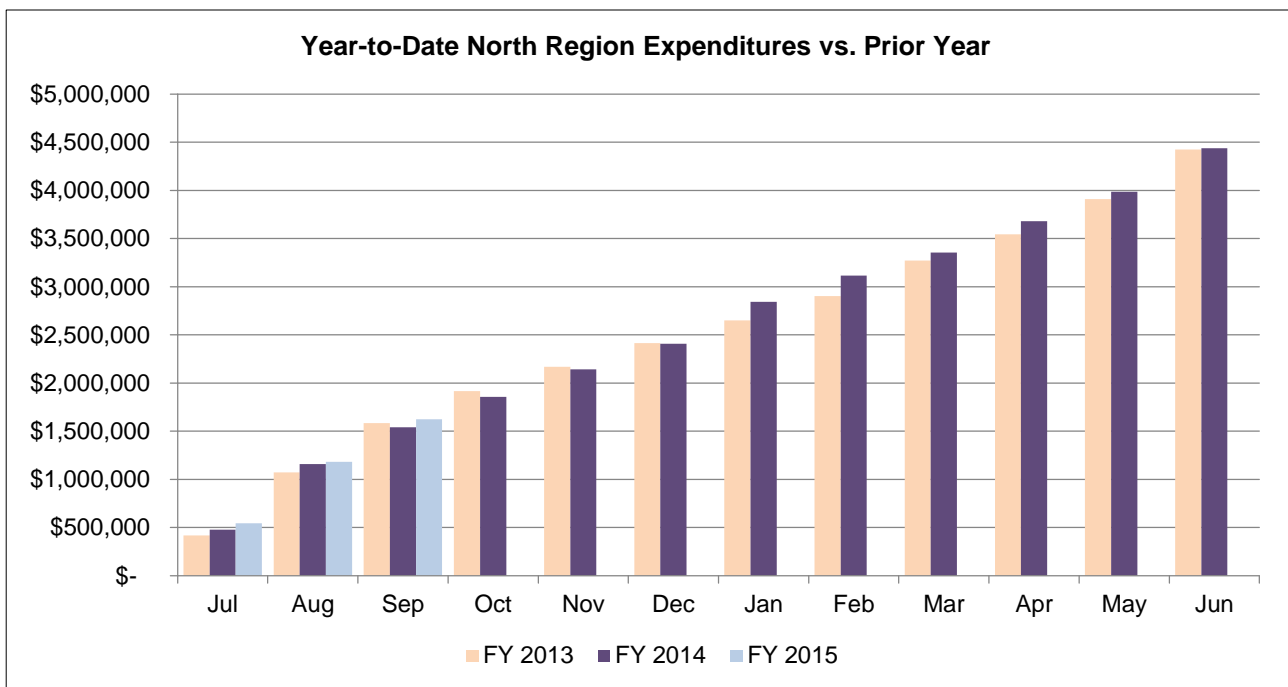
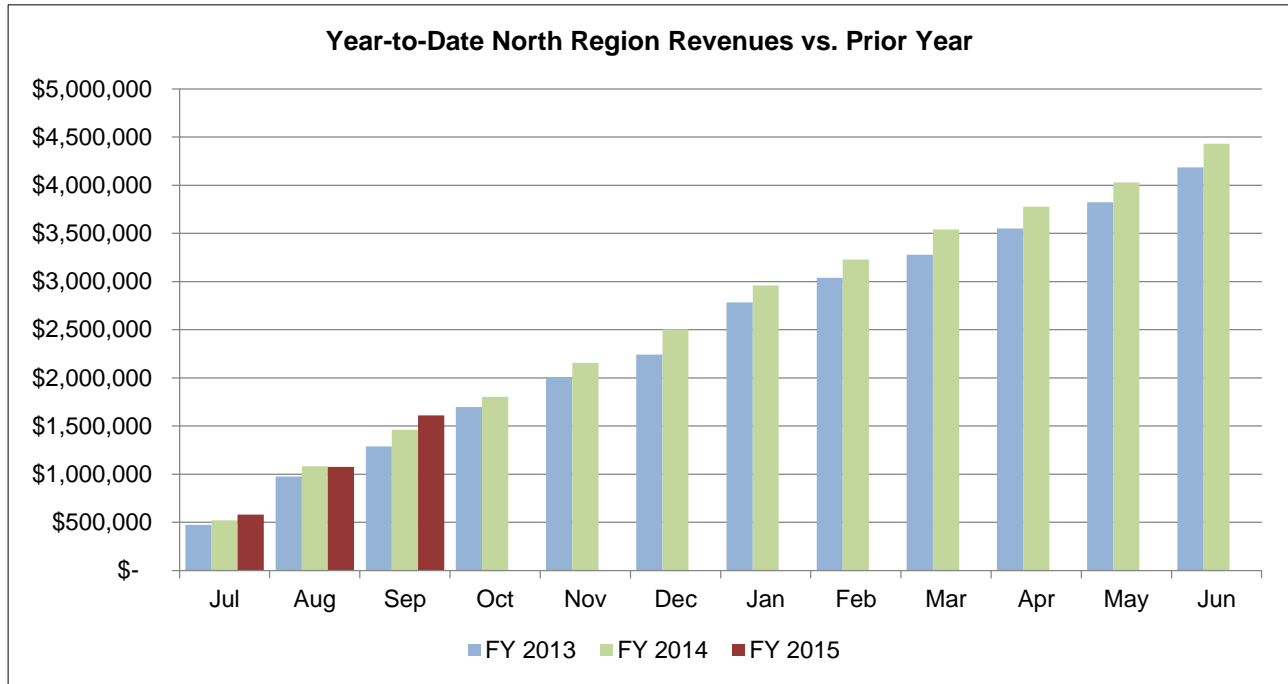
Program/Object	Appropriation	Expenditures	Encumbrance	Balance	% Obligated
Management Services					
Personnel Costs	\$ 2,647,700	\$ 680,194	\$ -	\$ 1,967,506	25.7%
Operating Expenditures	1,723,700	467,767	-	1,255,933	27.1%
Capital Outlay	55,600	-	-	55,600	0.0%
Trustee & Benefit	9,933,984	1,955,695	4,678,037	3,300,252	66.8%
Subtotal	\$ 14,360,984	\$ 3,103,656	\$ 4,678,037	\$ 6,579,291	54.2%
Park Operations					
Personnel Costs	\$ 9,118,600	\$ 2,872,347	\$ -	\$ 6,246,253	31.5%
Operating Expenditures	5,415,104	1,453,420	-	3,961,683	26.8%
Capital Outlay	927,500	-	-	927,500	0.0%
Trustee & Benefit	1,427,500	5,292	-	1,422,208	0.4%
Subtotal	\$ 16,888,704	\$ 4,331,059	\$ -	\$ 12,557,645	25.6%
Capital Development					
Personnel Costs	\$ -	\$ -	\$ -	\$ -	
Operating Expenditures	-	-	-	-	
Capital Outlay	8,226,113	566,725	552,602	7,106,785	13.6%
Trustee & Benefit	-	-	-	-	
Subtotal	\$ 8,226,113	\$ 566,725	\$ 552,602	\$ 7,106,785	13.6%
Total	\$ 39,475,800	\$ 8,001,440	\$ 5,230,639	\$ 26,243,721	33.5%

Idaho Department of Parks and Recreation
Park Operations - All Funds
Year-to-Date Revenues and Expenditures
September 30, 2014



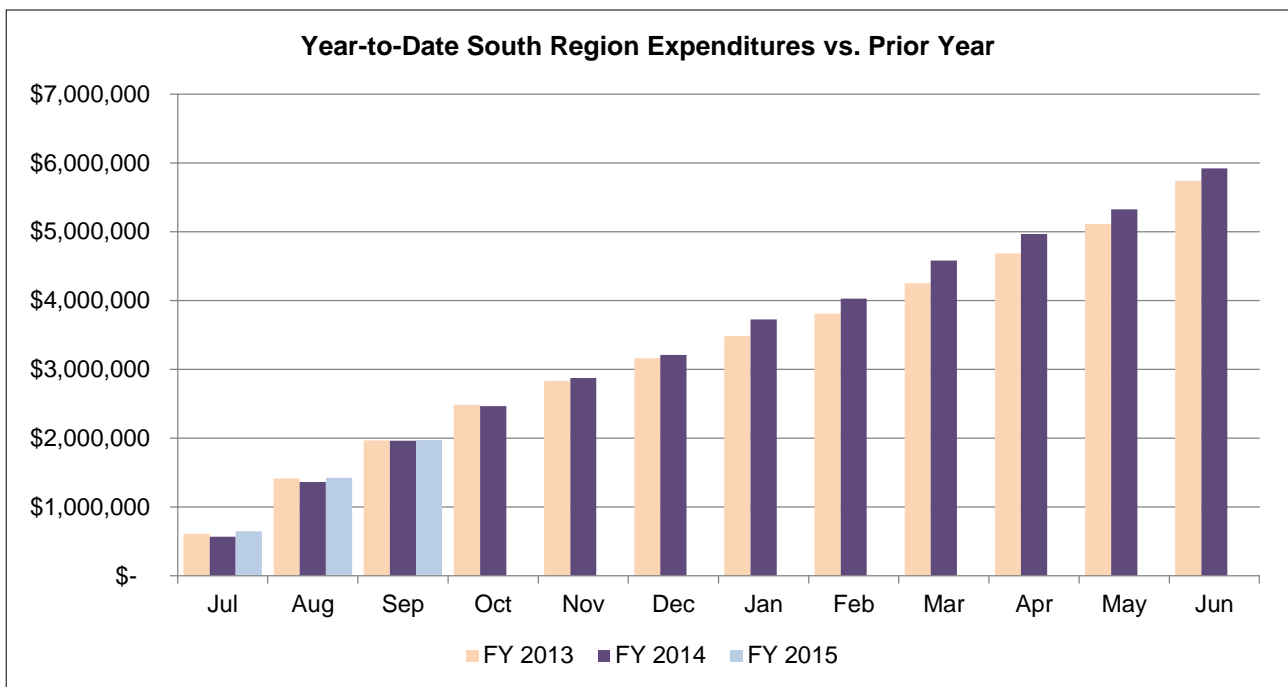
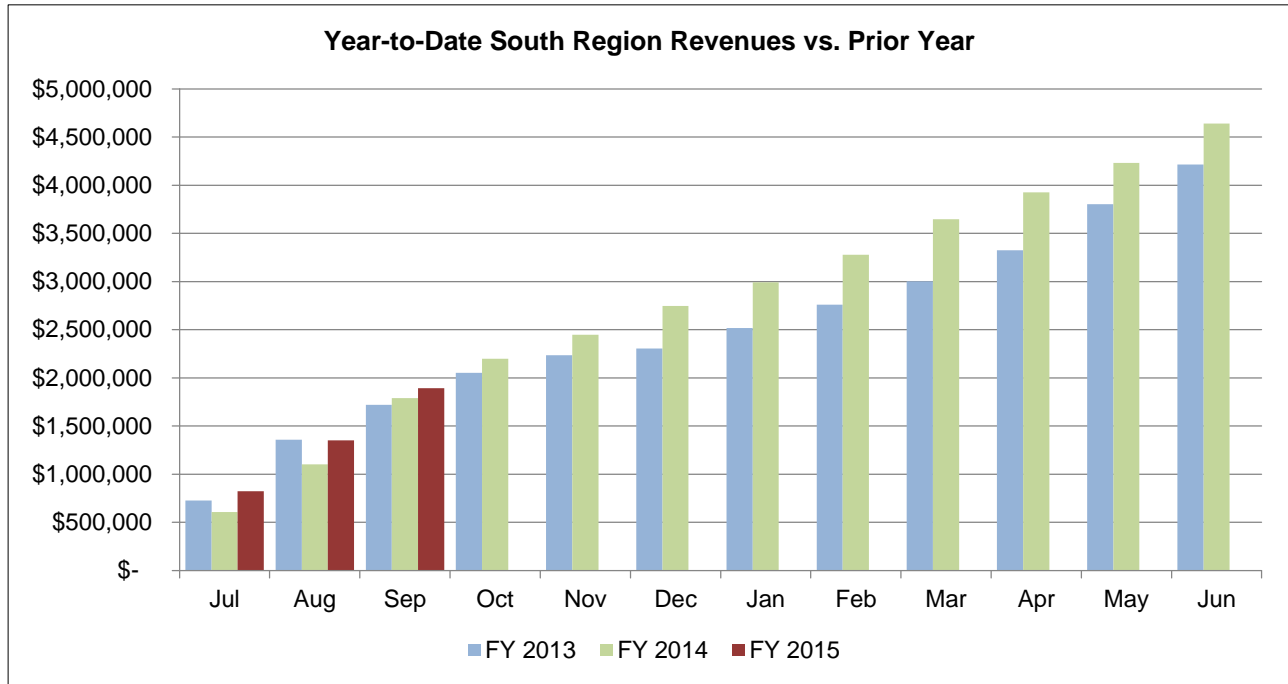
- All Park Operations fiscal year-to-date revenues are up \$250,900 (or 7.7%) compared to FY 2014
- All Park Operations fiscal year-to-date expenditures are up \$93,800 (or 2.7%) compared to FY 2014

**Idaho Department of Parks and Recreation
North Region - All Funds
Year-to-Date Revenues and Expenditures
September 30, 2014**



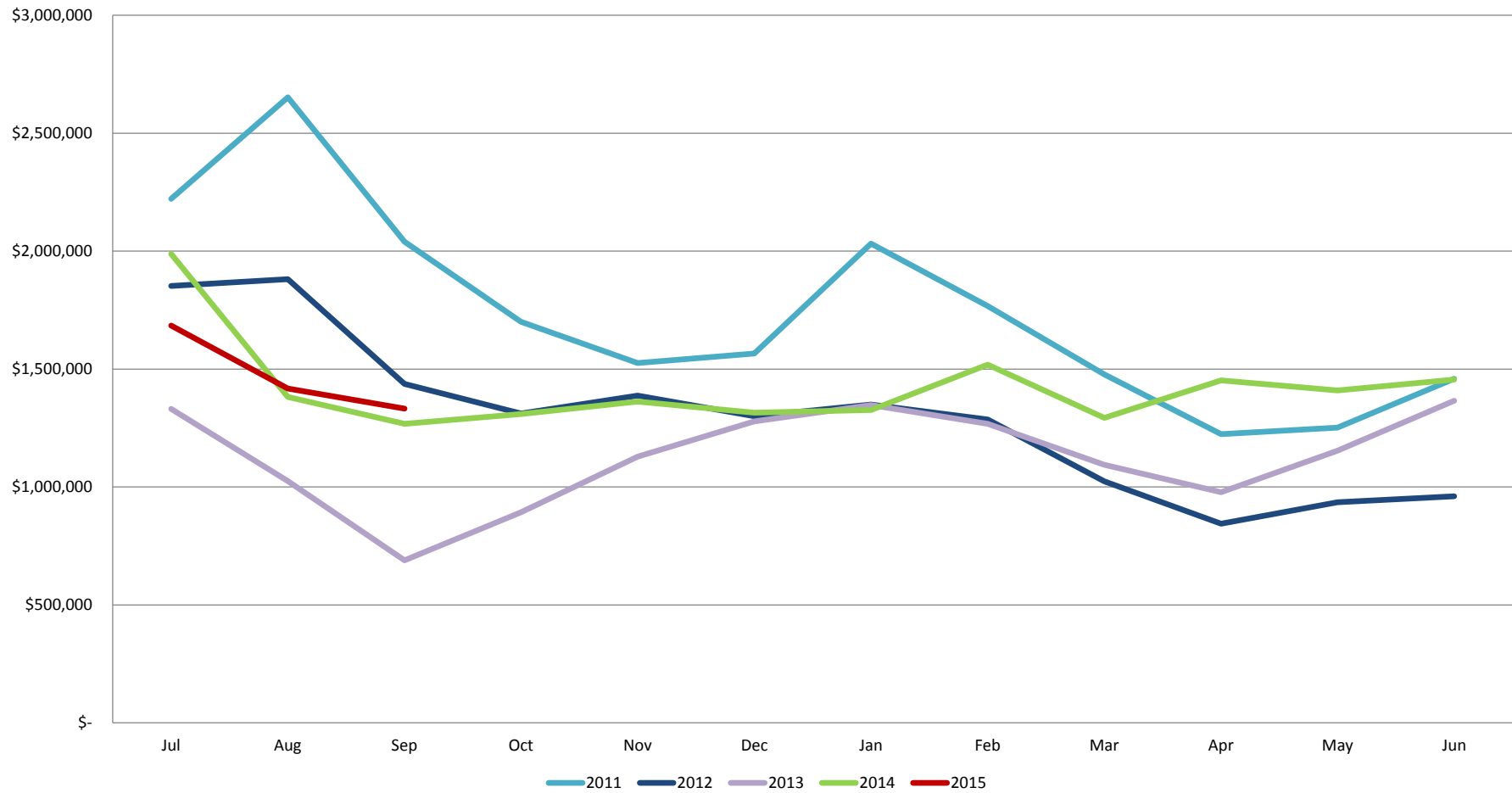
- North Region fiscal year-to-date revenues are up \$148,400 (or 10.1%) compared to FY 2014
- North Region fiscal year-to-date expenditures are up \$84,500 (or 5.5%) compared to FY 2014

**Idaho Department of Parks and Recreation
South Region - All Funds
Year-to-Date Revenues and Expenditures
September 30, 2014**

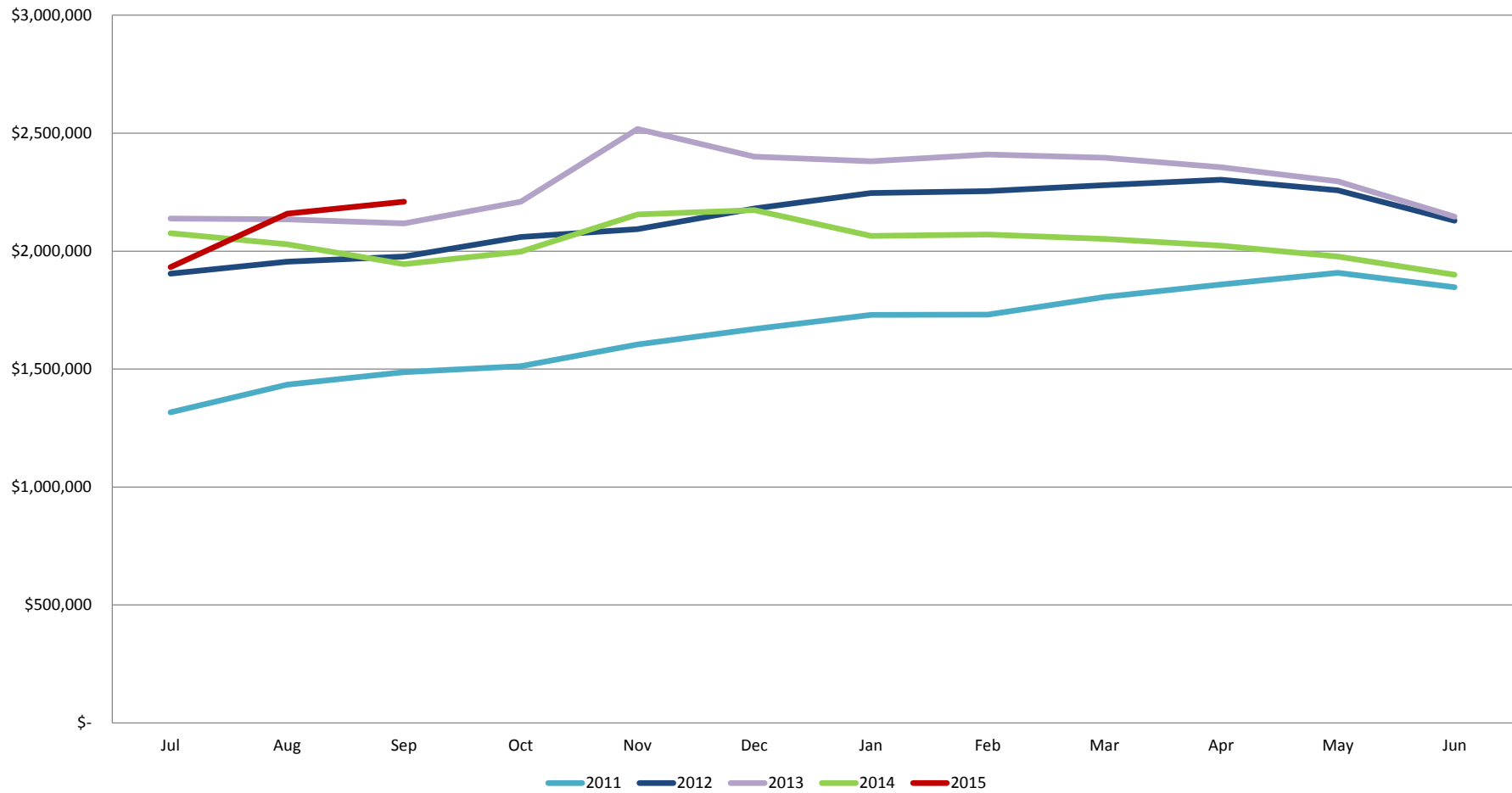


- South Region fiscal year-to-date revenues are up \$102,500 (or 5.7%) compared to FY 2014
- South Region fiscal year-to-date expenditures are up \$9,300 (or 0.5%) compared to FY 2014

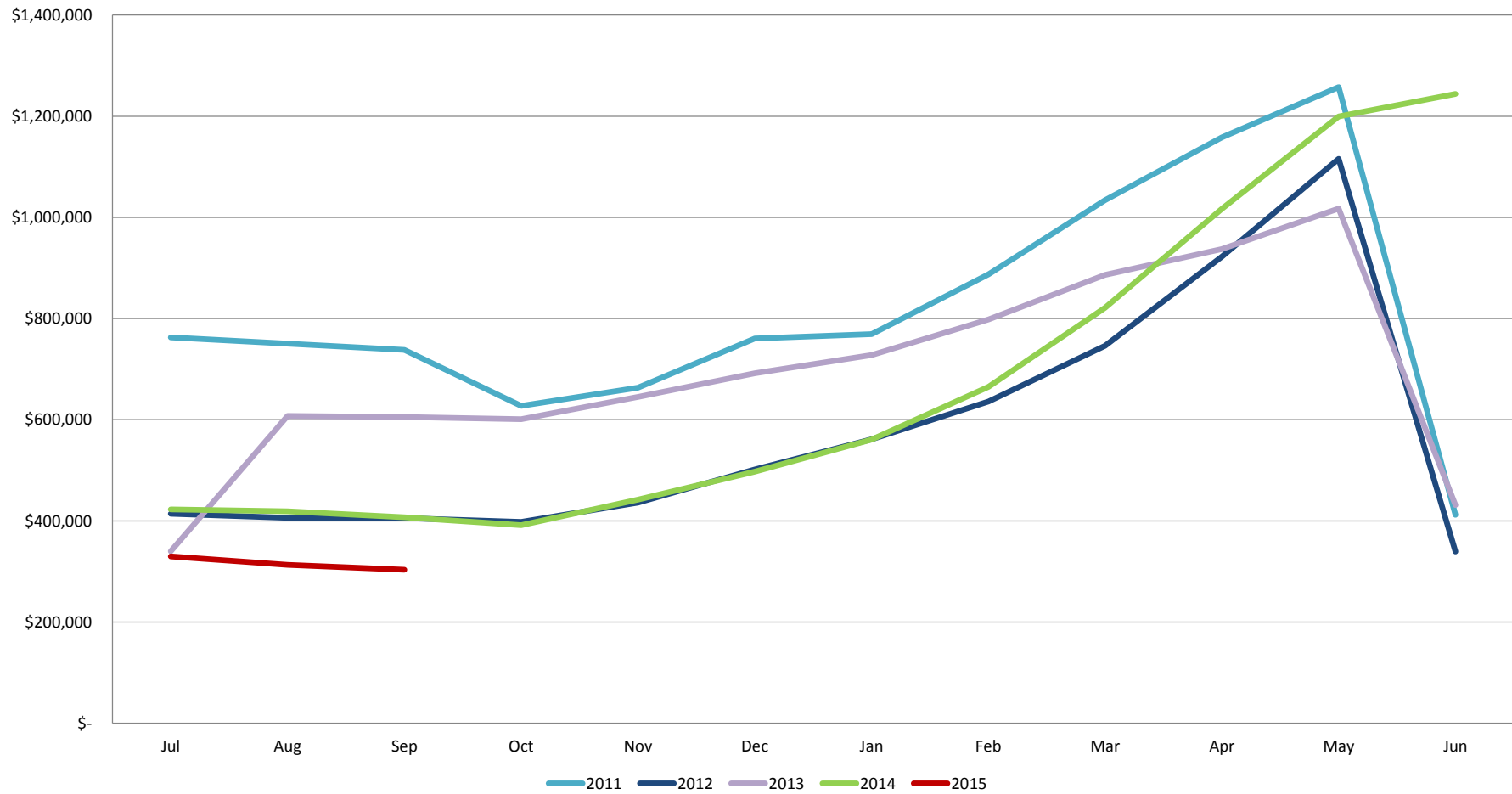
**Idaho Department of Parks and Recreation
Cash Balance Trend - Parks and Recreation Fund (0243)
September 30, 2014**



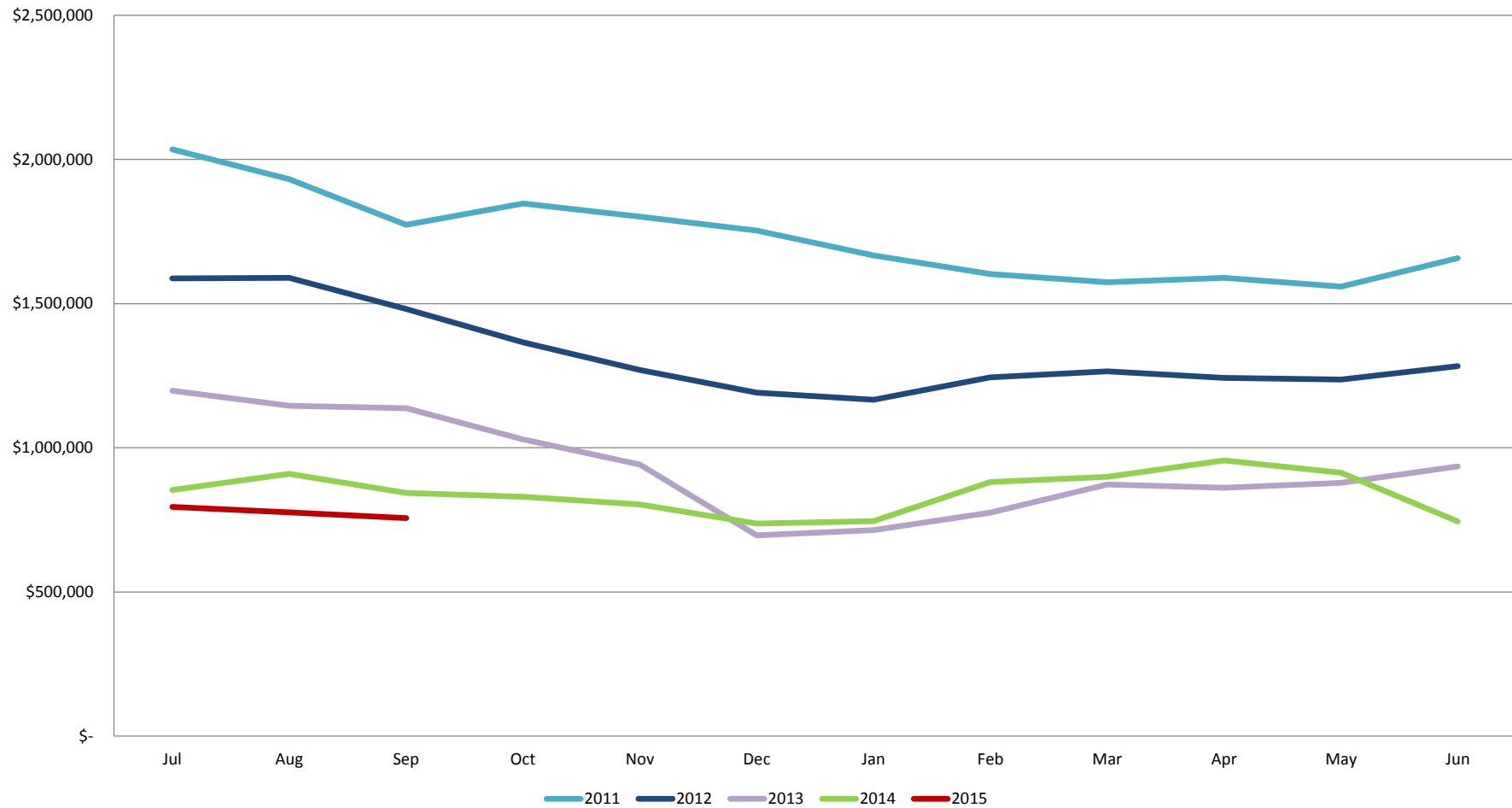
Idaho Department of Parks and Recreation
Cash Balance Trend - Recreational Fuels Capital Improvement Fund (0247.01)
September 30, 2014



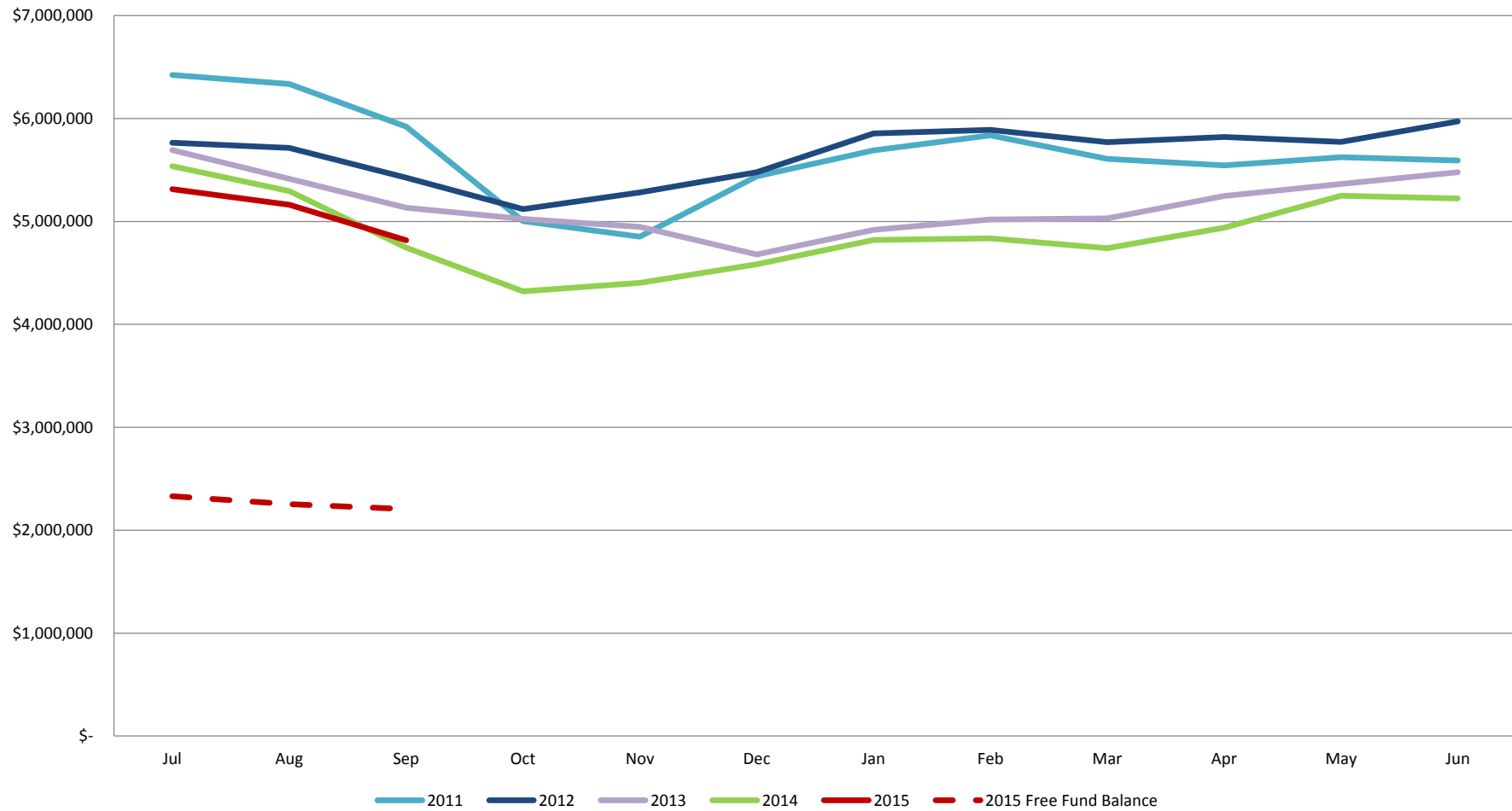
**Idaho Department of Parks and Recreation
Cash Balance Trend - Snowmobile Fund (0250.03)
September 30, 2014**



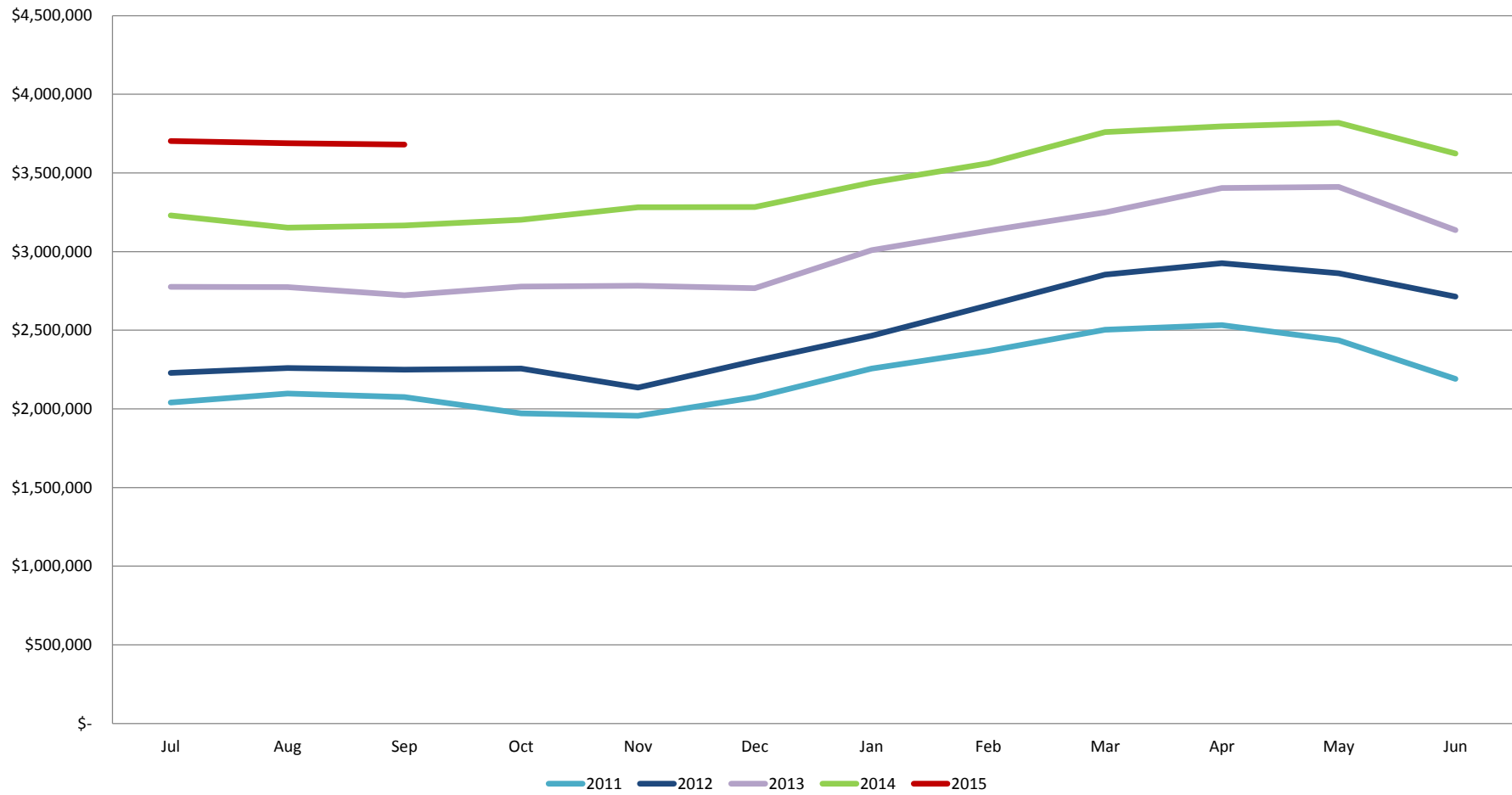
**Idaho Department of Parks and Recreation
Cash Balance Trend - Motorbike / OHV Fund (0250.04)
September 30, 2014**



**Idaho Department of Parks and Recreation
Cash Balance Trend - Recreational Vehicle Fund (0250.05)
September 30, 2014**



**Idaho Department of Parks and Recreation
Cash Balance Trend - Enterprise Fund (0410.01)
September 30, 2014**



Idaho Department of Parks and Recreation
Statement of Cash Balances - FY 2015
as of September 30, 2014

Fund	Description	Beginning Balance	Cash Inflows	Cash Outflows	Cash Balance	Encumbrances	Unobligated Fund Balance
0125	Federal Indirect Cost Recovery	\$ 798,690	\$ 21,042	\$ (86,946)	\$ 732,786	\$ -	\$ 732,786
0150.01	Economic Recovery Reserve	3,394	-	-	3,394	-	3,394
0243	Parks and Recreation Fund	1,455,327	2,152,279	(2,275,507)	1,332,099	-	1,332,099
0243.02	Parks & Rec - Registration Administration	1,958,429	360,473	(663,140)	1,655,762	-	1,655,762
0243.03	Parks & Rec - Sawtooth License Plate	-	10,595	(10,595)	-	-	-
0243.04	Parks & Rec - Non-motorized Boating (Cutthroat Plate)	66,169	15,160	-	81,329	38,826	42,503
0243.05	Parks & Rec - Mountain Bike	48,962	5,763	-	54,725	-	54,725
0247.01	Recreational Fuels - Capital Improvement	1,900,085	537,526	(227,984)	2,209,627	42,260	2,167,367
0247.02	Recreational Fuels - Waterway Improvement	1,587,613	520,094	(185,333)	1,922,374	1,219,672	702,701
0247.03	Recreational Fuels - Off-road Motor Vehicles	1,511,724	520,094	(125,376)	1,906,442	998,822	907,620
0247.04	Recreational Fuels - Road & Bridge	995,805	270,890	(80,123)	1,186,572	489,685	696,887
0247.06	Recreational Fuels - Administration	612,699	238,631	(743,989)	107,341	-	107,341
0250.01	Registration - State Vessel	-	846,325	(846,325)	-	-	-
0250.02	Registration - Cross Country Ski	118,900	2,483	(1,962)	119,421	-	119,421
0250.03	Registration - Snowmobile	1,244,234	56,469	(997,222)	303,480	-	303,480
0250.04	Registration - Motorbike	744,733	284,058	(272,231)	756,561	400,699	355,862
0250.05	Registration - Recreational Vehicle	5,222,019	737,687	(1,142,347)	4,817,358	2,611,355	2,206,003
0348	Federal Grant Fund ¹	673,155	896,492	(1,202,752)	366,895	2,448,325	(2,081,430)
0349	Miscellaneous Revenue	136,375	11,096	(17,754)	129,717	-	129,717
0410.01	Enterprise	3,623,958	856,165	(800,052)	3,680,072	-	3,680,072
0496.01	Expendable Trust - Park Donations ²	341,670	41,383	(15,467)	367,586	-	367,586
0496.02	Harriman Trust	198,791	80,117	(76,255)	202,653	-	202,653
0496.03	Park Land Trust	1,490,021	59,510	(69,470)	1,480,061	-	1,480,061
0496.05	Trail of the Coeur d'Alenes	138,184	100,171	(27,004)	211,351	-	211,351
Total		\$ 24,870,936	\$ 8,624,503	\$ (9,867,834)	\$ 23,627,605	\$ 8,249,644	\$ 15,377,961

Notes: ¹ Federal Grant Fund is a borrowing limit and does not represent department cash

² 0496.01 Includes State Trust Outdoor Recreation Enhancement (STORE) Act Funds (see 67-4247)

Idaho Department of Parks and Recreation
FY 2014 Recreational Vehicle Fund (0250.05)
as of September 30, 2014

<i>RV Fund Used for Personnel & Operating Expenditures</i>		Allocation	Expenditures	Encumbrances	Allocation Remaining	% Obligated
Park Operations						
Park Administration	Personnel	\$ 58,198	\$ 16,043	\$ -	\$ 42,155	27.6%
Priest Lake	Personnel	196,947	54,422	-	142,525	27.6%
Farragut	Personnel	348,754	96,245	-	252,509	27.6%
Dworshak	Personnel	42,389	12,145	-	30,244	28.7%
Hells Gate	Personnel	263,722	94,510	-	169,212	35.8%
Ponderosa	Personnel	225,044	62,692	-	162,352	27.9%
Bruneau Dunes	Personnel	149,112	41,213	-	107,899	27.6%
Three Island	Personnel	202,733	54,890	-	147,843	27.1%
Land of Yankee Fork	Operating	10,000	6,034	-	3,966	60.3%
Total		\$ 1,496,899	\$ 438,194	\$ -	\$ 1,058,705	29.3%

<i>RV Administration (15% of Revenue)</i>						
Executive Functions	Personnel	\$ 17,204	\$ 4,950	\$ -	\$ 12,254	28.8%
HR and Volunteer Services	Personnel	65,009	17,680	-	47,329	27.2%
Registration	Operating	75,000	31,856	-	43,144	42.5%
Fiscal	Personnel	92,640	25,860	-	66,780	27.9%
Reservation Program	Personnel	92,926	25,035	-	67,891	26.9%
	Operating	225,000	-	-	225,000	0.0%
State and Federal Grants	Personnel	91,611	20,950	-	70,661	22.9%
	Operating	8,800	246	-	8,554	2.8%
Total		\$ 668,190	\$ 126,578	\$ -	\$ 541,612	18.9%

FY 2014 Revenue 4,546,821 2.8%

<i>RV Grant Dollars</i>						
State and Federal Grants	Trustee/Benefits	\$ 1,905,845	\$ 38,073	\$ 1,790,016	\$ 77,756	95.9%
Total		\$ 1,905,845	\$ 38,073	\$ 1,790,016	\$ 77,756	95.9%

Idaho Department of Parks and Recreation
Passport Program Revenue FY 2015
as of September 30, 2014

Gross Revenue	July	August	September	October	November	December	January	February	March	April	May	June	Total
1-Year Registrations	\$ 88,110	\$ 81,030	\$ 56,250										\$ 225,390
2-Year Registrations	55,640	53,740	43,340										152,720
Total	\$ 143,750	\$ 134,770	\$ 99,590	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 378,110

Transactions	July	August	September	October	November	December	January	February	March	April	May	June	Total
1-Year Registrations	8,811	8,103	5,625	-	-	-	-	-	-	-	-	-	22,539
2-Year Registrations	2,782	2,687	2,167	-	-	-	-	-	-	-	-	-	7,636
Total	11,593	10,790	7,792	-	-	-	-	-	-	-	-	-	30,175

FY 2014

Gross Revenue	July	August	September	October	November	December	January	February	March	April	May	June	Total
1-Year Registrations	\$ 88,620	\$ 81,170	\$ 49,870	\$ 38,380	\$ 51,390	\$ 45,130	\$ 71,140	\$ 71,050	\$ 59,780	\$ 77,630	\$ 74,010	\$ 86,930	\$ 795,100
2-Year Registrations	47,000	49,580	36,540	30,760	27,640	23,520	25,900	36,640	37,160	47,220	46,200	49,720	457,880
Total	\$ 135,620	\$ 130,750	\$ 86,410	\$ 69,140	\$ 79,030	\$ 68,650	\$ 97,040	\$ 107,690	\$ 96,940	\$ 124,850	\$ 120,210	\$ 136,650	\$ 1,252,980

Transactions	July	August	September	October	November	December	January	February	March	April	May	June	Total
1-Year Registrations	8,862	8,117	4,987	3,838	5,139	4,513	7,114	7,105	5,978	7,763	7,401	8,693	79,510
2-Year Registrations	2,350	2,479	1,827	1,538	1,382	1,176	1,295	1,832	1,858	2,361	2,310	2,486	22,894
Total	11,212	10,596	6,814	5,376	6,521	5,689	8,409	8,937	7,836	10,124	9,711	11,179	102,404

Idaho Department of Parks and Recreation
Endowment Fund Cash Projection
As of 8/31/2014

Ritter Island Endowment Fund

Fund	PCA	Object	FY 2014 Expenditures	FY 2015 Budget Allocation	8/31/14 Cash Balance	FY 2015 Additional Cash Requirement
0496.03	93427	4000	\$ 9,952	\$ 10,786		
0496.03	23427	5000	26,600	5,000		
		Total	\$ 36,552	\$ 15,786	\$ 12,076	\$ 3,710

Balance as of June 30, 2013	FY 2014 Withdrawal	FY 2014 Fees	Balance as of June 30, 2014	FY 2014 Investment Gain
\$ 1,087,537	\$ 54,000	\$ 3,695	\$ 1,182,528	\$ 152,686

Withdrawal Amount \$ 35,000

Target 3% distribution per MOA and investment policy on 9/23/2014.

Trail of the Coeur d'Alenes Endowment Fund

Fund	PCA	Object	FY 2014 Expenditures	FY 2015 Budget Allocation	8/31/14 Cash Balance	FY 2015 Additional Cash Requirement
0496.05	21145	TOC - 4000	\$ 14,075	\$ -		
0496.05	91146	TOC - 4000	81,781	68,637		
0496.05	91164	OM - 4000	57,133	13,251		
0496.05	21145	TOC - 5000	33,921	-		
0496.05	21164	OM - 5000	10,629	-		
0496.05	33007	6000	11,888	-		
		Total	\$ 209,427	\$ 81,888	\$ 140,089	\$ (58,201)

Balance as of June 30, 2013	FY 2014 Withdrawal	FY 2014 Fees	Balance as of June 30, 2014	FY 2014 Investment Gain
\$ 2,353,644	\$ 165,000	\$ 4,492	\$ 2,507,983	\$ 323,831

Withdrawal Amount \$ 75,000

Target 3% distribution per investment policy on 9/23/2014.



Ritter Island Endowment Fund - Investment Report



Final Report (gross of fees)

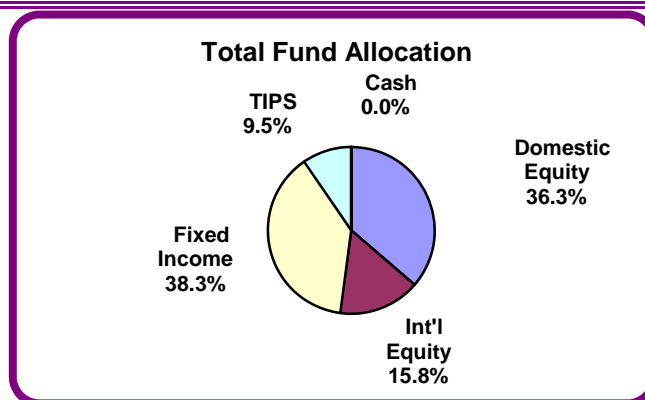
June 30, 2014

Current Value of the Fund	\$	1,182,528
Investment Change in Market Value Inception-to-Date	\$	422,795
Contributions Inception-to-Date	\$	1,000,000
Withdrawals Inception-to-Date (fees & distributions)	\$	(240,267)
Month-to-Date Returns		1.3%
Inception-to-Date Annualized Return		6.0%

<u>Jun-14</u>		<u>Fiscal YTD</u>		<u>Three Year Return</u>	
Total Fund	1.3%	Total Fund	14.6%	Total Fund	8.8%
Benchmark	1.2%	Benchmark	14.0%	Benchmark	8.6%
U.S Equity	2.6%	U.S Equity	25.2%	U.S Equity	16.4%
Benchmark	2.5%	Benchmark	25.2%	Benchmark	16.5%
Int'l Equity	1.8%	Int'l Equity	22.3%	Int'l Equity	6.0%
Benchmark	1.7%	Benchmark	21.8%	Benchmark	5.7%
Fixed Income	0.1%	Fixed Income	4.4%	Fixed Income	3.8%
Benchmark	0.1%	Benchmark	4.4%	Benchmark	3.7%

Asset Allocation

	<u>Mkt Value</u>	<u>% Alloc</u>
Domestic Equity	429,268	36.3%
Int'l Equity	187,185	15.8%
Fixed Income	453,253	38.3%
TIPS	112,427	9.5%
Cash	396	0.0%
Total Fund	<u>1,182,528</u>	<u>100.0%</u>



Endowment Fund Staff Comment:

For the month the fund was up 1.3%, 0.1% over benchmark. Equity markets were up this month; the Russell 3000 (U.S.) was up 2.5%, and the MCSI ACWI ex-US (International) was up 1.7%. Bonds, as measured by the BC Aggregate, were up 0.1%. On a fiscal Y-T-D basis, the fund is up 14.6%, 0.6% over benchmark.

The Benchmark for the fund is 50% BC Aggregate Bond Index, 35% Russell 3000 Equity Index, and 15% ACWI ex-US (All Country World Equity Index ex- US Equities). The investment inception date is September 2007.



Trail of the CDA Endowment Fund - Investment Report



Final Report (gross of fees)

June 30, 2014

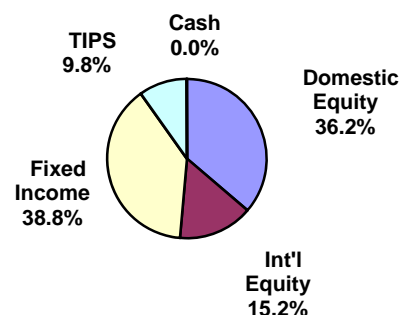
Current Value of the Fund	\$	2,507,983
Investment Change in Market Value Inception-to-Date	\$	1,033,708
Contributions Inception-to-Date	\$	2,163,600
Withdrawals Inception-to-Date (fees & distributions)	\$	(689,325)
Month-to-Date Returns		1.3%
Inception-to-Date Annualized Return		9.4%

<u>Jun-14</u>		<u>Fiscal YTD</u>		<u>Last Three Years</u>	
Total Fund	1.3%	Total Fund	14.6%	Total Fund	9.9%
Benchmark	1.2%	Benchmark	14.0%	Benchmark	9.7%
U.S Equity	2.6%	U.S Equity	25.2%	U.S Equity	16.5%
Benchmark	2.5%	Benchmark	25.2%	Benchmark	16.5%
Int'l Equity	1.8%	Int'l Equity	22.4%	Int'l Equity	5.7%
Benchmark	1.7%	Benchmark	21.8%	Benchmark	5.7%
Fixed Income	0.1%	Fixed Income	4.4%	Fixed Income	3.8%
Benchmark	0.1%	Benchmark	4.4%	Benchmark	3.7%

Asset Allocation

	<u>Mkt Value</u>	<u>% Alloc</u>
Domestic Equity	908,915	36.2%
Int'l Equity	380,151	15.2%
Fixed Income	972,662	38.8%
TIPS	245,487	9.8%
Cash	767	0.0%
Total Fund	<u>2,507,983</u>	<u>100.0%</u>

Total Fund Allocation



Endowment Fund Staff Comment:

For the month the fund was up 1.3%, 0.1% over benchmark. Equity markets were up this month; the Russell 3000 (U.S.) was up 2.5%, and the MSCI ACWI ex-US (International) was up 1.7%. Bonds, as measured by the BC Aggregate, were up 0.1%. On a fiscal Y-T-D basis, the fund is up 14.6%, 0.6% over benchmark.

The benchmark for this fund is 50% BC Aggregate, 35% Russell 3000, and 15% MSCI ACWI ex-US. The investment inception date for this fund is June 2009.

Idaho Department of Parks and Recreation
Endowment Fund Investment History

Ritter Island Endowment Fund
Established September 2007

	Actuals									
	FY 2008	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017
Principle Contribution	1,000,000									
Investment Gain / (Loss)	(17,364)	(96,158)	95,041	168,553	29,836	90,201	152,686	65,039	66,493	67,958
Withdrawals (Distributions)				(29,100)	(105,000)	(26,213)	(54,000)	(35,000)	(36,269)	(37,068)
Fees	(3,684)	(3,684)	(3,684)	(3,976)	(3,623)	(3,608)	(3,695)	(3,600)	(3,600)	(3,600)
Market Value (as of June 30)	978,952	879,110	970,467	1,105,944	1,027,157	1,087,537	1,182,528	1,208,967	1,235,591	1,262,881
Net Annual Return (per EFIB Reports)	-1.7%	-9.8%	10.8%	17.5%	3.3%	8.9%	14.6%	5.5%	5.5%	5.5%
Total Annualized Return (Geometric Average Rate of Return)	-1.7%	-5.9%	-0.6%	3.6%	3.6%	4.4%	5.8%	5.8%		
Actual / Desired Distribution				3.0%	9.5%	2.6%	5.0%	3.0%	3.0%	3.0%
Inflation Factor (CPI-U) as of June 30	218.815	215.693	217.965	225.722	229.478	233.504	238.343			
Annual Inflation Rate	5.0%	-1.4%	1.1%	3.6%	1.7%	1.8%	2.1%	2.0%	2.0%	2.0%
Compounded Inflation Rate	5.0%	3.6%	4.6%	8.2%	9.9%	11.6%	13.7%	15.7%	17.7%	19.7%
Principle in Constant (FY 2008) Dollars	1,050,218	1,035,950	1,046,484	1,082,072	1,098,712	1,116,256	1,136,979	1,156,979	1,176,979	1,196,979
Market Value Variance to Inflation	(71,266)	(156,840)	(76,017)	23,872	(71,555)	(28,719)	45,549	51,988	58,612	65,902

Idaho Department of Parks and Recreation
Endowment Fund Investment History

Trail of the Coeur d'Alenes
Established June 2009

	Actuals									
	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
Principle Contribution	2,163,600									
Investment Gain / (Loss)	176,195	199,265	139,458	194,959	323,831	137,939	141,154	144,436	147,800	151,249
Withdrawals (Distributions)		(240,200)	(200,000)	(61,523)	(165,000)	(75,000)	(76,993)	(78,783)	(80,618)	(82,499)
Fees	(2,472)	(3,679)	(7,644)	(4,315)	(4,492)	(4,486)	(4,486)	(4,486)	(4,486)	(4,486)
Market Value (as of June 30)	2,337,323	2,292,709	2,224,523	2,353,644	2,507,983	2,566,436	2,626,111	2,687,278	2,749,974	2,814,237
Net Annual Return (per EFIB Reports)	8.1%	9.1%	6.4%	8.9%	14.6%	5.5%	5.5%	5.5%	5.5%	5.5%
Total Annualized Return (Geometric Average Rate of Return)	8.1%	8.6%	7.9%	8.1%	9.4%	8.7%	8.3%	7.9%		
Actual / Desired Distribution		10.3%	8.7%	2.8%	7.0%	3.0%	3.0%	3.0%	3.0%	3.0%
Inflation Factor (CPI-U) as of June 30	217.965	225.722	229.478	233.504	238.343					
Annual Inflation Rate	1.1%	3.6%	1.7%	1.8%	2.1%	2.0%	2.0%	2.0%	2.0%	2.0%
Compounded Inflation Rate	1.1%	4.6%	6.3%	8.0%	10.1%	12.1%	14.1%	16.1%	18.1%	20.1%
Principle in Constant (FY 2009) Dollars	2,186,390	2,263,389	2,299,391	2,337,350	2,382,187	2,425,459	2,468,731	2,512,003	2,555,275	2,598,547
Market Value Variance to Inflation	150,933	29,320	(74,868)	16,294	125,796	140,977	157,380	175,275	194,699	215,690

☐ IDAPA RULE ☐ IDAPA FEE ☐ BOARD ACTION REQUIRED
☐ BOARD POLICY **X INFO ONLY, NO ACTION REQUIRED**

AGENDA
Idaho Park and Recreation Board Meeting
November 13-14, 2014
IDPR HQ, 5657 Warm Springs Ave
Boise ID

AGENDA ITEM: **Non-Motorized Trails Program Presentation**
ACTION REQUIRED: **None**
PRESENTER: **Leo Hennessy**

PRESENTATION

BACKGROUND INFORMATION:

The IDPR Non-Motorized Trail Program has played a significant role in IDPR's rich history for over 25 years. Leo Hennessy was the first Program Manager hired for that position, and continues to serve in that capacity today. Leo was the catalyst for the Idaho City Yurt Program, numerous IDPR managed Recreational Trailways, and countless other non-motorized endeavors on behalf of Idaho citizens.

Leo will give a brief overview of his involvement with the agency, and answer any questions the Board might have about the Non-Motorized Trail Program.

STAFF RECOMMENDATIONS:

N/A

☐ IDAPA RULE ☐ IDAPA FEE ☒ BOARD ACTION REQUIRED
☐ BOARD POLICY ☐ INFO ONLY, NO ACTION REQUIRED

AGENDA
Idaho Park and Recreation Board Meeting
November 13-14, 2014
IDPR HQ, 5657 Warm Springs Ave
Boise ID

AGENDA ITEM: Consent Agenda
ACTION REQUIRED: Board to approve meeting minutes
PRESENTER: Charlie

PRESENTATION

BACKGROUND INFORMATION:

STAFF RECOMMENDATIONS:

File approved consent agenda items.

☐ IDAPA RULE ☐ IDAPA FEE ☐ BOARD ACTION REQUIRED
☐ BOARD POLICY ☒ INFO ONLY, NO ACTION REQUIRED

AGENDA
Idaho Park and Recreation Board Meeting
November 13-14, 2014
IDPR HQ, 5657 Warm Springs Ave
Boise ID

AGENDA ITEM: **Criteria to Evaluate Park Acquisitions and Dispositions**
ACTION REQUIRED: **Information Only**
PRESENTER: **Anna Canning**

PRESENTATION

BACKGROUND INFORMATION:

In our strategic plan, we committed to update the document “Procedure to Identify and Evaluate Areas of Outstanding Natural, Scientific, Cultural, Historic or Recreation Value in Idaho” to reference the goals and objectives of the current strategic plan. The target date for that action is November 2014. The intent was to create a document that could guide staff and the Board in weighing the relative merits of potential park properties.

STAFF RECOMMENDATIONS:

Attached you will find a draft document that details a number of criteria that might be considered in selecting a future park property. Staff wanted to provide an advance draft to the Board for their consideration. We seek to answer the question, “Do you feel we are on the right track?”

If yes, we—the Executive Staff—will develop the draft document into a department policy. We welcome any and all comments you may have regarding ways to improve the document.

If no, please provide additional direction and we will bring it back to the Board at a future hearing.

Idaho Department of Parks and Recreation
Criteria to Evaluate Park Acquisitions and Dispositions

DRAFT

2014

Purpose

The mission of the Idaho Department of Parks and Recreation (IDPR) is “To improve the quality of life in Idaho through outdoor recreation and resource stewardship”. Idaho has long enjoyed the recognition of offering a diversity of quality recreation opportunities to both residents and visitors. IDPR plays a significant role in providing outstanding experiences across the state both within our parks and in the many other recreational areas in the state.

The purpose of this document is to establish a systematic process for evaluating the appropriateness of a property as an addition to the Idaho state park system. This document offers guidance on the nomination and evaluation process of nominated properties.

The site evaluation form will be used to determine and prioritize nominated sites to be added to Idaho’s state park system. Several objectives are to be considered in determining these sites. These objectives are manifested throughout the criteria for evaluation, and include the following:

1. The preservation of the sites that possess the most outstanding natural, scientific, historic, cultural, or recreational resources, regardless of location or potential for development.
2. The ability to use the site to educate citizens through an improved understanding of the various natural, scientific, historical, cultural, or recreation features that make up our environment.
3. The improvement of both state and local economies for the purposes of enhancing the standard of living and the quality of life in Idaho.

Nomination

Nominations of sites can be made by any member of the IDPR Board. Private citizens, non-profits, or any other groups or individuals may suggest a nomination by contacting an IDPR Board member from the appropriate district.

Nominations made by the Board will be evaluated by IDPR staff using the Site Evaluation Form. The evaluation will include various criteria and standards by which measurements can be assigned by the observer. Both primary and secondary criteria will be used as shown in the following segments.

Criteria

In order to objectively and uniformly evaluate nominated sites, certain criterion must be established.

The definition of criterion is “a standard by which something is judged”. Certain criteria are “primary” in that they screen out candidates that do not meet basic standards. Such candidates should be disregarded from that point on. “Secondary” criteria should be used to further rank those that qualify.

The following site criteria will be used in assessing the sites for future park and recreation needs.

These criteria are as follows:

Primary Criteria

Significance

The nominated property must have natural, historical, cultural, recreation, or scientific significance. These features should be of notable worth and influence to the region.

Scope of Importance

The nominated property must have nationwide, statewide, or regional importance, with the former having a higher value than the latter. Importance is indicated by the relative availability of the property's resources in the region, state, and/or nation.

Utility

The nominated property must have the ability to generate funds to offset at least some portion of the anticipated operations expenses. Additionally, the property should have the potential to improve local and state economies, enhance quality of life and offer a higher standard of living.

Need

The nominated property, if possessing significant recreational opportunities, must meet the recreational needs of a site based on current and anticipated recreation demand. Such need is based on the comparison of the supply of nearby recreation opportunities against the demand.

Secondary Criteria

Distance

The distance to another site of a similar type. For example, a fishing lake in close proximity to an existing fishing lake is of less value than one with no nearby fishing opportunities.

Duplication

The number of similar sites. For example, the only representative type of a physiographic feature within the state is of more value than one which is typical of many sites available in the state.

Potential for Loss

The potential that the resource or opportunity will be lost. For example, a site or feature could be lost due to land use changes and/or development of surrounding properties.

Size

The size of the land and water area encompassed by a site is appropriate to meet the intended use. For example, a site that can only be developed if IDPR purchases additional property is of less value than one that can be developed on its own.

Access

Existing access is appropriate or could be developed to meet the intended use. For example, a site with an existing roadway access that could be enlarged by IDPR to meet the intended use will be of greater value than one that requires outside agencies to acquire and develop the access.

Variety

The site has the potential of providing several forms of outdoor recreation activities. For example,

a site that provides camping, hiking, mountain biking and boating access would be given higher consideration than a site that only provides a day-use swimming area.

Topography

The slope and general land form gradients are appropriate to meet the intended use. For example, a site with very steep terrain and solid rock outcrops would be given lower consideration than a site that is more suitable for the construction of facilities.

Water Supply and Quality

Suitable water supply and quality can meet anticipated potable and irrigation needs. For example, a property that has water rights available to meet the intended use is of greater value than those which would require obtaining additional water rights.

Method of Acquisition

Donated sites will have the greatest value regarding method of acquisition. Sites that have funds available for purchase will have a high value. Sites that must rely on a general fund request will have the least value.

Future Development

Funds can be/are available for development of the property. For example, a project that can be developed from dedicated funding sources (LWCF, Road and Bridge, WIF, etc.) may be of greater value than one that must rely on a general fund request.

Other Qualities

Enhancement of the area by other qualities affecting it.

SITE EVALUATION FORM

County_____

Approximate Size_____ (acres, linear miles, etc.)

I. Unique Features

Natural

- ☐ Rapids/Whitewater Area
- ☐ Waterfall
- ☐ Beach Feature
- ☐ Geologic Land Form
- ☐ Scenic Forest
- ☐ Rare Flora
- ☐ Exceptional Fish Habitat
- ☐ Exceptional Game Habitat
- ☐ Scenic Viewpoint or Vista

Historic and/or Cultural

- ☐ Site
- ☐ Buildings

Recreational

Water-Based

- ☐ Beach
- ☐ Fishing Access
- ☐ Boating Access

Land Based

- ☐ Hunting Access
- ☐ Hiking Access
- ☐ Horseback Riding Access
- ☐ Camping Access
- ☐ Picnicking Access
- ☐ Off-Road Vehicle Access

Snow Based

- ☐ Skiing Access (Downhill or Cross-Country)
- ☐ Snowshoe Access
- ☐ Snowmobile Access
- ☐ Sledding Access
- ☐ Ice Skating Access

Scientific

- ☐ Research Site
- ☐ Research Structures

Special or Unusual Significance: _____

_____ Other Natural, Historic/Cultural, Recreational or Scientific Resources/Features: _____

II. Resource Characteristics

Recreation Resources within 50 Miles:

Federal _____
State _____
County _____
Municipal _____
Other _____

Estimated Population within 50 Miles _____ Within 150 Miles _____

Access to Site

- ☐ Existing public roadways provide vehicular access to the site
☐ There is currently no existing roadway access to the site

Relative Need for Recreation Resources in Region:

Circle One:

- 1: No need; existing opportunities adequately meet demands
2: Minimal need
3: Some need
4: Considerable need
5: High need; existing opportunities are minimal/non-existent and fail to meet demand

Negative Factors Influencing the Site:

- ☐ Sources of Pollution
☐ Environmental Intrusions
☐ Space Limitations
☐ Ownership or Development Limitations
☐ Limitations on ability to Generate Revenue
Other _____

Land Feature

1. Representative Value of Geologic Land Form

Circle One:

- 1: Low; geologic features commonly represented in the state
2: Medium-Low
3: Medium
4: Medium-High
5: High; only representative type of feature in the state

2. Special Physical or Scenic Attributes of Land Form (briefly describe): _____

Water Feature

- ☐ Lake(s)
No. of Lakes _____ Estimated Acreage _____
Frontage
☐ Developed
☐ Undeveloped
☐ River(s)
No. of Rivers _____
Frontage
☐ Developed

☐ Undeveloped

Vegetation

- ☐ Conifer
- ☐ Hardwoods
- ☐ Brush
- ☐ Desert
- ☐ Mixed

Scale of Vegetation: _____

Rank 1 through 5 (1 = sparsely vegetated; 5 = densely vegetated)

Structure Feature

1. Representative Value of Historical, Cultural, or Scientific Structure(s):

Circle One:

- 1: Low; structure commonly represented in the state
- 2: Medium-Low
- 3: Medium
- 4: Medium-High
- 5: High; only representative type of structure in the state

2. Special Physical Attributes of Structures (briefly describe): _____

III. Development and Management Potential

Possible Recreation Activities

Overnight Accommodations:

- ☐ RV/Tent Camping
- ☐ Cabins/Yurts

Water Access:

- ☐ Fishing Access Sites
- ☐ Swimming Beaches
- ☐ Boat Ramps
- ☐ Boating (motorized)
- ☐ Boating (non-motorized)

Other:

- ☐ Winter Activities
- ☐ Picnicking

Trails:

- ☐ Single Use
- ☐ Multiple Use

Interpretation/Education:

- ☐ Natural
- ☐ Cultural
- ☐ Historical
- ☐ Scientific

Water Supply and Quality

- ☐ Potable water available
- ☐ Irrigation water available
- ☐ Property has established water rights

General Development or Management Recommendations:

1. Natural Resources _____

2. Recreation Resources _____

3. Cultural Resources _____

4. Scientific Resources _____

5. Historical Resources _____

Existing Protection of Resources

- ☐ Federal
- ☐ State
- ☐ County
- ☐ Municipal
- ☐ None

Other: _____

Adjacent Property Ownership (select all that apply)

- ☐ Federal
- ☐ State
- ☐ County
- ☐ Municipal
- ☐ Private (residential)
- ☐ Private (agricultural)

Other: _____

Topography

- ☐ Topography supports development of facilities

Method of Acquisition

- ☐ The property is being donated
- ☐ Funds can be/are available for purchase

Development Funding

- ☐ Funding sources other than the general fund can be available

Sources of Written Information on Feature: _____

Property owner, address, and/or legal description: _____

General Comments _____

Form Prepared By: _____ Date _____

Address: _____

Organization: _____

Phone: _____

DRAFT

Site Evaluation Score Sheet

I. Unique Feature

Tally check marks, 1 (one) point per feature

_____ Natural

_____ Historic and/or Cultural

_____ Recreational

_____ Scientific

_____ Other

_____ **SUBTOTAL SCORE (Section I)**

II. Resource Characteristics

Population within 50 miles

- _____ 0-2,000 (1 point)
- _____ 2,001-10,000 (2 points)
- _____ 10,001-40,000 (3 points)
- _____ 40,001-120,000 (4 points)
- _____ 120,000+ (5 points)

Population within 150 miles

- _____ 0-6,000 (1 point)
- _____ 6,001-30,000 (2 points)
- _____ 30,001-120,000 (3 points)
- _____ 120,001-360,000 (4 points)
- _____ 360,001+ (5 points)

Access to Site

- _____ Three (3) points for existing roadway access

Relative Need

- _____ Enter number circled from evaluation form

Land Feature

- _____ Enter number circled from evaluation form

Water Feature

- _____ Three (3) points for lake or river feature on site

Vegetation

- _____ Enter points from 1-5 ranking on evaluation form

Structure Feature

- _____ Enter number circled from evaluation form

_____ **SUBTOTAL SCORE (Section II)**

Section III

Development and Management Potential

Possible Recreation Activities

Tally check marks, one (1) point per activity

- _____ Overnight Accommodations
- _____ Water Access
- _____ Trails
- _____ Interpretation
- _____ Other

Water Supply and Quality

- _____ Potable water available (1 point)
- _____ Irrigation water available (1 point)
- _____ Property has established water rights (3 points)

Topography

- _____ Topography supports development of facilities (3 points)

Existing Protection of Resources

_____ No existing protection of resources (3 points)

Method of Acquisition

_____ Property is being donated (5 points)

_____ Funds available for purchase (3 points)

Development Funding

_____ Funding sources other than the general fund can be available (3 points)

_____ **SUBTOTAL SCORE (Section III)**

_____ **TOTAL SCORE (add subtotals from Sections I-III)**

DRAFT

<input type="checkbox"/> IDAPA RULE	<input type="checkbox"/> IDAPA FEE	<input checked="" type="checkbox"/> BOARD ACTION REQUIRED
<input type="checkbox"/> BOARD POLICY	<input type="checkbox"/> INFO ONLY, NO ACTION REQUIRED	

AGENDA
Idaho Park and Recreation Board Meeting
November 13-14, 2014
IDPR HQ, 5657 Warm Springs Ave
Boise ID

AGENDA ITEM: Mountain Bike Plate Fund Grant Program

ACTION REQUIRED: Board Approval

PRESENTER: Steve Martin

PRESENTATION

BACKGROUND INFORMATION:

In 2011, the Mountain Bike Plate Fund was established (Idaho Code 49-419E) to help promote mountain bike recreation. The statute provides that the funds shall be used “...*exclusively for the preservation, maintenance and expansion of recreational trails within the state of Idaho and on which mountain biking is permitted.*” Revenue is derived from a portion of the registration fee for each specialty license plate sale or renewal.

Revenue has averaged approximately \$17,000 annually over the past three fiscal years. The department has elected not to fund projects in a grant funding cycle if sufficient funds are not available. In fiscal year 2013, the grants program funded two projects taken from the Recreational Trails Program list with Mountain Bike Plate Funds. Since that year, no projects have been awarded pending approval of a more formal process unique to the funding source.

STAFF RECOMMENDATIONS:

Staff recommends the Board approve the Mountain Bike License Plate Grant Program based on the following structure.

- Eligible applicants shall be governmental agencies, Indian Tribes, and non-profit entities.
- Grants awarded for motorized equipment shall be limited to \$10,000.
- 50% match requirement only on motorized equipment (Follows Board Policy SFA 8.03).
- The Recreational Trails Program (RTP) Advisory Committee will evaluate and rate the applications as a separate program.
- IDPR reserves the right to determine whether sufficient funds are available to distribute and may not award projects annually.

☐ IDAPA RULE ☐ IDAPA FEE ☐ BOARD ACTION REQUIRED
☐ BOARD POLICY ☐ INFO ONLY, NO ACTION REQUIRED

AGENDA
Idaho Park and Recreation Board Meeting
November 13-14, 2014
IDPR HQ, 5657 Warm Springs Ave
Boise ID

AGENDA ITEM: **Public Forum**

ACTION REQUIRED:

PRESENTER:

PRESENTATION

BACKGROUND INFORMATION:

STAFF RECOMMENDATIONS:

<input type="checkbox"/> IDAPA RULE	<input type="checkbox"/> IDAPA FEE	<input type="checkbox"/> BOARD ACTION REQUIRED
<input type="checkbox"/> BOARD POLICY	<input type="checkbox"/> INFO ONLY, NO ACTION REQUIRED	

AGENDA
Idaho Park and Recreation Board Meeting
November 13-14, 2014
IDPR HQ, 5657 Warm Springs Ave
Boise ID

AGENDA ITEM: Reception

ACTION REQUIRED:

PRESENTER:

PRESENTATION

BACKGROUND INFORMATION:

STAFF RECOMMENDATIONS:

Idaho Department of Parks and Recreation

Idaho State Parks Passport

Marketing Plan 2015 /2016



10/17/2014



IDPR Park Passport Program Marketing Plan

GOAL

- To increase sales by 20% by December 31, 2016

Strengths

- Entering third year of sales, product awareness has been established
- Awareness of parks and amenities has increased
- Outstanding diverse products in the park system meet the needs of a variety of outdoor enthusiasts
- IDPR staff provides excellent customer service
- The price of the passport is affordable to many (price of two Subway foot long sandwiches)
- Distribution outlets in all 44 Idaho counties through the Department of Motor Vehicles with walk-in, mail-in or on-line purchase options
- Great local community support of individual parks

Weaknesses

- The panhandle creates an advertising challenge for the Passport given media outlets in Washington.
- Non-resident visitors are the most frequent visitors to panhandle and most North Idaho parks.
- We need to better understand why the Passport is not as popular in Eastern Idaho.

Opportunities

- Possibility for high retention rate
- High willingness to recommend by current passport holders
- If successful millions of additional dollars will be raised to address critical maintenance needs within Idaho's State Parks
- Partner with corporations or businesses to enhance the campaign
- Place emphasis on value added for consumer: park offerings and amenities

Threats/Barriers

- IDPR (parks, region offices, HQ) is unable to sell passports
- Department of Motor Vehicles staff (direct sales staff for this campaign) is not under the direct management of IDPR
- Increased sales of passports places additional demand on already over-worked park staff

TARGET MARKET SEGMENTS-

- IDPR Staff, seasonal staff and volunteers
 - Training for these individuals is critical as they generate Passport awareness on-the-ground. Therefore, they are seen as a target market.
- All Idahoans who register a vehicle each year or every two years (1.25 million)
 - Subsets include:
 - All Idahoans who purchase an automobile
 - All Idahoans who purchase an RV
 - New, County Specific Reach through traditional and non-traditional media
 - Kootenai
 - Bonneville
 - Canyon, Payette, Ada, Gem
- Non-State Park Users
 - Special emphasis on generating new Hispanic customers, as per Strategic Plan Goals
- All state park users
 - Subsets include:
 - RV owners (Reach: 100,000)
 - ATV/UTV/Motorbike/Snowmobile/Park n Ski Pass (Reach: 300,000)
 - Overnight Campers (Reach: 137,630 camper nights)
 - All park visitors (Reach: 5.2 million)
- Department of Motor Vehicle staff – in all 44 Idaho counties (Reach: number of staff)
- Automobile Dealerships, employees
- RV Dealerships, employees
- Boat owners in Clearwater, Bonner, Kootenai and Bear Lake Counties (near state parks)
- Homeowners in Kootenai County
- Homeowners in West Ada County

GEOGRAPHIC TARGET MARKETS

Largest cities in Idaho organized by population and media markets:

Boise (1)– Meridian (5) – Eagle (13) – Mtn Home (14) Garden City (15)

Nampa (2) – Caldwell (9)

Pocatello (3) Blackfoot (16) Chubbuck (17)

Idaho Falls (4) Rexburg (12)

Coeur d'Alene (6) Post Falls (11) Hayden (18)

Twin Falls (7) Burley (19) Jerome (20)

Lewiston (8) Moscow (10)

This plan is primarily structured to reach the non-park user. Because there are more non-park users than park users in Idaho, the majority of new revenue will be generated from the non-park user. IDPR staff is confident that park users will buy the passport because of the low price and savings provided.

In the first two years, due to limited advertising resources, the campaign focus was in the largest population segment, the Boise Metro market. Now that we have sales data, we can evaluate where the greatest potential for increased Passport sales exist, by county and make strategic advertising decisions. We will continue to use other tactics especially earned media and public relations in other areas of the state, including the Boise Metro Market.

Target Audience Profiles

Demographic profiles are not available for the IDPR park user. The following list of profiles was derived from secondary research sources. It is very important to keep in mind that while we provide these profiles to understand who may be a park user now and in the future, *this plan targets a wider audience of demographics – all non-park users who register a vehicle in Idaho.*

1. Composite profile of the average/ predominant target audience for IDPR:

- An average household income of \$73,820
- Upper-mid income range
- Middle aged age range
- Households with children/no children present
- Live in town and rural areas
- College graduates or Blue Collar
- Mostly white ethnic groups

These target audiences may also be significant IDPR users (from PRIZM Research Segments):

2. Kids & Cul-de-Sacs

Upper-middle class, suburban, married couples with children—that's the skinny on Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence, and children translates into large outlays for child-centered products and services.

Upper-Mid, Younger w/ Kids

Income: \$85,056

U.S.: 1.62%

Social Group: The Affluentials

Lifestage Group: Young Accumulators

3. Country Casuals

There's a laid-back atmosphere in Country Casuals, a collection of middle-aged, upscale households that have started to empty-nest. Most households boast two earners who have well-paying management jobs or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares, and going out to eat.

Upscale, Older w/o Kids

Income: \$84,089

U.S.: 1.56%

Social Group: Landed Gentry

Lifestage Group: Midlife Success

4. Big Sky Families

Scattered in placid towns across the American heartland, Big Sky Families is a segment of younger rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy baseball, basketball, and volleyball, as well as fishing, hunting, and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.

Upper-Mid, Younger w/ Kids

Income: \$66,864

U.S.: 1.90%

Social Group: Country Comfort/ Lifestage Group: Mainstream Families

5. Mayberry-ville

Like the old Andy Griffith Show set in a quaint picturesque town, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, upper-middle-class couples like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles, and pickup trucks.

Upper-Mid, Middle Age w/o Kids

Income: \$64,175

U.S.: 2.40%

Social Group: Country Comfort

Lifestage Group: Midlife Success

6. Kid Country, USA

Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by large families living in small towns. Predominantly white, with an above-average concentration of Hispanics, these young, working-class households include homeowners, renters, and military personnel living in base housing; about 20 percent of residents own mobile home.

Lower-Mid, Younger w/ Kids

Income: \$52,366

U.S.: 1.18%

Social Group: Middle America

Lifestage Group: Mainstream Families

7. Shotguns & Pickups

The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families—more than half have two or more kids—living in small homes and manufactured housing.

Lower-Mid, Younger w/ Kids

Income: \$52,697

U.S.: 1.66%

Social Group: Middle America

Lifestage Group: Mainstream Families

Overall Marketing Strategy

Mass media (television/print) helps build awareness and knowledge. Influencer marketing builds on that initial awareness and helps potential customers to further evaluate whether or not they would like to move forward and participate or purchase.

Advertising and selling are driven by the 'new product adoption process' (see diagram below) a.k.a. the steps the customer takes to purchase a new product. Most consumers need to be exposed 5 to 7 times to effectively convey the advertising message.

Television is recommended to raise awareness of the passport program for the following reasons:

- Television is a visual medium and the parks products lend themselves beautifully to visual advertising
- Most people gather information about the world around them using their visual sense
- TV is still the best medium to raise awareness
- Viewership has changed due to the internet but only by small percentage points
- Reaches the most people - 35+ more than any other medium – average watch 3 hours a day
- Emphasis will continue to be placed on Treasure Valley television market.

Radio and print ads will be the primary focus of the Eastern Idaho market.

Direct Mail will be the primary focus of the North Idaho campaign efforts.

PR and Social Media will have a statewide reach.

The last plan component, an influencer marketing program, has been selected as a key marketing tool because it is the best tool to reach a statewide audience and: (Use third party advocates to promote the passport, share messages and build buzz: Passport holders, RV Dealerships, Vehicle Dealerships)

- Advocates are so passionate about your product or service that they will spread the word about it without expecting anything in return
- Buyers trust recommendations from their colleagues, peers and industry leaders
- 94% of marketers say the customer's voice is their most effective content
- A recommendation from a trusted friend conveying a relevant message is up to 50 times more likely to trigger a purchase than is a low-impact recommendation.
- Marketing-induced buyer-to-buyer word of mouth generates more than 2 times the sales of paid advertising

New product adoption process:

Awareness → Knowledge → Evaluation → Trial → Adoption

Primary tools and tactics used in this campaign are mass media, public relations tools, one-on-one contact with park users and influencer marketing by word-of-mouth and trusted industry source partnership / promotion.

OBJECTIVES–

Objective 1.

Reach Idahoans, 5-7 times, who register a vehicle in Idaho between December 2014 and December 2015, with consistent messages.

Strategies for Objective 1.

To expose the counties where the greatest potential for passport sales increase exists to the passport message 5 to 7 times, the following strategies are recommended:

- Paid media 2 for 1 – :30sec spots directed to all non-park users in specific sales markets beginning January 2015. Months and dates of run will be dependent on ITD reporting and sales stats. (Reach / Impressions: See media buy)
- Insure collateral & banners with the passport messages in DMV offices are current and replenished (Reach: 70% of vehicle registrants = 900,000)
- Continue to nurture relationship with DMV ‘sales staff’ thru training and ‘thank you’s’
- Public Relations strategies – (please see page 7 of this plan)
- Use Social Media tactics
- Provide automobile and RV dealerships with collateral / banners
- Paid print media in publications such as The Spokesman Review, Coeur d’Alene Press, Post Register (Reach: circulation / TBD)
- Utilize radio promotions to generate awareness (Reach/Impressions: see media buy TBD)
- Utilize the IDPR and ITD website (Reach: site hits)
- Organize a direct mail piece to deliver to targeted zip codes; nearest park opportunities and boat launch opportunities with ample room for increased “opt in” opportunity.

Objective 2.

Reach all Park Users 5-7 times between January 1, 2015 and Dec 31, 2015.

Strategies for Objective 2.

Reach all park users and subsets with the following methods:

- Face-to face staff contact
- Posters, POS info in parks
- Campground hosts
- Social media
- T-shirts & buttons for staff to wear
- IDPR Website
- Reserve America – web, staff, phone
- Public relations strategies –(please see page 7 of this plan)

(Reach: Annual State Park Visitors)

Objective 3.

Train, re-train, motivate, and incentivize Department of Motor Vehicles staff in 44 Idaho counties.

Strategies for Objective 3.

- Collateral – point of sale posters, banners, 3-up’s, t-shirts and buttons for DMV staff
- Park ‘Welcome Kit’ dissemination at DMV offices at time of Passport Purchase

- 'Pull-up' fabric banners with a great IDPR visual and tagline/headline, place in DMV offices in the top 10 cities
- Communicate with all DMV offices several times throughout the year to make sure they have the collateral they need
- Create a new way to say thank you to each DMV staff members

(Reach: 70% of vehicle registrants = 900,000)

Objective 4.

Use advocates to generate awareness and influence the sale of passports

Strategies for Objective 4.

- Partner with automobile dealerships statewide, display banners and provide an informational flier at time of purchase, when title / transfer paperwork is taking place
- Partner with RV dealerships, display banners and provide an informational flier at time of purchase, when title / transfer paperwork is taking place

(Reach: Dealership customers)

Objective 5.

Place emphasis on generating awareness about state park offerings and amenities; experiences offered within

Strategies for Objective 5.

- Leverage 50 Years lore in collateral and public relations efforts
- Utilize appropriate, emotive, park-based experiential visuals within :30 television spots
- Public Relations messaging to focus on park experiences
- Social media program centric strategies, leveraging search engines and custom, personal marketing opportunities

Objective 6.

Place emphasis on generating awareness about the savings the Passport offers to boaters who live near state parks /utilize state park boat launches

Strategies for Objective 6.

- Create an insert to accompany all IDPR vessel registration renewals

(Reach: Registered boat owners within counties closest state parks with boatable waterways)

PUBLIC RELATIONS STRATEGIES (not in priority order)

These strategies reach the two largest target audiences – park users and non-park users, beginning in December 2014 running through December 2015

1. Posters / banners – (Reach: Store visitors TBD)

A. To all Outdoor Recreation Stores i.e. REI. If stores do educational seminars like REI does, ask if IDPR can be a speaker (see list from the Outdoor Retailer).

B. To all RV dealers, boat stores/marinas i.e. Camping World in Meridian, Bish's RV in Idaho Falls.

2. Ask outdoor recreation stores if they would place bag-stuffers (3-ups) with the passport program message, in customer's bags, ideally in December 2014. (Reach: Customers TBD)

3. Get outdoor bloggers statewide to write about the new program i.e. Steve Stuebner (Reach: blog subscriptions TBD)

4. Articles in all Idaho conservation organizations print and e-news newsletters. (Reach: newsletter circulation, TBD)

5. Op-Ed piece in all major news dailies – to compliment television advertising (Reach, circulations, Idaho Dailies, TBD)

6. Continue to collaborate with Idaho Tourism to send quarterly email blasts about the passport program (Reach: subscribers, TBD)

7. Collaborate with Idaho Tourism to place articles about the passport program in their newsletters, twice in 2015, starting with Jan 2015 issues (Reach: newsletter circulation, TBD)

8. Place information at Idaho Fish and Game offices for their walk-in customers (Reach: sales outlets, TBD)

9. Utilize 'meet-up' sites on the internet that exist for hiking, snow showing, backpacking, etc. i.e. www.meetup.com/IdahoHikingClub; www.meetup.com/Boise-Trail-Heads (Reach: followership: TBD)

10. Utilize chambers of commerce throughout the state to get the word out via their print and e-newsletters (Reach: number of chambers)

11. Stage events at the most heavily used parks to get the word out. (Reach: event attendees, TBD)

13. Reach kids through 11x14 coloring tear off pads. Graphics could be "find all 30 Idaho State Parks" and of course the passport message.

Social Media Strategies

You Tube – put :30 sec spots on You Tube

Facebook – get our fans to talk about and like the passport

Blogs

Digital or Programmatic – purchase auctioned user profiles to deliver custom ads

Tasks/Projects/Reach

Budget

- Budget for 2015/2016, ending June 30, 2015 = \$100,000

1. 3-up's – estimated total needed – handouts in parks, at events, bag stuffers, dealerships

Reach: 100,000 +/-

Budget: \$1500

2. Additional cloth banners for DMV offices/dealerships/parks - \$150/each – 20 new locations - \$3000 total

Reach: 900,000 +/-

Budget: \$2000 - \$5000

3. :15 / :30 sec spots tv / radio –

Reach/impressions: see media buy (treasure valley emphasis for television buy)

Budget: \$65,000

5. Production of :30 sec spots – talent, production - \$4,500

Reach/impressions: see media buy

Budget: \$5,000

6. Print media budget (40 K plus)

A. Adds in local papers \$1,500 x 2 newspapers

Reach: TBD (newspaper readership in Idaho Falls / Pocatello Markets)

Budget: \$3000

7. Direct Mail to Kootenai County / West Ada County

Reach: 59,000

Budget: \$20,000

Collateral Materials –

1. 3-up/informational pieces for the following customers:

Park Visitors

Automobile / RV Dealership Customers

Registration Customers
Outdoor Retail Customers

2. Posters - 2 sizes, 8.5x11 and 11x17 for parks, communities, DMV point of sale
3. Banners – include postage to send to dealerships
4. :15 / :30 sec television spots
5. :15 / :30 radio spots
6. Print advertisement
7. Direct Mail – send postcard to residents within Kootenai County

Other Recommendations & Opportunities

- By explaining to park users in the summer of 2015, that fee changes have occurred, there is an opportunity to sell more \$40 MVEF Annuals / Passports that summer. Consider using this idea in training internal staff spring, 2015.
- Continue marketing efforts for this program to greater and lesser extents until December 2016. Then find ways to continue to engage people with the Passport Program by offering incentives such as a “Perks Program” and placing renewed emphasis on the program.
- Enlist sponsors/corporations to invest in the campaign and become a "cause marketer."

Evaluation

The most significant measurement of this plan will come from the number of Passports sold and the revenue from the sale of the Passports.

There are a number of other metrics by which the plan can be measured:

- The reach and frequency of the media buy.
- Print advertising can be measured by readership and circulation
- Emails and newsletters (print and e-news) can be measured by circulation
- Earned media can be measured by traditional public relations measurements
- Website can measure hits to the Passport specific page

Program launch timeline –

November 2014 – new messages drafted
November 2014 – begin design for revised collateral
November 2014 – revise web content
November 2014 - Finalize new :15 / :30
November 2014 – Organize information dissemination to partnerships
November 2014 – All collateral complete, ready for dissemination
November 2014 – Mail renewal inserts sent with registration renewals to boaters
November 2014 – Collateral dissemination
November 2014 - :30 dissemination / placement
January 2015 – on air with :30 in select markets (rotated throughout year)
March-May 2015 – PR and social media strategy emphasis
May – August 2015 - Programmatic social media push
July 2015 Anniversary PR emphasis alongside Passport marketing efforts
August 2015 – call to collateral outlets, DMVs, parks, dealerships to ensure inventory
December 2015 – Marketing execution, sales evaluation

☐ IDAPA RULE
REQUIRED

☐ IDAPA FEE

☐ BOARD ACTION

☐ BOARD POLICY
REQUIRED

☒ INFO ONLY, NO ACTION

AGENDA

**Idaho Parks and Recreation Board Meeting
November 13 - 14, 2014
Idaho Parks and Recreation Headquarters Building
Boise, ID**

AGENDA ITEM: Market Lake Partnership Proposal

ACTION REQUIRED: Information Only

PRESENTER: Keith Hobbs

PRESENTATION

BACKGROUND INFORMATION:

In 2012, Ducks Unlimited purchased the privately held Market Lake Ranch, encompassing 900 acres of wetlands and associated habitats. In addition to the wildlife habitat, a large meeting facility (lodge), 35 serviced campsites, fishing pond, and sporting clay range are found on the property. Since its purchase, it has been the intention of Ducks Unlimited to negotiate for the sale of the property to a public agency or other non-profit entity, which would allow for the protection of the property's resource values and maintain public access.

The Idaho Department of Fish and Game (IDFG) and the Idaho Department of Parks and Recreation (IDPR) have held preliminary discussions to explore the potential for a partnership in which IDPR would manage recreational facilities located on the ranch and an associated 144 acres. The IDFG would manage the remaining acreage, primarily for wetland production and fishing/hunting opportunities.

Staff evaluation of the partnership indicates a potential for the creation of a unique recreational and educational opportunity for the residents of Eastern Idaho. The property and its associated facilities could serve as a center for experienced-based programming, special events, and unique recreational activities. A partnership between IDPR and IDFG focused on one site and facility, creates a large pool of resource and education specialists which could provide varied and sustainable programming opportunities for the public.

STAFF RECOMMENDATIONS:

Information only.

SITE EVALUATION

Property/Project Name: **Market Lake Ranch**

Location

District: 6 County: Jefferson Acreage: Approximately 800

Location Description: Approximately 2.75 miles NW of Roberts, Idaho

Ownership

Federal: ☐ Acreage: 30T

State: ☐ Acreage: 30T

County: ☐ Acreage: 30T

Private: ☐ Acreage: Click here to enter text.

Other: ☒ Acreage: Approximately 800 Description: Currently owned by Ducks Unlimited

Access

Road Name: East 800 North Road Type: Paved Secondary

Notes: Adjacent to Interstate 15, though access to the property off the Interstate is two miles south at the town of Roberts.

Population

Name: Roberts, Idaho	Population: 584	Distance in miles: 3
Name: Rigby, Idaho	Population: 4043	Distance in miles: 15
Name: Rexburg, Idaho	Population: 26,520	Distance in miles: 22
Name: Idaho Falls, Idaho	Population: 58,292	Distance in miles: 18
Name: Pocatello, Idaho	Population: 54,350	Distance in miles: 67

Existing Facility

Facility: Market Lake Ranch Lodge

Description: Newer two-story event center with large gathering areas on both floors and outside. Contains a caterer's kitchen, resale area, and office space. 50 – 70 car gravel parking area. Irrigated lawn, approximately 1/2 acre in size.

Facility: Campground

Description: 36 serviced (water, electricity) sites near the Lodge and fishing pond with 30 amp. service. Next to the lodge is a host site with sewer and 50 amps. service for volunteers or staff.

Facility: Shooting Range

Description: Sporting clay shooting range for both skeet and trap. Throwing machines still in towers and appear in good condition for skeet shooting. Condition of target thrower for trap is unknown.

Facility: Fishing Pond Description: Small open body of water adjacent to the campground, approximately 1 to 1.5 acres.

Nearby Attractions

Name: Market Lake Wildlife Management Area Distance in Miles: 3

Activities: Mallards, Canada geese, canvasbacks, cinnamon and green-winged teal, northern shovelers and ruddy ducks are common waterfowl species nesting and raising broods on the WMA. Several thousand white-faced ibis nest in scattered colonies throughout impoundment areas, and numerous gulls, terns, egrets, herons and grebes are common during spring and summer months. Bald and golden eagles are regular winter guests, while red-tailed and Swainson's hawks, American kestrels and northern harriers are commonly observed during spring and summer months. Long-eared, short-eared and saw-whet owls frequently nest on Market Lake WMA lands. Mammals frequenting Market Lake WMA include both mule and white-tailed deer and a small moose population.

Name: Mud Lake Wildlife Management Area Distance in Miles: 21

Activities: Up to 50,000 snow geese, settle on Mud Lake in March and early April. Mallard, northern pintail, gadwall, wigeon, northern shoveler, redhead and ring-necked ducks, together with green-winged and cinnamon teal, commonly nest in Mud Lake's East and West Sloughs. Canada geese readily nest on islands and nesting structures scattered throughout the area. The largest of all waterfowl, trumpeter swans, are also present in the spring. Red-tailed and Swainson's hawks frequently nest on the area; other hawk species spend a portion of the spring and/or fall on the WMA. Northern harriers (marsh hawks) are commonly seen dipping and gliding only inches above Mud Lake's cattail marshes. Long-eared, short-eared and saw-whet owls spend the summer at Mud Lake WMA, nesting and raising their young. Bald and golden eagles are common fall and winter guests.

Name: Camas National Wildlife Refuge Distance in Miles: 21

Activities: About half of the Camas National Wildlife Refuge in southeastern Idaho consists of lakes, ponds, and marshlands; the remainder is grass sagebrush uplands, meadows, and farm fields. Camas Creek flows through the length of the refuge. During migration, which peaks in March-April and October, up to 50,000 ducks and 3,000 geese may be present on the refuge. The refuge has become a popular swan watching destination with hundreds of tundra and trumpeter swans stopping over during migration. Several state record songbird observations have been made in refuge cottonwood groves.

Name: Cartier Slough Wildlife Management Area Distance in Miles: 18

Activities: Moose, mule deer and white-tailed deer are resident on the WMA and the occasional elk may be seen. Beaver, muskrat, cottontail rabbits are common throughout the WMA. Geese and a great variety of ducks nest on the WMA while trumpeter and tundra swans migrate through the area and are common during spring and fall months. At least four species of hummingbirds come to the WMA during spring and summer months.

Name: Deer Parks Wildlife Management Area Distance in Miles: 21

Activities: At the end of March, a flood of waterfowl fills Butte Slough, providing a welcome chance to get outside after winter and view wildlife. Almost any species of waterfowl found in southern and eastern Idaho can be found here, including redbreasted mergansers and trumpeter swans. In the spring, migrating songbirds and raptors fill the cottonwood forests, making Deer Parks a hot spot for birding.

Name: Menan Buttes Distance in Miles: 20

Activities: The North and South Menan Buttes in southeastern Idaho are two of the world's largest volcanic tuff cones. The two cones, with four smaller associated cones, align along a north-northwest line and comprise the Menan Complex. The buttes rise about 800 feet (250 m) above the surrounding Snake River plain and are late Pleistocene in age, dating to approximately 10,000 YBP. The South Menan Butte is currently in private hands, however North Menan Butte is publicly owned and has been designated as a National Natural Landmark and a Research Natural Area by the United States Congress. The US Bureau of Land Management designated the North Butte as an Area of Critical Environmental Concern (ACEC).

Existing Land Use

Land Use:	Pasture/Open	Acreage: 130 of 144
	Water	Acreage: 1.5 of 144

Property Features

1. Most Representative Value of Property: Open space and wildlife habitat values.
2. Physical or Scenic Attributes of Property: Open space and wildlife habitat values.

3. Identified Historical, Cultural, or Scientific Values: None known.

Existing and Potential Management Activities

Existing Activities: Camping - Serviced

Description: 36 campsites with water and electricity.

Existing Activities: Interpretation - Special Events

Description: Lodge facility has been used to host gatherings for Ducks Unlimited.

Existing Activities: Fishing

Description: Small fishing pond is family-friendly and stocked by the Idaho Fish and Game.

Existing Activities: Wildlife Viewing

Description: Waterfowl viewing is always available, best at peak migration periods.

Existing Activities: Other

Description: Sport shooting. This service has not been provided for some time.

Existing Activities: Other

Description: Waterfowl hunting is currently offered on a portion of the property, under special permit.

Potential Activities: Group Activities

Description: The lodge facility and grounds lend themselves to serve as a venue for special events including weddings, family reunions, corporate/agency gatherings, scouts, etc... Other special events which might be considered include Mountain Man Rendezvous', Competitive Archery/Shooting events, and hunting dog training.

Potential Activities: Cabins/Yurts/Teepees

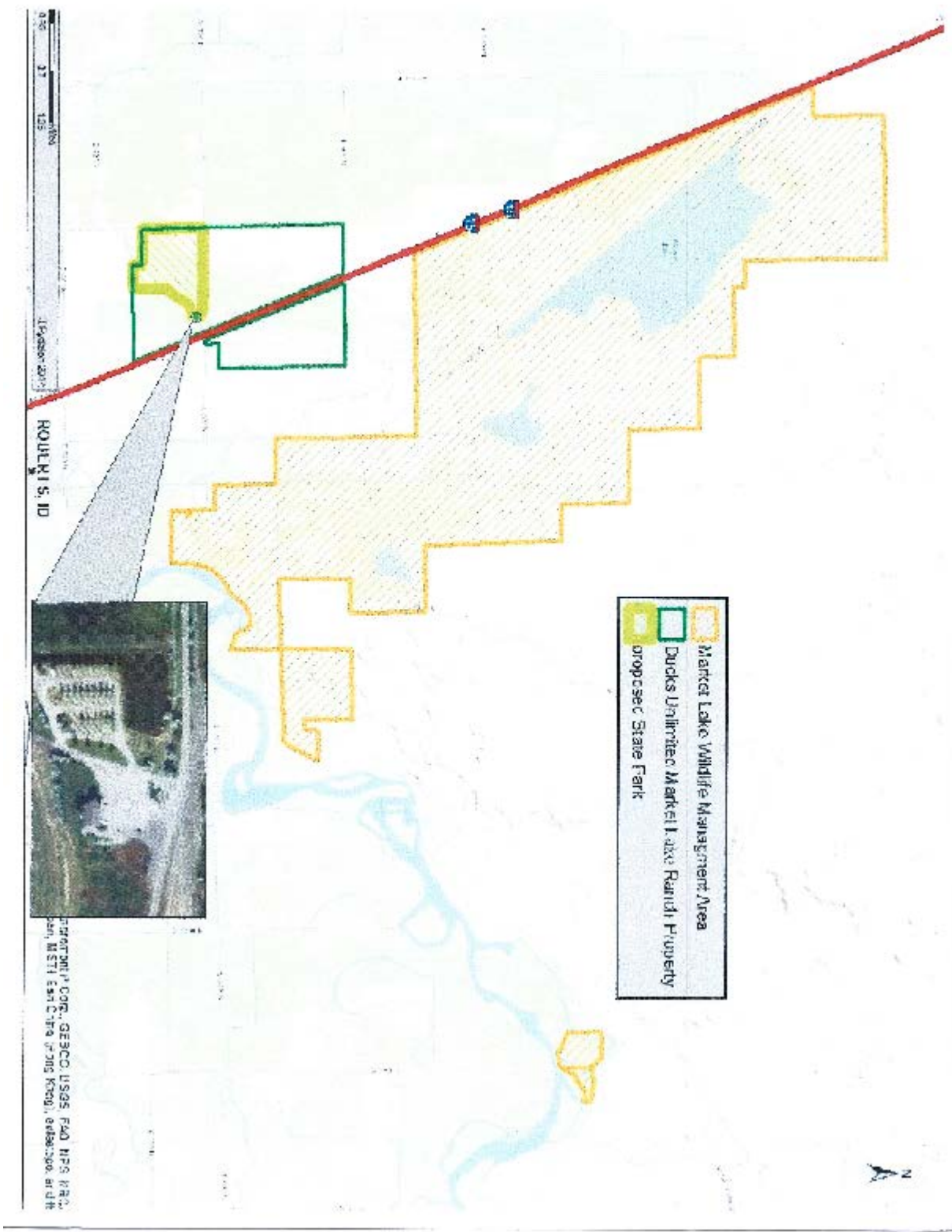
Description: Overnight facilities targeting the group users may be beneficial and serve as revenue producers.

Potential Activities: Interpretation - Special Events

Description: Many of eastern Idaho's most unique natural features are a short distance away and with the resource and education expertise currently available staff in IDRP and IDFG staff, a number of programming opportunities present themselves. Guest speakers, live demonstrations, and skills fairs have the potential to be very popular and a revenue source for the operation of the facility.

Potential Activities: Archery

Description: An archery range or competitive course could prove popular and assist bring users to the site's overnight facilities.







Market Lake Ranch Public Use Map



*All hunters are expected to register at the permit box located on the north side of Market Lake Ranch Lodge.



144 ACRES

-  Market Lake Ranch Lodge
-  Market Lake Ranch Property Boundary
-  Designated Parking Areas
-  No Hunting or Swimming Zones

☐ IDAPA RULE ☐ IDAPA FEE ☐ BOARD ACTION REQUIRED
☐ BOARD POLICY **X INFO ONLY, NO ACTION REQUIRED**

AGENDA
Idaho Park and Recreation Board Meeting
November 13-14, 2014
IDPR HQ, 5657 Warm Springs Ave
Boise ID

AGENDA ITEM: **Development Project Construction Slides**

ACTION REQUIRED: **Information Only**

PRESENTER: **James Thomas**

PRESENTATION

Mission

To provide design, engineering, and construction administration of all park capital improvements and major facilities maintenance, and to furnish technical assistance for the purpose of providing a high quality state park system for the citizens of Idaho.

Goals

- To plan and design facilities in a manner that reflects responsible stewardship of natural resources and protects public safety.
- To be responsive to sense, serve, and satisfy the needs of the public, administrative staff, operations staff, constituency groups, related programs, and others that look to us for leadership or assistance.
- To be proactive, motivated, and capable of identifying new opportunities.
- To budget for Capital Facility Needs in a manner that is honest and responsible to the parks and the citizens of Idaho.

BACKGROUND INFORMATION: The following slide presentation shows the progress on various Development Bureau construction projects across the state. For detailed information on each Development Bureau Project, please refer to the Development Board Report.

STAFF RECOMMENDATIONS: Information only

<input type="checkbox"/> IDAPA RULE	<input type="checkbox"/> IDAPA FEE	<input type="checkbox"/> BOARD ACTION REQUIRED
<input type="checkbox"/> BOARD POLICY	X INFO ONLY, NO ACTION REQUIRED	

AGENDA
Idaho Parks and Recreation Board Meeting
November 13 - 14, 2014
Idaho Parks and Recreation Headquarters Building
Boise, ID

AGENDA ITEM: Modernization of IDPR's Recreational Registration Unit

ACTION REQUIRED: No Action Required

PRESENTER: Tammy Kolsky

PRESENTATION

BACKGROUND INFORMATION:

1. **Analysis of Past Performance** – To date, the Registration Modernization project is moving forward successfully. All project team members continue to be engaged in the project. The project team has performed exceptionally in working to identify the project work breakdown structure (WBS).
2. **Significant Achievements** – The project team has completed developing the project work breakdown structure.

Additional team achievements include:

- Working collaboratively with ITD to develop questions to be used with the US Coast Guard to better understand upcoming changes to Code of Federal Regulations (CFR) that will require collection of additional information as well as additional hull verification requirements.
 - Documented seasonal timelines and tasks performed by the registration unit.
 - Performed a sales channel and SWOT analysis by sticker type.
3. **Work to be performed** – During the next reporting period the project team will be focused on:
 - Performing a customer assessment that incorporates an analysis and graphs by sticker type.
 - Collaboratively perform an analysis on the ITD service that allows the IDPR and the ITD to transmit data between the two agencies. This effort will include a comparison of both agencies required data elements.
 - Conducting a SWOT Analysis on the registration business rules and reconciliation processes by vendor type.
 - Implementing the project communication plan.

4. **Risk Management activities** – Like all projects this project has a number of associated risks. As such, there will be ongoing risk management activities. For the next reporting period risk management focus will be on:
- Maintaining communications with the Idaho Transportation Department that will keep IDPR informed as to the status of their own modernization efforts.
 - Performing a re-write of the ITD data exchange service that will allow for the continued exchange of data between the IDPR and the ITD.
 - Establishing communications with the US Coast Guard to better understand the new Code of Federal Regulations (CFR) requirements that include establishing unique identifiers.
5. **Recognition** - During this past reporting period the project team performed extremely well. I would especially like to recognize Mackenzie Stone, the recreational registration unit leader for all her efforts on this project. As she is moving on to other pursuits she will be sorely missed.

STAFF RECOMMENDATIONS:

No staff recommendation, this item is presented for information only.

☐ IDAPA RULE
REQUIRED

☐ IDAPA FEE

☐ BOARD ACTION

☐ BOARD POLICY
REQUIRED

☒ INFO ONLY, NO ACTION

AGENDA

**Idaho Parks and Recreation Board Meeting
November 13 - 14, 2014
Idaho Parks and Recreation Headquarters Building
Boise, ID**

AGENDA ITEM: Reservation Program Activity

ACTION REQUIRED: No Action Required

PRESENTER: Tammy Kolsky

PRESENTATION

BACKGROUND INFORMATION:

The following documents comprise the Reservation Program activity report. The information supplied details FY- 15 first quarter reservations and site and facility occupancy by park.

Additional details depicting in state and out of state usage by park have been provided.

STAFF RECOMMENDATIONS:

This agenda item is presented for information only.

Site and Facility Occupancy

Occupancy information can be a valuable tool for marketing. It assists in better understanding park capacities and additional facility needs. By monitoring occupancy and site type usage patterns, IDPR can better understand and demonstrate the agency's development needs as well as identify any new marketing potential.

The tracking and trending of occupancy is best accomplished by looking at activity from multiple perspectives and timeframes. Proper analysis of this type of data requires understanding of the following elements:

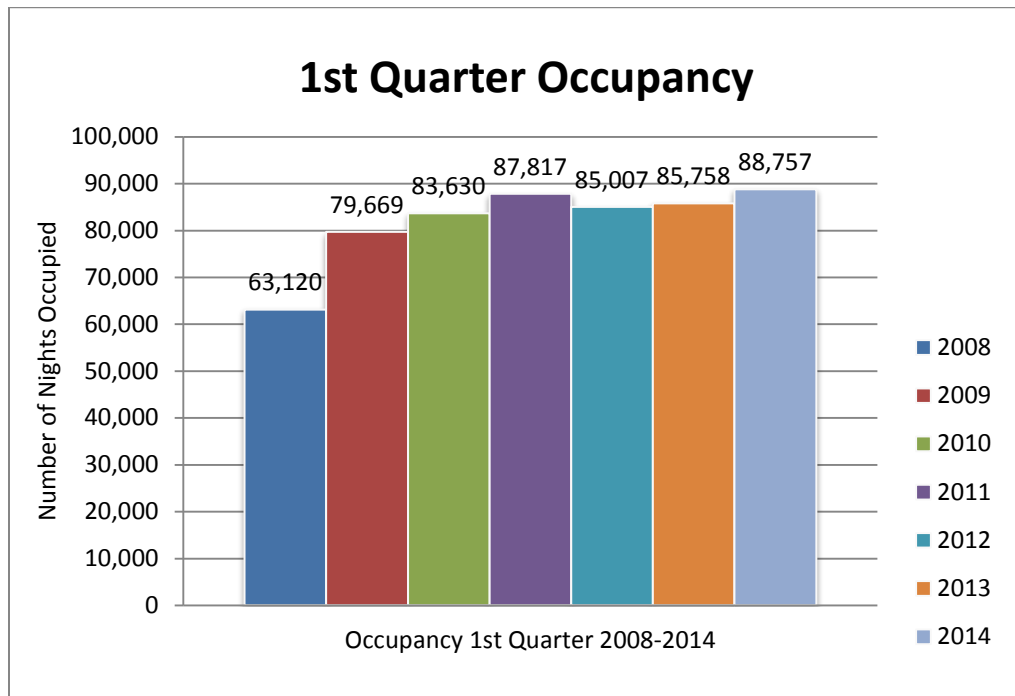
- Reservation Windows
 - How far in advance customers can book
 - How close to arrival customers can book
- Booking Patterns
 - How far in advance do customers actually book
 - What effect location has on advance bookings
- Any external factors that may have impacted bookings, such as
 - Weather
 - Fire
 - Road Conditions

The data contained in this section looks at occupancy for first quarter FY2015 (July - September). It includes information on what percent of occupancy the nights stayed represented by park and by site type. Finally, comparisons are provided for the past seven years for trending purposes.

Sixty five (65) % of occupancy for the quarter was from reservations. The remaining thirty five (35) % were the result of walk-ins (first come first serve) camping.

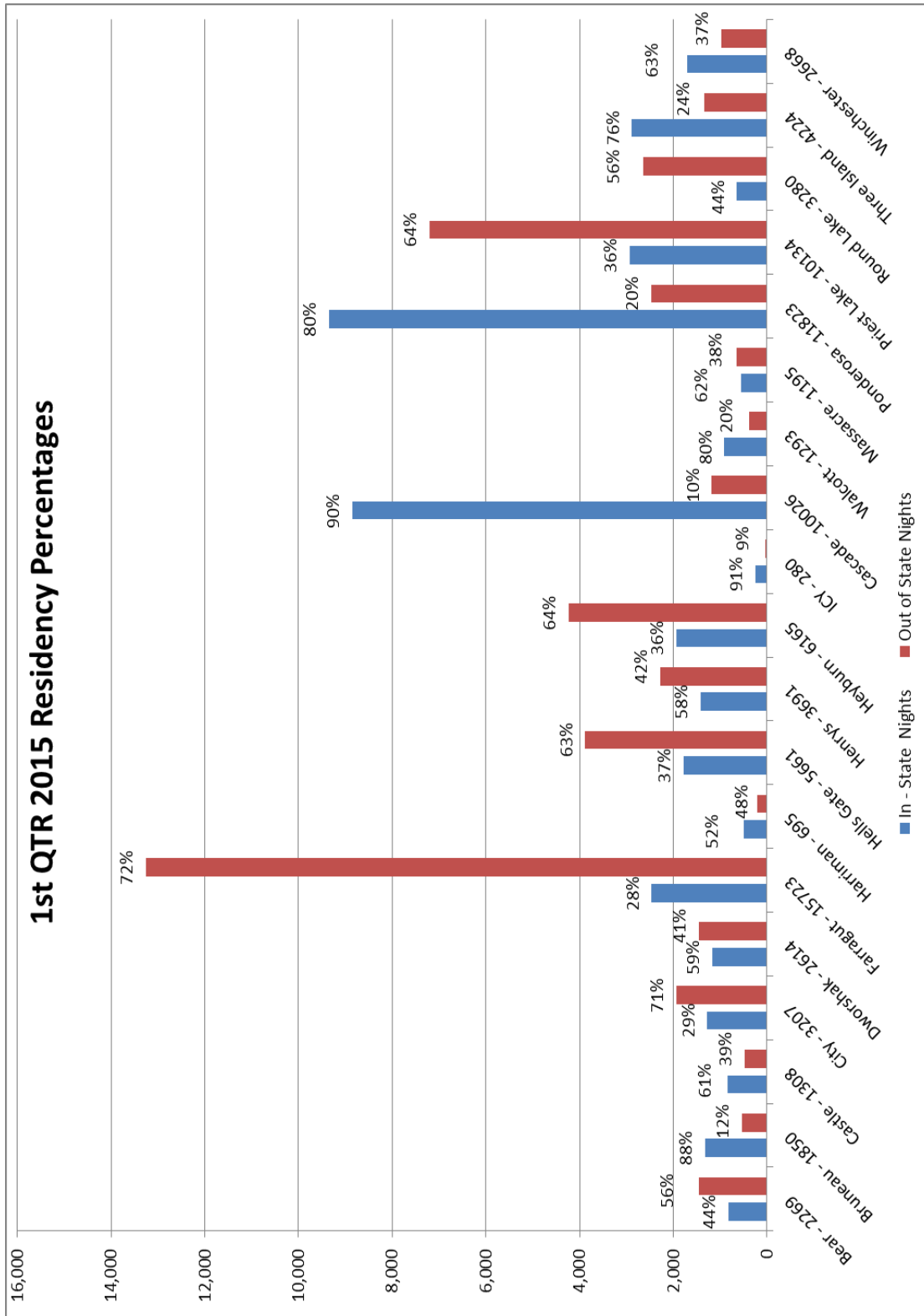
This past quarter occupancy increased from 2013 by 2,999 nights with 88,757 nights stayed. This represents a 3.49% increase from 2013 which had 85,758 nights camped during the quarter. This increase most likely is attributed to less fire activity and air quality issues than that of 2013.

The following chart(s) are supplied for FY2015 1st quarter activity for trending/monitoring purposes.



Year	Nights	% of Change
2008	63,120	
2009	79,669	26.21%
2010	83,630	4.97%
2011	87,817	5.00%
2012	85,007	-3.19%
2013	85,758	0.88%
2014	88,757	3.49%

The following chart details FY2015 1st Quarter Occupancy by Residency



Reservation Activity Report FY 2015 1st Quarter

This report provides summary detail on reservation transactions and site and facility (yurts, cabins and other structures) occupancy.

Reservation Tracking

The tracking and trending of reservation data is best accomplished by looking at activity from multiple perspectives and timeframes. Proper analysis of this type of data requires understanding of the following elements:

- Reservation Windows
 - How far in advance customers can book
 - How close to arrival date customers can book
- Booking Patterns
 - How far in advance do customers actually book
 - What effect location has on advance bookings
- Inventory turnover
 - What percent of reservations made are ultimately cancelled
- Any external factors that may have impacted bookings

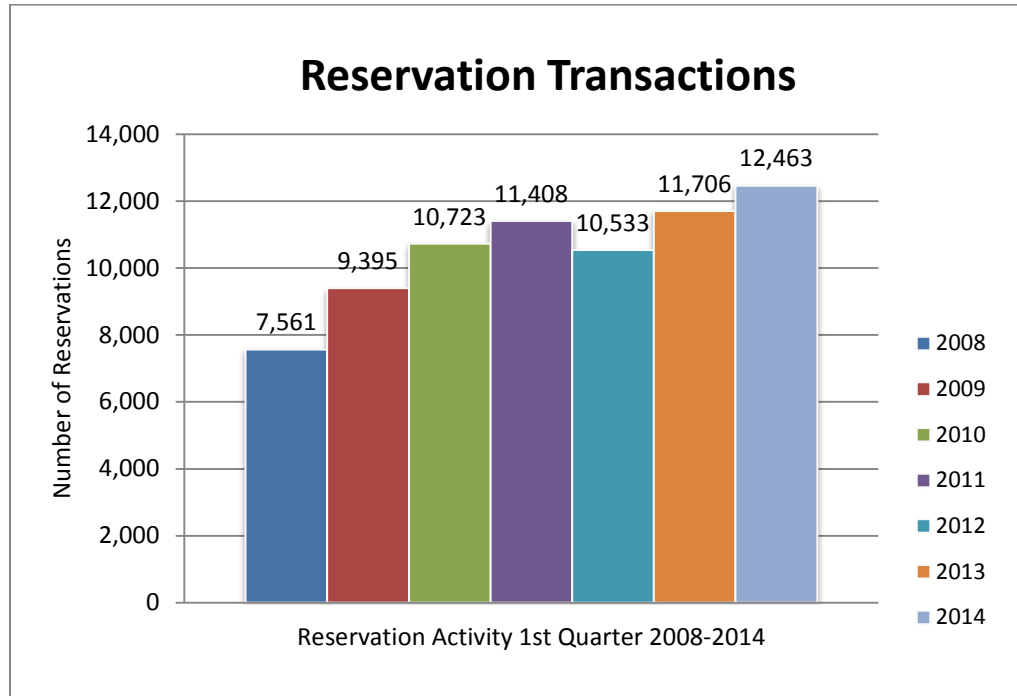
The data presented in this report is for the first quarter (July - September) FY 2015 the data reported is on active non-cancelled transactions and includes a comparison for the last seven year's active non-cancelled reservations for trending purposes.

For this quarter 12,463 reservations were processed. This represents a 6.47 % or an additional 757 reservations processed during the quarter as compared to 2013 in which 11,706 reservations were processed. Of the 12,463 reservations processed 840 are for stays in 2015.

Reservations processed within the quarter booked 25,502 nights. Of the nights booked 3,901 or 15.29% of the nights booked are for stays in calendar year 2015 and will have had the new fees applied to them.

The Internet sales channel activity represented 82% of the total reservations booked.

The following chart(s) are supplied for FY2015 1st quarter activity for trending/monitoring purposes.



Year	Reservations	% of Change
2008	7,561	
2009	9,395	24.26%
2010	10,723	14.14%
2011	11,408	6.39%
2012	10,533	-7.67%
2013	11,706	11.14%
2014	12,463	6.47%

Occupancy Forecasting

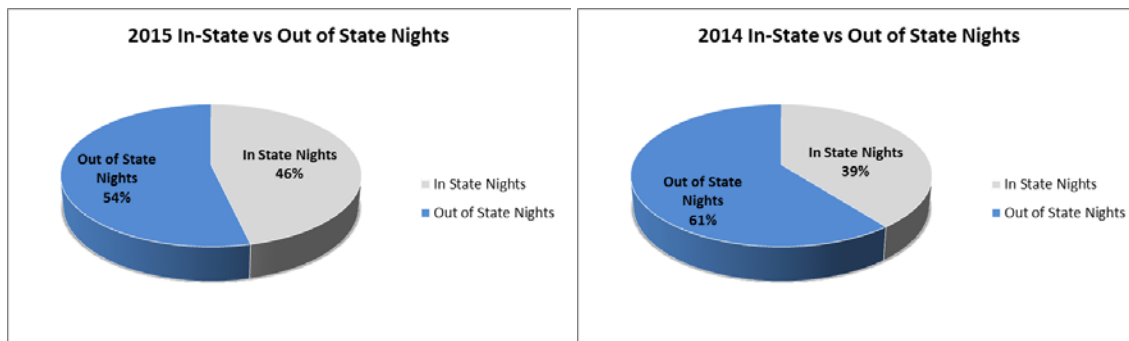
While at this time there is simply not enough data to make any valid assumptions, the following forecasted data is provided for monitoring purposes only.

FY2015 1st quarter reservations for 2015 stays total 840 reservations. This represents a 42.8 % or 252 additional reservations processed over 2013 which had 588 reservations processed for 2014 stays.

FY2015 1st quarter reservations for 2015 stays booked 3,901 nights. This represents 45.77% or 1,225 additional nights over 2013 which had 2,676 nights booked for 2014 stays.

While we are only eight (8) weeks into the nine month window for the 2015 peak camping season an item of interest might be what appears to be a potential shift of in-state versus out- of- state usage.

Comparing 2015 to 2014, instate camper nights represent a 7% increase over the total nights booked as exemplified by the following charts.



IDPR Occupancy Jul-Sep

Year	Location	Sites	July		August		September		1st Quarter Totals		Year
			Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	
2007	Bear Lake	47	899	61.70%	775	53.19%	168	11.91%	1,842	42.60%	2007
2008	Bear Lake	47	868	59.57%	719	49.35%	246	17.45%	1,833	42.39%	2008
2009	Bear Lake	47	1,008	69.18%	780	53.53%	325	23.05%	2,113	48.87%	2009
2010	Bear Lake	47	1,101	75.57%	837	57.45%	298	21.13%	2,236	51.71%	2010
2011	Bear Lake	47	1,069	73.37%	811	55.66%	289	20.50%	2,169	50.16%	2011
2012	Bear Lake	47	993	68.15%	809	55.53%	309	21.91%	2,111	48.82%	2012
2013	Bear Lake	47	920	63.14%	962	66.03%	106	7.52%	1,988	45.98%	2013
2014	Bear Lake	47	1,024	70.28%	1,026	70.42%	197	13.97%	2,247	51.97%	2014
2015	Bear Lake	47	0		0		0		0	0.00%	2015
2016	Bear Lake	47									2016
2017	Bear Lake	47	0		0		0		0	0.00%	2017
2007	Bruneau Dunes	95	274	9.30%	533	18.10%	842	29.54%	1,649	18.87%	2007
2008	Bruneau Dunes	95	424	14.40%	561	19.05%	817	28.67%	1,802	20.62%	2008
2009	Bruneau Dunes	95	609	20.68%	740	25.13%	793	27.82%	2,142	24.51%	2009
2010	Bruneau Dunes	95	623	21.15%	481	16.33%	837	29.37%	1,941	22.21%	2010
2011	Bruneau Dunes	95	664	22.55%	550	18.68%	744	26.11%	1,958	22.40%	2011
2012	Bruneau Dunes	95	372	12.63%	487	16.54%	777	27.26%	1,636	18.72%	2012
2013	Bruneau Dunes	95	348	11.82%	532	18.06%	856	30.04%	1,736	19.86%	2013
2014	Bruneau Dunes	95	509	17.28%	592	20.10%	739	25.93%	1,840	21.05%	2014
2015	Bruneau Dunes	95	0		0		0		0	0.00%	2015
2016	Bruneau Dunes	95									2016
2017	Bruneau Dunes	95	0		0		0		0	0.00%	2017
2007	Castle Rocks	38	69	5.86%	45	3.82%	139	12.19%	253	7.24%	2007
2008	Castle Rocks	38	80	6.79%	127	10.78%	226	19.82%	433	12.39%	2008
2009	Castle Rocks	38	203	17.23%	140	11.88%	314	27.54%	657	18.79%	2009
2010	Castle Rocks	40	388	31.29%	206	16.61%	350	29.17%	944	25.65%	2010
2011	Castle Rocks	40	427	34.44%	212	17.10%	393	32.75%	1,032	28.04%	2011
2012	Castle Rocks	40	290	23.39%	242	19.52%	385	32.08%	917	24.92%	2012
2013	Castle Rocks	40	302	24.35%	339	27.34%	488	40.67%	1,129	30.68%	2013
2014	Castle Rocks	40	442	35.65%	396	31.94%	483	40.25%	1,321	35.90%	2014
2015	Castle Rocks	40	0		0		0		0	0.00%	2015
2016	Castle Rocks	40									2016
2017	Castle Rocks	40	0		0		0		0	0.00%	2017

IDPR Occupancy Jul-Sep

Year	Location	Sites	July		August		September		1st Quarter Totals		Year
			Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	
2007	City Of Rocks	64	757	38.16%	684	34.48%	956	49.79%	2,397	40.71%	2007
2008	City Of Rocks	64	611	30.80%	718	36.19%	1,014	52.81%	2,343	39.79%	2008
2009	City Of Rocks	64	969	48.84%	882	44.46%	1,072	55.83%	2,923	49.64%	2009
2010	City Of Rocks	64	1,028	51.81%	955	48.14%	1,057	55.05%	3,040	51.63%	2010
2011	City Of Rocks	64	1,383	69.71%	938	47.28%	1,117	58.18%	3,438	58.39%	2011
2012	City Of Rocks	64	1,028	51.81%	818	41.23%	1,109	57.76%	2,955	50.19%	2012
2013	City Of Rocks	64	997	50.25%	865	43.60%	1,132	58.96%	2,994	50.85%	2013
2014	City Of Rocks	64	1,063	53.58%	1,099	55.39%	1,102	57.40%	3,264	55.43%	2014
2015	City Of Rocks	64	0		0		0		0	0.00%	2015
2016	City Of Rocks	64									2016
2017	City Of Rocks	64	0		0		0		0	0.00%	2017
2007	Dworshak	100	1,347	43.45%	747	24.10%	273	9.10%	2,367	25.73%	2007
2008	Dworshak	100	1,374	44.32%	682	22.00%	250	8.33%	2,306	25.07%	2008
2009	Dworshak	100	1,557	50.23%	510	16.45%	313	10.43%	2,380	25.87%	2009
2010	Dworshak	100	1,534	49.48%	657	21.19%	302	10.07%	2,493	27.10%	2010
2011	Dworshak	100	1,635	52.74%	721	23.26%	269	8.97%	2,625	28.53%	2011
2012	Dworshak	100	1,582	51.03%	857	27.65%	323	10.77%	2,762	30.02%	2012
2013	Dworshak	100	1,591	51.32%	844	27.23%	191	6.37%	2,626	28.54%	2013
2014	Dworshak	100	1,428	46.06%	959	30.94%	144	4.80%	2,531	27.51%	2014
2015	Dworshak	100	0		0		0		0	0.00%	2015
2016	Dworshak	100									2016
2017	Dworshak	100	0		0		0		0	0.00%	2017
2007	Farragut	233	6,019	83.33%	5,581	77.27%	1,869	26.74%	13,469	62.83%	2007
2008	Farragut	233	5,734	79.39%	5,543	76.74%	525	7.51%	11,802	55.06%	2008
2009	Farragut	233	6,332	87.66%	6,681	92.50%	2,253	32.23%	15,266	71.22%	2009
2010	Farragut	233	7,333	101.52%	6,988	96.75%	2,013	28.80%	16,334	76.20%	2010
2011	Farragut	233	7,056	97.69%	6,435	89.09%	2,009	28.74%	15,500	72.31%	2011
2012	Farragut	233	6,968	96.47%	6,787	93.96%	2,310	33.05%	16,065	74.94%	2012
2013	Farragut	233	6,976	96.58%	7,215	99.89%	2,059	29.46%	16,250	75.81%	2013
2014	Farragut	233	6,849	94.82%	7,041	97.48%	2,273	32.52%	16,163	75.40%	2014
2015	Farragut	233	0		0		0		0	0.00%	2015
2016	Farragut	233									2016
2017	Farragut	233	0		0		0		0	0.00%	2017

IDPR Occupancy Jul-Sep

Year	Location	Sites	July		August		September		1st Quarter Totals		Year
			Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	
2007	Harriman	5	107	69.03%	80	51.61%	59	39.33%	246	53.48%	2007
2008	Harriman	5	9	5.81%	22	14.19%	56	37.33%	87	18.91%	2008
2009	Harriman	5	90	58.06%	88	56.77%	54	36.00%	232	50.43%	2009
2010	Harriman	16	258	52.02%	129	26.01%	63	13.13%	450	30.57%	2010
2011	Harriman	16	277	55.85%	171	34.48%	85	17.71%	533	36.21%	2011
2012	Harriman	16	222	44.76%	154	31.05%	91	18.96%	467	31.73%	2012
2013	Harriman	16	226	45.56%	220	44.35%	101	21.04%	547	37.16%	2013
2014	Harriman	16	238	47.98%	181	36.49%	189	39.38%	608	41.30%	2014
2015	Harriman	16	0		0		0		0	0.00%	2015
2016	Harriman	16									2016
2017	Harriman	16	0		0		0		0	0.00%	2017
2007	Hells Gate	91	1,952	69.20%	1,833	64.98%	1,496	54.80%	5,281	63.08%	2007
2008	Hells Gate	91	1,911	67.74%	1,520	53.88%	1,238	45.35%	4,669	55.77%	2008
2009	Hells Gate	91	2,014	71.39%	1,912	67.78%	1,472	53.92%	5,398	64.48%	2009
2010	Hells Gate	91	2,222	78.77%	2,050	72.67%	1,597	58.50%	5,869	70.10%	2010
2011	Hells Gate	91	2,242	79.48%	2,140	75.86%	1,770	64.84%	6,152	73.48%	2011
2012	Hells Gate	91	1,987	70.44%	1,988	70.47%	1,481	54.25%	5,456	65.17%	2012
2013	Hells Gate	91	2,051	72.70%	2,227	78.94%	1,749	64.07%	6,027	71.99%	2013
2014	Hells Gate	91	2,016	71.46%	1,909	67.67%	1,614	59.12%	5,539	66.16%	2014
2015	Hells Gate	91	0		0		0		0	0.00%	2015
2016	Hells Gate	91									2016
2017	Hells Gate	91	0		0		0		0	0.00%	2017
2007	Henrys Lake	43	1,066	79.97%	823	61.74%	544	42.17%	2,433	61.50%	2007
2008	Henrys Lake	43	921	69.09%	621	46.59%	659	51.09%	2,201	55.64%	2008
2009	Henrys Lake	43	1,325	99.40%	918	68.87%	775	60.08%	3,018	76.29%	2009
2010	Henrys Lake	43	1,335	100.15%	1,016	76.22%	665	51.55%	3,016	76.24%	2010
2011	Henrys Lake	43	1,313	98.50%	1,000	75.02%	825	63.95%	3,138	79.32%	2011
2012	Henrys Lake	43	1,259	94.45%	868	65.12%	852	66.05%	2,979	75.30%	2012
2013	Henrys Lake	43	1,204	90.32%	977	73.29%	651	50.47%	2,832	71.59%	2013
2014	Henrys Lake	90	1,562	117.18%	1,260	94.52%	899	69.69%	3,721	44.94%	2014
2015	Henrys Lake	43	0		0		0		0	0.00%	2015
2016	Henrys Lake	43									2016
2017	Henrys Lake	43	0		0		0		0	0.00%	2017

IDPR Occupancy Jul-Sep

Year	Location	Sites	July		August		September		1st Quarter Totals		Year
			Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	
2007	Heyburn	128	2,040	51.41%	1,831	46.14%	734	19.11%	4,605	39.10%	2007
2008	Heyburn	128	1,748	44.05%	1,829	46.09%	931	24.24%	4,508	38.28%	2008
2009	Heyburn	128	2,327	58.64%	2,004	50.50%	1,128	29.38%	5,459	46.36%	2009
2010	Heyburn	128	2,634	66.38%	2,327	58.64%	1,015	26.43%	5,976	50.75%	2010
2011	Heyburn	128	2,645	66.66%	2,353	59.30%	1,137	29.61%	6,135	52.10%	2011
2012	Heyburn	128	2,573	64.84%	2,555	64.39%	1,066	27.76%	6,194	52.60%	2012
2013	Heyburn	128	2,586	65.17%	2,645	66.66%	983	25.60%	6,214	52.77%	2013
2014	Heyburn	128	2,500	63.00%	2,671	67.31%	1,051	27.37%	6,222	52.84%	2014
2015	Heyburn	128	0		0		0		0	0.00%	2015
2016	Heyburn	128									2016
2017	Heyburn	128	0		0		0		0	0.00%	2017
2007	Idaho City Backcountry Yurts	5	29	18.71%	18	11.61%	30	20.00%	77	16.74%	2007
2008	Idaho City Backcountry Yurts	5	34	21.94%	39	25.16%	26	17.33%	99	21.52%	2008
2009	Idaho City Backcountry Yurts	5	40	25.81%	60	38.71%	22	14.67%	122	26.52%	2009
2010	Idaho City Backcountry Yurts	5	38	24.52%	23	14.84%	25	16.67%	86	18.70%	2010
2011	Idaho City Backcountry Yurts	5	83	53.55%	62	40.00%	61	40.67%	206	44.78%	2011
2012	Idaho City Backcountry Yurts	5	126	81.29%	73	47.10%	8	5.33%	207	45.00%	2012
2013	Idaho City Backcountry Yurts	5	103	66.45%	97	62.58%	71	47.33%	271	58.91%	2013
2014	Idaho City Backcountry Yurts	6	114	61.29%	100	53.76%	71	39.44%	285	51.63%	2014
2015	Idaho City Backcountry Yurts	6	0		0		0		0	0.00%	2015
2016	Idaho City Backcountry Yurts	6									2016
2017	Idaho City Backcountry Yurts	6	0		0		0		0	0.00%	2017
2007	Lake Cascade	171	2,270	42.82%	1,780	33.58%	474	9.24%	4,524	28.76%	2007
2008	Lake Cascade	171	2,174	41.01%	1,865	35.18%	194	3.78%	4,233	26.91%	2008
2009	Lake Cascade	171	4,175	78.76%	2,735	51.59%	1,292	25.19%	8,202	52.14%	2009
2010	Lake Cascade	171	4,105	77.44%	2,663	50.24%	1,045	20.37%	7,813	49.66%	2010
2011	Lake Cascade	171	4,902	92.47%	3,347	63.14%	1,613	31.44%	9,862	62.69%	2011
2012	Lake Cascade	171	4,899	92.42%	3,341	63.03%	1,250	24.37%	9,490	60.32%	2012
2013	Lake Cascade	171	4,710	88.85%	3,842	72.48%	1,041	20.29%	9,593	60.98%	2013
2014	Lake Cascade	171	4,978	93.91%	4,114	77.61%	1,116	21.75%	10,208	64.89%	2014
2015	Lake Cascade	171	0		0		0		0	0.00%	2015
2016	Lake Cascade	171									2016
2017	Lake Cascade	171	0		0		0		0	0.00%	2017

IDPR Occupancy Jul-Sep

Year	Location	Sites	July		August		September		1st Quarter Totals		Year
			Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	
2007	Lake Walcott	23	395	55.40%	397	55.68%	171	24.78%	963	45.51%	2007
2008	Lake Walcott	23	255	35.76%	195	27.35%	265	38.41%	715	33.79%	2008
2009	Lake Walcott	23	336	47.12%	321	45.02%	359	52.03%	1,016	48.02%	2009
2010	Lake Walcott	23	631	88.50%	412	57.78%	309	44.78%	1,352	63.89%	2010
2011	Lake Walcott	23	656	92.01%	517	72.51%	350	50.72%	1,523	71.98%	2011
2012	Lake Walcott	23	591	82.89%	476	66.76%	374	54.20%	1,441	68.10%	2012
2013	Lake Walcott	23	479	67.18%	465	65.22%	318	46.09%	1,262	59.64%	2013
2014	Lake Walcott	23	586	82.19%	386	54.14%	329	47.68%	1,301	61.48%	2014
2015	Lake Walcott	23	0		0		0		0	0.00%	2015
2016	Lake Walcott	23									2016
2017	Lake Walcott	23	0		0		0		0	0.00%	2017
2007	Massacre Rocks	42	420	32.26%	512	39.32%	320	25.40%	1,252	32.40%	2007
2008	Massacre Rocks	42	469	36.02%	400	30.72%	171	13.57%	1,040	26.92%	2008
2009	Massacre Rocks	42	609	46.77%	464	35.64%	402	31.90%	1,475	38.17%	2009
2010	Massacre Rocks	42	596	45.78%	473	36.33%	389	30.87%	1,458	37.73%	2010
2011	Massacre Rocks	42	557	42.78%	488	37.48%	451	35.79%	1,496	38.72%	2011
2012	Massacre Rocks	42	464	35.64%	445	34.18%	324	25.71%	1,233	31.91%	2012
2013	Massacre Rocks	42	482	37.02%	414	31.80%	391	31.03%	1,287	33.31%	2013
2014	Massacre Rocks	42	466	35.79%	397	30.49%	321	25.48%	1,184	30.64%	2014
2015	Massacre Rocks	42	0		0		0		0	0.00%	2015
2016	Massacre Rocks	42									2016
2017	Massacre Rocks	42	0		0		0		0	0.00%	2017
2007	Ponderosa	186	4,617	80.07%	3,711	64.36%	902	16.16%	9,230	53.94%	2007
2008	Ponderosa	186	4,389	76.12%	4,339	75.25%	1,295	23.21%	10,023	58.57%	2008
2009	Ponderosa	186	4,840	83.94%	4,168	72.29%	1,689	30.27%	10,697	62.51%	2009
2010	Ponderosa	186	5,047	87.53%	4,224	73.26%	1,649	29.55%	10,920	63.81%	2010
2011	Ponderosa	186	5,129	88.95%	4,347	75.39%	2,008	35.99%	11,484	67.11%	2011
2012	Ponderosa	186	5,116	88.73%	4,562	79.12%	1,803	32.31%	11,481	67.09%	2012
2013	Ponderosa	186	5,241	90.89%	4,800	83.25%	1,892	33.91%	11,933	69.73%	2013
2014	Ponderosa	186	5,285	91.66%	4,858	84.25%	1,901	34.07%	12,044	70.38%	2014
2015	Ponderosa	186	0		0		0		0	0.00%	2015
2016	Ponderosa	186									2016
2017	Ponderosa	186	0		0		0		0	0.00%	2017

IDPR Occupancy Jul-Sep

Year	Location	Sites	July		August		September		1st Quarter Totals		Year
			Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	
2007	Priest Lake	151	4,155	88.76%	4,011	85.69%	1,289	28.45%	9,455	68.06%	2007
2008	Priest Lake	151	3,807	81.33%	3,992	85.28%	1,001	22.10%	8,800	63.35%	2008
2009	Priest Lake	151	4,107	87.74%	4,011	85.69%	1,645	36.31%	9,763	70.28%	2009
2010	Priest Lake	151	4,319	92.27%	4,167	89.02%	1,330	29.36%	9,816	70.66%	2010
2011	Priest Lake	151	4,274	91.31%	4,361	93.16%	1,683	37.15%	10,318	74.27%	2011
2012	Priest Lake	151	4,066	86.86%	4,242	90.62%	1,604	35.41%	9,912	71.35%	2012
2013	Priest Lake	151	4,100	87.59%	4,265	91.11%	1,303	28.76%	9,668	69.59%	2013
2014	Priest Lake	151	4,261	91.03%	4,210	89.94%	1,557	34.37%	10,028	72.19%	2014
2015	Priest Lake	151	0		0		0		0	0.00%	2015
2016	Priest Lake	151									2016
2017	Priest Lake	151	0		0		0		0	0.00%	2017
2007	Round Lake	51	1,059	66.98%	1,063	67.24%	382	24.97%	2,504	53.37%	2007
2008	Round Lake	51	1,282	81.09%	1,276	80.71%	110	7.19%	2,668	56.86%	2008
2009	Round Lake	51	1,354	85.64%	1,321	83.55%	404	26.41%	3,079	65.62%	2009
2010	Round Lake	51	1,485	93.93%	1,315	83.18%	383	25.03%	3,183	67.84%	2010
2011	Round Lake	51	1,417	89.63%	1,415	89.50%	438	28.63%	3,270	69.69%	2011
2012	Round Lake	51	1,422	89.94%	1,375	86.97%	453	29.61%	3,250	69.27%	2012
2013	Round Lake	51	1,390	87.92%	1,445	91.40%	370	24.18%	3,205	68.31%	2013
2014	Round Lake	51	1,470	92.98%	1,476	93.36%	382	24.97%	3,328	70.93%	2014
2015	Round Lake	51	0		0		0		0	0.00%	2015
2016	Round Lake	51									2016
2017	Round Lake	51	0		0		0		0	0.00%	2017
2007	Three Island Crossing	82	1,117	43.94%	1,196	47.05%	1,233	50.12%	3,546	47.00%	2007
2008	Three Island Crossing	82	1,149	45.20%	1,189	46.77%	540	21.95%	2,878	38.15%	2008
2009	Three Island Crossing	82	1,466	57.67%	1,190	46.81%	1,362	55.37%	4,018	53.26%	2009
2010	Three Island Crossing	82	1,550	60.98%	1,132	44.53%	1,324	53.82%	4,006	53.10%	2010
2011	Three Island Crossing	82	1,532	60.27%	1,140	44.85%	1,349	54.84%	4,021	53.30%	2011
2012	Three Island Crossing	82	1,254	49.33%	1,178	46.34%	1,499	60.93%	3,931	52.11%	2012
2013	Three Island Crossing	82	1,169	45.99%	1,119	44.02%	1,437	58.41%	3,725	49.38%	2013
2014	Three Island Crossing	82	1,441	56.69%	1,341	52.75%	1,443	58.66%	4,225	56.00%	2014
2015	Three Island Crossing	82	0		0		0		0	0.00%	2015
2016	Three Island Crossing	82									2016
2017	Three Island Crossing	82	0		0		0		0	0.00%	2017

IDPR Occupancy Jul-Sep

Year	Location	Sites	July		August		September		1st Quarter Totals		Year
			Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	Nights Occupied	% Sites Occupied	
2007	Winchester Lake	69	926	43.29%	715	33.43%	344	16.62%	1,985	31.27%	2007
2008	Winchester Lake	69	362	16.92%	250	11.69%	68	3.29%	680	10.71%	2008
2009	Winchester Lake	69	773	36.14%	541	25.29%	395	19.08%	1,709	26.92%	2009
2010	Winchester Lake	69	1,289	60.26%	888	41.51%	520	25.12%	2,697	42.49%	2010
2011	Winchester Lake	69	1,400	65.45%	956	44.69%	601	29.03%	2,957	46.58%	2011
2012	Winchester Lake	69	1,098	51.33%	884	41.33%	538	25.99%	2,520	39.70%	2012
2013	Winchester Lake	69	1,135	53.06%	948	44.32%	388	18.74%	2,471	38.93%	2013
2014	Winchester Lake	69	1,240	57.97%	1,001	46.80%	457	22.08%	2,698	42.50%	2014
2015	Winchester Lake	69	0		0		0		0	0.00%	2015
2016	Winchester Lake	69									2016
2017	Winchester Lake	69	0		0		0		0	0.00%	2017

1st Quarter for the Year	Total Nights Occupied for Year	% Sites Occupied for Year	% Change Over Previous
2007	68,078	45.57%	NA
2008	63,120	42.25%	-7.28%
2009	79,669	53.32%	26.22%
2010	83,630	55.53%	4.97%
2011	87,817	58.31%	5.01%
2012	85,007	56.44%	-3.20%
2013	85,758	56.94%	0.88%
2014	88,757	58.90%	3.50%

☐ IDAPA RULE ☐ IDAPA FEE ☒ BOARD ACTION REQUIRED
☐ BOARD POLICY ☐ INFO ONLY, NO ACTION REQUIRED

AGENDA
Idaho Park and Recreation Board Meeting
November 13, 2014
Boise, ID

AGENDA ITEM: **Conveyance of the Vardis Fisher Property to the Idaho Water Resource Board**

ACTION REQUIRED: **Board Action Required**

PRESENTERS: **Director/ Steve Strack**

PRESENTATION

In 2012, the Park and Recreation Board acquired title to the Aqualife Aquaculture Facility, the Vardis Fisher Property, and related acreage from the Idaho State Building Authority. On November 13, 2012, the Board directed that the acquired properties be placed in the Park Lands Trust, and directed Department staff to pursue the sale or exchange of the properties.

Pursuant to directives from the Board and the Legislature, the Aqualife Aquaculture Facility was recently conveyed to the Idaho Water Resource Board. Pursuant to House Bill 644, the Department of Parks and Recreation received \$1,635,000 from the Water Resource Board for the Aqualife property, and in increase in general fund appropriations of \$250,000 annually.

The Water Resource Board is now seeking to acquire the Vardis Fisher property and adjacent lands to ensure the security of the spring water sources that serve the Aqualife Aquaculture Facility. Acquisition of the property by the Water Resource Board is in the public interest, because it will assist in the resolution of conflicting demands on ground water and spring water sources in the Hagerman area. The property sought by the Water Resource Board is approximately 74 acres in size. The Department will retain for future sale approximately 16 acres on the west side of Billingsley Creek.

In consideration of the fact that the property will continue to be held by the State of Idaho and used for public purposes, the Department is not required to obtain market value for the property. The Department and Water Resource Board have agreed that the Water Resource Board will pay consideration of \$250,000 for the property.

STAFF RECOMMENDATIONS:

Staff recommends that the Board authorize the conveyance of the 74 acres to the Idaho Water Resource Board. A Board Resolution authorizing such conveyance is attached to this memo.



IDAHO PARK AND RECREATION BOARD

A RESOLUTION OF THE IDAHO PARK AND RECREATION BOARD
AUTHORIZING THE CONVEYANCE OF THE VARDIS FISHER PARCEL AND RELATED
PROPERTY TO THE IDAHO WATER RESOURCE BOARD

WHEREAS, the State of Idaho, Department of Parks and Recreation, by and through the Idaho Park and Recreation Board, is the owner of certain lands in Gooding County, Idaho, known as the Vardis Fisher Property;

WHEREAS, the Park and Recreation Board also owns certain adjacent lands that have limited recreational benefits;

WHEREAS, the Vardis Fisher Property is the source of spring water rights held by the Idaho Water Resource Board for the purpose of mitigating water calls on the Snake River Plain Aquifer by providing a secure water source for the adjacent Aqua Life Aquaculture Facility, previously conveyed to the Water Resource Board by the Park and Recreation Board;

WHEREAS, the Idaho Water Resource Board has requested that the Vardis Fisher Property and related property be conveyed to it in order to provide bio-security of the spring water rights and ensure their continuing utility as a source of water for the Aqua Life Aquaculture Facility;

WHEREAS, the Park and Recreation Board hereby determines that the recreational needs of the people of Idaho will be furthered by the sale of the property and the dedication of the proceeds to the improvement of other units of Thousand Springs State Park;

NOW, THEREFORE, Be it Resolved by the Board as follows:

That the Chair of the Idaho Park and Recreation Board be empowered to execute a Quitclaim Deed on behalf of the State of Idaho, Department of Parks and Recreation, by and through the Idaho Park and Recreation Board, conveying the Vardis Fisher Property and the related property to the Idaho Water Resource Board.

APPROVED, PASSED AND SIGNED this ____ day of November, 2014.

Charles H. Correll, Chair

Countersigned: _____
David Langhorst, Director



C. L. "Butch" Otter
Governor

David R. Langhorst
Director

.....
**IDAHO PARK AND
RECREATION BOARD**
.....

Tom Crimmins
District One

Randy Doman
District Two

Susan Buxton
District Three

Charles H. Correll
Board Chair
District Four

Jean S. McDevitt
District Five

Robert Hansen
District Six

.....
DIRECTOR'S OFFICE
.....

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November 5, 2014

IDPR Board of Directors

RE: Vardis Fisher Update: Information Only, not intended for
debate/discussion until next week's board meeting.

Dear Board Members,

After our Thursday phone conference call, I arranged a meeting with
the Water Board representatives and Steve Strack.

We just finished and here's the gist:

-you'll recall that Keith, Steve S., and I had originally arrived at
\$250,000 as a recommended fair price for the approximately 90 acres
still in IDPR ownership. This was deemed significant enough money to
help future needs at Billingsley Creek while not representing overreach
on our part.

-during Thursday's Board meeting phone call, we learned that IDWR
had changed their focus and wished to purchase only the area
immediately around the lake, for somewhere in the \$100,000 range for
a small portion of the remainder, perhaps 11 acres or so of the 90
acres. We concluded that call with the understanding that I would
pursue this track, and leave all options open for getting value from the
portions left in our ownership.

-**TODAY** I was informed that they have rethought their position. They
do in fact now want to purchase and hold the area on the rim, to
protect access to their spring and prevent any new wells from being
drilled above it.

-We negotiated and agreed (in principal and pending approval by the
two boards) on a price of \$250,000 for app. 70-80 acres, with us
retaining ownership of the two separate residential lots (below the rim
and other property, downstream from Vardis Fisher Lake.) The

intention would be to – at some future date - explore the potential for selling or trading these lots for the additional benefit of Billingsley Creek/Thousand Springs.

-I have placed this potential transaction on the agenda for next week's meeting. Mr. Strack says he can have the appropriate documents ready in time, assuming that the DWR pieces fall into place. (They are motivated to get everything executed by the Jan. 1 implementation of the mitigation agreement.)

-Assuming that the pieces fall into place, I will recommend that you vote to approve this transaction. I wanted to be sure you had time to consider the new offer.

We are looking forward to a productive meeting.

Sincerely,

A handwritten signature in blue ink, appearing to read 'D. Langhorst', with a stylized flourish at the end.

David Langhorst
Director