



**AGENDA
WORK SESSION
MAYOR AND COMMON COUNCIL
Of the TOWN OF CAMP VERDE
COUNCIL CHAMBERS · 473 S. Main Street, Room #106
WEDNESDAY, JANUARY 13, 2016 at 5:30 p.m.**

Note: Council member(s) may attend Council Sessions either in person or by telephone, video, or internet conferencing.

1. **Call to Order**
2. **Roll Call**
3. **Pledge of Allegiance**

4. **Discussion and possible direction to staff regarding the River Recreation Master Plan. Staff Resource Steve Ayers.**

5. **Discussion and possible direction to staff regarding the Focused Future II Plan. Staff Resource: Steve Ayers.**

6. **Adjournment**

Posted by:

Date/Time:

01-7-16 2:50PM

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

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



Agenda Item Submission Form – Section I

Meeting Date: January 13, 2016

- Consent Agenda Decision Agenda Executive Session Requested
- Presentation Only Action/Presentation Special Session Pre-Session

Requesting Department: Economic Development

Staff Resource/Contact Person: Steve Ayers

Agenda Title (be exact): Discussion and possible direction to staff regarding the River Recreation Master Plan

List Attached Documents:

- 1) **River Recreation Master Plan Draft**
- 2) **Three renderings (I-17, Homestead, Rezzonico)**
- 3) **Four budgets (I-17, Homestead, Rezzonico, Verde Rules)**
- 4) **Appendix III**
- 5) **Appendix IV**
- 6) **Appendix V**
- 7) **Technical Memo**

Estimated Presentation Time: 15 minutes

Estimated Discussion Time: 20 minutes

Reviews Completed by:

Department Head: **Town Attorney Comments:**

Finance Review: Budgeted Unbudgeted N/A

Finance Director Comments/Fund:

Fiscal Impact:

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

Comments:

Background Information: In 2014 the Town of Camp Verde received a \$50,000 grant from the Walton Family Foundation, along with grants from the National Park Service River Trails and Conservation Assistance Program and American Rivers, to develop a master plan for river recreation in Camp Verde. The planning process began in January 2015 and was completed in October 2105, after receiving input from over 250 residents and public land

managers. What we are bringing before you is a copy of the draft plan for your input, advice and consideration, with the intent of receiving council approval at a future council session, so staff can begin implementing the plan.

Recommended Action (Motion): Place the River Recreation Master Plan on a future agenda for possible approval with any agreed upon edits.

Instructions to the Clerk:

Table of Contents

<u>ACKNOWLEDGEMENTS</u>	3
<u>EXECUTIVE SUMMARY</u>	3
VERDE RIVER RECREATION GOALS	3
<u>REGIONAL CONTEXT – VERDE RIVER THROUGH TOWN OF CAMP VERDE</u>	5
THE HEART OF ARIZONA	5
DEMOGRAPHICS	6
NATURAL RESOURCES	7
CULTURAL RESOURCES	7
THE VERDE FRONT	8
NATIONAL GEOGRAPHIC GEOTOURISM PROGRAM	8
<u>A FOCUS ON THE VERDE RIVER CORRIDOR</u>	9
<u>RECREATION MANAGEMENT CHALLENGES</u>	10
RECREATION IMPACTS & CONCERNS	11
TRASH DUMPING & LITTER	11
PRIVATE PROPERTY & TRESPASSING	11
TRAFFIC, PARKING & MOTORIZED USES	11
PUBLIC SAFETY	12
PROTECTION OF RIVER RESOURCES	12
ENFORCEMENT	13
<u>OPPORTUNITIES FOR RECREATIONAL AMENITY ENHANCEMENTS IN CAMP VERDE</u>	13
EDUCATION & INTERPRETATION	14
ENGINEERING & SITE DESIGN	15
ENFORCEMENT	15
<u>POTENTIAL RECREATIONAL IMPROVEMENTS ON THE VERDE RIVER</u>	16
TRAILS	17
BOATING/FLOATING	17
WATCHABLE WILDLIFE	18
PARTNERSHIPS WITH LOCAL LANDOWNERS	20
<u>SPECIFIC PROJECTS & SITE ENHANCEMENTS</u>	20
I-17 PROPERTY	20
HOMESTEAD PARK	21
REZZONICO PARK/BLACK BRIDGE RIVER ACCESS	22

ROCKIN' RIVER RANCH	22
<u>RECOMMENDATIONS – PRIORITIES FOR IMPLEMENTATION</u>	<u>23</u>
IMPLEMENTATION PLAN FOR RECREATIONAL MANAGEMENT	25
HOMESTEAD PARK	25
DESIGNATION OF AN IBA FOR THE TOWN OF CAMP VERDE	25
I-17 PROPERTY	26
<u>APPENDICES</u>	<u>28</u>

Acknowledgements

The Town of Camp Verde would like to express its gratitude and appreciation for the generous support provided by the Walton Family Foundation to undertake the *Verde River Recreation Master Plan* process.

The Town would also like to recognize the National Park Service's RTCA (River Trails and Conservation Assistance) grant program for providing important support in community engagement and public input.

Additionally, the Town would like to acknowledge and thank the hosts and participants in the neighborhood listening sessions, as well as the state and federal agency officials from Arizona State Parks, the USFS, US Fish & Wildlife Service, Arizona Game & Fish, and others who participated in stakeholder sessions in the planning process.

Lastly, the Town would like to thank Friends of Verde River Greenway and American Rivers for their support and work to assist in completion of the *Verde River Recreation Master Plan*.

Executive Summary

The *Verde River Recreation Master Plan* identifies priorities for developing and improving recreational amenities along the 17-mile stretch of the Verde River and its tributaries flowing through the Town of Camp Verde's corporate boundaries. It will inform investments that the Town may make, in partnership with state and federal agencies, to improve the quality of life for community residents, as well as manage current recreational use more sustainably.

Vision

A clean and healthy Verde River that is a source of pride in our community, and a world-class resource for those who enjoy fishing, paddling, hiking, wildlife viewing, cultural resources and history.

Chairman Thomas Beauty of the Yavapai Apache Nation said it very eloquently: "The Verde River defines who we are, it is the basis of our economic future. A healthy river is a healthy economy. It is a unifying force for all the people of the Verde Valley."

Verde River Recreation Goals

- Connect the residents of Camp Verde with the Verde River, and increase awareness and appreciation of the river as a natural treasure;

- Respond to concerns of riverfront property owners, since those landowners are currently experiencing the highest impacts due to unmanaged recreational use;
- Provide safe, healthy, quality river recreation experiences for community residents and visitors;
- Provide for family-friendly outdoor activities along the river corridor;
- Manage recreational use appropriately to ensure that sensitive riparian habitat is protected;
- Support economic development through tourism amenities.

In late 2014, the Town of Camp Verde received two grants, from the Walton Family Foundation and the National Park Service's River Trails and Conservation Assistance Program, to carry out the development of the *Verde River Recreation Master Plan* to guide the community in its efforts to manage and expand recreational opportunities along the Verde River and its tributaries through the Town's corporate boundaries. McLaughlin Whitewater, an engineering firm, was retained to conduct the mapping, inventory, and assessment of recreational resources in Camp Verde.

The Town also conducted extensive community engagement to investigate current recreational use, identified problems and concerns with unmanaged recreation, and established community-driven priorities for expanding recreational amenities in the area. Particular attention was paid to riverfront property owners as they are the community members that experience the highest impact from recreational use. Town leaders and project partners also sought the input of community members on potential solutions to management challenges for river access points, parks and recreational activities.

Throughout the summer of 2015, the Town convened neighborhood listening sessions in residential areas experiencing problems or issues connected with unmanaged recreational use. In July 2015 Town staff hosted a public open house for riverfront property owners to voice concerns and offer solutions. A public open house was later held for residents of Camp Verde to express their views about recreational improvement needs, site design on priority parcels, and sustainable recreation management. The Town distributed public surveys to riverfront property owners to share their perspectives, as well as for the general public.

The Town of Camp Verde also held listening sessions with state and federal land managers, and others managing large parcels along the Verde River.

The recreational needs, concerns about unmanaged use, and potential solutions for sustainably managing recreation amenities in the Town were taken into consideration in the preliminary planning concepts developed for specific park and river access improvements. Lastly, the public assessed these priorities, and the most promising potential developments to improve river recreation in keeping with the goals of the Town planning process were identified in this plan.

The priorities for the Town of Camp Verde in recreational planning as reflected from public input are listed below:

#1 – Implement strategies to better manage recreational use at existing and proposed sites, safeguard private property rights, and discourage damaging activities to riparian habitat and wildlife resources.

#2 – Development of Homestead Park as a day-use watchable wildlife amenity, with a viewing deck, nature trails, light development, interpretive and educational elements, and fishing access.

#3 – Designation of an IBA to support watchable wildlife programming within the Town of Camp Verde.

#4 – Development of limited, day-use recreational amenities at the I-17 property

#5 – Continue to explore the potential for developing riverside trails, as well as upland trails to Montezuma Castle National Monument, the Beaver Creek Communities, and the Town of Camp Verde’s 118-acre community park property and the White Hills located north of the Verde Ranger Station.

#6 – Continue to work with Arizona State Parks and Prescott National Forest to develop recreational amenities and park resources at Homestead Park and Rockin’ River Ranch.

#7 – Development of the riverfront amenities for Rezzonico Park just below Black Bridge.

Regional Context – Verde River through Town of Camp Verde

The Heart of Arizona

The Town of Camp Verde is located in the geographic center, and many believe the historical, cultural and spiritual heart, of the state of Arizona. Nestled on the Verde River, one of Arizona’s last free-flowing streams, Camp Verde is blessed with significant natural, cultural, historic, and quality of life resources. The Verde River flows through the center of the Town’s boundaries, and is a vital life line for communities in central Arizona.

The Verde River is a precious resource for communities within the watershed. The river supplies water to thousands of people, including the citizens of the Town of Camp Verde, other Verde Valley communities, the Yavapai Apache Nation, as well as the state’s largest urban center, Phoenix. The Verde River’s headwaters start near Paulden, Arizona, emerging out of Sullivan Lake. The river’s base flows through its first 22-mile stretch are sustained by aquifer-fed springs in the Big Chino Basin. From there, near the confluence of Sycamore Creek in the Sycamore Canyon Wilderness Area, it flows nearly 140 miles, merging with the Salt River just outside of the Phoenix metro area. On its southward journey through the Verde Valley, it passes through the communities of Clarkdale, Cottonwood, and Camp Verde before it enters its Wild & Scenic stretch, which extends 40-miles through the Mazatzal Wilderness Area before emptying into Horseshoe Reservoir and Bartlett Lake.

The Verde River runs through the Town of Camp Verde's boundaries for a 17-mile stretch, beginning at the The Nature Conservancy's Otter Water property in the Middle Verde and leaving at Arizona State Park's Rockin' River Ranch State Park property, just downstream of the of the West Clear Creek confluence. Land ownership along the Verde River is a mix of public and private, as well as tribal ownership. The Yavapai Apache Nation owns several miles of riverfront property along the Verde below the Town's upstream boundary. The remainder of the Verde River flows through a mix of USFS land, parcels owned by Arizona State Parks, the Town of Camp Verde, and residential neighborhoods before leaving Town corporate boundaries.

There are six currently available river access points that are publicly accessible along the Verde River on the reach that flows through Camp Verde, and these areas vary in their level of development and improvement. Two of these properties are currently owned by the Town of Camp Verde – Rezzonico Park/Black Bridge river access point, and a cluster of parcels totaling 27 acres near the I-17 overpass on the Verde River. Sites managed by the USFS Prescott National Forest include Newton Lane (and unimproved access point), White Bridge river access point, Clear Creek river access point and, just outside the corporate boundaries of the Town, the Beasley Flat river access point. The area along the Verde River known as Homestead Park, an area largely undeveloped, is comprised of three parcels totaling 80 acres owned by the Prescott National Forest and Arizona State Parks. Arizona State Parks also owns Rockin' River Ranch, a 209-acre parcel that has not yet been developed for public access and recreational amenities.

Demographics

The Town of Camp Verde jurisdictional boundaries encompass 42.6 square miles. According to the 2014 U.S. Census Bureau estimate, the population is 11,097, with a growth rate estimated at 2.1% as of the 2010 Census. Of the 4,200 households reported in Camp Verde, nearly 30% are families with children under the age of 18 living in the home. The median income of Camp Verde residents is lower than the Arizona average, however the unemployment rate is slightly lower than the state average. The public access to the Verde River is a valuable opportunity that the Town of Camp Verde can provide in terms of low-cost recreational activities available to families.

QUOTE:

"The importance of the Verde River to the people, businesses, plants, animals and culture of the Verde Valley can't be overstated. The River is why the Sinagua people were here a thousand years ago, and it's why we're here today. It is clear that conserving this treasure depends to a great extent upon bringing people out to experience it personally -- in kayaks and canoes, along its trails, and sitting under one of its thousands of giant cottonwoods to relax. When we know the Verde River, we love the Verde River, and we'll do what's necessary to save it for our children and their children. It's that simple."

--Mayor Doug Von Gausig, Town of Clarkdale

Natural Resources

Camp Verde has an arid high desert climate, and is well known for its scenic amenities. Rich in wildlife, the Town boasts the longest reach of the Verde River running through a Verde Valley community. The Town of Camp Verde is bordered on the south by the Black Hills, on the north by the White Hills, and is surrounded largely by USFS land. Interstate 17 bisects the Town, with the Camp Verde downtown area located one mile to the east of I-17.

The Town of Camp Verde is home to countless natural treasures. The Verde River, one of the last free-flowing perennial rivers in Arizona, is a unique resource, with a riparian corridor that supports rare vegetation and rich wildlife diversity. In a region that receives an annual average rainfall of 12 inches, these water resources are especially notable. The Verde River and its tributaries feature over 400 miles of interconnected riparian habitat along a flowing river.¹ One of the rarest forest types in North America, the Fremont Cottonwood-Goodding Willow gallery forest, can be found along the Verde River, and the river is home to threatened and endangered species, native fish populations, as well as supporting migratory bird populations as one of the major flyway stopover areas. Many other wildlife species use the riparian corridor of the Verde, as well, from beaver and river otters, to whitetail deer, elk, bobcat and mountain lions. All told, there are 94 species of mammals, and 76 native amphibian and reptile species that rely on the riparian corridor of the Verde River.²

The Verde River in Camp Verde is also a significant recreational resource for a variety of activities, from kayaking and canoeing, to hunting and fishing, picnicking and hiking, equestrian trail riding, birdwatching, and much more. It provides a host of healthy outdoor activities that contribute to the quality of life for residents, as well as drawing outdoor adventure enthusiasts from across the state and beyond, bringing economic development activity with increased tourism. The annual Verde River Runoff kayak and canoe race regularly draws over 100 participants from all over the region for a 10-mile paddle from White Bridge to Beasley Flat. The outstanding wildlife values of the area also make it ideal for pursuing watchable wildlife programs that tap into a popular and growing recreational pastime.

Cultural Resources

The Town of Camp Verde and surrounding region has a rich heritage and history. Native American communities made the Verde Valley their home thousands of years ago. Archaeologists consider the nomadic Clovis people as the earliest inhabitants. Later, the Sinagua people settled in the area along the Verde River around 600 A.D.³ The Sinagua (from the Spanish words for “without water”) built pit houses, and later impressive pueblos and cliff dwellings, and engaged in agriculture along the fertile river valley. The legacy of their presence

¹ *Ecological Implications of Verde River Flows*. Verde River Basin Partnership, Arizona Water Institute and The Nature Conservancy. <http://vrbp.org/interesting-reads/ecological-implications-verde-river-flows/>

² *Id.*

³ *Arizona's First People: Native Americans of Northern and Central Arizona*. <http://www.gatewaytosedona.com/popular-articles/item/50-indians-sedona-arizona>

is preserved in national parks and monuments such as Montezuma Well, Montezuma Castle, and Tuzigoot National Monument.

After European-American settlement began, Camp Verde was one of the earliest communities established, although the Town itself was not incorporated until 1986, one of the last Verde Valley communities to become formalized. The first military outpost was located near the farms of West Clear Creek, and later, in 1865, Camp Lincoln – eventually renamed and relocated to its current site – became Camp Verde. In 1878, the outpost became permanent and was renamed Fort Verde, and was a base of operations for General Crook and his U.S. Army scouts and soldiers. It is now a State Historic Park, and a place of local celebration of the Town’s early origins during Fort Verde Days, as well as events honoring veterans.

Camp Verde grew up around the military post, building a thriving agricultural community. Settlers established a 200-acre agricultural area near the confluence the Verde River and West Clear Creek. Early in the community’s history, the majority of settlers were farmers and ranchers, but later settlers were drawn to the region to participate in the growing mining industry. Agriculture remains an important economic activity in Camp Verde today, with an annual Pecan and Wine Festival and Corn Fest to celebrate the production of local agricultural products.

The Verde Front

The Verde Front is a collaborative initiative, bringing together local municipal and county representatives, public land managers, and NGO and civic leaders to craft a landscape-scale sustainable recreation plan for the region using an “all lands, all hands” approach to identify and implement shared recreation management goals. The Town of Camp Verde is one of the jurisdictions participating in the Verde Front effort, including the working group on economic development, and the working group that developed the concept of the “String of Pearls.” The String of Pearls is a regional recreational framework focused around “pearls” or areas with significant natural values such as parks, river access points, and other recreational amenities, connected by the “string” of the Verde River.

The *Verde River Recreation Master Plan* process began in part through conversations with the broader Verde Front communities on development of recreational amenities in the region within each of the participating jurisdictions in the Verde Valley. The collaborative efforts of the Verde Front are aimed at supporting locally driven recreational amenity projects, and part of the Town of Camp Verde’s River Recreation Master Plan process has been to identify sites that are widely supported by community members as potential “pearls” to add to the Verde River string.

National Geographic Geotourism Program

Another effort sprouting from the Town of Camp Verde’s participation in the Verde Front’s Economic Development working group is the geotourism initiative currently underway, and overseen and managed by the Sedona Verde Valley Tourism Council. National Geographic recognized the Verde Valley as one of only 22 geotourism destinations worldwide. With this prestigious accolade, the region received help from National Geographic and Solimar

International, a high profile ecotourism marketing firm, to develop a web site that features the remarkable natural resources, recreational, cultural, and amenity values of the region.

Sidebar:

National Geographic defines “geotourism” as “tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.” The Sedona Verde Valley geotourism web site can be found at sedonaverdevalley.natgeotourism.com.

The recognition of the Verde Valley by National Geographic as a globally significant tourism destination for these affluent, highly educated travelers interested in authentic experiences in nature, culture, outdoor adventure and local wine and cuisine has the potential to be a significant boon to the economic development potential of the region.

A Focus on the Verde River Corridor

The first step for the Town of Camp Verde in evaluating the potential for river recreation management improvements and amenity enhancements was the retention of a consulting firm, McLaughlin Whitewater Design Group, to conduct an inventory of resources and engineering assessment of the Verde River as it flows through Camp Verde. The community directed the McLaughlin Group to develop baseline data for the Verde River’s current recreational amenities, and identify areas for potential recreational improvements for river-based activities.

Base mapping was obtained through Yavapai County, and state and federal land management agencies, and includes information about the landscape contours, hydrology of the river, property ownership, major and minor roads, location of irrigation ditches, and aerial photography of the river corridor. These mapping resources can be found in Appendix I of this report.

An examination of the flow hydrology and river hydraulics of the Verde River demonstrated that low flows through much of the irrigation season make supporting in-river, water-based recreation through most of the Town difficult. The report, however, noted that current efforts to increase flows through restoration efforts, and efficiency projects to lower water needs for sustaining agriculture and increase return flows, could potentially assist efforts to support river recreation activities.

The assessment of river hydraulics noted that the average slope through the Town of Camp Verde is approximately 0.18% with typical flow depths of 2 to 5 feet, increasing up to 20-30 feet during flood events. Localized gradients much higher than 0.18% would be necessary to contribute to in-river recreational whitewater features. The report determined that it would be unlikely to create “new” drops in the river without exacerbating flooding concerns. A small “drop” was found at Black Bridge/Rezzonico Park that could lend itself to creation of a whitewater feature.

Flood flows in the Verde were also examined in the context of recreational improvements. Historic flooding events ranging from annual floods to 100-year and 500-year events were

summarized in the report. The significant levels of variation between base flows and high flood events will have an impact on design and planning for recreational improvements within and near the Verde River through Camp Verde.

Overall, the assessment found that the Verde River, as a low-gradient, alluvial river with fine substrate, would not provide significant opportunities for development of on-river recreational amenities, such as whitewater features or a continuous paddle trail, without increasing base flows in the river. In its current state, diversions and other man-made features that lower base flow and create steep, unstable, and non-navigable drops in the river, would need to be modified in order for a paddle trail to be developed through the full length of the Town's boundaries.

A full version of the McLaughlin Whitewater technical memorandum to the Town of Camp Verde summarizing their engineering assessment of recreational opportunities along the Verde River is available as a PDF at [\[insert web address or other location for obtaining copy of full report\]](#).

Recreation Management Challenges

The Verde River is a tremendous natural and recreational treasure for Camp Verde, but unmanaged and inappropriate recreational use can have significant negative impacts to the health of the river corridor, riparian vegetation, wildlife, and the other natural assets of the Verde. It can also impact the quality of life for residents. There was strong interest on the part of the Town and its residents to ensure that recreational planning would not result in a river "loved to death," and learning from the experience of Fossil Creek, where recreational activities have degraded the resource, was a high priority in the planning process.

As part of the *Verde River Recreation Plan* efforts, the Town of Camp Verde felt it was critical to identify and address the concerns that community residents had with current recreational use and management. Before examining opportunities for recreational improvements or increasing access, outreach was conducted to residents, particularly riverfront property owners, about the current impacts of recreational use on and near the Verde River. Public surveys requesting that residents share their concerns or discuss problems experienced around current river use were also distributed to reach as many community members as possible.

A series of landowner listening sessions were convened by the Town to identify challenges with managing river recreation, understand concerns from residents about the impacts they experience, and explore potential solutions to addressing management issues prior to any expansion or development of new recreational amenities. The results of the public survey process are summarized in Appendix III, and the results of public open houses and listening sessions can be reviewed in Appendix IV. Grappling with these challenges to lessen the impacts on the natural resource values of the Verde River, as well as the impact to Town residents, is a central element of management recommendations in the Plan.

Recreation Impacts & Concerns

Trash Dumping & Litter

The presence of trash, pollution, and dumping of domestic animals and strays, was widely noted as one of the most significant problems along the Verde River. A need for enforcement to prevent littering, and to clean up areas along the river that have been impacted by the dumping of trash, furniture and other large, unwieldy items along the river corridor was expressed resoundingly by Town residents.

Private Property & Trespassing

The Verde River runs through the heart of the Town and its neighborhoods, with significant areas along the river held by private landowners. The other, most common concern expressed by residents was trespass on private property and safety concerns for riverside neighborhoods. Many residents shared stories of problems resulting from trespass, from the theft of personal property, property damage, to noisy, rowdy, and unsafe behavior. Unleashed animals attacking livestock was also noted as a problem, as well as late night intrusions by stranded boaters seeking help after an unsuccessful float.

Many of the solutions proposed by residents included increased and consistent enforcement, improved signage that shows where private property is located, and better educational materials and information for recreational users about boating safety, preparedness, and where paddling and tubing activities are appropriate. A majority of riverfront residents also recommended that river access for on-river activities, such as boating, be directed to areas that are publicly owned and specifically managed to support those uses, or that buffers be created between recreational areas and residential areas to preserve the quiet, peaceful character of the neighborhoods.

Traffic, Parking & Motorized Uses

Concerns, particularly among riverfront property owners, were raised about the level of traffic occurring on quiet neighborhood streets by those seeking to access the Verde River. Rustler Trail residents expressed the most concern and experienced the most significant impacts from traffic along the road as well as parking in neighborhoods by non-residents.

Irresponsible ATV use was also noted as an issue for residents, particularly those near areas where current ATV use is common, including near the I-17 parcel. Many residents complained about the noise, impact to the river and riparian habitat for wildlife, and damage caused by ATV use near the river. A number of survey respondents from both the riverfront property owners and general public indicated a desire to limit or bar ATV traffic near the river, and instead direct it to appropriate areas designated for ATV use.

Public Safety

Another common theme that emerged from community engagement efforts was the concern of residents about public safety in connection with recreational use. Fire risk was a serious concern raised by many, and residents shared experiences with campers and transients setting fires in the river corridor near their property, and concerns that those could spread within the riparian area and affect private property values.

Other residents noted that they had often seen drug deals take place on public lands near the river, and yet others complained about firearms and shooting near residential neighborhoods that left them concerned about their safety and that of their property. Transient camps were also noted as a problem along the river corridor.

Others commented that boating safety information needed to be more widely distributed to those using the river. Inexperienced or ill-informed recreational boaters trying to float the Verde River through the town can often run into trouble, particularly during low flows or in trying to navigate stretches where diversions present significant obstacles. Educating recreational users, and providing information on where it is best to boat on the Verde River at river access points, was noted as a potential solution to address this issue.

Protection of River Resources

Almost universally through the public engagement process, the people of Camp Verde expressed their love and value for the Verde River. Among the highest values expressed by survey respondents and public open house participants in the planning process were the scenic beauty, peace and quiet, and access to recreational opportunities that the Verde River provides to the community. Wildlife habitat supported by the Verde River also ranked among the top attributes that residents supported.

Concerns were voiced by a majority of participants in the planning process that any recreational planning efforts should be done in a manner that preserves those natural values, and protects the wildlife that depends on the river. Watchable wildlife activities, including birdwatching, were noted as the most broadly supported river recreation pastimes. There is great interest among the public to develop recreational amenities that support and preserve wildlife habitat, and people's access to wildlife viewing.

In considering recreational development to improve access to the Verde River in Camp Verde, public land managers, NGO's and other landowners shared concerns about protecting wildlife and natural resources along the Verde. Protection of the ecology of the river and wildlife, restoration of natural habitat ranked high for land managers, and security for nearby property emerged as the top priorities for land managers in recreation planning.

Quote from USFWS Brenda Smith:

“The main issue we have heard about from the public is the amount of use the river is getting and potential disturbance to wildlife.... If you have designated access points for the public to use and discourage people from landing anywhere along the river, that should help to limit disturbance to wildlife habitats.”

Enforcement

A need for consistent and sustained enforcement of activities along the river corridor was also one of the solutions to managing recreational use most often cited by Town residents. This was particularly the case for riverfront property owners, who are experiencing the brunt of the impacts from recreational use of the Verde River.

Increased patrols of recreational access points and activities were often suggested in the public process to prevent trespass, littering, educate users about safe practices for on-river education, and enforce against illegal activity or uses that would degrade the resource.

Public land managers in the area also shared their interest in ensuring that agency law enforcement personnel collaborate with local law enforcement in dealing with recreation challenges along the river corridor.

Opportunities for Recreational Amenity Enhancements in Camp Verde

Even with limited recreational management of current sites, the Town of Camp Verde offers significant amenities for river-lovers of all persuasions – from boaters and anglers, to birdwatchers, equestrians, and those who simply wish to enjoy nature in a relaxed, scenic setting. Kayaking and canoeing, wildlife watching, walking, hiking and bicycling, and picnicking and outdoor gatherings are popular pastimes for Town residents. The Town is also the location for an annual kayak and canoe race, the Verde River Runoff, which draws boaters from across the state and beyond to test their paddling prowess on a 10-mile stretch of the Verde River from White Bridge to Beasley Flat.

The comments reflected in the previous section will inform the Town of Camp Verde’s recreational planning efforts moving forward. In order to manage and maintain recreational sites and improvements to ensure that people can safely enjoy river recreation, while minimizing conflict with property owners along the river, the Town will work to incorporate the three “E’s” of recreational management into the Plan’s implementation – engineering, education, and enforcement.

Engineering refers to the thoughtful design of river access, signage, and other recreational infrastructure in a manner that encourages ethical & responsible river use, and lends itself to self-regulation of recreational capacity and behavior in desired patterns.

Education focuses on the elements of recreational planning that provide public information, awareness building around safe river recreation practices, ethical and sustainable river use, and so forth. Educational measures are important in providing information such as where public access is located, the amenities available at different sites, particularly restrooms, trash disposal sites, and where boaters can put in or take out. Useful education tools can also assist in helping the public understand the length of time to float or boat between river access points, and the equipment and supplies needed for a safe boating experience. Such efforts can help reduce conflict between recreational use and private property owners, as well as reduce problematic recreational practices, such as littering and unsafe boating.

Lastly, **enforcement** is critical to ensure accountability for those recreating on or alongside the river. Given that the most common problems around river recreation expressed by residents by far trash dumping and littering, as well as issues with trespass, noise and disturbance to riverfront property owners, enforcement measures to reduce those incidents. In planning for river recreation in Camp Verde, the engagement of local law enforcement has been identified as a critical need going forward.

Education & Interpretation

The Town of Camp Verde is exploring the development of an educational and interpretive program with the National Park Service's RTCA (Rivers Trails and Conservation Assistance) program and in collaboration with the partners of the Verde Front. Interpretive signage and other materials can share information about natural or cultural resource values, provide orientation information (e.g. maps), give critical public safety tips, and increase public knowledge and appreciation of the values of the Verde River.

Education and interpretation can take many forms – from directional signage to informational brochures, maps, web sites and social media. Along the Verde River, informing boaters of appropriate put-ins and take-outs, length of time between trips, safe boating practices, as well as information about wildlife and cultural resources of the area, the best birding spots, and posting of private property and quiet zones are among the many needs that have emerged in the planning process.

Working with the Verde Front partners, the Town of Camp Verde has an opportunity to design signage that is consistent throughout the Verde Valley, and easily recognizable by recreational users from Clarkdale to Camp Verde. RTCA staff are working closely with the Town to identify interpretive needs for the community. Through community engagement efforts, several signage and information needs were recommended:

- Signage demarcating private property with no river access or stopping
- Safe boating information, including equipment and supplies recommended for an excursion, the time it takes to float from one river access point to another, and warnings about diversions and other hazards to discourage novice boaters from attempting stretches with long portage
- Information about appropriate recreational activities at particular sites

The Town of Camp Verde will continue to be engaged with the Verde Front and RTCA staff to develop interpretive resources for implementation in the Town. This process will continue through August of 2016.

Engineering & Site Design

In considering appropriate river recreation activities at particular sites, the role of site design in facilitating the desired recreational uses must be considered. Site design elements can serve to direct recreational users to appropriate activities on the site. They may also assist in managing recreational users in a way that will improve the recreational experience while also easing the impact on natural resources and on private property owners.

Concerns raised by residents about motorized recreation in sensitive wildlife habitat and riparian zones can be managed through site design that limits access to motorized traffic to those areas. Most survey respondents indicated that they access the river by automobile. In neighborhoods where parking by non-residents has been noted as a problem, providing parking at river access points while posting nearby neighborhoods with signs designating parking for residents only could alleviate these issues.

Issues around dumping and litter could also be improved by providing trash receptacles at recreational sites. Recreational activities that the community wishes to promote should be encouraged by the availability of amenities that facilitate those uses – such as trails, picnic tables, ramadas, or BBQ grills in areas identified for near-river recreation activities, or boat launches and boating safety information for areas identified as appropriate for boating access.

Given that the Verde River is a “flashy,” flood-prone waterway, design of recreational improvements should be done in a manner that ensures that such investments will not be wiped out in the next flood event. The durability of site improvements will need to be considered, as well as placement. Signage and other recreation management tools that would need be placed near the river to be placed on structures unlikely to be impacted by floods, or composed of inexpensive materials easily (and cheaply) replaceable. Expensive improvements should be located as far out of the flood zone as possible.

In designing recreational improvements, the Town may also consider community character and history in developing such resources. Thompson/Westervelt Architects, the local architectural firm retained by the Town to develop design characteristics for recreational and interpretive amenities utilized this information in drafting their “vernacular” design guidelines for recreational improvements. These included making use of local materials for construction, minimizing site impacts, and traditional architectural stylings in keeping with the Town’s history.

Enforcement

As noted by many Camp Verde residents, the participation and support of law enforcement to assist in managing recreational use will be important for the long-term maintenance of recreational amenities and in reducing conflict between recreational use and property owners. Monitoring of recreational activities has been widely viewed as an important part of balancing recreational use with the interests of the community in preserving the Verde River as a resource, keeping residential neighborhoods quiet and serene, and reducing the deleterious impacts that unmanaged and unmonitored recreational use can cause.

Other communities in the Verde Valley have made successful use of ambassador programs, as well as volunteers, to assist in managing recreation. Clarkdale has a robust program for ambassadors located at the river access points to provide information, monitoring, and prevent trespass issues. The Oak Creek Watershed Council has also successfully implemented a volunteer ambassador program at recreational sites along Oak Creek, a major tributary to the Verde, to reduce trash dumping and improve water quality issues resulting from recreational impacts. Both of these programs could serve as useful, cost-effective models for the Town to examine in the context of recreational management.

Potential Recreational Improvements on the Verde River

The most common recreational pastimes that Camp Verde residents reported in the public survey results were kayaking and canoeing, walking/hiking/running, and wildlife watching. There is also a significant constituency for equestrian trail riding activities. Community members responded through the survey and public open house process about their interest in expanded recreational opportunities, with the strongest support being for increased opportunities for these four most popular recreational activities. A significant majority of residents agreed or strongly agreed that development of enhanced river access should be a priority for Camp Verde. In evaluating potential projects for the *Verde River Recreation Master Plan*, particular attention to these recreational uses will be taken into account in development of new or improved recreational amenities.

Public sentiment in the Town expressed through public open houses and survey responses shows that community members want to ensure that improving access to enjoy river-related recreational activities does not damage the natural resource values of a flowing Verde River. When considering and implementing recreational improvements, the incorporation of riparian restoration to improve watershed health would be useful in protecting the wildlife, scenic values, and watershed functions that the people of Camp Verde value.

Friends of Verde River Greenway is a nonprofit organization that supports restoration activities along the Verde River. Through the Verde Watershed Restoration Coalition (VWRC), teams of restoration specialists engage in on-the-ground projects and partnerships with local landowners, state and federal agencies to remove invasive species, such as giant reed, tamarisk, Russian olive, and tree of heaven, and restore native vegetation in the river corridor. The program works with over 200 landowners in the area to treat invasive plants and improve watershed health.

Continued partnerships with Friends of Verde River Greenway in sustainable recreation planning, building restoration components into the development of recreational amenities, will ensure that the Town of Camp Verde will be successful in striking the right balance between enabling people to enjoy the river and the natural values that community members treasure.

Trails

The number-one recreational activity that Camp Verde residents reported interest in expanding opportunities for are trail related recreational activities, such as walking, hiking, running, biking, and horseback riding. A large majority of survey respondents felt that development of a network of trails along public lands should be a priority, indicating that trails connecting the Town to parks, and trails connecting the Town to the Verde River were most broadly supported.

The Town of Camp Verde is in discussion with state and federal agency partners to explore opportunities to create trails that provide those connections for the community. Some of the trail options being examined currently include a foot trail between the Town of Camp Verde and Montezuma Castle across Jackson Flat, and uplands trails near Copper Canyon waterfall and Hidden Canyon. There are also site-specific trail loops under consideration at the Homestead parcel for wildlife watching, and at Rockin' River Ranch.

Boating/Floating

The second most popular recreational use noted by residents is canoeing and kayaking in the Verde River, and residents expressed strong interest in improving boating opportunities through the Town. In managing this recreational use through the planning process, the Town is working to balance the interests of boaters and the concerns of private property owners. The Verde River through the central part of Camp Verde flows through many residential neighborhoods, and also runs through several irrigation diversions, which can present hazards to boaters as well as limiting the flows to sustain boating. In the interests of mitigating the impacts to riverfront residents, it was determined that the best reach of the Verde River in Camp Verde to direct on-river recreation to is the stretch that begins at White Bridge river access point, and flows downstream to Rockin' River Ranch and Beasley Flat.

Expansion of river access for boating, and construction/improvement of boat launches for kayakers and canoeists, is being directed to that particular reach of the river, with new boating access to be included as part of the development at Rockin' River Ranch. The Verde River between White Bridge river access points through to Rockin' River Ranch, and beyond to Beasley Flat, could hold promise as a designated paddle trail in the future. Conversations on designating the Verde River Heart Line paddle trail in this area could move forward in conjunction with development of Rockin' River Ranch.

Sidebar: John Parsons

Public recognition of the Verde River as a recreational amenity, an economic driver, and a place of scenic beauty and natural wonder has strengthened over the past decade. Recreational paddling along the Verde River corridor is on the rise, along with the attendant economic activity that comes with increased tourism. In large part, this is a tribute to the work of John Parsons. In the early 1980's, the Verde River was widely known as the "Dirty Verde" – if anyone knew where it was at all.

After a decade of work to protect the Verde River's incredible resources, and directing grant funding from the State Lakes Improvement Fund (SLIF) to develop improved access for people to enjoy river recreation activities, the Verde River made it onto the map for river-runners, bird-watchers, nature enthusiasts, and countless others who come each year to appreciate its beauty and diversity. Parsons also organized the Northern Arizona Paddlers Club as an organization of boaters who loved to spend time on rivers. In 2010, John Parsons and Josh Wheeler paddled the Verde River from Bridgeport to Beasley Flat to map river access points and develop a paddle guide for the river that boaters from across the state have come to rely upon.

In a 2011 article, Parsons is quoted as saying, "I always viewed myself as a middleman, helping people get introduced to the river so the river could speak to them and tell its story in its own way, in its own time, straight to their hearts."⁴

Without John Parsons, it is a very real possibility that the Verde River would have remained tragically degraded, largely unknown, undiscovered, and unappreciated by the public. Thanks to his efforts, the Verde is now a vibrant green corridor through the communities of the Verde Valley, bringing prosperity, scenic beauty, and a rich quality of life to the people who reside here.

Watchable Wildlife

There is a high level of interest among the public for increased opportunities to view and appreciate the region's diverse wildlife as part of the recreational planning process. The concerns of the public and the public land management agencies in controlling disturbance for wildlife within the river corridor should be considered in recreational amenity design. Education and interpretative resources will also be helpful in informing the public about wildlife resources, and directing public recreation to areas appropriate for low-impact wildlife viewing.

The Town of Camp Verde is exploring partnerships with the Arizona Game & Fish Department on its watchable wildlife program, and with US Fish & Wildlife Service on identifying sensitive habitats for endangered and threatened species. The Verde Front regional sustainable recreation planning collaborative is also exploring a region-wide watchable wildlife program similar to the Arizona Watchable Wildlife Experience (AWWE) in Flagstaff. AWWE's success in Northern Arizona may serve as a model for developing a similar program in Camp Verde, and the broader Verde Valley region.

⁴ "John Parsons and the 'Dirty Verde.'" Steve Ayers, Staff Reporter. Camp Verde Bugle. December 13, 2011.

Sidebar: Important Bird Areas (IBAs)

The Important Bird Areas (IBA) Program in Arizona is an effort led by Audubon Arizona and Tucson Audubon to recognize the most important areas for birds in the state, with a purpose of identifying a “network of sites that maintain the long term viability of wild bird populations.”⁵ The program also works to engage citizen scientists and bird-lovers in field activities, bird counts and surveys, and conservation projects to benefits Arizona’s birds and their habitats.

Arizona’s IBA program has been in operation since 2002, and has identified and designated 45 IBAs throughout the state. The Verde Valley has also been recognized as home to recognized IBAs, including the Tuzigoot IBA, which extends along the Verde River corridor from Tuzigoot National Monument to near the intersection of the river and Mingus Avenue in Cottonwood. The Lower Oak Creek IBA is located near the Page Springs Fish Hatchery north of Cornville.

According to the Audubon IBA web site, IBAs can be designated at three levels – state, continental and global. To qualify as a state IBA, an inventory of bird species is conducted by researchers and public land managers to determine whether or not a site supports significant numbers of species of conservation concern and restricted ranges. Once designated, a site may qualify for support to protect and maintain the conservation values of habitat within the IBA.

The Town of Camp Verde is examining whether a designation of an IBA within the Town’s boundaries along the Verde River near Homestead Park would benefit watchable wildlife programming within the community. In order to begin the process, working with Audubon Arizona to organize a bird inventory and survey at the sites would be the first step.

Sidebar: Camp Verde Riparian Preserve

The Camp Verde Riparian Preserve (CVRP) is a 124-acre parcel along approximately 1-mile of the Verde River, and is owned by Salt River Project as part of their mitigations requirements for threatened and endangered species. SRP’s goal for management of the Preserve is to promote a dynamic floodplain and river ecosystem, and protect riparian habitat to support species of concern.⁶ Habitat restoration and improvement, including removal of invasive plants, is a high priority, and due to the sensitive nature of the area, human and vehicular traffic is restricted.

The conservation status of the CVRP currently precludes many of the recreational activities that have, in the past, taken place on the parcel. While low impact uses, such as hiking and fishing, have not had a significant effect on the conservation management goals for SRP, many of the higher intensity uses, such as ATV use, have had significant negative impacts on the habitat values of the parcel.

In developing river-related amenities for Town residents to enjoy, it will be important to ensure the CVRP parcel is adequately marked and that potentially destructive recreational activities are directed to appropriate areas.

⁵ Global IBA Program in Arizona. http://aziba.org/?page_id=32

⁶ *Management Plan for Camp Verde Riparian Preserve*. Salt River Project. March 2005; updated 2015.

Partnerships with Local Landowners

Riverfront property owners requested that the Town of Camp Verde consider their concerns related to the impacts on peace and quiet, privacy, and safety of riverfront neighborhoods by directing recreational use toward public land sites and designated river access areas. While access by the public will not be encouraged in local residential neighborhoods, there is an important role for local landowners in improving the health of the Verde River corridor through restoration projects. Partnerships with Friends of Verde River Greenway and VWRC with local landowners can continue to improve watershed functions, wildlife habitat, and support the natural values of the Verde River. In the meantime, recreational resources can be located on the many public land sites available in the Town of Camp Verde, and minimize conflict between residents and recreational users.

Specific Projects & Site Enhancements

Through the recreational planning process, the Town of Camp Verde engaged with public land management agencies, riverfront property owners, and the public to identify specific project priorities for implementation of recreational enhancements. Discussions with the public and with the U.S. Forest Service, Arizona State Parks, and local landowners over the spring, summer and fall of 2015 revealed four specific on-the-ground priorities for improvement projects that could meet increased recreational access and demand for the community. These four priorities include:

- I-17 Property – owned by the Town of Camp Verde
- Homestead Park – owned by Prescott National Forest and Arizona State Parks
- Rezzonico Park/Black Bridge river access – owned by the Town of Camp Verde
- Rockin' River Ranch – owned by Arizona State Parks

I-17 Property

The I-17 property is located just beneath the overpass for Interstate 17 as it runs through Camp Verde. It is formerly FEMA land that was quitclaim to the Town of Camp Verde, and is currently an undeveloped parcel. Current uses are largely unmanaged, and in some cases problematic. Neighboring landowners have complained about unchecked ATV use, in some cases where vehicles were running through the river itself and onto SRP's Camp Verde Riparian Preserve in a manner that degrades natural resources. In other cases, neighbors have cited the parcel as the location of frequent drug deals and other illicit behavior.

At the October 2015 public open house, renderings for potential site improvements were shared with the public and comments were solicited on recreational needs and priorities for the site. It was identified as the second highest priority among the four sites discussed as a day-use area. The potential improvements conceptualized in the renderings include a parking area to direct traffic away from neighborhoods, small road to access a boat launch and fishing areas, with paths

from the parking area to the river, gathering areas, restrooms and a native garden. Wildlife blinds and birding/nesting observation sites were also incorporated. The design included the planting of native shade trees and potential ramadas. An alternative plan included only the paths to the river and parking for site users.

Public comments on the site design indicated interest in the nearness to potential boat launch sites, and the availability of shade trees, ramadas, and picnic areas. Respondents indicated that they would prefer to see fewer roads, but maintain good pathways to a boat launch. It was also suggested that, rather than routing park traffic down Rustler Trail, to use alternate routes to access the I-17 property through Long Rifle Road or Rawhide.

Homestead Park

Homestead Park is located at the end of a dirt road originating from Finnie Flat Road through the Symington property. It is a combination of USFS land and Arizona State Parks land, and the two agencies have been discussing joint management of recreational resources and access as part of the development of the Park. The two agencies and the Town are in the midst of discussing strategies for joint management of Homestead Park. The Town of Camp Verde is working to develop a mutually beneficial joint development agreement with the Arizona State Parks and Prescott National Forest for the site. Current uses have been somewhat problematic, as it is the site for a number of transient camps, unregulated uses, and the site of significant dumping, including large items such as old sofas, mattresses, and other trash.

The Town has already negotiated with the Symington family and the Archaeology Center to include a parking area and trailhead to access Homestead Park as a condition for paving and improving the road. This property was identified as the number one priority through public engagement on recreational priorities.

With access to Homestead Park secured and a joint management MOU in place, planning for recreational improvements in partnership with the Prescott National Forest and Arizona State Parks may be able to proceed. It is envisioned that the Homestead Park will be kept in a relatively natural state, featuring nature trails, fishing access, and watchable wildlife resources and programming, including a wildlife viewing platform. Other programming explored in the renderings included a western settler cultural exhibition, with interpretive exhibits for ditch systems, windmills, a traditional mill, and educational materials about historic agricultural practices.

Participants in the October 2015 open house indicated enthusiasm for the plan offered for Homestead Park, and interest in particular in the wildlife viewing platform and resources. Suggestions made by the public ranged from including formal campsites to picnic areas, grills and ramadas near the water. Most community members indicated that they would like access to the site to enjoy kayaking, wading, and in-river activities such as swimming and wading.

Rezzonico Park/Black Bridge River Access

Rezzonico Park is currently a lightly developed park within the Town of Camp Verde near the public library. A new library is under construction nearby, and the opportunity to improve Rezzonico Park as a community gathering place and area for connection with the Verde River near the Town's center exists. However, improvements to this site ranked lowest on the list of priorities for Town residents in light of other potential projects.

The sketches and renderings for improvements to Rezzonico Park shared at the public open house included improvements that build upon the current site features. A parking area is located near the library, with walking paths through the park. The marker for the geographic center of Arizona is located in the heart of Rezzonico Park, and conceptual drawings for enhancements include a stargazing element near the geographic center feature to take advantage of the Town of Camp Verde's dazzling night sky. Other improvement ideas include a pedestrian bridge across the Verde River from Rezzonico Park to a walkway on the other side of the river. Terraced picnic areas and ramadas, a native garden, and a small beach area for riverside recreation were also shown.

Public comments on the conceptual drawings for Rezzonico Park indicated support for a system of interconnected trails between Rezzonico Park, the I-17 property, and Homestead. However, it should be noted that any connector trails would have to be developed in partnership with private landowners along the corridor. Others expressed interest in development of a large, grassy area at Rezzonico for playing Frisbee or other outdoor sports. The need for restrooms, shade trees and shade structures, as well as parking areas and riparian ecosystem interpretation were also comments shared by community members.

Rockin' River Ranch

Rockin' River Ranch is a 209-acre historic ranch at the southern boundary of the Town of Camp Verde, and which was purchased by Arizona State Parks in 2008 as an extension of the Verde River Greenway through the Verde Valley. It is the site of several houses, barns, sheds, and other outbuildings connected with the past ranching operation. While the site has gone largely undeveloped and inaccessible by the public for the past seven years, Arizona State Parks has identified the parcel as a top priority for development as a recreational amenity.

At the October 2015 public open house, Arizona State Parks shared preliminary draft plans for development of Rockin' River Ranch. The site plan included a river access and boat launch, with campsites for passing paddlers and other users, as well as RV hook-ups, walking trails, restrooms, parking areas, and an amphitheater. To support equestrian activities, campsites and stabling facilities for horses were included in the site plan.

Public response was positive to these initial plans put forward by Arizona State Parks, particular the camping amenities, river access for boating, and the equestrian facilities. Rockin' River Ranch is also near the Truswell property, owned by Prescott National Forest. There have been discussions in the past about the opportunity to jointly manage Rockin' River Ranch and the

Truswell property for recreational use. Some interest exists in transferring the river access point currently at Clear Creek river access point to Rockin' River Ranch or another parcel owned by the U.S. Forest Service, giving boaters a more convenient put in/take out launch area that does not involve hiking up a steep incline with their gear. Should legislative appropriations be secured for development of Rockin' River Ranch, such joint agreements for management could be explored more fully.

Recommendations – Priorities for Implementation

Camp Verde offers a wide range of recreational pursuits, for both residents and visitors alike, and through the river recreation planning process, additional sites for new assets to enhance quality of life have been identified. Demand for recreation on the Verde River is already significant, and growing, and recreationists have brought much needed awareness and appreciation to the river. As noted in the Camp Verde Bugle story on John Parson, "Parsons, more than anyone, is responsible for transforming the Verde from a gravel-pitted, land-filled, orphaned waif to the thing of charm and beauty that it is today."

However, much of the current use is unmanaged, and most river access areas are primitive in their development with limited enforcement available to ensure that recreation occurs sustainably and responsibly on these sites. Without a plan; without implementation of sensible recreation management that respects and protects both the natural resources of the river as well as the property rights of neighboring homeowners; and without well designed river access amenities and adequate public education on responsible recreational practices, recreational use could threaten to degrade the natural values, wildlife habitat, and health of the watershed.

The *Verde River Recreation Master Plan* represents an opportunity for the Town of Camp Verde to balance these needs, allowing people to enjoy the wonderful opportunities that the Verde River offers. It is also an opportunity to better connect our community with the river and its tremendous values, all while protecting the sensitive areas along the river corridor, and preserving the quiet peacefulness of riverfront neighborhoods. In the end, both river recreationists and water users, community members and visitors, all want the same thing – a healthy, flowing Verde River that will continue to support the superb quality of life that Camp Verde offers.

QUOTE:

"All the Cassandra's predictions about the Verde going dry may become all wet once more as more people realize and appreciate the economic and ecological values of the river and become responsible custodians."

--James Bishop, Jr.

Managing recreation well in the community will involve continuing to monitor and evaluate recreation demand and assess carrying capacity issues. Overcrowding in some areas of the Verde has already been noted as an issue, and for recreational use to be appropriately balanced with protection of the river corridor and wildlife values, understanding and planning for

management of capacity constraints will need to be a part of implementation of the plan. A key element of the success in managing recreation, particularly as access is improved and expanded in the priority areas identified, will be development of a long term strategy and framework to support ongoing education, parks and facility maintenance, and ongoing monitoring and enforcement activities to prevent damage or degradation to resources or conflict with local landowners.

In evaluating the public feedback gained through the community engagement process, stakeholder discussions with state and federal land management agencies and other partners, and conversations with riverfront property owners about their concerns with recreational use, the Town of Camp Verde has identified the following priorities for implementation through community and stakeholder engagement, mapping, inventory, and analysis that has occurred over the course of the planning process.

#1 – Implement strategies to better manage recreational use at existing and proposed sites, safeguard private property rights, and discourage damaging activities to riparian habitat and wildlife resources.

#2 – Development of Homestead Park as a day-use watchable wildlife amenity, with a viewing deck, nature trails, light development, and fishing access.

#3 – Designation of an IBA to support watchable wildlife programming within the Town of Camp Verde.

#4 – Development of limited, day-use recreational amenities at the I-17 property

#5 – Continue to explore the potential for developing riverside trails, as well as upland trails to Montezuma Castle National Monument, the Beaver Creek Communities, and the Town of Camp Verde's 118-acre community park property and the White Hills located north of the Verde Ranger Station.

#6 – Continue to work with Arizona State Parks and Prescott National Forest to develop recreational amenities and park resources at Homestead Park and Rockin' River Ranch.

#7 – Development of the riverfront amenities for Rezzonico Park just below Black Bridge.

By far the highest priority that emerged from community discussions is the need for the Town of Camp Verde to effectively and sustainably manage current recreational uses to preserve the natural values of the Verde River corridor and the rights of private property owners. There was a strong sense from the public that before consideration and development of new sites or recreational resources can occur, it will be important for a structure or strategy in place to ensure that current uses are well managed. Under the principle, "if you build it, they will come," the first order of business, and the highest priority for the *Verde River Recreation Master Plan* is to develop a program for managing recreation in the Town.

Implementation Plan for Recreational Management

- Work toward increased collaboration between law enforcement personnel for the Town and agency law enforcement personnel for state and federal agencies in managing recreational activity with the Town, particularly in managing the most problematic challenges, such as trash and trespass issues.
- Develop an ambassador program similar to the program implemented by Town of Clarkdale to provide resources and information to recreationists as well as ongoing site monitoring for capacity issues and evaluate recreational demand for various activities.
- Implement signage demarcating private property, as well as educational and safety interpretive signage about safe and appropriate recreation and how to minimize impacts to wildlife and natural values. Through the public comment process, the incorporation of “Leave No Trace” recreational ethics in educational materials and signage was recommended.

For each of the site-specific priorities, a set of next steps has been identified along with potential approaches to support construction of the recreational amenities as well as a plan for their long term management. In developing any implementation plan for developing recreational amenities for any of these priorities, it will be important for the Town to plan for not only the funding and activities to construct the actual recreational resources, but to also plan for the long term management and maintenance of those sites.

Homestead Park

The development of recreational amenities, particularly watchable wildlife and nature trails, at Homestead Park emerged as the highest priority recreational project for the Town of Camp Verde to undertake in the near term. The park is composed of two parcels managed by the Prescott National Forest and one managed by Arizona State Parks. Town of Camp Verde could enter into a joint management agreement for management of the recreational assets of the park, as well as seek funding for constructions of the site improvements.

- Enter into a joint management and development agreement for the Homestead Park site in partnership with USFS and Arizona State Parks.
- Complete the road improvements, including the development of a trailhead and parking area at the end of Homestead Parkway.
- Seek funding for construction of a watchable wildlife/nature trail loop and wildlife viewing deck in Homestead Park. Develop educational/interpretive signage for wildlife as a part of the park.
- Seek funding for development of riverside fishing areas in Homestead Park.
- Implement an ambassadors program for recreational management.

Designation of an IBA for the Town of Camp Verde

Perhaps the lowest cost recreational opportunity before the Town of Camp Verde is the designation of an Important Bird Area (IBA) through the Verde River corridor. The first step in recognizing an IBA through the river corridor would involve partnering with Audubon Arizona to conduct a survey of the species richness and diversity through the Verde River. If the area is determined to host habitat resources that can support a sufficient number of avian species of interest, with limited habitat range, and in otherwise meeting the criteria under the global program managed by Audubon and Birdlife International, and IBA designation can move forward.

Once the area qualifies as an IBA, the Town could pass a resolution recognizing the resource, the contribution it makes to the biological diversity of the region, and endorse a stewardship program for maintaining those values. The IBA Program provides some support to designated sites, including educational and interpretive signage about the ecological values and bird species of the region. Ongoing partnerships with the Town and Friends of Verde River Greenway on stewardship elements, and in on-the-ground activities to improve wildlife and bird habitat along the Verde River corridor would also benefit the long term maintenance of wildlife values.

- Partner with Audubon Arizona to conduct field surveys and assessments of the Verde River through Camp Verde and its capacity for supporting important wild bird populations.
- Town of Camp Verde may then craft a resolution in recognition of the IBA as a quality of life and ecological resource for the town.
- Construct educational and interpretive signage, with support from Audubon and Birdlife International, to inform the public and promote stewardship of the wildlife habitat values.
- Participate in ongoing partnerships with Friends of Verde River Greenway and VWRC to continue habitat improvements along the Verde River to steward birding and wildlife resources in the river corridor.

I-17 Property

The I-17 property was noted as the second highest site-specific project for Town investment to support recreation. This site was identified as a good opportunity for development of a day-use area to support riverside activities such as picnicking, family gatherings, and fishing. Boating access was also supported by the public input. Given concerns voiced by neighboring residents relative to the I-17 parcel, it will important to balance recreational access with impacts to the nearby property owners, particularly along Rustler Trail. Site design should incorporate some alternative access routes to reach the parcel, and also provide parking for those wishing to recreate at the site. The public expressed concern about current illicit uses as well, so site plans moving forward should incorporate an enforcement element to ensure that recreational use is appropriate and sensitive to the nearby habitat for Camp Verde Riparian Preserve as well as the river corridor.

- Develop a detailed site plan for development at the I-17 property, including a name for the park, and measure to mitigate impacts to nearby neighborhood.

- Seek funding for construction of improvements, including road improvements and a parking area to access the site in a manner that minimizes traffic and parking concerns for residents; walking paths, restrooms, picnic tables and ramadas for day use recreational activities.
- Construct interpretive signage that incorporates Leave No Trace ethics and promotes sustainable recreational use of amenities at the site.
- Implement ambassadors program at the I-17 parcel to manage recreational use and make interpretive resources available to the public.

Rezzonico Park

Development of riverside recreational amenities along the Verde River at Rezzonico Park, while supported by the public, ranked last amongst the priorities put forward for consideration. Given downstream residential neighborhoods as well as diversions and obstacles, it may not be the most appropriate place to site a boat launch for paddling, but public support was strong for a system of riverside trails and walking paths along the river, as well as picnic areas and a grassy, outdoor space for sports.

- Develop a detailed site plan for recreational improvements and amenities to support riverside recreational activities at Rezzonico Park.
- Seek funding for construction of improvements, such as a parking area and restrooms. Also secure funding for new recreational amenities such as terraced picnic areas, walking paths, interpretive/educational signage about the Verde River riparian corridor, and perhaps a pedestrian bridge across the river.

The project priorities reflected in the *Verde River Recreation Master Plan* were developed to meet the goals of the Town of Camp Verde in providing safe, healthy, and enjoyable recreational opportunities to connect residents and visitors alike with the significant amenity and natural resource values of the Verde River. The Town is grateful for the members of the public, riverfront property owners, state and federal agency staff, and others who participated in the planning process, offered comments and shared concerns with the Town, and contributed to developing the priorities expressed in this plan.

In implementing the *River Recreation Master Plan*, the Town will work diligently to continue to balance its management and site development activities, the need to meet demand for river recreation, and to support activities that promote economic development and tourism. The Town will also work to manage recreational use to lessen the impact on riverfront land owners, and protect the ecological integrity of the Verde River and riparian habitats.

Through the recreational planning and implementation process, the Town will seek to incorporate a restoration element to not only enhance recreational access, but improve the health of the watershed as well. Through the projects outlined above, the Town hopes to move forward with implementation in a manner that will address the concerns raised by the public and property owners for well managed recreation that does not degrade the natural values of the Verde, all while providing for increased recreational opportunities for residents and visitors alike.

A well-managed resource is one that will support a range of needs for the Town – from recreation, to economic development, to preserving the peace, scenic beauty, and natural values of the area for generations to come.

Appendices

Appendix I – Budget

Appendix II – Maps & Resources

Appendix III – Public Survey Results

Appendix IV – Results of Public Open Houses/Neighborhood Listening Sessions

Appendix V – Public Land Management Agency Stakeholder Discussion Notes



Rendering of River Front



Rendering of Park Entry



ALTERNATE PLAN



CONTEXT PLAN



SITE PLAN COMPONENTS:

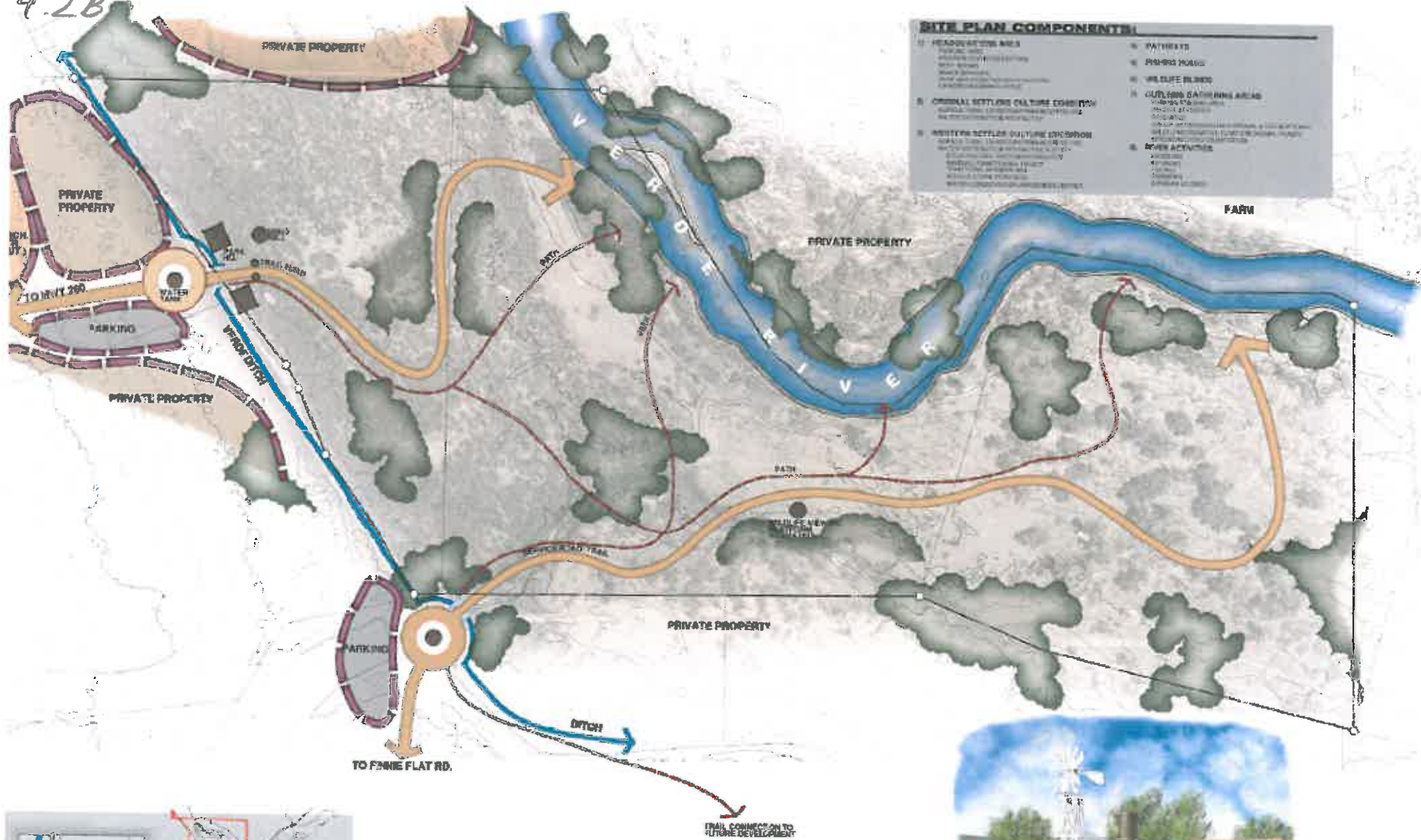
- 1) HEAVY IMPROVED AREA
 (RESTROOMS, GATHERING AREAS, PLANTING, etc.)
- 2) PATHWAYS
- 3) VIEWING POLES
- 4) WILDLIFE BLINDS
- 5) OUTLIVING GATHERING AREAS
 (PLANTING, etc.)
- 6) OTHER ACTIVITIES
 (SEATING, etc.)

LEGEND	STRUCTURE
[Brown Box]	STRUCTURE
[Yellow Box]	DEFINED SPACE TRAILS - LOW WALLS AND FOUNDATIONS

VERDE RIVER MASTER PLAN

TOWN OF CAMP VERDE THOMPSON / WESTERVELT ARCHITECTS
 OCTOBER 3, 2015

4.2B



SITE PLAN COMPONENTS

1. HEADQUARTERS AREA	4. PATHWAYS
2. ORIGINAL SETTLING CULTURE EXHIBITION	5. BRIDGE CROSSING
3. WINTER SETTLER CULTURE EXHIBITION	6. WILDLIFE BLISS
	7. OUTLOOK PLATFORM AREAS
	8. VIEW ACTIVITIES



CONTEXT PLAN



VERDE RIVER MASTER PLAN

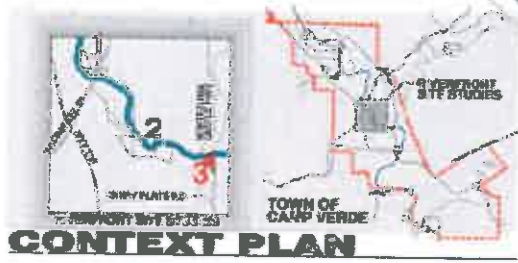
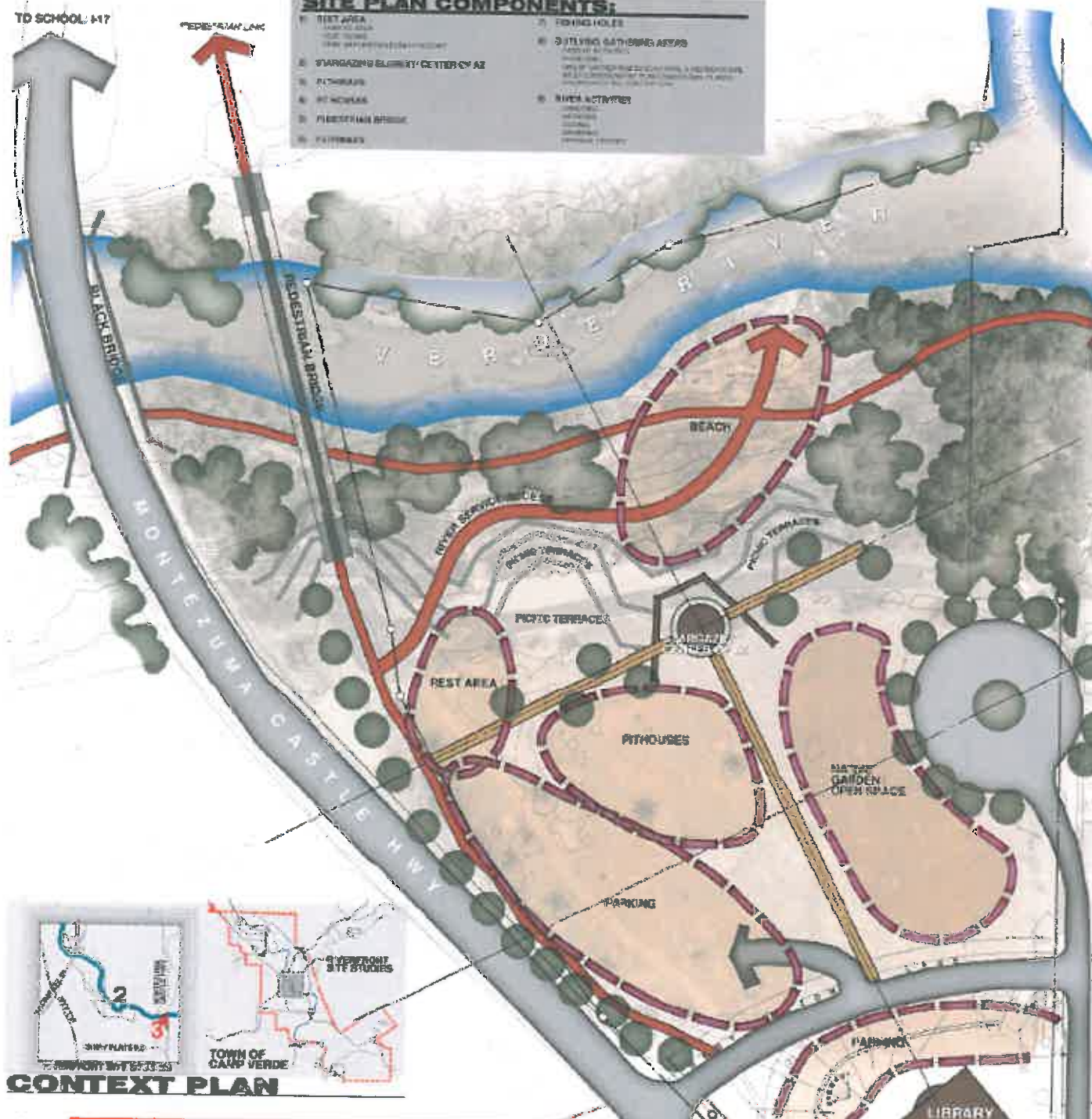
TOWN OF CAMP VERDE THOMPSON / WESTERVELT ARCHITECTS
OCTOBER 3, 2015

4.2C

TO SCHOOL #17

SITE PLAN COMPONENTS:

1. TEST AREA HARD SCIENCE SOFT SCIENCE CAMP SITE INFORMATION	7. FISHING HOLES CAMP SITE INFORMATION
2. STARGAZING SLURRY CENTER OF AZ	8. DIVING GATHING AREAS CAMP SITE INFORMATION
3. PLYBOARDS	9. RIVER ACTIVITIES CAMP SITE INFORMATION
4. PICNICKING	10. RIVER ACTIVITIES CAMP SITE INFORMATION
5. FISHING BRIDGE	11. RIVER ACTIVITIES CAMP SITE INFORMATION
6. PATTERNS	12. RIVER ACTIVITIES CAMP SITE INFORMATION



VERDE RIVER MASTER PLAN
TOWN OF CAMP VERDE THOMPSON / WESTERVELT ARCHITECTS
 OCTOBER 3, 2015

4.3 A

I-17 Park

Description	Quantity	Unit	Unit Price	Times	Cost
Professional survey	1	ls	\$ 2,500		\$ 2,500
Layout	1	det	\$ 1,500		\$ 1,500
Rustler Roost Parking Lot					
Subgrade prep	280	sy	\$ 5		\$ 1,400
6" abc sub base	60	cy	\$ 35		\$ 2,100
Parking curbs	30	each	\$ 10		\$ 300
Directional signage	1	ls	\$ 2,000		\$ 2,000
Restroom	1	each	\$ 12,000		\$ 12,000
2- panel kiosk	3	each	\$ 2,500		\$ 7,500
Ramadas with table/grill	7	each	\$ 12,000		\$ 84,000
Gatehouse	1	each	\$ 15,000		\$ 15,000
Site work					
Road subgrade prep	400	sy	\$ 2		\$ 800
6" abc subgrade	85	cy	\$ 35		\$ 2,975
Turnout on Roundup	1	ls	\$ 2,500		\$ 2,500
Double pipe rail gate on Roundup	1	ls	\$ 2,500		\$ 2,500
Pipe rail fencing	1400	lf	\$ 30		\$ 42,000
12' pipe rail gate	1	ea	\$ 1,000		\$ 1,000
Directional signage	1	ls	\$ 2,000		\$ 2,000
Obliteration of social roads	1	ls	\$ 5,000		\$ 5,000
Access road to boat launch subgrade	1	ls	\$ 1,000		\$ 1,000
Rock barriers	1	ls	\$ 1,000		\$ 1,000
Subtotal					\$ 189,075
Design (10%)					\$ 18,908
Total					\$ 207,983
With 20% contingency					\$ 250,000

I suggest doing similar to Homestead; two phases

Phase I: \$50,000

Phase II: \$200,000

4.3 B

Homestead Park

Description	Quantity	Unit	Unit Price	Times	Cost
Mobilization/demobilization	1	ls	\$ 5,000		\$ 5,000
Professional survey	1	ls	\$ 15,000		\$ 15,000
Layout	1	det	\$ 5,000		\$ 5,000
Simonton Ranch Parking Lot					
Subgrade prep	280	sy	\$ 5		\$ 1,400
6" abc sub base	60	cy	\$ 35		\$ 2,100
Parking curbs	30	each	\$ 10		\$ 300
Directional signage	1	ls	\$ 2,000		\$ 2,000
Restroom	1	each	\$ 80,000		\$ 80,000
Connect to sewer	1	job	\$ 2,000		\$ 2,000
Sewer fee	1	fee	\$ 2,500		\$ 2,500
2- panel kiosk	2	each	\$ 2,500		\$ 5,000
Ramadas with table/grill	4	each	\$ 12,000		\$ 48,000
Homestead Parking Lot					
2-panel kiosks	2	each	\$ 2,500		\$ 5,000
Directional signage	1	ls	\$ 2,000		\$ 2,000
Site work					
Remove fencing	3500	lf	\$ 1		\$ 3,500
Pipe rail fencing	5400	lf	\$ 30		\$ 162,000
12' pipe rail gate	2	ea	\$ 1,000		\$ 2,000
Passage gates	4	ea	\$ 750		\$ 3,000
Directional signage	10	ea	\$ 100		\$ 1,000
Obliteration of social roads	1	ls	\$ 5,000		\$ 5,000
New gravel trail subgrade	6700	sy	\$ 5		\$ 33,500
New gravel trail abc	1000	cy	\$ 35		\$ 35,000
2-panel kiosks	5	ea	\$ 2,500		\$ 12,500
Interpretative gatherings	5	ea	\$ 10,000		\$ 50,000
Asphalt ADA trail subgrade	660	sy	\$ 5		\$ 3,300
ADA trail abc subbase	95	cy	\$ 35		\$ 3,325
ADA trail asphalt	75	tons	\$ 100		\$ 7,500
ADA viewing platform	1	ea	\$ 20,000		\$ 20,000
ADA signage	1	ls	\$ 250		\$ 250
Interpretative signage	20	3a	\$ 500		\$ 10,000
Subtotal					\$ 527,175
Design (10%)					\$ 52,717.50
Total					\$ 579,893
				with 20% contingency	\$ 696,000

2-phase project, with the first phase being hardening up the site with fencing and signage

Phase 1: \$200,000

Phase 2: \$500,000

4.3C

Rezonnico Park Riverfront

Description	Quantity	Unit	Unit Price	Times	Cost
Professional survey	1	ls	\$ 1,500		\$ 1,500
Layout	1	det	\$ 1,500		\$ 1,500
2- panel kiosk	3	each	\$ 2,500		\$ 7,500
Ramadas with table/grill	8	each	\$ 12,000		\$ 96,000
Site work					
Road subgrade prep	1000	sy	\$ 5		\$ 5,000
6" abc subgrade	210	cy	\$ 35		\$ 7,350
Meander land fencing	400	lf	\$ 30		\$ 12,000
Directional signage	1	ls	\$ 2,000		\$ 2,000
Access road to boat launch subgrade	1	ls	\$ 1,000		\$ 1,000
Babbitts Landing	1	ls	\$ 25,000		\$ 25,000
Subtotal					\$ 158,850
Design (10%)					\$ 15,885
Total					\$ 174,735
With 20% contingency					\$210,000

Another two-phase project

Phase I: \$15,000

Phase II: \$195,000

4.3D

Verde Rules (Fencing and signage)

Description	Quantity	Unit	Unit Price	Times	Cost
Parsons Park					
Professional survey	1	ls	\$ 1,500		\$ 1,500
Layout	1	det	\$ 500		\$ 500
Signage	20	ea	\$ 100		\$ 2,000
Pipe rail Fencing	1400	lf	\$ 30		\$ 42,000
Double pipe rail gate	2	ea	\$ 2,500		\$ 5,000
Turnaround on Roundup Drive	1	job	\$ 2,500		\$ 2,500
Homestead Park					
Professional survey	1	ls	\$ 5,000		\$ 5,000
Layout	1	det	\$ 1,000		\$ 1,000
Clear for fencing	1	ls	\$ 1,000		\$ 1,000
Remove fencing	3500	lf	\$ 1		\$ 3,500
Signage	20	ea.	\$ 100		\$ 2,000
Pipe rail fencing	5400	lf	\$ 30		\$ 162,000
Pipe rail gates	2	ea.	\$ 1,000		\$ 2,000
Passage gates	4	ea.	\$ 750		\$ 3,000
Rezzonico Park					
Professional survey	1	ls	\$ 1,000		\$ 1,000
Layout	1	det	\$ 100		\$ 100
Signage	20	ea.	\$ 100		\$ 2,000
Pipe rail fencing	400	lf	\$ 30		\$ 12,000
Subtotal					\$ 248,100
With 20% contingency					\$300,000



Verde River Recreation Master Plan

Appendix III – Public Survey Results

An important component of the Town of Camp Verde's River Recreation Master Plan process involved community engagement to solicit the feedback, priorities, concerns, and ideas of community members about recreational opportunities and challenges along the 17-mile stretch of the Verde River that runs through Camp Verde. A critical subset of the community engagement process brought in the input from riverfront property owners, who were most impacted by current, unmanaged recreation use, and would be most affected by expansion of on-river recreational activities and access.

Beginning in July of 2015, a web-based survey was initiated to gather feedback from the riverfront property owners. The survey was also distributed by direct mail to riverfront property owners within Camp Verde. The survey effort was coordinated with neighborhood listening sessions and public meetings for property owners along the Verde River. The focused survey gathered responses from 49 of the 175 property owners who received it.

This outreach was followed up by a survey prepared for use with the general public of residents in Camp Verde. It was identical in most respects to the survey developed for riverfront property owners, however, it was slightly longer, and focused less on the direct impacts experienced by citizens due to recreation, but rather was oriented more toward the general quality of life and recreational opportunity aspects of planning for managed recreation. The web-based survey for the general public was prepared prior to the October 15, 2015 public open house convened by the Town of Camp Verde, and hard copy versions of the survey were distributed to participants at the open house. Overall, the general public survey produced 69 respondents.

The survey responses are summarized in this appendix, along with a copy of the survey form developed for the riverfront property owners and for the general public.

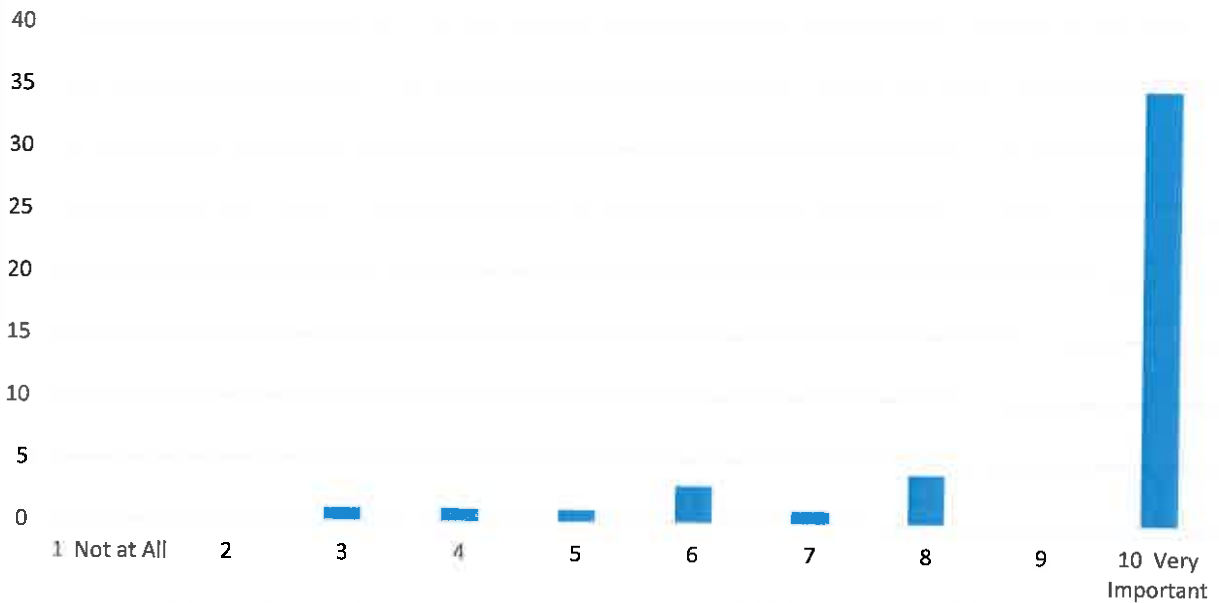
Riverfront Property Owner Survey Results

The survey produced for riverfront property owner feedback was comprised of seven questions, seeking to understand how riverfront land owners valued the Verde River, ask about problems or challenges with recreational use from the perspective of property owners, and solicit ideas and strategies for addressing those challenges while meeting the community's need for enhanced recreation opportunities.

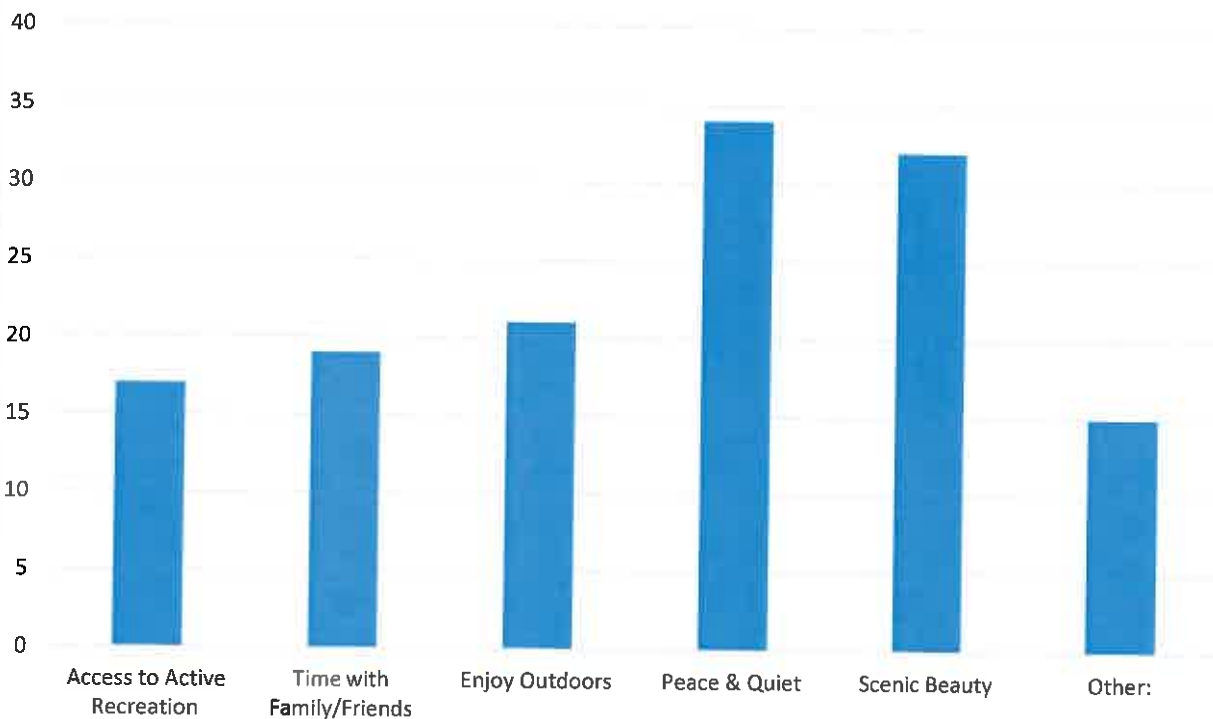
The first four were multiple choice questions about values along the Verde River, and issues or concerns the property owners may have experienced, while the remaining three questions were open-ended to explore solutions to recreational challenges in the community.

The following charts summarize the responses to the first four questions asked in the survey:

Question 1: How important is the Verde River to you?



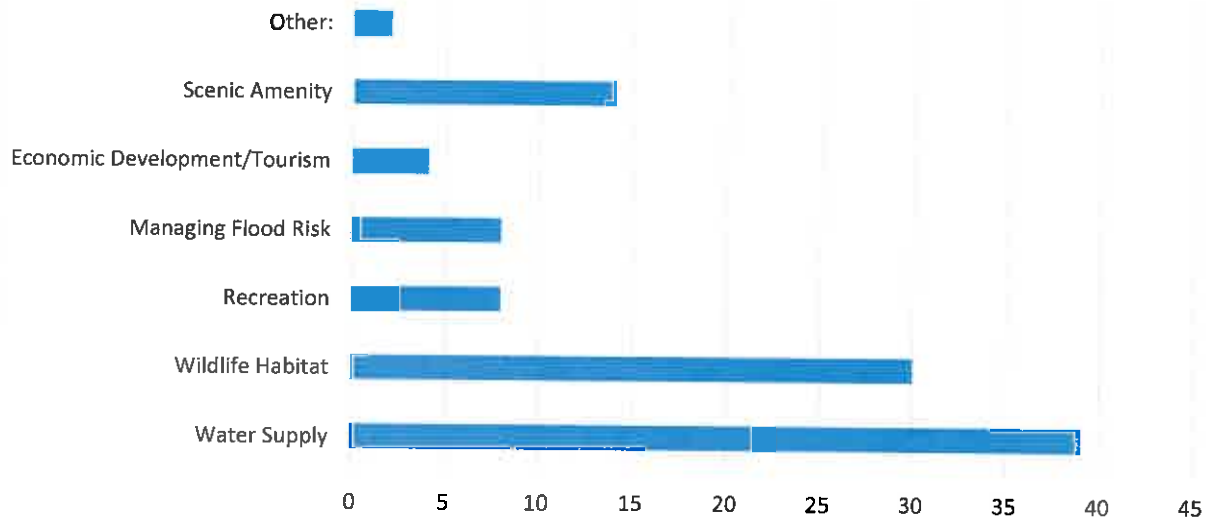
Question 2: What do you value most about the Verde River?



The values of riverfront property owners ranged the full spectrum of options offered, but the attributes most valued were the peace and quiet and scenic beauty offered by the Verde River. Among the most

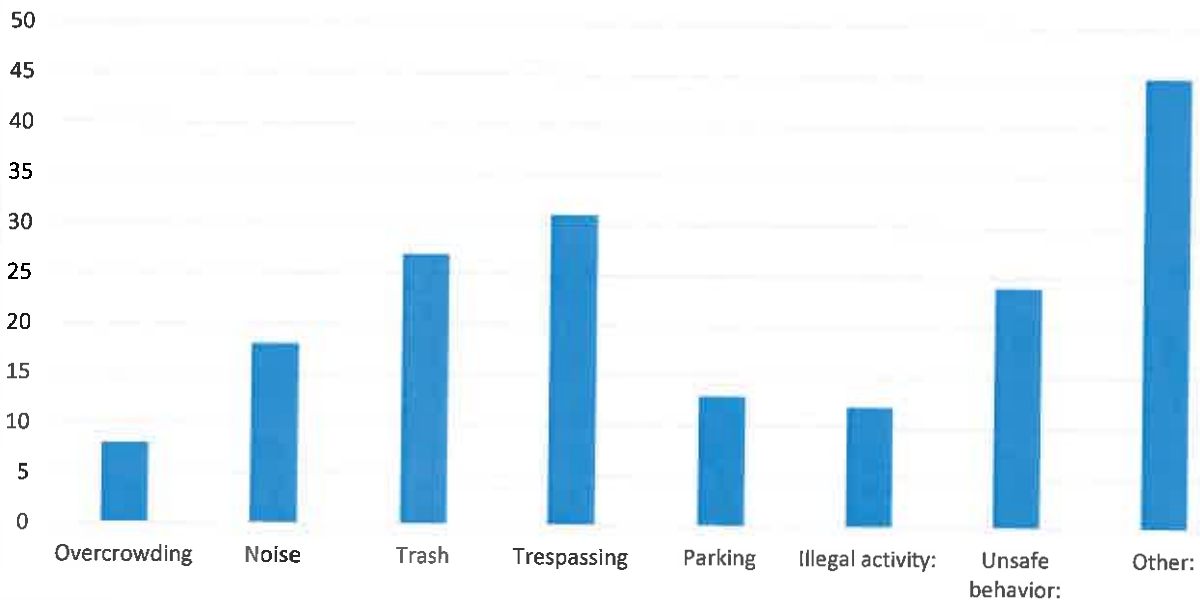
frequent responses to Question 2 by property owners which landed in the “other” category were privacy (5 respondents), and wildlife/birdwatching (4 respondents).

Question 3: What is the most valuable thing the Verde River provides?



The majority of survey respondents answered that water supply and wildlife habitat were the most valuable resources provided by the Verde River. In the category of “other,” two respondents noted protecting nature, and that the Verde was one of the only free-flowing rivers left in Arizona.

Question 4: Problems, Issues or Concerns with Recreation on the Verde River



Question 4 provided an opportunity for survey respondents to share open-ended answers about challenges and problems they experienced directly as a result of recreation on the Verde River. The majority of respondents cited trespassing and trash dumping as the most common issues. Under the header of "illegal activity," property owners expressed concern with drug use/sales (9 respondents), firearms and shooting, and the dumping of animals. The catch-all of "unsafe behavior" reflected a significant concern with fires and fire-starting (13 respondents), as well as fights, ATV use, unsafe boating, and hunting near people's homes. The "other" category captured a great deal more variety, but the most commonly expressed concerns involved property damage and stealing, camping by vagrants and transients, public intoxication, unleashed animals, graffiti, and damage to sensitive habitats. A minority of property owners (6 respondents) reported experiencing no problems or concerns.

The remainder of the questions were open-ended, inviting the survey respondents to describe their recommendations and suggestions in their own words to the Town of Camp Verde. The comments shared thus are summarized below for Question 5-7.

Question #5 - What could the Town of Camp Verde do to improve/address concerns you have about recreational activities on the Verde River?
Make it easier to get past irrigation ditches, especially just before White Bridge.
Ensure property owner's rights and privacy are maintained and protected.
Mark the end of the Launch Area with NO TRESPASSING signs and posters informing the people that it is private property and no river access beyond the launch area.
Control traffic in and out and noise on Rustler Trail with speed bumps or restricted speed limit... as a dead end street, I'm concerned about safety. I own three properties on Rustler, two back up to the river; trespassing is an issue now. As most people on Rustler are retired, our kids and grandkids crossing the street is of great concern.
Mark borders of town property clearly, defining that beyond that is trespassing. Post no overnight camping, no fires, provide trashcans, limit hours that it is open from 0900 to 1700.
As the number of people using the waterway increases, I can see where the problems arising from use will increase also. There is a complete lack of respect for private property along the river, mostly by people who do not own river property. I have in the last 20 years here had property stolen, property damaged, livestock killed by unleashed dogs, and literally hundreds of trespassers. I have been physically threatened on several occasions by users of the river. I would prefer that any public use area be outside of town and away from private residences.
Help so that us landowners have the privacy that we paid for and still pay for. And the safety for our family.
Posting of rules & regulations. Enforcement. Patrolling with police presence.
Patrol - strict rules.
Limit reckless ATV travel or at least monitor it - via AZ Game & Fish in Camp Verde, law enforcement. Mount them on ATVs, let them check the river bottom at various intervals. Good PR for residents and tourists.
Not really
Clean up trash. Monitor ATVs - NONE. No vehicles at all! Horses and hikers wanted!!
Not much
Limit amplified music.

Dedicate specific areas for horseback/hiking/biking that is separate from motorized areas. Having more of a presence overseeing activities. Requiring permits to use the area.
We are concerned about too much overcrowding. It is ok for small groups fishing, kayaking.
Present a sustainable maintenance plan.
N/A
Post where private property begins from White Bridge recreation area - so people don't come on private property.
Occasional security boat patrol.
More signs with restrictions & police patrol and enforcement of restrictions.
Create a river walk & bike path along the Verde from Black Bridge to White Bridge.
Somehow secure trails/roads so trash cannot be dumped.
The areas that are now available to the public - enhance those areas for fishing & picnicking. No camping on river - private property rights must be respected.
Vigilance about keeping trash picked up, camping areas away from private property.
Education. Signage with clear language explaining private property rights. Education regarding responsibility for the river and land. Trash removal, etc.
Stop trash dumping, trespassing.
Fire danger. Camp Verde would need to really maintain the river frontage. People go to the river and build fires.
As newcomers (16 months) to Camp Verde and the Verde River, we do not have enough knowledge or experience to comment.
Assure that laws are enforced in riparian areas & private property rights are respected.
Limit access.
Patrol bridge area.
With the good people, fishermen, etc. comes the trash. Take care of the complaints at the meeting July 18, 2015.
A map that shows private property lines to the river and property lines that go across the river! Letting people know "where to ford the river and how many feed they are allowed to ford on private property"!
Make river access more difficult for outside members of the community (not living in property owners neighborhood).
Fence a trail. Signage limiting trespass. Patrol.
Use remote river sections for public access to minimize a negative impact on private property land owners in higher density areas.
Have a buffer between heavy use areas (camping, picnic, boat launch) and residential areas.
Don't let recreation people catch the community on fire.
I am not sure.
Post private land. Put up no motorized vehicle gates.
Post no trespassing signs along private property areas. Close all public access during flooding or high water.
Keep the Verde Ditch and the river flowing.

In response to Question 5 about addressing the challenges, most comments by property owners focused on protection of private property through posting of "No Trespassing" notices, traffic controls, restrictions on access, increased patrols and education of recreational users. Some also suggested the development

of recreational amenities on public lands and other areas further from neighborhoods and homes within the Town of Camp Verde. Buffers, maintained/fenced trails, and enhanced amenities at existing parks were also suggested as a means to focus recreational activity in appropriate areas.

Question 6: Are there specific areas along the Verde River where recreational activities and recreational access should be directed?
No, enjoy the whole river.
Do not add new access, rather improve existing recreational areas.
Launch Area and the river access over off Salt Mine and Beasley Flats.
Horseback riding, shore fishing, tubing... quiet activities and controlled parking - all the river homes back to this area...no overnight camping and no ATVs... with some kind of patrolling and garbage maintenance.
On town land. No legal access should be encouraged or implied on any private property due to liability and risk.
Access should be in areas away from developed private land and residences. Access areas should be fenced with signage informing users of private land and laws regarding trespassing, unleashed animals, dumping.
The areas that are already set up.
White Bridge with easy access.
Beasley Flats.
Recreational activities should be along public park lands. Such as Rezzonico Park or the park by White Bridge. Where persons enter the river, signs should state no exiting the river along the river onto private property.
Yes, already designated river access places. Not on private land.
I don't know.
We don't want a bunch of riffraff in the private areas. Positively no hunting or camping or fishing.
Absolutely - there are miles of river sections that are either YAN, National Forest, SRP, TNC, US Indian Reservation, AZ State Parks, and United States of America. Some of these properties are in Yavapai County; however, the Town and the County could either partner or cooperate in order to accomplish this project.
Downstream from White Bridge.
Areas where there are official and maintained river access.
Expand the areas that are there now.
Develop, control and limit public use to the areas of which the Town of Camp Verde owns.
On public lands and previously designated areas.
No hunting in city limits or near occupied buildings.
No comment.
Somewhere police/fire & ambulance can get to.
In public places - not on my land. People do not respect the area.
The river at public access points should be encouraged. Private property access limited and protected and respected.
At the bridges (White & Black).
Black Bridge, White Bridge, any Forest Service access site.
Close to park @ Bridge - on 260 park.

The river access off of 260, toward Cottonwood, Beasley Flats.
Yes, the areas listed on the maps all show access to the river in unpopulated areas on undeveloped areas. These are the proper access points instead of populated neighborhoods like Rustler Trail
Obviously wher road access exists or can be planned in level areas close to river, as meanderlands.
Beasley Flats.
Public areas easily accessed by law enforcement, medical and fire departments.
Where they are further away from the homes.
Keep the motorized vehicles farther away from the river itself to protect habitat for wildlife & the integrity of the river itself for scenic amenities.
Where parking is available.
White Bridge to Beasley - boating, hiking. Area behind Basha's to I-17. Trails in SRP woods by I-17. Hiking & horses only!
No
Highway 260, the bridge area should be expanded and beautified.
Finnie Flat where there are not private property owners.

In responding to Question 6 about appropriate areas to focus river-related recreational activity, property owners felt primarily that existing sites should be improved and maintained or expanded, rather than opening up new access areas. There was also a plurality that recommended that any future sites for river access be directed to public land areas, again, away from neighborhoods and residences.

Question 7 requested any further comments from property owners about the recreational planning process that did not fit neatly into one of the other questions or to further elaborate on ideas or concerns.

Question 7 – Is there anything else you'd like to add about planning & managing river recreation in Camp Verde?
Have more access points and work on getting trails along the river.
It is our obligation to protect the Verde River to the fullest extent.
Education on what the term private property means.
Post a phone number for anyone to call to report violations and suspicious behavior.
I'm sure that I am not the only river property owner that has grown frustrated by the actions of people who use the river. In the planning and management process, I would like to see the views of owners given priority as we are the ones most affected by use of the river. Everyone has the right to use the river for enjoyment, but much of that use is at the expense of owners in many ways such as loss of peaceful, private settings, garbage left by trespassers, noise made by groups having parties, and just a general lack of respect for the river and other people's property.
I don't think that we as property owners have to pay all the things we do, which are high prices and that people get to just do what they want on our land. That's not right and I know we have had to have the police out a few times because of some of the things that have happened and have had people not caring what time it is and knocking on our doors at 9 and 10 at night. Its not just our house that this has happened to either.
Designated safe pull-outs for canoers. Inform public of swimming hazards, polluted water. Protection of wildlife natural to area from elk to javelina.
Patrol and adhere to rules. Rezzonico Park?
No.

I'm all for it if it is cleaned up and monitored. If my horse ride isn't ruined. I need river access - Black Bridge to Interstate 17. I can't pick up all the litter that ends up there behind Bashas. Community education is needed. Especially for young fellas who like to fish down there. Pack it in, pack it out. Don't leave sofas and mattresses down there! Monitored!! Thanks! I live on the river right below the confluence of Beaver Creek. The property below mine is fenced off by the river for cattle and an eagle's nest. So no walking access here behind the library. I ride my horse from my house under Black Bridge to I-17. It is gorgeous, some private property. I tread quietly. This area would need quiet - no ATVs. I don't want to lose my river trail. Please!! The homeowners get nervous.

Do it without raising taxes on the people.

Thank you for addressing these issues, making it safer and more enjoyable for all users. And for protecting the river resource.

Wonderful idea!! Is it possible to also utilize flood zoned lots (owned by Town of Camp Verde) along Clear Creek for bird watching, hiking, etc.?

No.

Require permits and educational materials.

It must be expected that, as recreational use increases, all negative aspects listed will also increase. I'm on Rustler Trail (our "Camp"). Under present levels of use (very light), there have been no real problems (except as stated under #4), but with increased use, we can all expect problems will develop. An excellent example of proper use/management of the Verde River ecosystem (as well as adjacent upland camping sites) is Dead Horse Ranch State Park. E.g. undeveloped, meanderland sites could be similarly developed, assuming low-frequency floods can be controlled by structural investments. Yes, its' costly, but \$ must be expended to protect this valuable resource form recreational impacts.

The river and the meanderlands have and will again flood. Any development must consider that and must minimize the cost to repair and upkeep. Without revenue from river activities and further development, taxes will need to be increased to cover the increase in COST! This is unacceptable as the city is currently building a library without proper funds to pay for it so TAXES have to go up even further! Not acceptable. After the meeting the other evening, I spoke to several land owners on Rustler Trail where I live. Further evaluation by all parties come to the conclusion that since Rustler Trail is a developed neighborhood that shutting off TOTAL access to the I-17 river corridor on both sides of the freeway is the best solution. You have the following other options for access, Black Bridge Park, White Bridge Park, Simington Ranch option, Clear Creek access, Rocking R Ranch, and possible other uninhabited access points. Any development around I-17 access will result in more traffic on Rustler Trail. So closing over an access is best for us as residents. Hate to recommend this solution, but something must be done.

Just remember the areas like Fossil Creek that have been trashed and/or closed due to public access.

Stiff penalties - money - for dumping trash, abuse of rules. We have the greatest town in all of Arizona. I'm so pleased to live here!

Must remember when river runs high or floods, there is a lot of debris displaced or buried under sand, making it unsafe for hiking, etc. or even maintaining a trail along River. A trail or access across private property would expose the property owner to unforeseen liability issues. This must be addressed.

Do not allow campfires along the river. Canoeing may be encouraged.

Enforce current regulations (no camping in city limits), trespassing, littering.

Clear signage. Educational materials, perhaps a visitors check-in facility with a pass system to ensure people agree to the legal and ethical responsibilities of enjoying the river. I would love to contribute

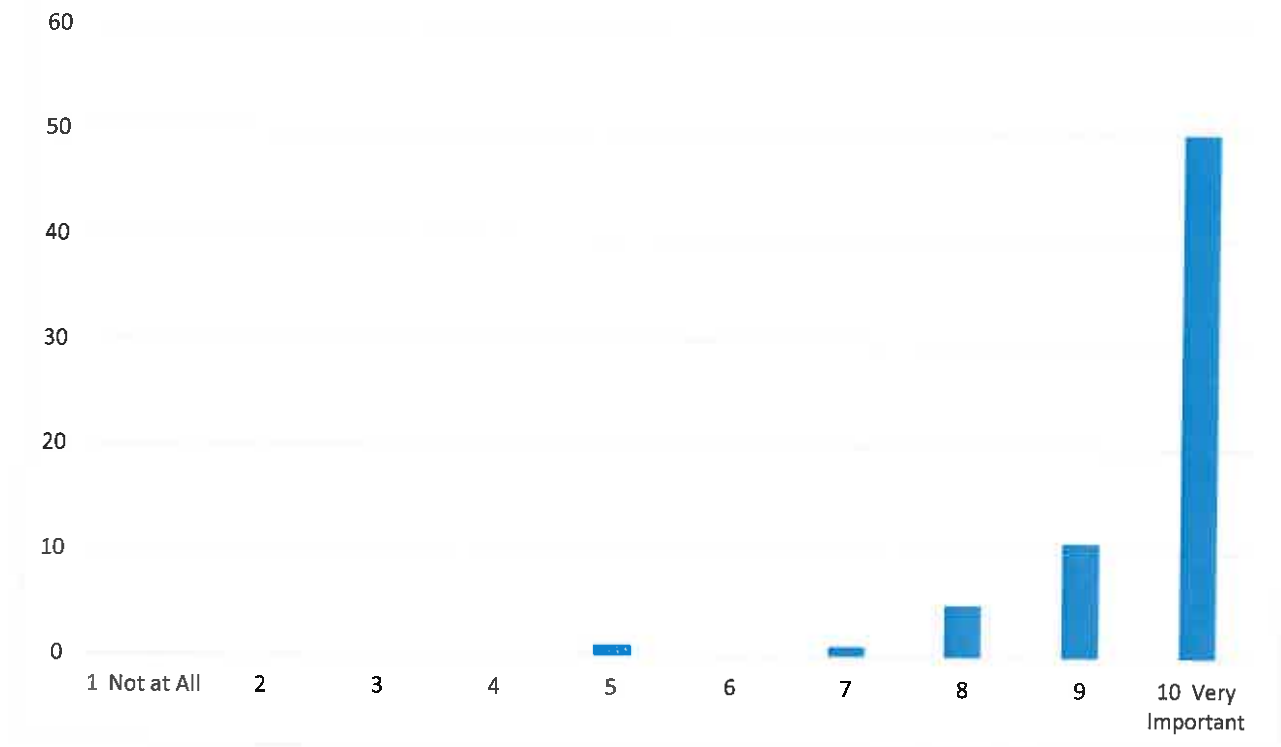
more to this process. Advocate, writer, native Arizonan, resident. Please call me if I can help. So happy to see this vital issue being addressed!
Keep it clean, safe and quiet.
I do not want to have to clean horse poop off my property in order to mow.
Information to all who might use the river for recreation. Available at launch sites and stores, and web site.
More officials on duty to monitor activities!
Protecting the resource - private or public - is essential.
I am not willing in any way to give up any of my land along the river. There is Forest land next to my land that used to have signs up that said no motorized. They are gone and it never stopped anyone.
Signage about private property!
I encourage the Town leaders to seriously consider planning a river recreation corridor in areas with less density. Many property owners along the Verde River purchased our property at a higher cost for the privacy. Opening our property to the public will create a situation that not only invades the privacy of our property, but allows public access to our private property that can and will become unsafe for residents.
No motorized craft or vehicles in the areas.
Brief users not to hang out in privately owned areas (maybe with signs).
Thank you for caring and sharing. God bless your effort.
Private meandering land is private and access needs to be requested.
This has been discussed before. The consensus of opinion among the neighborhood is that we do not want any form of public access to the river along private properties or in the meanderland of our subdivision.

General Public / Camp Verde Resident Survey Results

The survey produced more broadly for the general public was slightly longer, and while asking similar questions, also included some additional questions about recreational activities and habits. The survey was a total of 21 questions long, and provided a measure of how the public valued the Verde River, the type and frequency of recreational activities enjoyed on the river, as well as priorities about amenity development to improve recreation in the community. The public was also asked, similar to riverfront property owners, about issues or concerns they had with river recreation and possible solutions. Lastly, some basic demographic data was collected about the survey respondents.

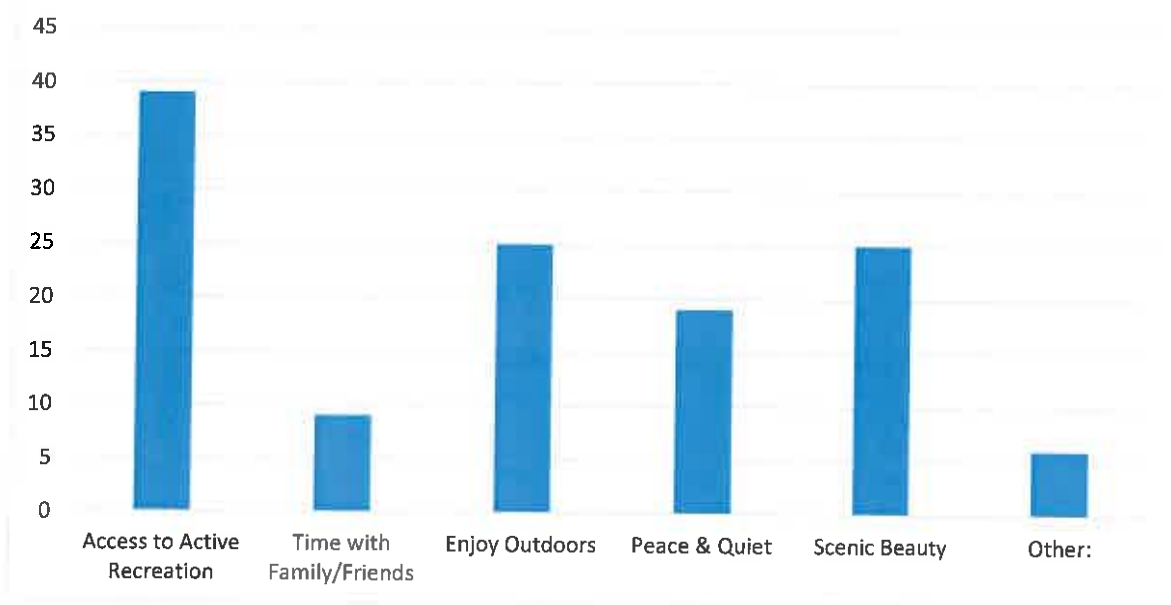
The following charts summarize the responses to the multiple choice questions contained within the survey:

Question 1: How important to you is the Verde River to you?



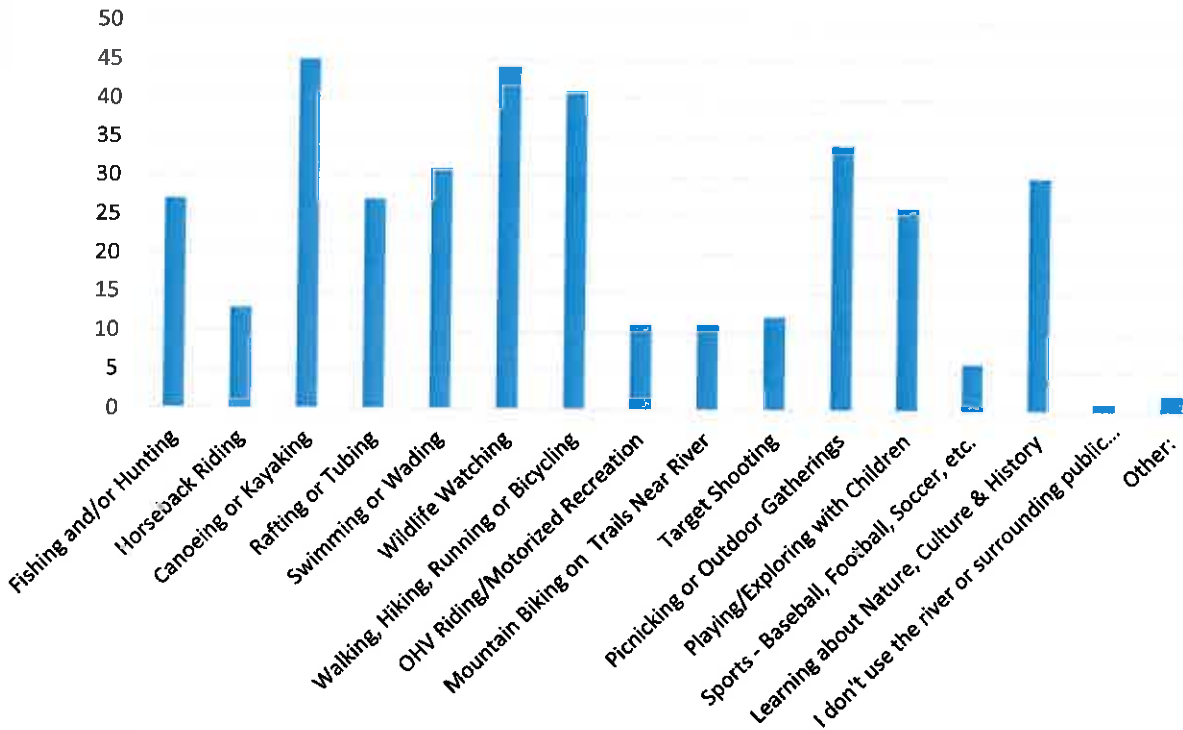
Question 1, as with the riverfront property owner survey, ascertains the level of value that residents place on the Verde River running through the Town of Camp Verde. As with riverfront property owners, the general public expressed a high level of value for the river as a resource.

Question 2: What do you value most about the Verde River?



Question 2, unlike the riverfront property owner responses, saw much more emphasis placed on access to active recreational opportunities. Among the “other” responses offered by survey respondents, wildlife values were most frequently cited (by 2 respondents), along with water as a resource, including for use in irrigation, and a recognition of its value in an arid climate.

Question 3: What kind of recreational activities do you enjoy on the Verde River?



Responses to Question 3 ranged the full spectrum of recreational activities as well. However, the top five of the most popular recreational activities selected by survey respondents included active recreational activities along the river, from kayaking and canoeing, wildlife watching, picnicking, walking, hiking, or biking along the river, and lastly, learning about nature, culture and history. While there is a great diversity in recreational activities taking place, the striking thing about the responses was how few survey respondents declared that they do not engage in any type of recreation at all.

Question 4 was an open-ended question giving respondents the opportunity to share how the Town of Camp Verde could improve or enhance their ability to enjoy recreation in the community. The responses to this query are summarized in the table below.

Question 4: What could the Town of Camp Verde do to improve/enhance your ability to enjoy your favorite recreational activities in the area?
Organize horseback overnight outings.
Easier access to the river. Possibly more access than the two we have.
Improved education about river access points, where they are, what kinds of recreation is supported.
Better access.

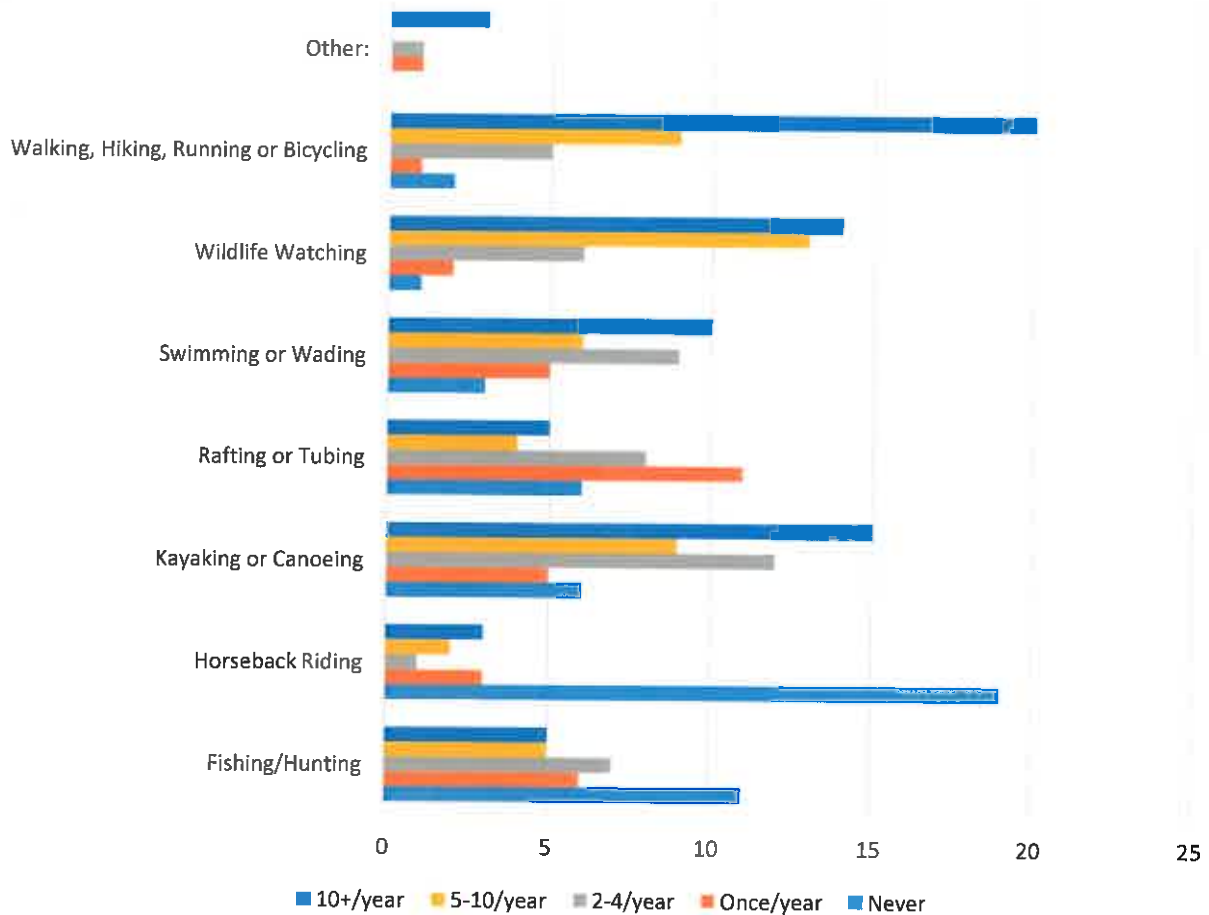
Better maintained road to river would be nice.
I like it just the way it is.
Turn the lights back on for the tennis courts! Plenty of folks play at night in summer and winter. And use the expensive planters built in Butler Park. Plant something in them.
Development of a hiking/mountain biking trail.
Make river access easy. Clean up public use areas, on lower Clear Creek and Bullpen.
Keep all the roads open!
Doesn't seem like they do anything now, so anything would help.
Make a whitewater park above the put-in.
Limit commercial recreation (tours, etc.).
Public access to the river.
Easier accessibility.
Make sure there is enough water in the river to support the natural functions of the river ecosystem.
Education programs related to the river.
Better river access, better trails along the river corridor.
Limit non local access.
Add trails for biking-walking.
Clean it!!!! The trees need thinned!!!
More access points.
Camp Verde needs more ball fields, playgrounds, etc. for children.
Education our children how important the Verde River is as resource for our community!
I believe it will be important to address litter in the area. Often we see glass, and fast food containers. If we are making access well known, I fear it getting worse.
More planned accesses to river and walking trails.
River clean ups and more trails.
Build a park with the entrance on McCracken, no matter what [REDACTED] or [REDACTED] say or do.
Open more river access areas - improve the trails.
Better access; keeping it clean and safe. Ongoing, continuous enforcement of current laws.
Create walking paths in park areas and bicycle lanes on current roadway; wind them through town.
More law enforcement - trash/dispersed all over.
Provide more signage giving info on boating: timing, proper gear, potential hazards.
Maybe we can teach "Leave No Trace" along with a boating trip. And/or teach "Leave No Trace" to our schools.
Increase access to river and riparian areas.
Better access points. River walk. Policing trash and vagrants.
River trails. Build park with access on McCracken.
Plan recreational use as the Town is doing. Need actions to reduce/eliminate trash, shooting, illegal uses (drugs, camping, etc.)! And work on base flow consistency.
Parking availability at kayak put-in/out and not be a problem to private land owners.
More access to public lands.
Removed diversion dams - make man-made rapids that are diversions. Remove salt cedar and other invasive plants.

Improve public education regarding floating/paddling the river.

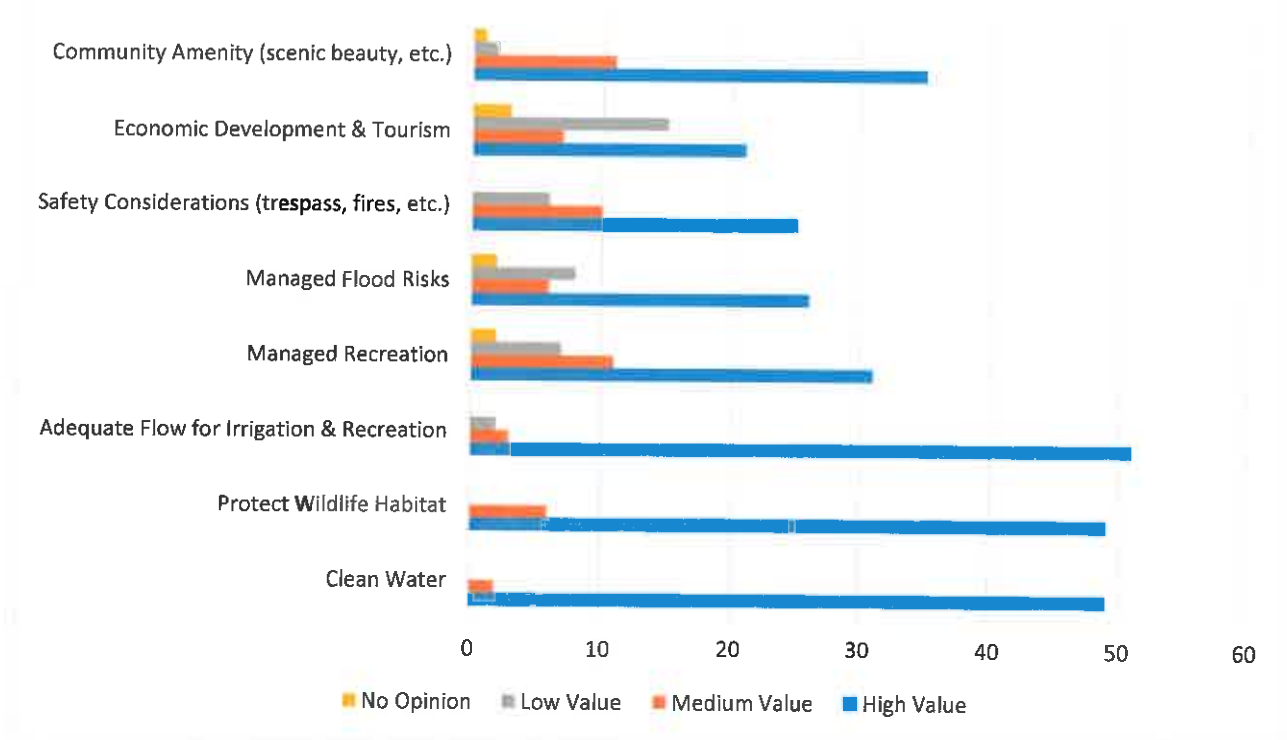
More public river access for boating.

Unsurprisingly, the general public comments about ways to improve their recreational experiences focused primarily on expanded and improved river access and improved facilities, in marked contrast to the survey responses from property owners. Question 5 (below) gathered some basic statistics on how often Camp Verde residents enjoy their favorite recreational activities in a given year.

Question 5: How Often Do you Recreate on the Verde River?



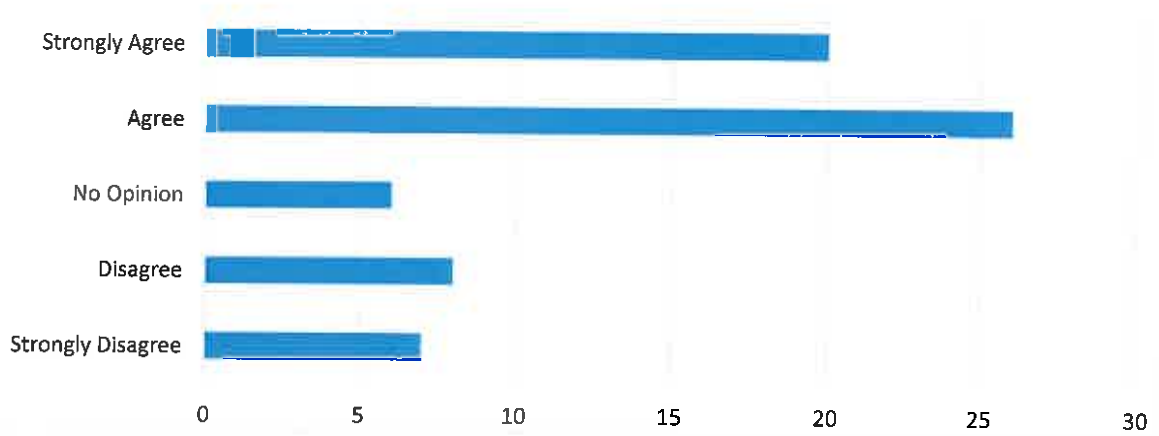
Question 6: What is most important to you about the Verde River?



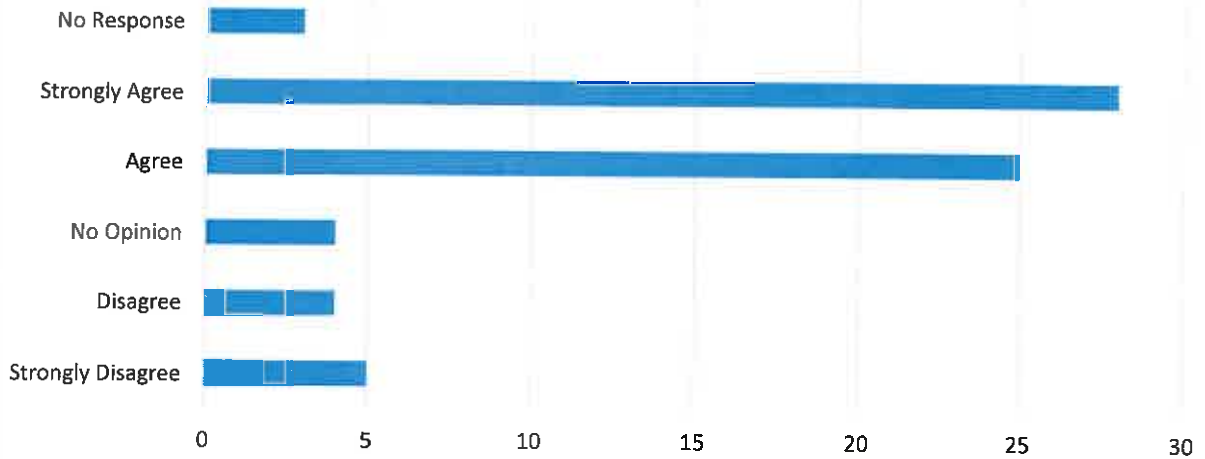
In assessing the general public about the features of the Verde River that they cherish the most about the Verde River, three values stand out – clean water, protection of wildlife habitat, and providing adequate flows for irrigation and recreation.

Questions 7, 8 and 9 all attempt to evaluate the priority that the general public places on development of a connected trail system, and expanded river access. As the responses demonstrate, there is support for an interconnected trail system in Camp Verde, and even stronger support for enhanced river access.

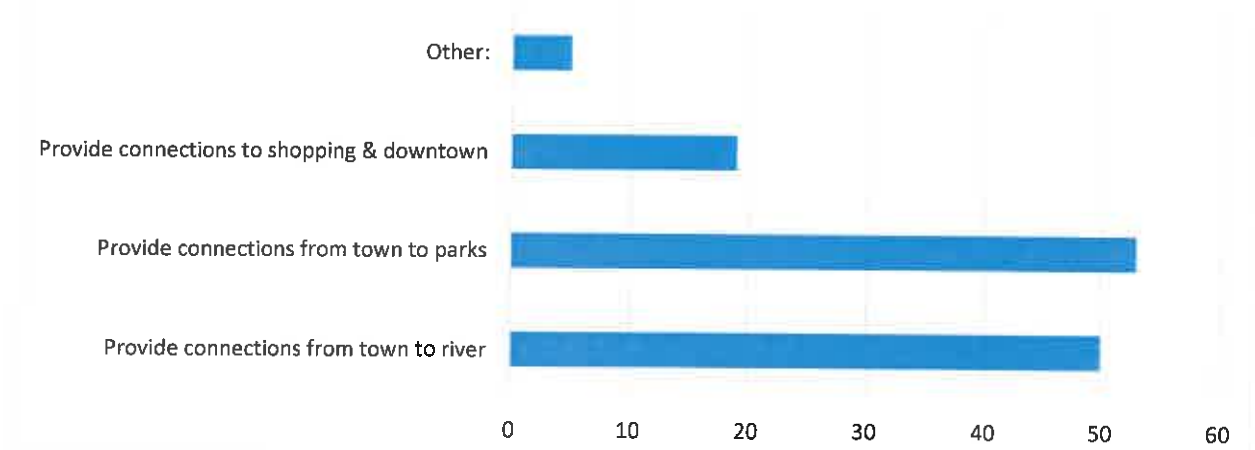
Question 7: The development of a network of trails along public lands should be a priority.



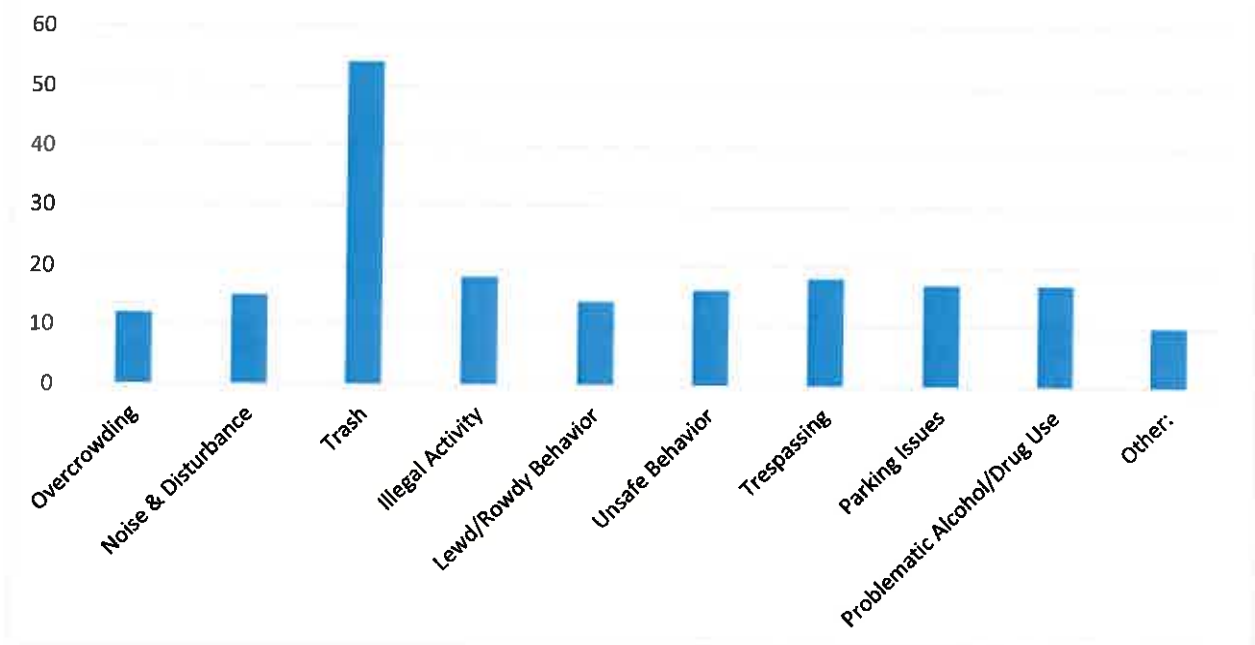
Question 8: The development of enhanced river access to the Verde River should be a priority.



Question 9: A recreational trail system in Camp Verde should...



Question 10: Problems, Issues or Concerns with Recreation on the Verde River



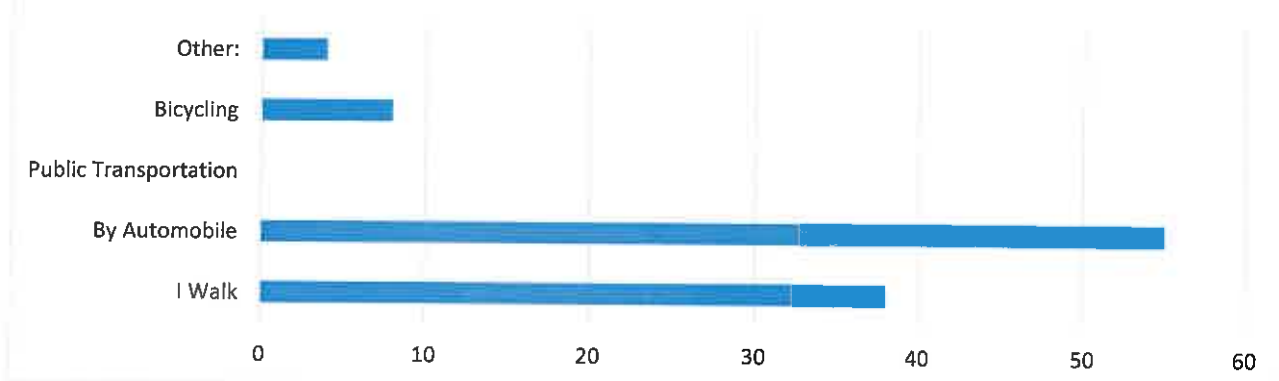
Question 10 summarizes the responses of the general public about concerns, issues, or other challenges that they have experienced or observed relative to river recreation in Camp Verde. Far and away, most respondents noted issues with trash. There were a smattering of responses that landed in the “other” catch-all category, and some of those concerns reflected some of the concerns expressed by private property owners as well – illegal camping, off-road ATV use, firearms and shooting, unleashed dogs, and unsafe behavior.

Question 11: What is your interest in expanded recreational opportunities on the Verde River?



Question 11 sought to identify priorities for expanded recreation on the Verde River. While several categories ranked fairly high, the three most frequently selected activities included opportunities for walking, hiking, running or bicycling on trails along the river, followed by kayaking and canoeing opportunities and wildlife watching opportunities close behind.

Question 12: When you go to the Verde River, how do you get there?



In understanding how the public tends to access to areas allowing for river recreation, by far the majority of respondents indicated that they drive to the Verde River. Parking issues should therefore be considered in planning for improved river access for the community. However, a large number of residents have also indicated that they walk to the Verde River in order to recreate. As a follow up, the open-ended Question 13 further explores where and how Camp Verde residents tend to access the Verde River and their favorite

recreational activities. As a review of the table will show, most people access the Verde River through existing river access points at Black Bridge, White Bridge, Beasley Flat and Clear Creek.

Question 13: Where do you currently access the Verde River?
Anywhere
Black and White River Bridges
260
Mostly at White Bridge or Clear Creek
White Bridge, Black Bridge, Black Canyon Wash, Dead Horse State Park, Bridgeport
I-17, White Bridge, Black Bridge, Beasley Flat
Beasley & Clear Creek
By my house in West Verde
White Bridge, Cedar Flat Recreation Area
We lost our Fort River Caves access because the Town took it over. Perhaps due to a tax problem? We now ask permission to use a private residence although we live in the development. When we did have access it was blocked by high weeds. Now we have to ask permission of a private resident who lives along the river.
Beasley Flat
White Bridge
Salt Mine Road
Beasley Flat
Anywhere I can get to it
Beasley Flat
West Clear Creek, Beaver Creek
Numerous different places and always looking for more access points off the beaten path
Public or private access
White Bridge, Beasley Flat, Black Bridge
Beasley Flat, Gap Creek
Beasley Flat to Gap Creek
Clear Creek access point
Black Bridge
The nearest convenient location
Quarterhorse area
Anywhere
Beasley Flat or some of the bridges
Newton Road/I-17/Rezzonico Park/White Bridge/Clear Creek & Beasley Flat
Through private lands, or near town
Quarterhorse
Numerous locations
At my home
Black Bridge and Clear Creek river access
Black Bridge, White Bridge and Freeway Bridge

Every possible known access point the public uses
Da River
Bignotti, Black Canyon, Black Bridge, White Bridge, Beasley, Childs, Gap Creek
Newton, Hayfield Draw, spot off 260, my house, beach off of [??], White Bridge, Beasley, Clear Creek, I-17, Sheeps Crossing, places in Cornville, various dirt roads, everywhere
private property
White Bridge, near Thousand Trails, few miles above Beasley Flats, Rockin' R Ranch put-in, etc.
My home on the river, Black Bridge, Beasley Flat, Verde Lake Club estates, White Bridge, Clear Creek
Would use river if easier access for seniors made available
My home
White Bridge, I-17 (under), Clear Creek access, Beasley
White Bridge, Black Bridge, I-17
Rezzonico, I-17
my property
Beasley Flat and Clear Creek
White Bridge, Clear Creek, Beasley Flat, Gap Creek
I-17 (I live nearby)
Off the 260
Home
Behind my house below Black Bridge
White Bridge, Clear Creek access, Beasley Flats
Home

When asked where additional river recreation access points could or should be provided, the general public response was mixed. Many felt that there was no need, or weren't sure if there was a need, for additional or expanded river access points. For those who did respond in the affirmative, that additional river access points should be provided, several suggested the I-17 property (5 respondents), and a few more suggested Homestead Park and Rockin' River Ranch.

Question 14: Do you think additional river access points should be provided? If so, where?
Closer to town
Not sure, but need more access than we have
Not sure, but need more access than we have
Yes, it would be great to have access upstream of Black Bridge
Diamond S
Along the main roads in Camp Verde, by the twin bridges
No
Yes
No, Black Bridge and other RAP need development
West of town
Not needed
No

Anywhere public can get to it
In town
No
No
Yes, anywhere is great
It would be nice. Need less diversion dams.
No
No
Yes...
No
I think we have plenty of public access locations
No, not currently unless there is revenue to help maintain those areas. The focus should be in providing revenue opportunities to maintain these lands prior to opening us up for more trash spread everywhere and illegal activity. Not to mention promoting travel along the river where so many have private land. Are these areas going to be properly marked to protect those who have invested along the river?
Yes
Ideally, where there is public lands
Yes. Don't really know.
Yes. Near the freeway we have land available.
Yes - current plan is very encouraging.
Parking lot for horse rigs across from High School for Beaver Creek ride to Montezuma Castle
Public lands, parks
Unsure
No
Improved access at the Clear Creek RAP. It's a steep mud slide after a good rain, which is when people want to use it.
I think I-17 area would be good for the river and good for the private land owners.
2 or 3 between White Bridge and Clear Creek
I'm satisfied with proposed sites.
I-17 - old soccer field (private now)
Uncertain
I-17 / Homestead Parkway - McCracken
Yes - don't know.
Would use river if easier access for seniors made available.
Yes - would have to check map. Like the four sites discussed in meeting 10/15/2015
Yes, but no good idea for a priority.
No opinion
Yes, many places I use not many people know about.
Don't make more, improve the ones we have for boating
Yes
I-17, Rockin' River Ranch, Homestead Park

Yes - at freeway bridge

Lastly, as with the riverfront property owners, the general public survey respondents were asked to make any closing comments, questions or thoughts near the end of the survey.

Question 15: Anything else you would like the Town of Camp Verde to consider about the Verde River and recreation management.
We need better access of trails along the river for those who are handicapped or cannot walk very well.
No increase of taxes.
Expanding river recreation access will be good for the quality of life of Camp Verde and surrounding region - but important to do it well. Educate users.
I would use it more if there was more water in the river during the summer.
Keep it country. Don't make it Sedona like.
Improve trails for White Bridge and Cedar Flat for put in and take out.
Wikiup Mesa could offer some nice trails if developed and could be comparable to Dead Horse trail system. Beasley Flat area although out of town limits would be a great spot for an extended hiking/biking trail system and offers amazing river valley views.
Would love to see lots more hiking trails and better improvements for picnics, better access for kayak trips.
Installing a white water park between White Bridge and Beasley.
Undo FEMA flood restudies that make land unusable.
Horseback riding is damaging to riparian areas.
I hope it is successful.
The trash that people leave is inexcusable. Not sure what can be done.
Manage irrigation to provide more flow to river.
Don't ruin it like Sedona. Too much traffic, people.
Town of Camp Verde should look into what other towns across the Four Corners area have done that has greatly improved their town attractiveness along river use: Durango, Salida, Pagosa Springs, etc. For example, creating a small "play wave/play park" (just one or two features) close to a town (Camp Verde, Clarkdale, etc.) would bring a lot of people to the area. You don't need a lot of cfs/flows to do so. Engineers can work with what we have river flow-wise. I think this is an investment that would really pay off. Especially if feature is nearby a town park, and connected to bike paths.
A usage fee or permit for non local residents to access river.
Please consider thinning the trees! They are sucking the river dry.
Please remember that, while its wonderful to create opportunities for residents to enjoy the river, it should not be done at the expense of the river itself. Too often, rivers can become overcrowded and trash-filled, losing their natural beauty, when they are turned into tourist attractions.
Trash is a sad truth to our river. I'm on the river 2x per week. I would love to see a group or volunteer system for trash removal.
Keep it clean and open for multiple uses - including ATVs.
Make it easier to kayak past the ditches.
A safe tube run. Camping allowed at Rockin' River Ranch.
More camping.

A tube run. I-17 to Rezzonico Park.
Make the river recreation plan just one component of a comprehensive water focus for Camp Verde. Other elements are use of wastewater (treated) for non-potable uses, and groundwater recharge as examples. Water conservation and water-wise programs.
Please keep the dialogue going with public meetings every so often.
Tourism dollars.
Enforcement and police presence.
Education and enforcement
No desert landscaping at Black Bridge Park - plan pecan trees and grass.
Limited commercial permitting. Don't over-do like Sedona. Boat launches.
Go slowly and do it right. Costs concern me.
Turning the ditch dams into permanent, stable gates that are designed with a white water rapid. They do this in the east quite a bit.
Be sure new construction is above floods!
I love that you are reaching out to the community - I hope volunteers will help out as well.
I recently took an ATV to Fossil Creek. It was disgusting - trash, clothes, etc. - general disrespect by those people using it. No one there to regulate it. Why have this open if you can't regulate it? No park rangers, etc. It won't be long and this will be polluted and no longer the beautiful spot it is. This is irresponsible to allow usage without regulation. How/what will happen to wildlife with too many people - they will leave because their habitat will be compromised. Where will the funding come from to 1) develop these plans, 2) maintenance (continual management & park rangers to do it, 3) river clean up and flood issues created from same, and 4) what happens when funds get tight and cuts need to be made? I used to live in Colorado with many planned park systems/green belts for citizens. The walkways are clearly marked with signage identifying each area, distance from area to area, and mapping. Just like other areas there needs to be precautions to citizens using it - heat, water, wildlife, etc. Tim to go from Point A to Point B. Posted regulations & what the punishment is for breaking laws/regs. Fines, etc.
Pick up litter along river.
Respect private property rights. Bring the rule of law to the river. Allocate the resources necessary to maintain and patrol riparian areas. There is huge benefit/huge risk involved. It must involve investment by the whole community (long-term). This river is the premier asset of the community and it should be treated accordingly.

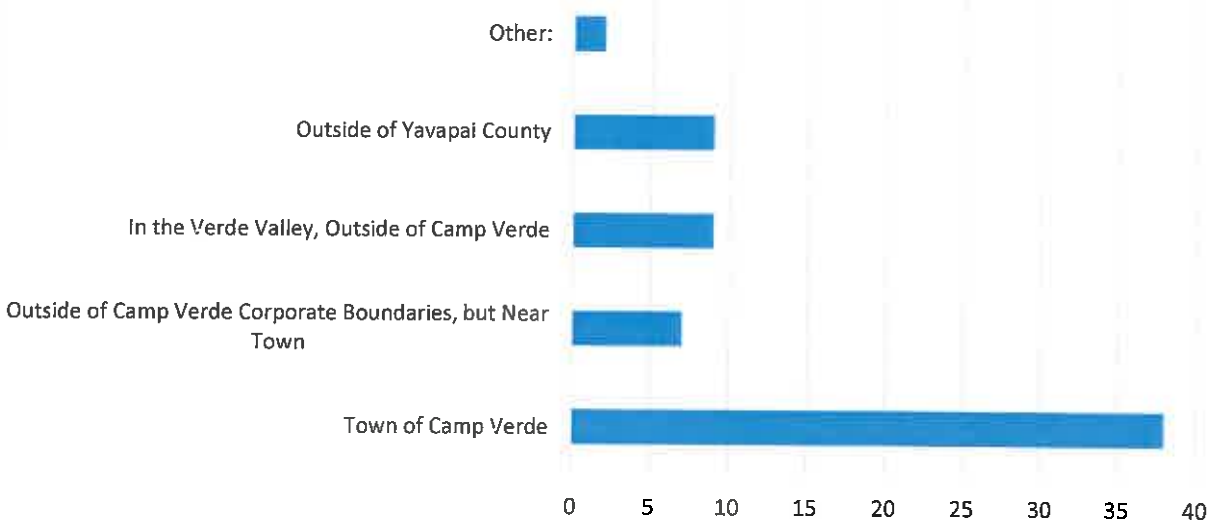
While the responses are reasonably mixed, there was considerable appreciation for the community involvement that was incorporated into the Town of Camp Verde's planning process. Many survey respondents also expressed some concern about the resources necessary to both address current problems in managing recreation as well as covering the costs of additional investments. There was some general support for enhancing river access and recreational opportunities, but most favored a cautious, comprehensive approach that considered the wildlife and natural values of the river, as well as the ensuring that the resources were in place to manage recreation well.

Demographic Information for General Public Survey Respondents

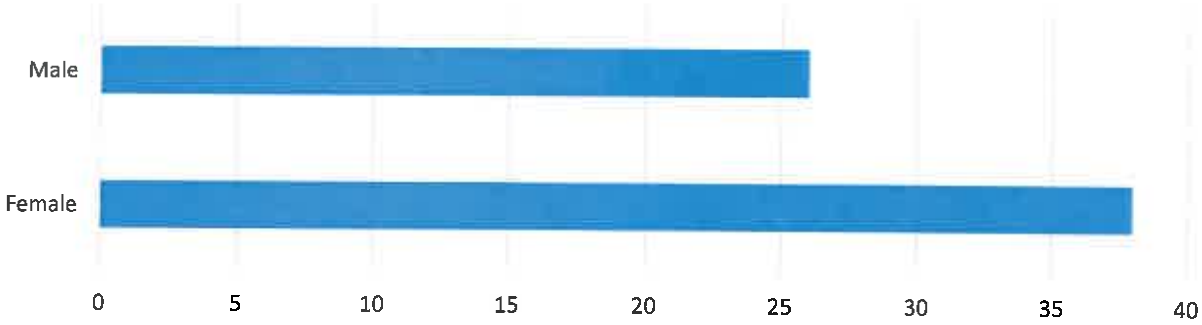
Lastly, the survey prepared for the general public included some basic demographic information that would be useful to the planning process. These questions were excluded from the riverfront property owner pool since that survey was directed at a specific community group. As will be noted from the survey

responses, the majority of respondents do reside within the corporate boundaries of the Town of Camp Verde. Many of the other respondents live in the Verde Valley outside of Camp Verde.

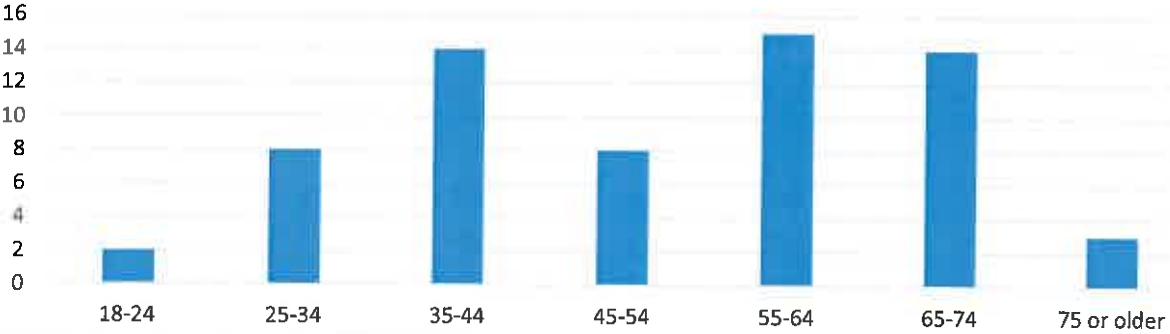
Question 16: Where do you reside?



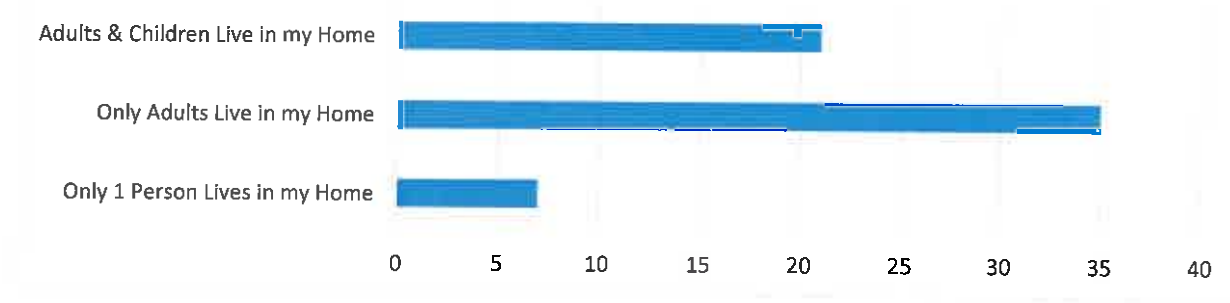
Question 17: Gender



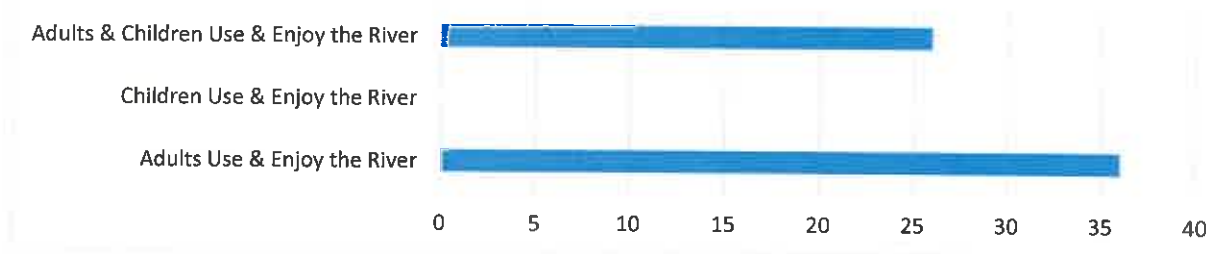
Question 18: Age



Question 19: Household Composition



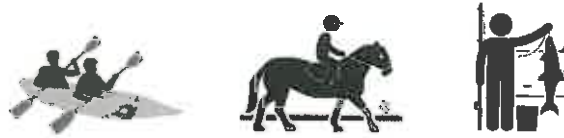
Question 20: Who In Your Household Recreates on the Verde River?



As you many note from reviewing the demographics of the survey participants, there was reasonable diversity in those who participated, including community members from all ages, and ranging from families with children to adult-only households and retirees. [Steve – does this reflect the general demographics of the Town pretty well? Was there any big demographic left off?]

[Insert copy of riverfront property owner survey]

[Insert copy of general public survey]



Verde River Recreation Master Plan

Appendix IV – Neighborhood Listening Sessions & Public Open House Feedback

The Town of Camp Verde prioritized community engagement in the planning process for the Verde River Recreation Master Plan, understanding how critical the support and enthusiasm of community members would be in identifying and implementing the recommendations for recreation management and enhancement articulated in the plan. To that end, riverfront property owners were identified early in the process as a critical subgroup of the community whose engagement and feedback would be critical in shaping the Recreation Master Plan. These are the residents of Camp Verde that are most highly impacted by current, unmanaged recreation use, and would be most affected by expansion of on-river recreational activities and access.

In June and July of 2015, a series of neighborhood listening sessions were organized along specific stretches of the Verde River in Camp Verde to gather input and concerns from property owners facing the most significant impacts from recreation activity on the river. Two of the listening sessions were hosted by residents of the neighborhood. On June 22, 2015, a listening session was organized in the Fort River Caves neighborhood, and on June 23, 2015, a listening session was organized for neighborhoods along McCracken Lane. Later, on July 28, 2015, a public open house for riverfront property owners was also convened at the Town of Camp Verde offices, and nearly 40 residents participated in the session.

During those listening sessions, a brief presentation about the planning process objectives and background were provided to ground the conversation, after which participants were invited to share three things with the Town of Camp Verde staff: 1) concerns that participants had with river recreation and its impacts; 2) potential solutions or approaches to address those concerns that would be supported by riverfront property owners, and lastly 3) opportunities to improve river recreation and quality of life in Camp Verde that would be compatible with property owners interests.

As the Verde River Recreation Master Plan process continued, the scope of community engagement was expanded to include an organized public open house for the general public to provide feedback and input to the development of priorities, share concerns, and identify opportunities. The Public Open House was scheduled for October 15, 2015, and drew participation from over 70 members of the public.

At the public open house, a brief presentation about the planning process was provided by Town of Camp Verde staff, and a listening session to capture concerns, ideas, opportunities and priorities was led by facilitators. Additionally, a series of feedback “stations” were set up to stimulate further discussion about specific properties being considered for expanded river recreation access or development – the I-17 property owned by the Town of Camp Verde, Homestead Park (owned in part by Prescott National Forest and Arizona State Parks), Rezzonico Park/Black Bridge owned by the Town, and Rockin’ River Ranch, owned by Arizona State Parks.

Participants in the Public Open House were also invited to engage in dot voting for priorities potential site-based projects, as well as issues and opportunities the public would like to see addressed first in the planning implementation.

The feedback gathered through the neighborhood listening session and the public open houses were captured through note-taking on flip charts, dot voting results on flipcharts, comment cards shared during the open house, and online or written surveys (see Appendix II). In addition to this, the audio discussion during the neighborhood listening sessions for riverfront property owners were also recorded (not transcribed in detail – for full access, please contact Town of Camp Verde staff).

This appendix summarizes the notes and input provided through the listening sessions and open houses. The conversations during the neighborhood listening sessions tended to be organic, back-and-forth discussions and Q&A sessions with the Town of Camp Verde staff and residents. The notes captured during these sessions does not reflect the verbatim transcription of those conversations, but rather touches on major themes and concerns shared by the residents.

June 22, 2015 Neighborhood Listening Session – Fort River Caves

Steve Ayers with the Town of Camp Verde gave an introductory briefing on the River Recreation Plan process and thoughts & ideas to date. Susan Culp with American Rivers recorded the session and took notes on the conversation. Approximately 8 residents in the area participated in the listening session.

- **Comments/Concerns:**
 - People coming down the river are not an issue
 - People coming onto private property to access the river can be an issue – leave a mess, etc.
 - There are a number of really nice, responsible people who do this – a small number are a problem
 - Shooting on the river near residences is an issue

- ***Question from resident:** About the empty lot that the Town of Camp Verde owns in the neighborhood – is there a way to abandon that back to the neighborhood so that it can be taken care of? That is what neighborhood might like to see – or at least find an appropriate management plan for that parcel. It is a fire hazard when the weeds grow, and there is some traffic on that lot. It should be closed to the public because there are no bathrooms, no parking, etc. Used to have parties, drug use and fires there. ****Need to have a community conversation about that parcel.**

- **Concerns:**
 - Concern about put-ins and take-outs and people getting in and out of the river on private property.
 - Impacts of recreation on wildlife in the area
 - Question about access to the caves. Some say have to go to Rezzonico Park, but currently there doesn't seem to be public access? Steve said there is a possibility of a USFS loop trail that can reach the caves.
 - Don't want to see commercial traffic
 - ATV use is a problem – 4-wheelers rip up the area and would like to see a stop to that. Motorbikes can also be an issue.
 - Question – who handles liability? **** Steve to share statute on landowner liability with residents.**

- *Question – do you have to have “No Trespassing” signs posted to be held harmless from liability? Don’t think you have to post to not have liability.
- *Question – on meander land – who owns it? Believe it is private property.
- What can be done about the other empty parcel back there that is owned by the dentist – Dr. Noon? That can also be a hazard with weeds, and fire danger.
- Transients a concern on the empty parcels.

June 23, 2015 Neighborhood Listening Session – [Linda Harkness Host]

Steve Ayers with the Town of Camp Verde gave an introductory briefing on the River Recreation Plan process and shared some thoughts and ideas to date. Chip Norton with Friends of Verde River Greenway assisted in answering questions, and Susan Culp with American Rivers recorded the session and took notes. Approximately 6 residents in the area participated in the listening session.

- *Question from resident – Are there physical barriers to boating from Black Bridge? Too easy to disembark onto private property. However, there is USFS land near Fort River caves (caves not neighborhood). Is it ok to do it there?
- *Question – Yavapai Apache Nation have a canoe route through their reservation – has the Town talked to them?
- Concerns:
 - Everyone has lost stuff along the river – lawn chairs, kayaks, canoes, etc.
 - Theft is a concern with river traffic – people passing through and stealing
- *Note: Send residents a copy of the statute that indemnifies private landowners from liability associated with public trails or access through the property.
- Concerns:
 - With walking trails – there will be campers, squatters, etc. Neighbors concerned about potential camping, vagrants sleeping at public parks
 - Concern about fire risk – camp fires & drinking
 - If hiking trails are neat & well liked, it will end up on Trip Advisor and there will be a huge rush of people coming to use them, and you’ll get condoms, dirty diapers, ATV use, drug use, etc. As the volume of traffic goes up, degradation increases. Need to have limitations on the number of people coming through.
 - Public parks sound neat, but then you have the impacts of beer bottles, fights, more people coming through and more problems.
 - It is unfair to ask people to give up their privacy, their piece of peace and quiet and solitude in these pristine areas.
 - People will fictionalize how neat the area is and how good it will be for Camp Verde. Don’t need theories – need to know how this has played out in other areas.
 - People recreating in water will pee/poo in the water – will have water quality impacts.
 - Education doesn’t work – doesn’t stick with people, and you don’t reach everyone.
 - Other view – river people tend to have a different outlook on taking care of the resource. Need to have a sharing ethic with the resource.
 - Short term info doesn’t help – people are pigs, even with education – but it is why education is important

- Shooting parties, drinking, squatting – all problems. There are particularly issues with the parcel owned by YAN – need some interagency agreements on enforcement there for dangerous activities (shooting at/near residences, etc.). Can Town approach them about that issue?
 - One landowner has had two canoes stolen.
- *Question: What is the legal standing of meander land? Believe meander land is private property, and owners don't have to allow access. The only thing you can't stop is having someone pass through on the surface of the water – can't stop them in a boat.
- Concerns:
 - Garbage, dump sites – those are real problems already. **Two choices – can ignore it, and hope nothing bad happens; or can manage it.
- Other concerns:
 - Some like the idea of riverside trails (others not so positive).
 - There should be access to the river – shouldn't be stingy about letting people get to the river.
 - People go through private property to get to things – most of the time they do it responsibly.
 - With parks/river access, could make it day use only with management & enforcement to help solve some problems.
 - Lots of people are using the ditch to float as well as the river – would be good to have an access for portage, signage showing boaters where to get out and how to avoid the culvert.
 - Concern raised with boaters and their dogs. When dogs are off leash and hop out of boat, can be a real problem – harass neighborhood dogs, livestock, people. Animal poo a problem too.
 - Issues with poaching and shooting.
 - Wildlife impacts with recreation a concern – could there be seasonal closures for bald eagles, other wildlife?
 - Don't want vehicles down on public land and on trails near the river – make a mess, there is pollution, etc.
 - What are the options for civic involvement in stewardship – community river patrol? Could be one way to address some of these issues.
 - Need for signage marking where toilets are and where private property is
 - There is a difference in the ethic between commercial outfitters (who have an interest in being good stewards to keep their permits) and independent private boaters
 - Don't want the Lower Salt mentality – drunk tubers, etc. 2 men drowned on river in the past – don't want the party mentality. Would rather have the Wild & Scenic, leave no trace ethic.
- Residents Want to See:
 - Enforcement on tribal land along the river
 - Signage for no river access (or that marks appropriate river access?) and indicates no vehicular access
 - Day use only areas to discourage squatters – municipal properties could/should be day use only

- Ordinances for Camp Verde to allow law enforcement
- Signage on ditch for how to get back to the river for boaters or how to detour around it – the ditch is dangerous
- Need public education on what can/can't do on the river – a good signage program

July 28, 2015 – Public Open House for Riverfront Property Owners

Steve Ayers, with the Town of Camp Verde, introduced the session with a short PowerPoint presentation summarizing the process to date for the Verde River Recreation Master Plan. Chip Norton with Friends of Verde River Greenway and Susan Culp with American Rivers assisted in facilitating the listening session and writing flip chart notes of community responses and feedback.

Concerns with River Recreation

- On Rustler Trail – quad & motorcycle racing, traffic on private property to access the river – a night and day problem
- Fires
- Trash
- No bathrooms
- No patrols of the area
- Traffic problems
- Trucks full of trash doing illegal dumping
- Parties
- Duck hunting in city limits – shooting across private property
- Want no motor vehicle access – should be non-motorized vehicle access only – hiking & equestrian
- Barbed wire
- Need monitoring of the area
- SRP access across private property? Question for follow up
- Drug exchanges
- Graves on the land – question – are they real?
- Incident with kids on dirtbikes – spooked a woman's horse and she got thrown off
- People in distress coming to the door for help
- Question about meander land... for follow up
- Need education of recreators
- Need to focus on preserving quality of life for the people in Camp Verde
- Q: shooting at wildlife legal? Sometimes hits houses – unsafe Follow up on laws about shooting firearms in Town limits
- Butchering of livestock on riverside lands – involving shooting livestock
- Q: What is the plan? Response: There is no plan yet.
- Trespass problems
- Security of private homeowners a big concern
- For one who lives upstream of Black Bridge – there is no identification of public vs. private lands, so people don't know
- Having to rescue people who get in trouble or stuck on the river
- Squatters on private property

- Camping on private property without permission
- Theft of personal property
- SRP brushhogging meander land
- Rezzonico Park access – agreements with the Town were made to develop the park but never completed... Neighbors want Town of Camp Verde to honor agreements about plans for public space. Rezzonico Park is not patrolled, there are transients, drug activity, trespass issues, fires, drinking & trash, dumped animals. Need to resolve
- Q: Where will access and parking be? There are traffic issues & lack of privacy for homeowners
- Q: What happens when the grant for planning is used up?
- Dog recreation/dog waste
- Loose dogs – harassing people, pets, livestock

Potential Solutions/Ways to Address Concerns

- Education of river users
- Signage – A BIG ONE
- Marshals have to enforce the rules
- Education – Engineering – Enforcement
- Sign at the top of Rustlers Trail – “Dead End”
- Shut off Roundup? Make a gated area? But preserve pedestrian/equestrian access.
- Provide an alternate place for people to go away from private property areas
- Speed bumps
- Q: How well does the signage for Bell Trail work? Is that an effective way to do it? Follow up
- Identify a collector place outside of the flood area where people can park, and beyond that only foot traffic and equestrian traffic available. Provide a place to focus the cars and the traffic
- Q: How well does the Verde River Greenway work at these challenges in Cottonwood? Follow up
- Need maintenance plan for these areas
- Advertising was a problem for Fossil Creek

Opportunities to Provide the Right River Recreation & Increase Quality of Life in Camp Verde

- 80 acres – wildlife viewing trail – access and trailhead at the end of Homestead Pkwy
- Black Bridge/Rezzonico needs its own full plan
- I-17 property – acceptable use? Parking issues there...and noise, especially on the weekend. What about a gated area?
- What areas should be fee areas?
- Rustler Trail not a good river access – BUT others do like to put in and paddle from I-17 to Black Bridge... is there a way to balance those interests?

October 15, 2015 – General Public Open House

The Public Open House was convened at the Camp Verde Schools cafeteria, and facilitation for the event was provided by the National Park Service’s RTCA staff. Steve Ayers, with the Town of Camp Verde, provided a brief PowerPoint presentation about the planning process at the beginning, and RTCA and American Rivers provided facilitation for the listening session for the open house. The following notes were captured based on the public’s input, questions, and suggestions.

1) What Opportunities or ideas are you most excited about in plans for river recreation?

- Having volunteers to help with enforcement – we need more volunteer stewardship
- Develop and plan the boat launches and have information with details about where you can go and where you can get out.
- Camping opportunities at Homestead and elsewhere (there are few opportunities along the river)
- The more investment and excitement we have around the river, the better we can protect it – so, increased opportunities for these things will lead to better protection.
- Excited about more public access points to the river
- Ability to continue to ride horses from Black Bridge to I-17
- Salt River Project (SRP) allows foot traffic but fallen trees are a problem. SRP land connects to Symington Ranch.
- The Annual River Run needs to be promoted more aggressively.
- Excited about Homestead Park – Arch Center, Camp Verde stepped up to improve/build the access road.
- It's an economic development opportunity
- Community connections
- Web of trails going away from the river as well

2) What Concerns do you have about river recreation?

- Commercial boating that does not lead to over-use, private boaters 1st priority
- Can they make man-made rapids out of the diversion dams?
- Are there thoughts of a continuous trail along the river? (with ability to cross when encounter private properties)
- Can there be a pamphlet or handouts developed with pictures showing all the access points, rules, take-outs, places, and other information?
- Need to think about alternative for homeless.
- Is there a plan for a continuous trail?
- The stretch of river between Black Bridge and White Bridge is not the best for kayaking – needs signs warning people.

- Is there a plan for removal of river hazards? Downed trees, strainers (underwater trees)
- Clarkdale Ambassador program to help manage the river
- Noise, shooting, ATVs (people and wildlife affected)
- People parking across from house to access river. Marshall's office patrol.
- Concerns with commercialization of the river
- Law enforcement – more response
- More access; and post float time estimate information and take-out locations. Distribute widely.
- Public is not aware of how long it takes to kayak or where it is safe to boat
- Promote principles of Leave No Trace to recreation users
- Motorized vehicle impacts, fire, someone shot a beaver, set up a tent – all on private property

3) What Ideas or Solutions to address those concerns would you suggest to the Town of Camp Verde?

- Regarding hazards – commercial outfitters' interests are education and safety...
- Take care of the wildlife
- Outreach to the youth to get them involved (trail construction, trash pickup)

The Public Open House also incorporated a series of “feedback stations” each focused on a particular site or potential project priority. After the listening session, participants were encouraged to review the materials available at the feedback stations, ask questions, and provide additional input. Each station was set up to ask feedback from the public on four points: 1) Describe what you like, 2) Describe what you would change, 3) How do you see yourself using the site, and lastly 4) List what amenities are most important to you. Feedback stations were set up for the I-17 property, Homestead Park, Rezzonico Park, and Rockin' River Ranch.

I-17 Property (owned by Town of Camp Verde)

- Describe What You Like
 - Nearness to boat launches from I-17
 - Parking elevated from flooding
 - Better parking area away from the edge of the highway
 - I like the idea to plant a lot more shade trees here
 - Picnic areas (especially if there are ramadas or shade trees)
- Describe What You Would Change

- Limit roads but have good pathways to launch boats/kayaks
- First concern is the access to the site. Have multiple alternatives for access been explored? Why is the access through Rustler Trail Road? Is there some reason it can't be accessed from just north of the bridge, where there are already entry areas? How would you keep people out, and from not parking in the existing areas off the road?
- Why is the boat launch located in the spot indicated? Is that the best location for it? How do people get their smaller watercraft to the river? Are they carrying a long distance? Can they drop somewhere then park? Can the parking be closer to the middle of the site?
- May be good and a health and safety feature to provide more shade here, either with native trees or ramadas.
- I suggest exploring whether there is a need to include natural looking/simple climbing structures like metal ladder wall and bouncing posts (and shade them with plants or long-lasting roof). This can provide another option for parents with young children who are not yet water safe. A good topic for further exploration.
- Consider using N. Long Rifle Rd and N. Rawhide for road access into site. These two roads seem to have less impact on residential development.
- Give stronger emphasis to linear/corridor recreation planning/design. Depending on 100 year flood plain and development restrictions I would recommend locating parking as reasonably near the river as possible but still provide a substantial green zone.
- Consider creating a substantial "green" buffer west of I-17 to screen out the interstate and traffic noise and north of site to create a buffer between the residential development and the recreation site.
- I would forget stuff like "native garden" areas because of the site's remoteness and higher maintenance, etc. Folks are interested in the river not gardens in my view.
- Eliminate or avoid pathways crossing roadways.
- Keep it simple, parking, river access, dispersed recreation.

- How Do You See Yourself Using The Site

- I would like to see I-17 area connected to Rezzonico/Black Bridge with trails
- Boat launch
- Kayaking
- Picnicking – (x2 responses)
- Exploring the waterway
- Fishing
- Bringing my (out-of-town) family to enjoy the water

- List What Amenities Are Most Important To You

- River access
- Bathrooms – (x2 responses)
- Shade trees
- Tables– (x2 responses) "tables for sitting"
- Drinking water
- Access to launch kayaks and boat
- If you look at the responses above it seems to support the idea of providing easy access to the river, river oriented recreation, and basic amenities.

Rezzonico Park (owned by the Town of Camp Verde)

- Describe What You Like
 - I love the natural feeling that's there now.
 - Bathrooms
 - I love the grassy/shady area
 - I like the idea of a "beach," if it means shallow area where small children can access the water without being restricted to wading on the narrow 2 foot shallow area available just down from a small portion of the bank. Parents have to work hard to keep young children from stepping back into the deep drop-off to swift water. It would be really helpful to remove the goat head weeds in that area so people can walk barefoot along the river to wade- the inevitable run in with them can be (was) a painful adventure-ender.

- Describe What You Would Change
 - Pecan Trees!!!
 - All Grass!!!
 - It would be nice to have a lot more tall native trees for shade in that large trampled area east of the shady area down by the river.
 - I like the idea of places to sit facing the river for a picnic, but I am not sure about the terraces shown here. They look like they are suggesting a massive change to the ground, and they go over the existing road and parking area. It seems like low walls to sit on woven into the existing slope would fit more smoothly into the landscape. Do they have some other purpose? Why so extensive?
 - I would not construct a River Service Access Road down to the water/beach. If a vehicle needs to access it to construct the beach, it could be done with least amount of impact possible (sand carried by wheel barrow possibly even?), then the damage could be rehabbed and route only used in the future for emergencies. This is such a nice semi-natural grassy area and I feel a road would cause a great deal of negative impact.
 - The proposed pedestrian bridge appears to go right over the best area to sit. Can this go elsewhere so that its construction does not mean that trees in the area's best spot must be removed? or that the riverside area there is changed because of a bridge overhead? Can the bridge be "light on the land" and on the airspace? Could it be located in any other spot?
 - Consider integrating parking to serve the park and library needs?
 - Terminate Black Bridge Lane Rd at the north end and encourage limited-use by residents only.
 - Create a "buffer" on the east side between park and residences?
 - Try to minimize need for roads and large paved areas near the river. Keep as natural and park like as possible?

- How Do You See Yourself Using The Site
 - I would like to see I-17 area connected to Rezzonico/Black Bridge with trails
 - I like the idea of a big open grassy space to toss a ball or Frisbee.

- I see myself (an out-of-towner) coming here with young children to let them experience a stream. They play in the water- wading, looking for bugs, water creatures, fishing, laying in the grass, picking up leaves.
 - I am not a strong advocate for a community garden because of the maintenance requirements.
 - Both the I-17 and this site would benefit from a focused community planning/design effort. This is something RTCA could help with.
- List What Amenities Are Most Important To You
 - Bathroom
 - Shade trees
 - Shade structure with table
 - Natural-looking riverbank with plants
 - Parking
 - Riparian/Environmental Education – Pre-K through Post-secondary
 - Drinking water spigot
 - Other simple seating that doesn't change the existing grassy hillside or topography so much.
 - Places to sit with small children and fish fairly safely
 - Places to lay on a blanket and look up at the sky
 - Different areas for different kinds of users to spread out (families vs teenagers vs seniors vs others)
 - Soft grass without cockle burs

Homestead Park (managed by joint agencies)

- Describe What You Like
 - Love the Plan!
 - Like the idea of elevated wildlife viewing platform
 - River access x 6 places!
 - Does the windmill power the lights or pump water to the water tower? It seems it would be a great opportunity for interaction and interpretation of water conservation, grey water or alternative energy demonstration.
 - Can people climb up the water tower? It could be the viewing platform- wildlife, stars. People will want to climb up either way, so it might be a good idea to plan it that way, so the climb could be made safer.
 - Chickens...I love the idea, maybe you were just trying to depict the historic story you want told here, but if there are really going to be chickens, is there a caretaker that will live here? Would perhaps be a coveted VIP position similar to campground host arrangements?
- Describe What You Would Change
 - Would like to see camping and some amenities like Dead Horse State Park as an example
 - Some places near, but not too near to the water to sit at tables, maybe grills.
- How Do You See Yourself Using The Site

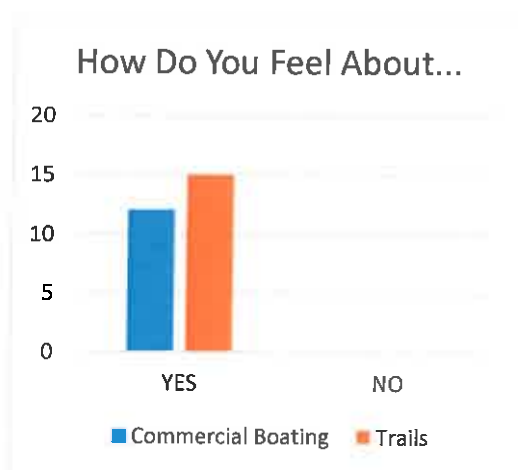
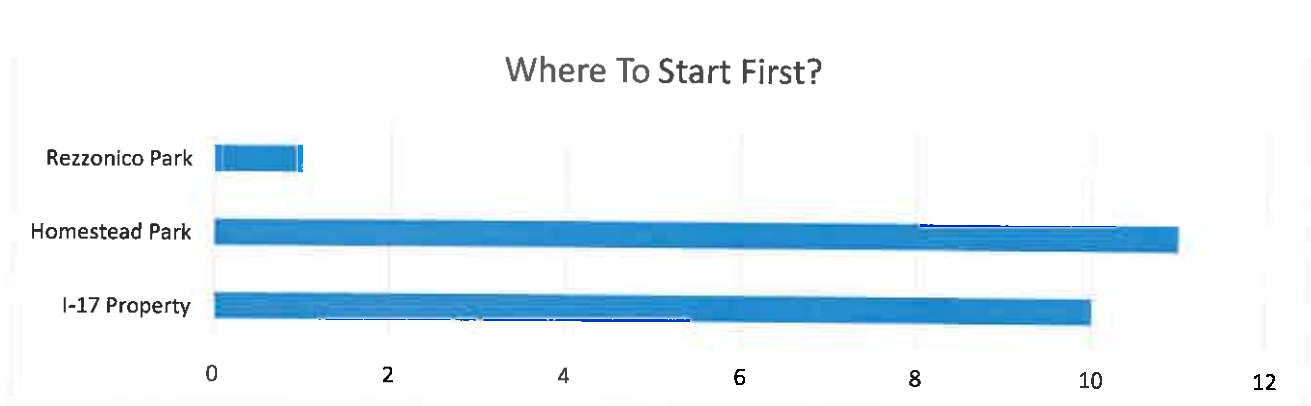
- Boat/kayak access
 - Playing in the river
 - Wading
 - Picnicking
 - Wildlife watching
 - Fishing
 - Camping
- List What Amenities Are Most Important To You
 - River access
 - Trails cleared of weeds, trash
 - Wildlife viewing
 - Bathrooms
 - Drinking water
 - parking
 - Parking for horse trailers
 - Campsites
 - Picnic table/grill sites
 - Would this be a good venue for canoe/kayak rental?
 - Nice places to sit on to fish – flat rocks or placed logs would be helpful
 - Shallow areas modified to facilitate wading could benefit a variety of user-groups: children, waders, injured/physically-challenged recreationists, beginning anglers. Shallow areas could be a safer place for many to enjoy the water.
 - Little extra things that are really great for children, and simple and cheap – with a big bang for the buck are things like paths designated by railroad ties or similar material- even rocks that can be used like a balance beam while walking down the trail; wooden or pipe fences that can be climbed on- however short; trees that produce plenty of sticks, fallen branches, logs and huge timbers than can be climbed on; trees that produce nuts/fruit/pods that can be collected and possibly even eaten.
 - Give stronger emphasis to linear/corridor recreation planning/design. Depending on 100 year flood plain and development restrictions I would recommend locating parking as reasonably near the river as possible but still provide a substantial green zone.
 - Consider creating a substantial “green” buffer on the east, west, and south ends of the site.
 - Eliminate or avoid pathways crossing roadways.
 - Keep it simple, parking, river access, dispersed recreation.
 - I would recommend limiting camping at RRR State Park and keep the other three sites as day-use.

Rockin’ River Ranch State Park

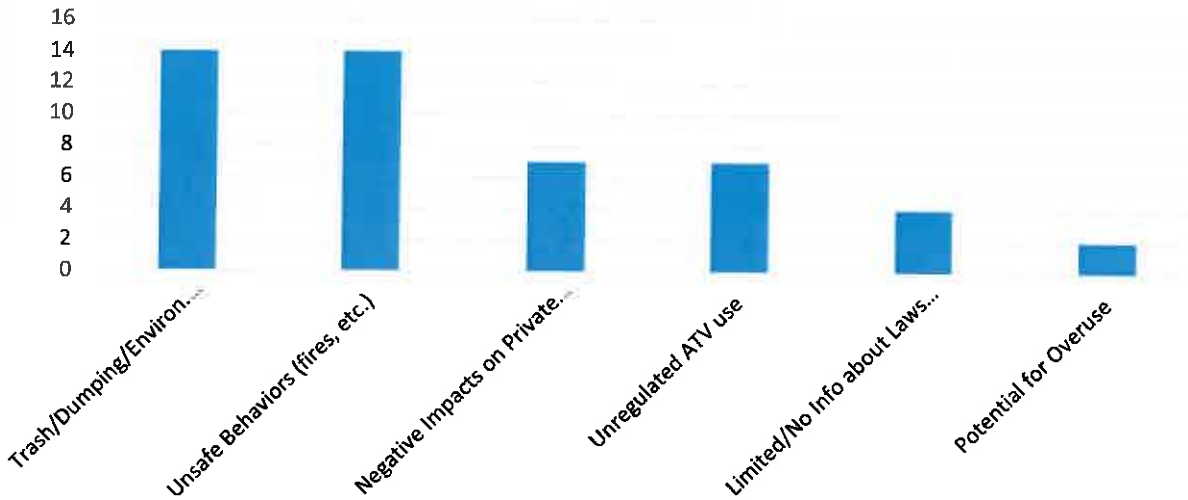
- Describe What You Like
 - Camping
 - River access
- Describe What You Would Change

- A large RV park with so many tent sites could create and over-use environment.
- How Do You See Yourself Using the Site
 - “Boat-in” Camping
 - Possibly replacing the Clear Creek RAP
- List What Amenities Are Most Important To You
 - (Ranked amenities from one respondent): #1 – Horseback/canoe concessionaire
 - #2 – “Boat-in” camping for overnight river trips. You could manage it online with a first come, first serve permit system. Each camp site would have a name and sign viewable from the river.
 - #3 – River access points
 - #4 – Equestrian camping & day use opportunities
 - #5 – Amphitheater
 - #6 – 20 Cabins
 - #7 – 80-120 RV/Tent Sites

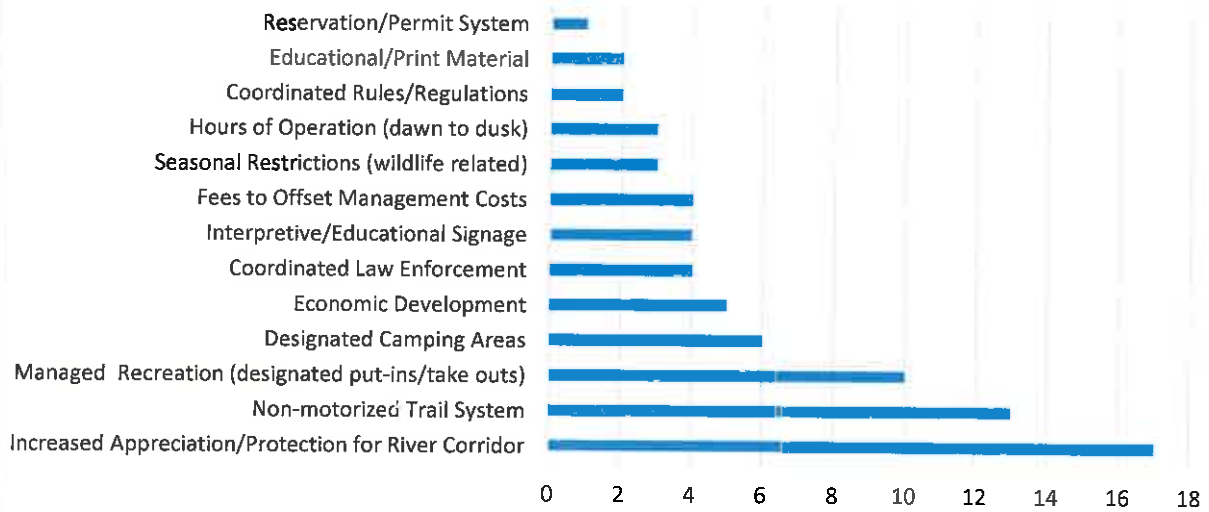
One of the feedback stations was also set up to incorporate a dot voting exercise to hone in on priorities for the public. The results from the dot voting are tabulated in the charts below.



Which Issues Should Be Addressed First?



Which Opportunities Should Be Addressed First?



Appendix V

Camp Verde River Recreation Master Plan Land Managers Meeting Notes Verde Ranger Station Friday May 29, 2015

Attendees included:

- Ruth Valencia and Heather English, Salt River Project
- Keith Ayotte, Arizona State Parks
- Joe Yarchin and Tom Bagley, AZ Game & Fish Department
- Todd Willard and Tom Palmer, Prescott National Forest
- Jennifer Burns, Coconino National Forest
- Caleb Kesler, National Park Service

Representatives from the USFWS and The Nature Conservancy were not able to participate.

The Stakeholder Meeting for Public Land Management agencies convened on Friday, May 29, 2015 accomplished the outcomes set out in the agenda, specifically:

- To develop a common understanding of the group's role in developing a Town of Camp Verde River Recreation Master Plan
- Present the Town of Camp Verde's current vision for recreation in the Verde River
- Get feedback on the proposed planning process and timeline
- Present contractor's findings and get feedback from group about findings.
- To understand the recreation management goals/strategies of the group and how that aligns with the Town of Camp Verde's goals/strategies
- Develop a collective understanding of any new efforts that might impact, be impacted by, or inform this river management planning effort

After introductions and an over view of the project, Joe led an exercise to prioritize the goals of the various agencies, specifically to:

- Improve land access (trails, roads, parking)
- Improve river access (for riverside recreation as well as boating)
- Protect ecology and restoration
- Encourage economic development near the river
- Protect cultural resources
- Security for nearby property
- Provide safety information
- Security for nearby property
- Increase parkland along the river
- Wildlife protection
- Develop carrying capacity guidelines

That exercise led to four priorities they all shared:

- Protect ecology and restoration
- Interpretation/Education
- Security for nearby property
- Wildlife protection

Public land management agency participants also shared their issues and concerns at the meeting. They are:

- The need for agency law enforcement personnel to collaborate
- The need to consider “seasonality” when we discuss recreational opportunities and uses
- Near the river we need to deal with homeless people, fires, drug users and private property trespass
- Don’t forget about the equestrian community and their needs
- Always be aware of private property
- We need to continue long-term collaboration among the agencies—through the Verde Front and other collaborative
- Carrying capacity of the land and river and the speed at which the planning process is addressing the issue

Under “lessons learned,” meeting participants noted;

- The river is self-regulating
- Tourism dollars seldom make their way back to the agencies responsible for managing the resource

The USFWS, which was not available for the meeting sent the following comments via email from Brenda Smith:

“The main issue we have heard about from the public is the amount of use the river is getting and potential disturbance to wildlife. It is good you are engaging the public as part of this planning effort. From my perspective, if you have designated access points for the public to use and discourage people from landing anywhere along the river, that should help to limit disturbance to wildlife habitats. For controlling numbers, I don’t know what ability you may have other than limiting parking spaces at access areas.”

Other items:

Agencies were also asked to provide any river management documents they may have (it was their homework assignment). Among those who noted they have river management plans were: SRP, AGF (for fish) and AZ State Parks. Prescott National Forest and Coconino National Forest both mention recreation, river and land, in their forest management plans.

Overall, the meeting was a success and the attendees felt so also. There was overwhelming support for the path the Town of Camp Verde is taking, specifically taking a pro-active approach to managing recreation in the Town. The possibilities that the Rockin’ River Ranch property of Arizona State Parks will offer as far as absorbing the bulk of the river recreation traffic, when it is up and running, were discussed. Keith from ASP told us the agency has made the property’s development a priority and has formed a committee to begin work.

Meeting adjourned.



Technical Memorandum No. 1

June 17, 2015

TO: Steve Ayers, Economic Development Director

FROM: Rick McLaughlin – MWDG

RE: **Development of Base Data for Verde River Recreation Management Plan**

The Town of Camp Verde, its residents and regional partners are developing a River Recreation Master Plan for the 17 miles of Verde River corridor, plus its tributaries, that pass through the Town's corporate limits. As part of the planning process the Town has engaged McLaughlin Whitewater to look at the river, its tributaries and the network of irrigation ditches that divert their flow, to get a better understanding of how the system functions to inform the planning process.

This memorandum outlines the efforts to develop the base information needed to support this planning activity. The various efforts are summarized below.

Base Mapping

Base mapping is needed to develop and illustrate the various proposed improvements. The location of existing parks and Recreational Access Points (RAPs) relevant to the proposed improvements are also needed in the development of the recreational improvements. Base mapping along the Verde River was obtained from through a non-commercial data request from Yavapai County. This information was obtained in a GIS format and converted to AutoCAD to create the mapping attached to this memorandum. The mapping or GIS layers that were obtained include:

- Contours
- Aerial Photography
- Irrigation Ditches
- Town Boundary
- Property/Parcels
- Major and Minor Roads
- Hydrology

The Town provided a list of public parcels that are particularly relevant to this planning effort. These included proposed and existing parks, recreational access points, bridges and other public lands along the Verde River. These properties, access points, and bridges are identified on the attached mapping. A listing of the public properties is included in Figure 1.

Name(s)	Potential Uses or Purposes	Parcels(s)	Ownership
Rezzonico Family Park	Trailhead, River Access Point	404-19-018A, 018D, 166 & 800-15-003T	Town
Rocking River Ranch	Multi-use River Front Park	404-14-005C,E,F,P,L & 404-14-006, A	Arizona State Parks
White Bridge	River Access	800-02-010C	Forest Service
Black Bridge	Pedestrian Bridge for River Trail	800-15-003T	Town
Simonton/Homestead River Park and Trail	River Trail/Natural Area/Park	800-25-001C, 800-25-001D	Arizona State Parks
Simonton/Homestead River Park and Trail	River Trail/Natural Area/Park	800-01-030N	Forest Service
Shield Ranch	Natural Area, River Access/West Clear Creek Access	404-14-004	The Nature Conservancy
Clear Creek River Access Point	River Access Point Day Use Area	800-01-016G	Forest Service
I-17 Properties	River Access Point/Day Use Area	403-021-021C, 243, 244, 250B, 251B, 252C, 253B, 254B & 403-11-094, 095	Town
Trusswell Property	River Access	404-09-099C, E & 404-14-001A, C	Forest Service

Note: These properties along with additional river access points and are shown on the attached mapping.

Figure 1
Parcels of Interest in Development of the Verde River
Recreation Management Plan

Hydrology

There are existing USGS stream flow gages upstream and downstream of this reach of the Verde River through the Town of Camp Verde. The upstream gage is approximately 15 miles upstream of the Town and the downstream gage is approximately 3.5 miles downstream of the Town. Additionally there are gages upstream of the Verde River on Beaver Creek and on West Clear Creek. Figure 2 shows the percentage of time that flow is equaled or exceeded for the upstream and downstream gages for the average daily flow from May through September. Due to the intermediate diversions and tributaries (as outlined below), and the distant location of the gages, these gages and this exceedance analysis are of limited value in accessing recreational flow rates through the Town.

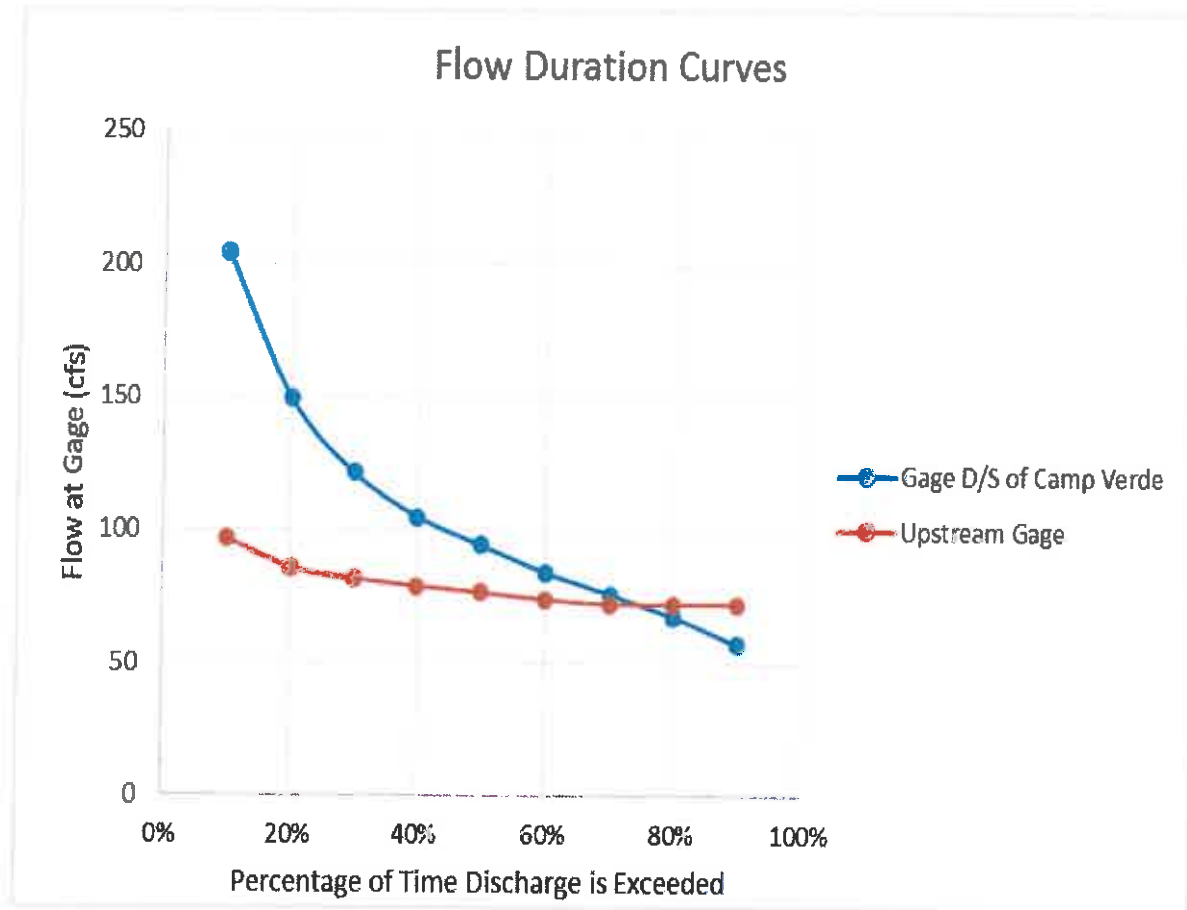


Figure 2
Flow Duration Curves for the USGS Flow Gages
Upstream and Downstream of Camp Verde

During an initial site visit, it became evident that the lack of flow in the Verde River through the Town is of paramount importance to its ecological functioning and in-river recreation. Flow within the reach of river through the Town of Camp Verde can be less than 10 cfs for significant reaches¹. This is primarily due to the following ditches/diversions:

- O.K Ditch
- Eureka Ditch
- Verde Ditch
- Diamond S Ditch
- Jordon Meadow (pumped)

Figure 3 illustrates the relative location and conductivity of these diversions. Diversion flows shown in the figure are from the County GIS data base. The figure does not represent all intermediate return flows from the ditches or recharge from ground water and subsurface return flows from the ditches. Evaluation of these factors was conducted by the USGS and some of the results are shown in Figure 4.

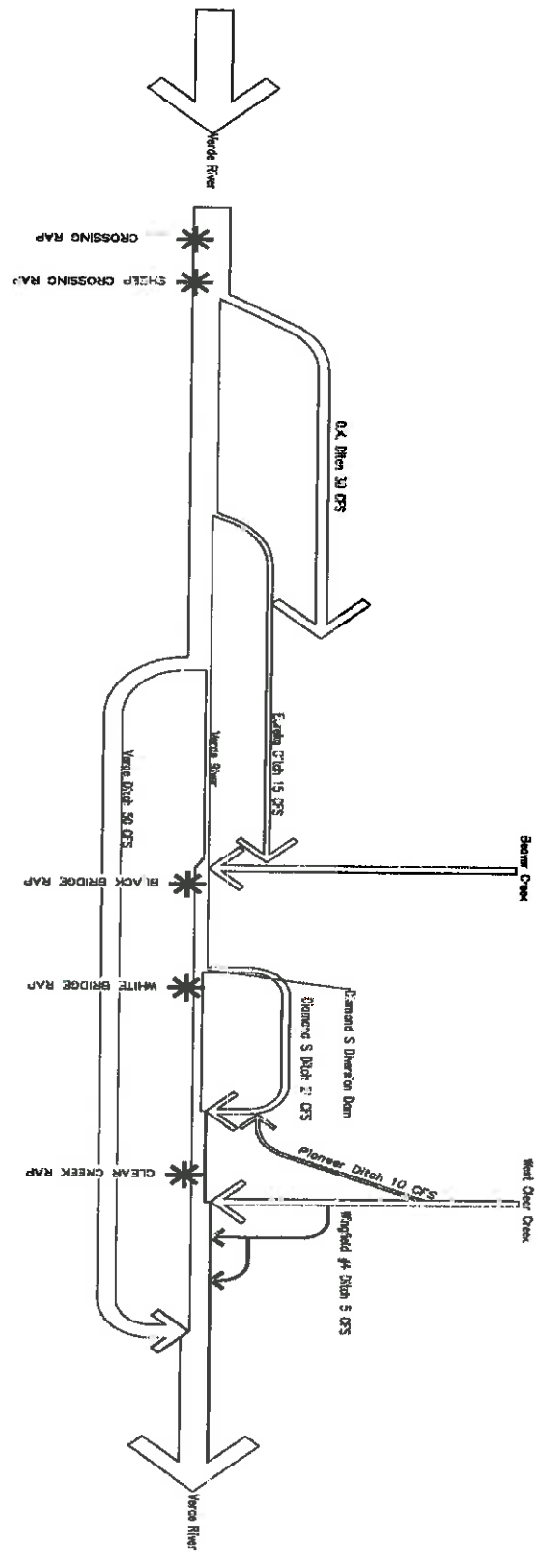


Figure 3
Diversion Ditch Schematic

By review of Figure 4, it can be observed that during the irrigation season the flow in the river is very low downstream of the Verde Ditch (about river mile 31.5) and downstream of the Diamond S Ditch diversion (downstream of river mile 35). Furthermore, a small pumped diversion for Jordon Meadows (located downstream of the Diamond S Diversion) takes additional water out of this reach of the river.

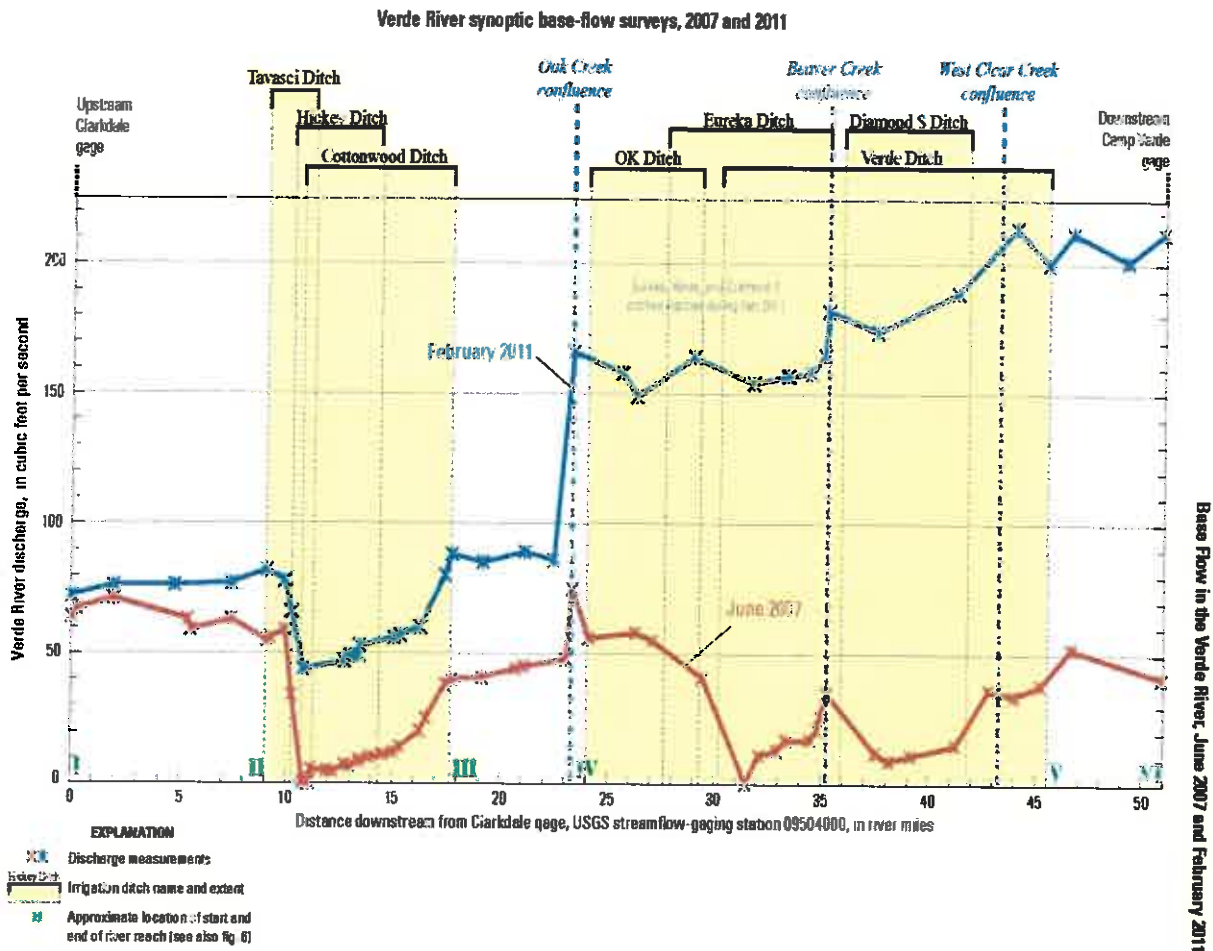


Figure 4
Synoptic base-flow measurements on the Verde Riverⁱⁱ

It is clear that for in-river recreation through the Town of Camp Verde to be realistic, the river needs to convey significantly more base flow than has occurred in recent history. Several regional partners have expressed common goals to:

1. Restore and protect flows in the Verde River with an emphasis on the Verde Valley.
2. Improve riparian habitat primarily through the removal of invasive plants, erosion control and native plant re-vegetation.
3. Equip farmers and ranchers with the tools and resources needed to be sustainable into the future.
4. Enable long-term farming operations in the Verde Valley to preserve the rural landscape, open space and protect investment in conservation projects.

Working collaboratively this partnership has already had a number of successes including funding for landowners to improve their irrigation system by converting from flood irrigation to drip, sprinkler, or other forms of more efficient irrigation. Additionally, the partnership is working with diverters to improve diversions and conveyance systems to reduce the amount of diverted flow by reducing the amount of return flow.

Flood flows through the Town have been evaluated by the County and are provided in a comprehensive report.ⁱⁱⁱ The 100-year and 500-year event flows are presented in the report. For planning and design, an estimate of the average annual flow is useful. We estimated this flow based upon the same rational used in the report. Using the USGS gage data, the increase in flows at the various intermediate tributaries was approximated using a ratio of tributary area. The following table (Figure 5) provides a cursory estimate of the average annual event flows. It should be noted that diversion flows were not taken into account in this approximation.

Location	Tributary Area sq. miles	Average Annual Event (Approximated by MWDG) cfs	100-Year Event cfs	500 –Year Event cfs
Oak Creek (Inflow into the Town)	3,776	400	100,000	193,000
Beaver Creek	4,287	480	121,200	241,000
West Clear Creek	4,619	530	135,600	273,900

**Figure 5
Flood Flows through the Town of Camp Verdeⁱⁱⁱ**

As can be observed in the table, flood flows are significant – particularly compared to the average annual event. These high flood flows will have an impact on planning and in the future design of recreational and other improvements within or near the Verde River throughout the Town.

River Hydraulics

The HEC-RAS hydraulic model obtained from the County was utilized to estimate basic hydraulic parameters within this reach. The resulting profiles of the Verde River through the Town are shown on the attached Drawing Number 5. The average slope of the Verde River through the Town is about 0.18%. Typical flow depths during the average annual event are around 2 to 5 feet and 20 to 30 feet during the 100-year event.

A localized gradient much higher than 0.18% is needed for in-river recreational whitewater features. Given the extent of flooding that occurs within the reach, the ability to create “new” drops without exacerbating flooding is unlikely. Therefore, potential locations of in-river recreational whitewater features to create or enhance a paddle trail will most likely occur at where there is a localized higher gradient or drop. The locations listed in Figure 6 were identified based upon initial inspection of the profile and a site visit.

Location	Notes
Confluence of the Verde River with West Clear Creek	This drop is not “shown” on the gradient but can be observed in the field.
Verde Ditch Pump Station	This is at an intermediate intake for the Verde Ditch. It currently incorporates a man-made drop structure within the river bed.
The Diamond S Diversion	This drop is shown at about 9 feet on the profile. Given the amount of drop, its impediment to passage of river craft, and the central location, focus on this drop in the later phases of this study may be considered.
Rezzonico Park	A small drop can be observed in the profile and influences of the Black Bridge may lend the site to recreational whitewater. Additionally, the site is ideally located next to this park.

Figure 6
Potential Locations for In-River
Recreational Whitewater Improvements

Conclusions

The Verde River through the Town of Camp Verde is a low-gradient alluvial river with fine substrate materials. The drops that currently exist are relatively unstable features and at least one (the Diamond S Diversion) would need to be modified to create an active paddle trail. Efforts to increase base flows within the river are paramount if any plans are made to create a paddle trail up stream of the Verde River’s confluence with West Clear Creek. These efforts will not be directly addressed as a part of this study.

-----End Memorandum-----

ⁱ From conversations and informal correspondence from Kim Schonek of the Nature Conservancy.

ⁱⁱ USGS, Spatial and Seasonal Variability of Base Flow in the Verde Valley, Central Arizona, 2007 and 2011, Scientific Investigations Report 2012-5192



Agenda Item Submission Form – Section I

Meeting Date:

- Consent Agenda Decision Agenda Executive Session Requested
- Presentation Only Action/Presentation Special Session Pre-Session

Requesting Department: Economic Development

Staff Resource/Contact Person: Steve Ayers

Agenda Title (be exact): Discussion and possible direction to staff regarding the Focused Future II plan

List Attached Documents: Focused Future II Strategic Economic and Community Development Draft Plan

Estimated Presentation Time: 20 minutes

Estimated Discussion Time: 25 minutes

Reviews Completed by:

- Department Head: Town Attorney Comments:

Finance Review: Budgeted Unbudgeted N/A

Finance Director Comments/Fund:

Fiscal Impact:

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

Comments:

Background Information: In 2014 the Town of Camp Verde was awarded a grant from Arizona Public Service to create a community and economic development strategic plan through the utility's Focused Future program. The planning process got underway in September 2014 and was completed in October 2015. What we are bringing before you is a copy of the draft plan for your input, advice and consideration, with the intent of receiving council approval at a future council session, so the Economic Development Department and the Community Development Department can begin instituting the elements of the plan.

Recommended Action (Motion): Place the FFII document on a future agenda for possible approval with agreed upon edits.

Instructions to the Clerk:



Strategic Plan for Economic Development

REVISED WORKING PAPER #4

COMMUNITY AND ECONOMIC DEVELOPMENT STRATEGIC PLAN

CAMP VERDE FOCUSED FUTURE II
PARTNERS FOR STRATEGIC ACTION, INC.
in partnership with Applied Economics and ESI Corporation
November 2015

Acknowledgements

Town Council

Mayor Charles German
Vice-Mayor Bruce George
Jackie Baker (also served on Action Team)
Carol German
Bradford Gordon
Jessie Jones
Robin Whatley

Action Team

Steve Ayers, project manager
Linda Buchanan
Suzy Burnside
Babs Capezio-Adams
Bill Carter
Chris Clarke
Cat Davis
Emily Diver

Dave Freeman
John Hall
Linda Harkness
Bill Jump
Amber Marchant-Lee
Eric Marcus
Mary McCarthy
Nikki Miller

Buddy Rocha
Sheila Stubler
Jane Whitmire
Cheri Wischmeyer
Alexandria Wright
Ken Zoll



Darla Deville
Kelly Patton



Audra Koester Thomas
Curt Dunham

in partnership with
Sarah Murley, Applied Economics
Judie Scalise, ESI Corporation

Table of Contents

Acknowledgements.....	1
Town Council.....	1
Action Team	1
Preamble	2
Engagement	2
Coordinated Effort	2
Plan Layout.....	3
Economic Snapshot.....	4
Camp Verde’s Strategic Position	4
Economic Context	4
Strategic Direction	11
Economic Development Primer	12
Guiding Principles.....	13
Community and Economic Development Vision.....	13
Community and Economic Development Strategy.....	13
Focus Area: Tourism and Recreation	14
Focus Area: Infrastructure and Placemaking Development	17
Focus Area: Business Development, Support, Attraction, and Retention	18
Focus Area: Workforce Development and Education.....	20
Implementation	22
Framework for Success	22
Plan Evaluation and Update.....	22
Roles and Responsibilities	24

Preamble

Camp Verde has a sustained partnership with its energy provider, APS, to assist with community development efforts. As part of this partnership, APS has worked with the community several times through its Focused Future program. A *Focused Future* was developed by APS to provide local communities technical assistance in developing a grassroots community and economic development strategic plan. The latest Focused Future effort initiated in late 2014 bringing together citizens, landowners, agencies, policy makers, and other stakeholders to develop the Camp Verde Focused Future Strategic Plan for Community and Economic Development. Led by an active, broad-based citizen and stakeholder committee called the Action Team, a year-long process to devise a community and economic development strategy was successfully completed. The Action Team's purpose is to work closely with APS and their consultants in completing the project. Over the course of the planning process, the Action Team met eight times.

The Focused Future II process answers three basic questions:

1. What are the opportunities to successfully strengthen and expand Camp Verde's economy?
2. What are the appropriate strategic initiatives for economic development?
3. How should Camp Verde's partners collaborate to be successful in implementing these initiatives?

The town of Camp Verde is the local sponsor, along with APS, for the Focused Future II process.

Engagement

While the broad-based Action Team was responsible for the construction of this plan, the process included several opportunities to receive feedback from and engage with community residents and stakeholders.

In early 2015, the Action Team initiated the engagement effort by identifying two topical areas to further investigate through facilitated focus groups. In January, a focus group was facilitated to better define, understand, and consider issues affecting and opportunities for youth and young families in Camp Verde. While deficiencies in the community were identified, specific attention was given to what needs to be done to keep and attract more young people to Camp Verde. In February, a focus group was facilitated to help better define, understand, and consider the current business climate in Camp Verde. The Action Team used feedback received from the focus groups to identify potential strategies most relevant for the community's sustainability and growth.

In April and May, the Action Team solicited feedback on the draft policy framework. Participants provided feedback via an online instrument. After further definition of the framework by the Action Team, a collaborative engagement effort in conjunction with the town's General Plan Update was facilitated at the town's annual Cornfest (July 18, 2015). While Cornfest provided an opportunity for the Action Team to speak one-on-one with interested residents and business interests, the engagement effort was extended with a display of the draft focus area goals and strategies at the library with feedback solicited through August 14, 2015.

Coordinated Effort

The timing of the Focused Future II effort was intentional: as the required update of the town's general plan was approaching, the council elected to move forward with Focused Future so that the work of the

Action Team could inform the update of the economic development element. While the product of the Focused Future II effort is a stand-alone community and economic development plan, its policy framework was used to inform and update policy within the economic development element.

Plan Layout

This plan has four key components.

Page | 3

Economic Snapshot

Compiled at the project's onset, this section includes data the Action Team used to better understand the community's economic context. Considered a "snapshot in time," the reader should understand that more recent data may be available.

Strategic Direction

This section sets the stage for the plan, providing the reader a primer on economic development and outlining the community's guiding principles and economic development vision.

Community and Economic Development Strategy

The operating feature of the plan, this section outlines the goals, strategies, and baseline performance indicators for each of the four focus areas.

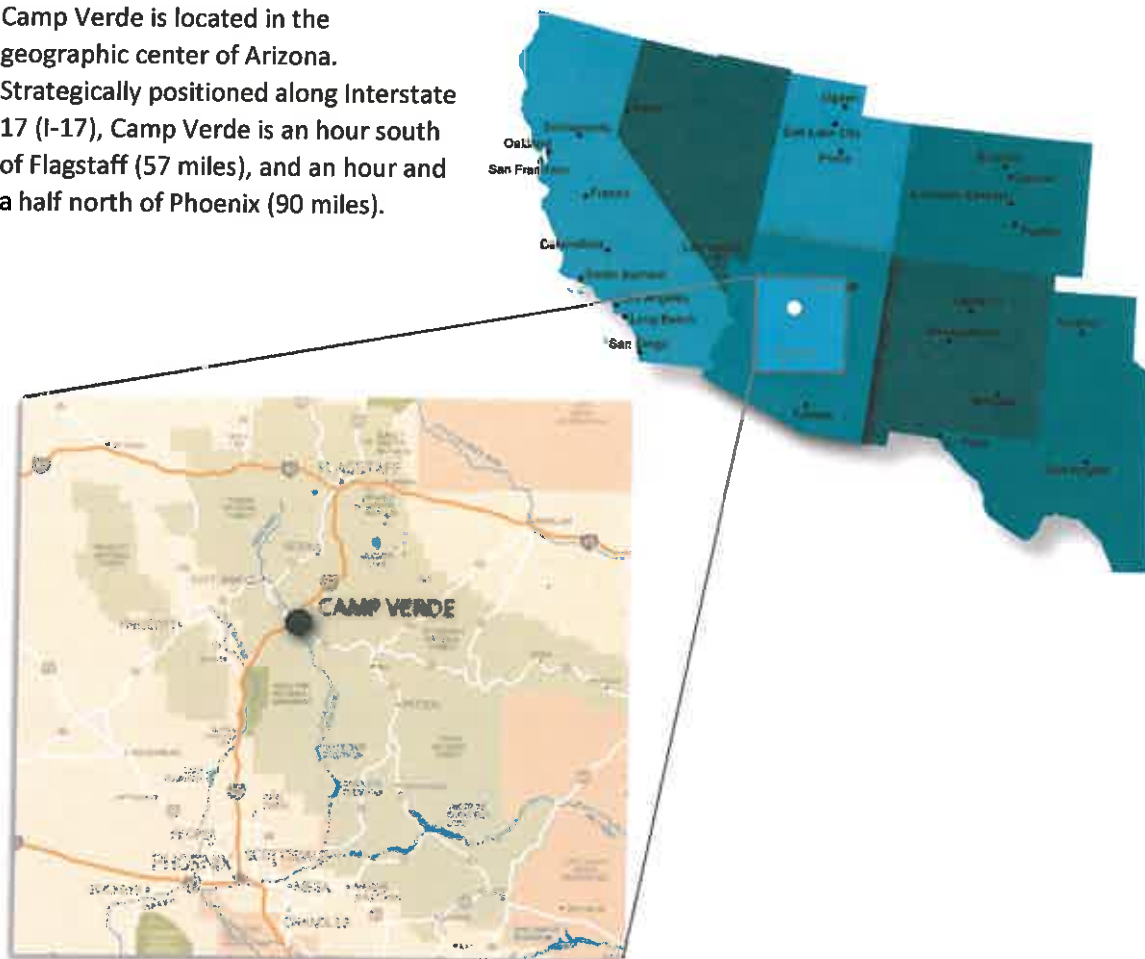
Implementation

This section outlines recommendations for success and how the plan will be monitored and updated, and outlines the roles and responsibilities of regional partners whose contributions are collectively needed in order to realize success.

Economic Snapshot

Camp Verde's Strategic Position

Camp Verde is located in the geographic center of Arizona. Strategically positioned along Interstate 17 (I-17), Camp Verde is an hour south of Flagstaff (57 miles), and an hour and a half north of Phoenix (90 miles).



Economic Context

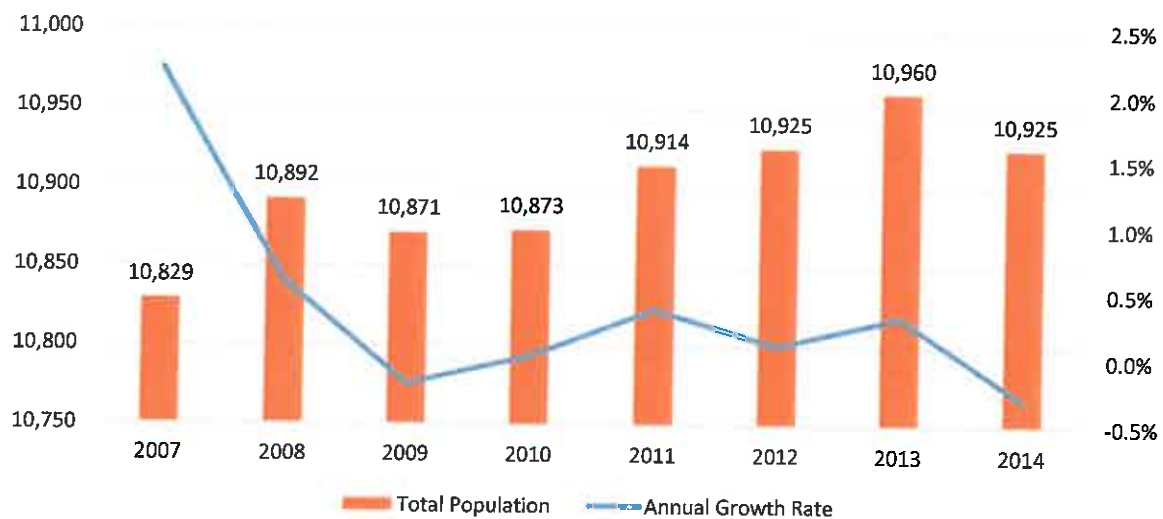
The economic context includes aspects measuring economic performance: population, labor force, income, economy, construction, assessed value, and quality of life. Indexing local data relative to statewide trends suggests that the town is lagging the state in terms of economic recovery.

Population

Population growth is the most basic measure of activity levels in a community. Details about demographic trends help explain how population may impact other facets of the economic climate. Camp Verde's population grew by only about 1.2 percent between 2007 and 2013 and most recently has experienced a slight decline in population. Statewide population grew only 5 percent from 2007 to 2013, most of which occurred prior to 2009.

In terms of demographics, the town's share of population under 18 in 2013 was significantly lower than the state at about 19 percent versus 25 percent; in contrast, the share of population over 64 was nearly twice the state average.

Camp Verde Population Growth
Source: Arizona Department of Administration



School enrollment also tells an interesting story, increasing through 2009, dropping significantly in 2010 and 2011, and then rebounding to pre-recession levels in 2012 and 2013. Most of this growth occurred at the elementary level, which may be an indicator of increases in younger working-age residents.

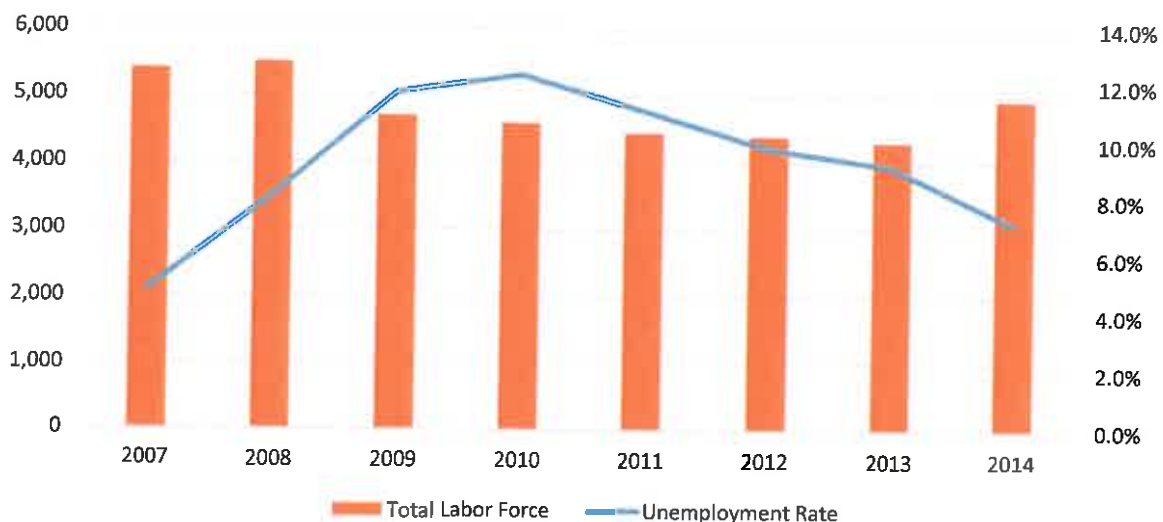
Labor Force and Unemployment

Labor force trends are a good overall indicator of the level of economic opportunity. The labor force in Camp Verde grew through 2008, but has decreased steadily since that time. Since population has not declined, this may be an indicator of shifting demographics. Labor force participation in the town has also declined rapidly, from 63 percent of the population over age 18 in 2008 to 48 percent in 2013. In comparison, labor force participation at the state level is 61 percent.

Similar to the state, Camp Verde's unemployment rate increased significantly during the recession. The state went from a low of 3.7 percent unemployment in 2007 to a high of 10.4 percent in 2010, while Camp Verde went from 4.9 to 12.4 percent during that time period. Since then, employment rates have improved.

Camp Verde Labor Force and Unemployment Trends

Source: Arizona Department of Administration



Page | 5

Educational attainment is also a factor closely linked to unemployment rates. The share of high school graduates in 2013 was similar to the state at 86 percent, but the share of college graduates was well below the state average, at 14 percent versus 27 percent.

Median Income

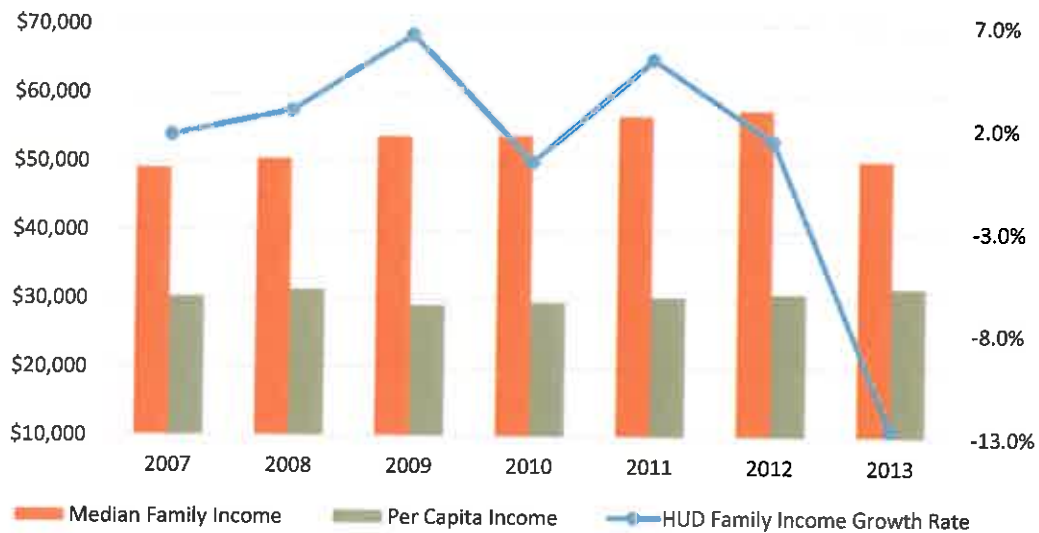
The most valid available measure of income at the local level is per capita income. Per capita income levels in the county increased 4.9 percent from 2007 to 2013 compared to a 5.6 percent increase statewide. However, per capita income in Yavapai County in 2013 was still only 85 percent of the state average. Some of this can be explained by the fact that the county has a larger-than-average retiree population which is not living off current income and which is not reflected the same way in the per capita income figures.

Median household income in Yavapai County increased by only 2.9 percent during the 2007 to 2013 period. Household income in Yavapai County was about 94 percent of the state average in 2013. Income data is not available at the city level.

The poverty rate in Camp Verde increased dramatically during the Great Recession, rising from 17 percent in 2009 to 30 percent in 2012. In 2009, the county was only slightly above the state average, but by 2012 it was over 70 percent above the state average.

Yavapai County Income Comparison

Source: Woods & Poole Economics; U.S. Census Bureau, American Community Survey

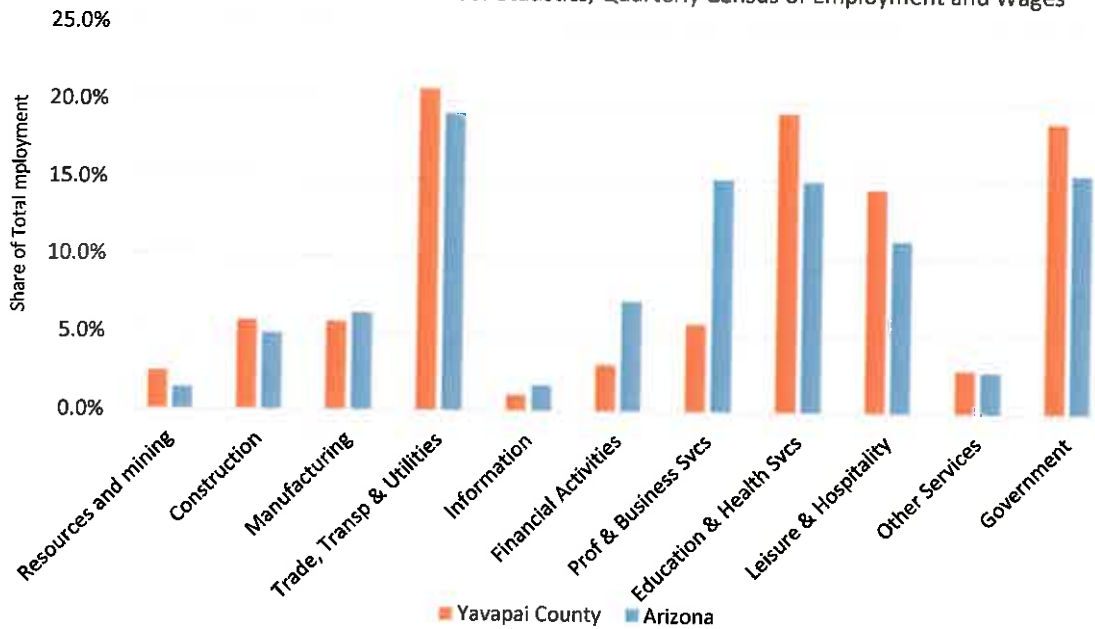


Economy

Understanding the makeup of the region’s economic base sheds light on its ability to weather recessions and its response to the recovery. Yavapai County has seen a steady decrease in the number of business establishments, with about 1,170 fewer establishments in 2013 than in 2007. Although data is only available for Camp Verde through 2011, the town appears to follow a similar pattern. Industry employment declined over the same time period in both the county and Camp Verde, although the county has shown modest growth since 2011. Camp Verde represents about only 5 percent of county employment. Overall, the county has a higher share of education/health services, hospitality, and government employment than the state as a whole. However, the share of employment in finance and professional services is well below average. The proportion of workers employed in export industries—those that bring in wealth from outside the area—is about 14 percent in Yavapai County versus roughly 23 percent for the state.

2013 Distribution of Employment by Industry

Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

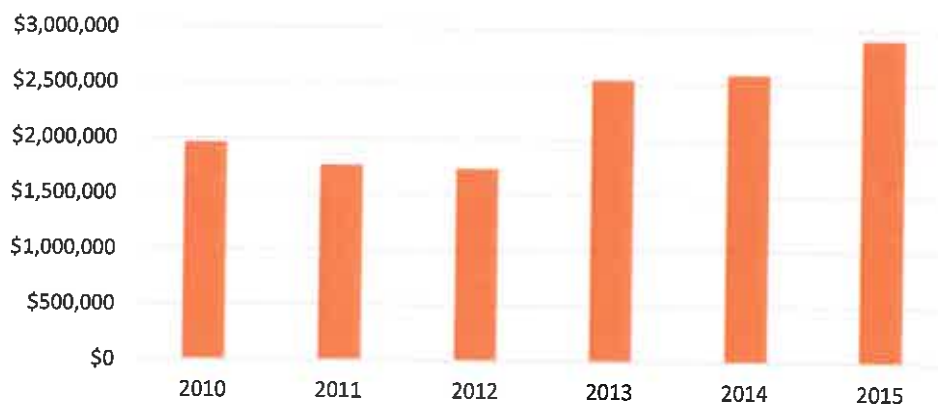


Taxable Sales

Taxable sales are a key indicator of local economic conditions, particularly in an economy not heavily driven by resource or manufacturing industries. Sales tax collections started to decline in Camp Verde in 2008 and continued this trend through 2012. A large portion of the decline locally came from construction sales tax as construction activity ground to a halt. Retail sales also dropped off significantly, although restaurants and bars fared better than other retail establishments. In August 2012, the local sales tax rate increased from 2 to 3 percent, resulting in increased collections in 2013. In recent years, however, Camp Verde has realized modest recovery in the local economy with sales tax collections bouncing back to pre-recession levels.

Sales Tax Trends

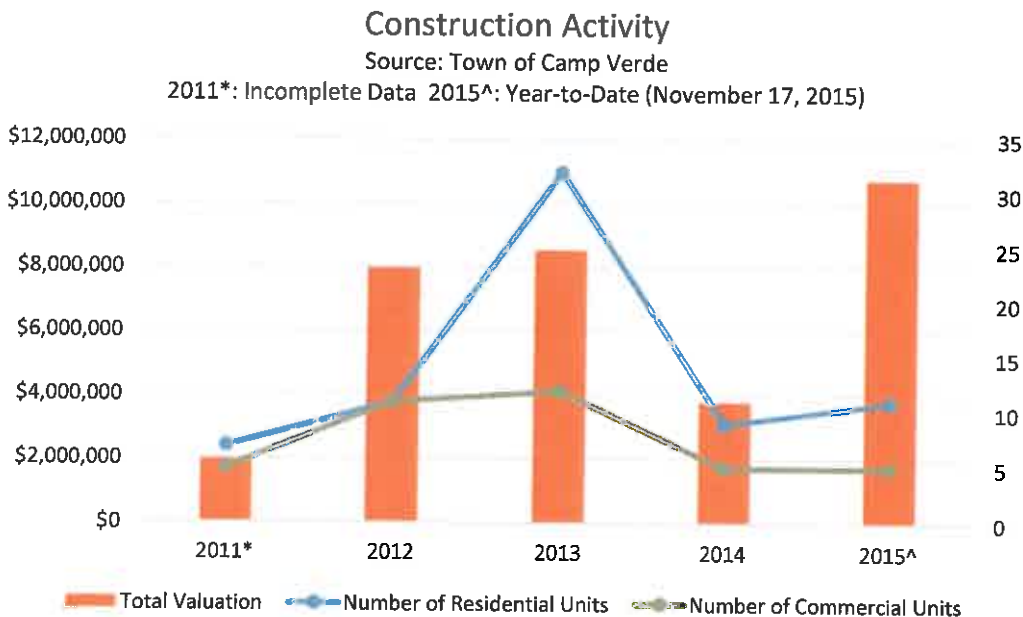
Sources: Town of Camp Verde; ADOA-EPS



Construction

Construction activity is often a leading economic indicator and was a critical factor in Arizona’s recession. Construction activity in Camp Verde declined precipitously from 2007 to 2011, similar to many communities in Arizona. Since then, both residential and commercial activity in Camp Verde has been variable but trending upward. At the state level, construction activity began to pick up in the fourth quarter of 2011, following several years of minimal activity. Construction statewide has continued to increase gradually since that time, dominated by residential activity.

A signature development project has been the 2015 groundbreaking for Verde Valley Medical Center’s Camp Verde campus. Located at the northwest corner of SR 260 and Finnie Flat Road, the 26,000-square-foot-facility will provide extended-hours primary care, imaging and laboratory facilities, and physical therapy and rehabilitation services, including a pool for aqua therapy.



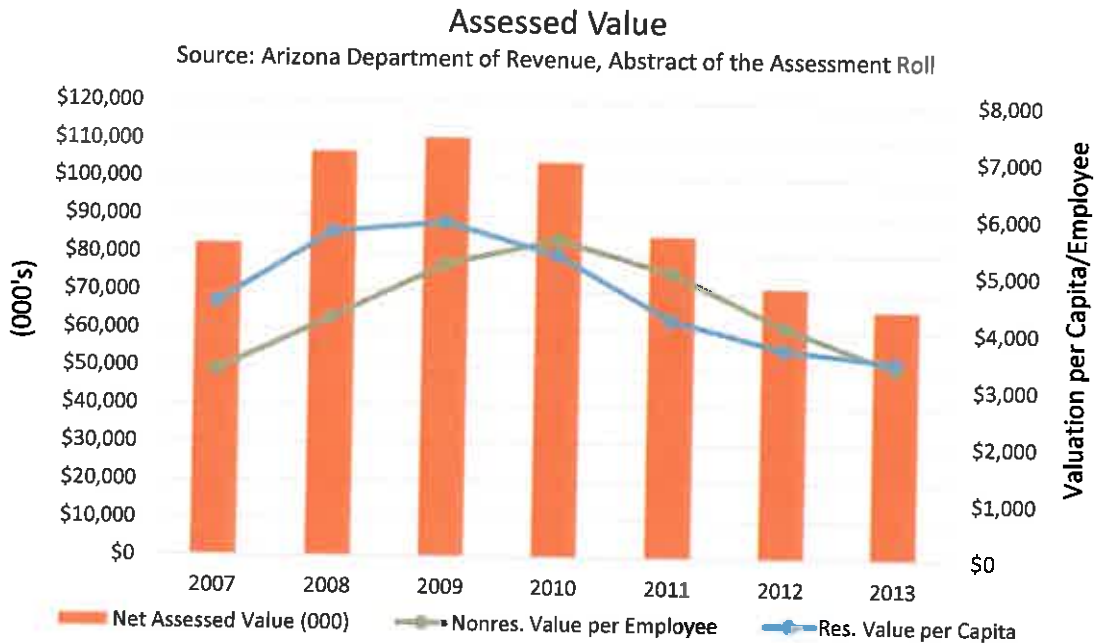
Assessed Value

Assessed value generally fluctuates much less than construction activity, although this has been less true during the recent recession. Total assessed value in Camp Verde rose steadily through 2009 and then dropped 41 percent over the next four years during the recession; 2013-year value is still 20 percent below 2007 levels. Statewide assessed value is 27 percent below 2007 levels. Unlike many communities, residential and commercial values fell by nearly equal amounts in percentage terms and were comparable in magnitude to declines at the state level.

Residential value in the town in 2013 represented about 58 percent of the total assessed value, a ratio that has held fairly steady since 2007. Per capita residential valuation peaked in 2009, but has fallen by 41 percent since that time compared to a 40 percent drop at the state level. Commercial/industrial

assessed value per employee has also fallen from its peak in 2010 and is down about 40 percent for both the state and the town.

Although there is no impact on revenues, since the town has no property tax, assessed value trends are indicative of general real estate market conditions, although assessed value generally lags market value.



Quality of Life

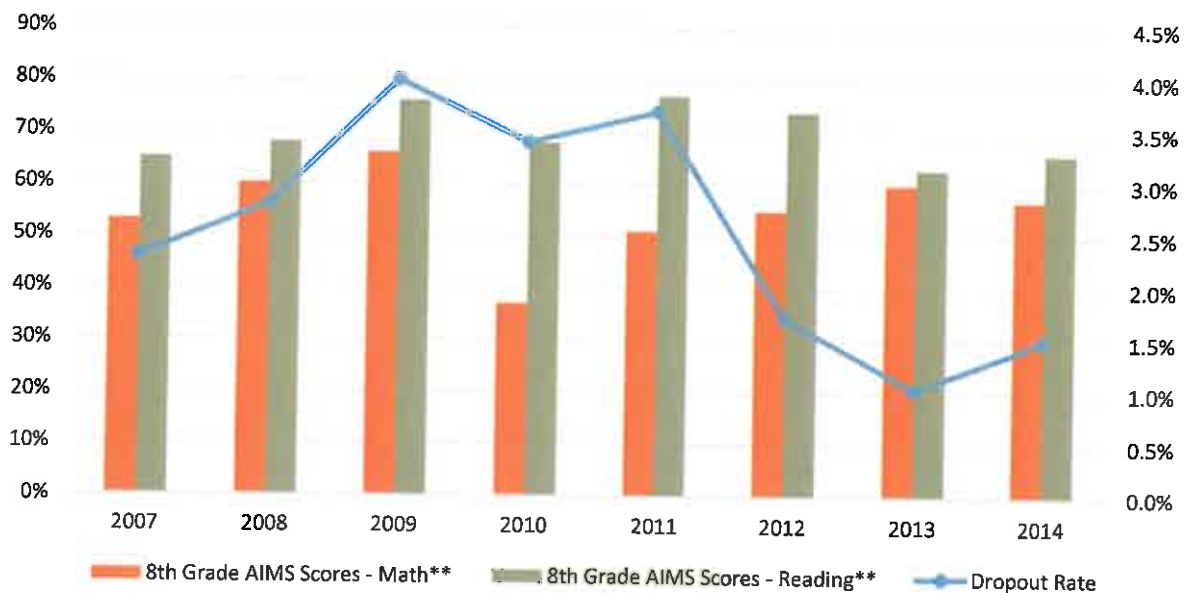
Quality of life is an important measure of the community’s overall health. In this section, we look at education and crime as well as cost of living.

In terms of education, dropout rates in Camp Verde are relatively low at only 1.9 percent, compared to a state average of 3.5 percent in 2015. Class sizes are also smaller than state averages. AIMS scores for 8th-grade students are below state averages in both reading and math, but the differences were less in 2014 than in previous years. In 2014, 66 percent of students met or exceeded standards in reading compared to 70 percent statewide; in math, 57 percent met or exceeded, compared to 59 percent statewide.

Education Quality: AIMS Passing Rates

Source: Arizona Department of Education

**Percent Meets or Exceeds



Page | 11

In terms of crime, Camp Verde is substantially safer than many of the state's urban areas. The rate of violent crime per 100,000 population in 2013 was about half the state average, while the rate of property crime is about 29 percent below the state average.

Other measures of quality of life include housing costs and commute times. As of 2013, the median value of existing homes in Camp Verde was just slightly above the state average. Camp Verde has an above-average share of owner-occupied housing, which tends to make a community more stable. Commute times in Camp Verde are slightly longer than state averages, but the volume of traffic is far less than in urban areas.

Strategic Direction

The community and economic development plan is intended to be an action-oriented strategy to strengthen Camp Verde's economy. Its strategic nature focuses on actions that can be initiated or accomplished over the next five years. It is not intended to address every issue or tackle every problem facing the community. The objective is to identify those actions that are realistic and can provide results that build upon the community's assets and opportunities.

The plan also recognizes the need for strong partnerships between government (municipal, tribal, and educational) agencies, citizens, service organizations, and the business community. The plan respects the existing roles and responsibilities of the various organizations but encourages collaboration in achieving many of the strategic initiatives. Effective implementation of this plan will require cooperation and collaboration over time to realize sustained success.

Economic Development Primer

The purpose of the Camp Verde community and economic development plan is to serve as a guide to local decision making, provide a road map for the region’s economic future, and serve as a benchmark for monitoring progress over time.

Economic development efforts work to increase the standard of living for residents. Discussions about economic development typically focus on business growth through business retention, expansion, and attraction or expansion of the tax base. However, economic development is directly related to the area’s overall quality of life and ensuring that the local economy is sustainable over time.

There are two types of economic activity:

- Basic economic activities *bring new dollars into the community*. These activities include tourism-serving businesses and manufacturing. These types of activities typically create spin-off jobs for every job directly created.
- Non-basic activities *re-circulate money that is already in the area* through activities such as dry cleaners or car washes. These activities help to keep dollars in the community and cash registers ringing.

Both types of economic activity are critical to local economies. In order for the local and regional economy to grow and expand, there must be new dollars coming into the area and enough business in the community for new dollars to circulate within and not immediately leave the local economy. The longer dollars can circulate within a local economy through non-basic activities, more wealth is created. The term “economic leakage” describes when capital or income exits the economy rather than remaining within the community for a multiplying effect. The following graphic illustrates this concept.

How Your Local Economy Works



Guiding Principles

Guiding principles reflect the community's core values. The Action Team articulated that development efforts would be balanced and sustainable so as not to compromise the reasons why people live and do business in Camp Verde. These principles are intended to guide decision-making processes and define the manner in which Camp Verde will grow and develop.

Page | 13

1. Provide opportunities for citizens from a wide range of economic levels and age groups to live, work, and thrive in the community.
2. Develop, grow, and prosper in a manner that always reflects and respects the capacity of natural resources.
3. Foster sustainable development, encourage small businesses and entrepreneurs, and balance future growth with cultural/historic preservation.
4. Leverage existing social capital and foster an ethic of community investment.
5. Capitalize on opportunities to collaborate with partners and strategically align regional investments.
6. Integrate land use, circulation, and economic development planning.
7. Implement development decisions in a predictable, fair, and cost-effective manner that preserves the health, safety, and welfare of residents and visitors.
8. Seek opportunities that complement existing and potential competitive advantages.
9. Define and communicate the true costs associated with development projects, including the impacts of non-contiguous and resource-demanding development.
10. Use arts and culture to foster a creative economy and to further define a sense of place.

Community and Economic Development Vision

A vision is an articulation of an ideal and unique future. A vision inspires, motivates, and transforms desire into action. Camp Verde's prosperity is generated largely through the natural resources and unique assets that surround and traverse our community. Our prosperity is connected to the health of the Verde River and surrounding landscape; therefore, we balance community and economic development with the need to preserve such assets for current and future generations.

We successfully preserve our rich cultural history, Western agrarian heritage, and natural resources while fostering a strategically designed, resilient economy that supports a quality of life that enables our families to thrive.

Community and Economic Development Strategy

The community and economic development strategic plan is outlined through focus areas. Each focus area outlines goals, strategies, and indicators. Goals and strategies are not prioritized in this document.

Goals are desired ends or conditions that, if pursued over time, will ultimately result in the attainment of the community vision.

Strategies are the specific activities that help to achieve the goal.

Indicators are quantifiable measures that can be used to track progress over time. For purposes of this plan, selected indicators presented are intended to serve as a baseline measure for future performance.

Focus Area: Tourism and Recreation

Camp Verde is home to a range of natural and cultural amenities, including Fort Verde State Historic Park, the Verde River, and Montezuma Castle National Monument. The community is known for its recreational amenities and outdoor activities, and has numerous enterprises that drive visitor activity in the region. Combined with the rich history and community love for festivals and gatherings, a hospitality and tourism-focused economic development strategy complements Camp Verde's assets.

Goals

1. Establish Camp Verde as a destination, increasing visitor and retail traffic to grow the tax base.
2. Develop collaborative recreational, tourism, and agritourist/ecotourism programs that highlight community assets.
3. Expand recreational and entertainment amenities.

Strategies

- a. Define and implement a new five-year asset-based branding, marketing, and self-promotion program for Camp Verde.
 - i. Devise a range of marketing platforms and partnerships (e.g., tour stops, press coverage, online/mobile presence, billboards in key markets, etc.)
 - ii. Develop a portfolio of tour and vacation package options (e.g., archaeological, riparian/birding/ecotourism, Western heritage and history, etc.)
 - iii. Communicate to residents the annual economic impact of tourism.
- b. Hold quarterly tourism caucus meetings where hospitality-related entities discuss upcoming events and strategize ways to collaborate.
- c. Implement a community amenity wayfinding package and improve signage along key corridors (i.e., I-17, SR 260).
- d. Establish a Camp Verde visitor center along I-17 to promote tourism and hospitality activities.
- e. Establish an outdoor, multifunctional venue (e.g., concerts, sports and games, festivals, community events, local vendors, etc.) by leveraging existing assets or investing in new amenities and better utilize existing indoor facilities.
- f. Continue to develop a comprehensive multi-use trail network with strategic partners, including marking all trails/trailheads and updating trail network map.
- g. Complete and implement the Verde River Recreation Master Plan to help enlighten the future of potential recreational properties (i.e., Rocking River Ranch and Shield Ranch).

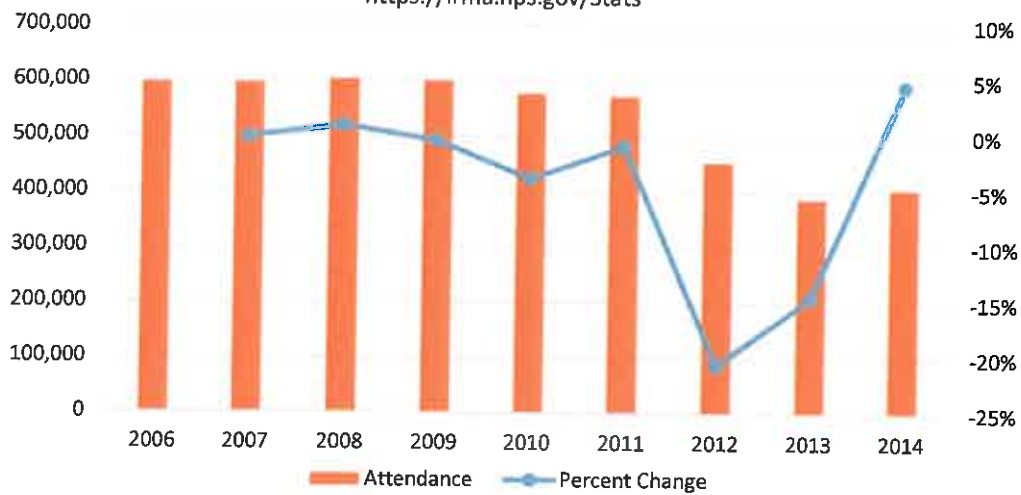
Indicators

The Camp Verde area has several tourist attractions that draw visitors from around the state and beyond, including Montezuma Castle National Monument and Fort Verde State Historic Park. Over the years, the number of visitors at these two facilities has seen a steady decline.

Throughout the nine-year timeframe from 2006 to 2014, the average number of visitors to Montezuma Castle was 533,810 people. The peak year for attendance was 2008, after which began a steady decline until the year 2014, which saw a 5 percent increase in attendance from 2013, with nearly 408,000 visitors.

Montezuma Castle National Monument Visitation

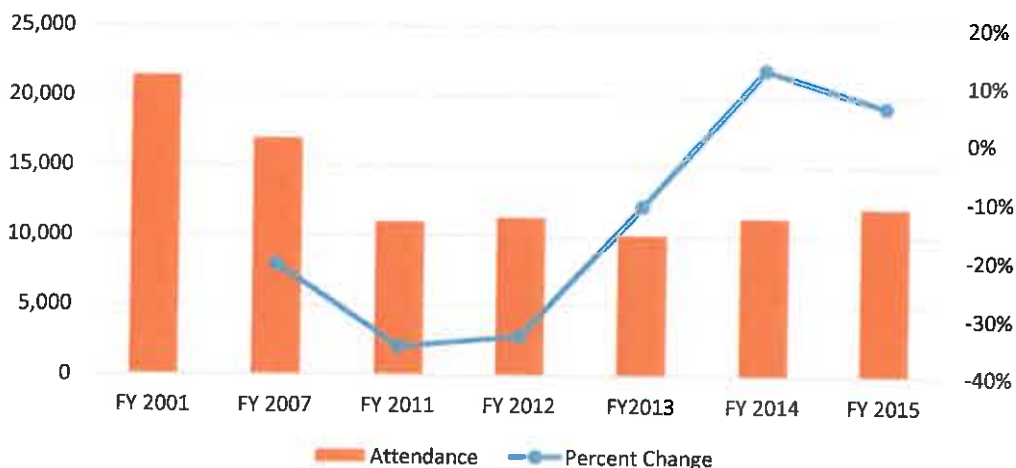
Source: National Park Service, Annual Park Visitation
<https://irma.nps.gov/Stats>



Attendance at the Fort Verde State Historic Park experienced a similar trend. Based on the availability of data, the peak year for attendance was fiscal year 2001 with 21,450 visitors. The next year that attendance information is available is fiscal year 2007, which shows a 21 percent decline with 16,950 visitors, followed by another 35 percent decline in fiscal year 2011. It isn't until fiscal year 2014 that attendance begins to increase, with a little over 12,000 visiting during fiscal year 2015. This decline is due in part to a reduction to a five-day week (beginning on May 5, 2010) as part of cost-cutting measures related to the Great Recession. Visitation has grown since the re-establishment of seven-day operations (as of February 3, 2015). When examining the most recent attendance history, the average attendance from fiscal year 2011 to fiscal year 2015 is 11,168.

Fort Verde State Historic Park Visitation

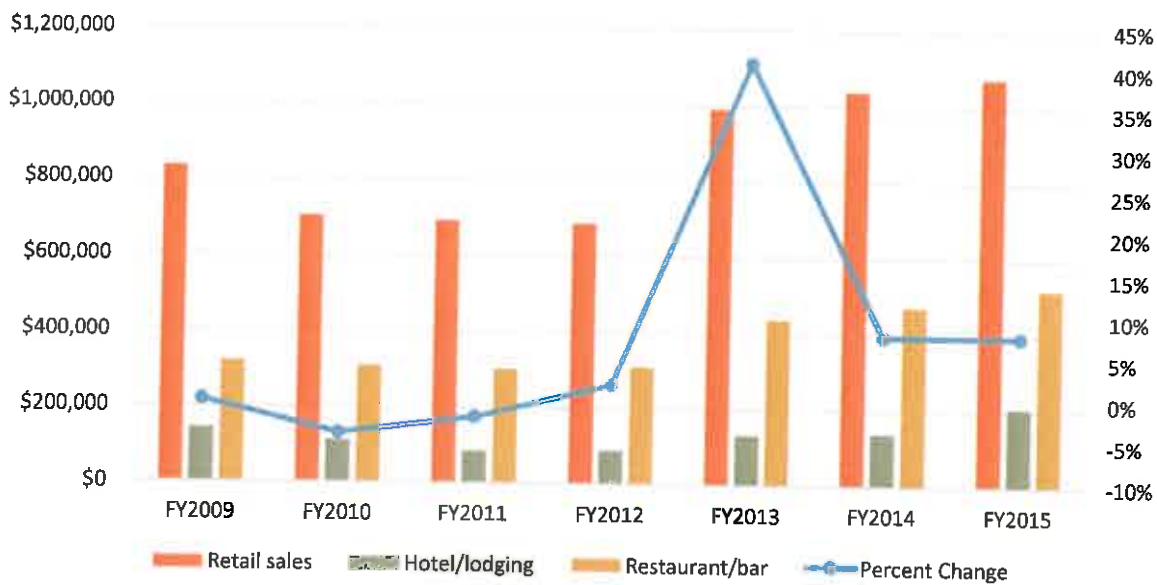
Source: Fort Verde State Historic Park



The town of Camp Verde collects transactional privilege taxes on retail sales, restaurant/bar sales, and lodging receipts. Tax collections have experienced a large fluctuation over the six-year time horizon. From fiscal year 2009 through fiscal year 2011, tax collections were on the decline. However, beginning in fiscal year 2012, the town saw gains in lodging and restaurant bar tax collections. By fiscal year 2013, tax collections in all categories increased, with an overall gain of 41 percent. During that timeframe, the greatest gain occurred in lodging receipts at 49 percent followed by retail sales tax collections at 44 percent.

Camp Verde Tax Collections (FY 2009-2015)

Source: Town of Camp Verde



Camp Verde Tax Collections (FY 2009-2015)

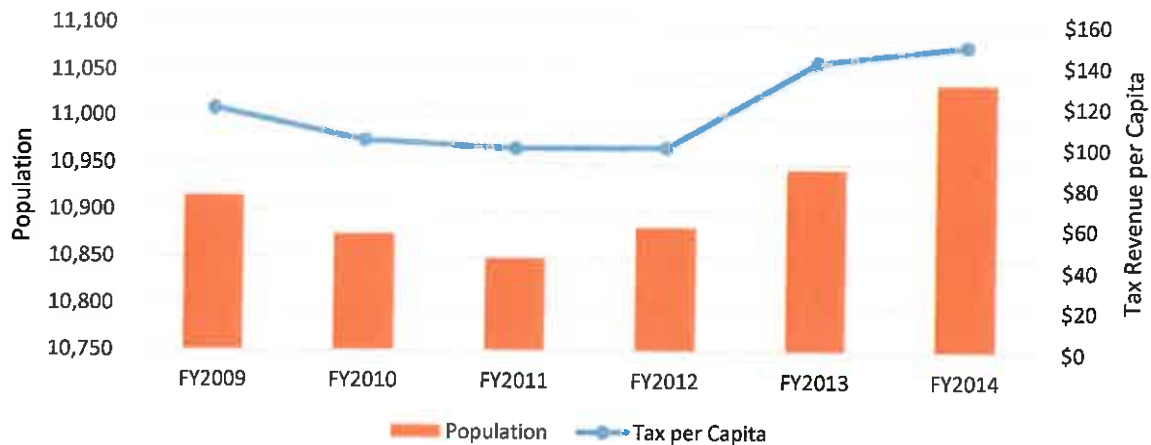
Source: Town of Camp Verde

	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015
Retail Sales	\$832,837	\$701,977	\$691,160	\$686,400	\$990,166	\$1,040,491	\$1,076,373
Hotel/Lodging	\$142,301	\$110,798	\$84,609	\$88,626	\$131,748	\$138,850	\$207,993
Restaurant/Bar	\$319,393	\$307,921	\$301,925	\$309,169	\$437,452	\$473,070	\$520,320
Percent Change	0%	-4%	-2%	2%	41%	8%	8%

When examining the per capita tax collections in Camp Verde, the greatest gain was experienced in fiscal year 2013, going from \$100 per capita to \$141 per capita.

Per Capita Tax Collections (FY 2009-2014)

Source: Town of Camp Verde



Page | 17

Focus Area: Infrastructure and Placemaking Development

Camp Verde is located in the center of Arizona with two high-capacity transportation corridors bisecting the town: I-17 and SR 260. The community is currently served by several utilities including APS, private water companies, and a fire district.

Goals

1. Provide adequate infrastructure to support and grow business, tourism, and development.
2. Enhance sense of place (e.g., through character areas).
3. Create a walkable and multimodal circulation network, improving connectivity and livability within the community.
4. Improve access to and awareness of amenities downtown.

Strategies

- a. Extend utilities and related infrastructure to “West 260” to support future industrial and commercial growth.
- b. Improve broadband speed/capacity.
- c. Protect, develop, and expand light industrial land uses (i.e., in coordination with Yavapai County’s sector strategy).
- d. Establish gateway monuments and leverage design opportunities with planned “West 260” roundabouts.
- e. Facilitate and implement a downtown circulation plan (e.g., event traffic, bike, pedestrian, etc.)
- f. Establish a beautification program to improve the community’s overall aesthetics (e.g., streetscape).
- g. Support continued “complete street” design.
- h. Continue to implement historic preservation initiatives and the telling of Camp Verde’s story.

Indicator

The mean travel time to work has not experienced a significant change from the year 2000 to 2013. According to the Census, in 2000 the mean commute time was 28 minutes, compared to 27 minutes

today. The majority of workers (74 percent) commute by car, truck, or van. However, during this time horizon the percentage of people commuting by car, truck, or van declined from 77 percent to 74 percent, while the percentage of people working from home increased from 4 percent to 10 percent.

Camp Verde Commute by Mode and Mean Travel Time

Source: U.S. Census Bureau (2000), American Community Survey (2013)

	2000		2013	
	Count	Percent	Count	Percent
Workers 16 years and over	3,620	100%	4,223	100%
Car, truck, or van -- drove alone	2,788	77%	3,122	74%
Car, truck, or van -- carpooled	505	14%	537	13%
Public transportation (excluding taxicab)	14	0%	10	0%
Walked	121	3%	86	2%
Other means	49	1%	54	1%
Worked at home	143	4%	414	10%
Mean travel time to work	28 min.		27 min.	

Focus Area: Business Development, Support, Attraction, and Retention

Major employers in the community include government entities, schools, and tribal enterprises. There are also a number of small businesses and entrepreneurial ventures, and a desire exists to strengthen the business climate so that more residents can live, work, and thrive in Camp Verde.

Goals

1. Support and grow local enterprises to maximize economic opportunities.
2. Increase the number of living-wage jobs in Camp Verde.

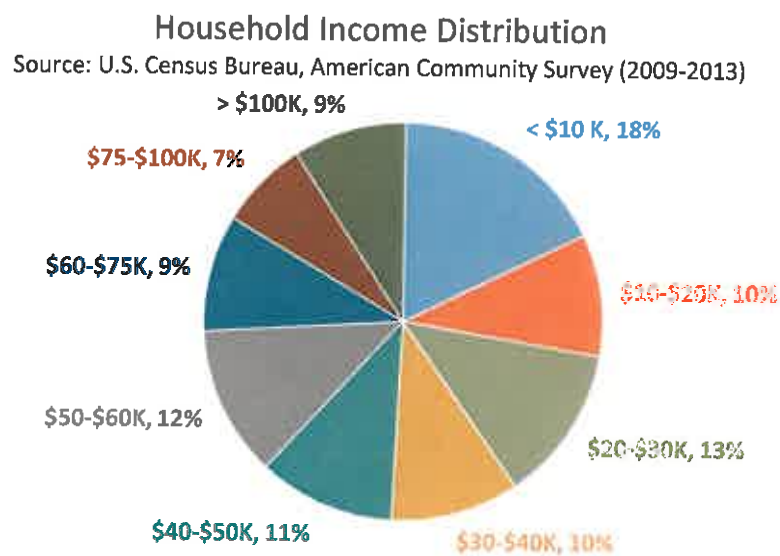
Strategies

- a. Work with local businesses and development interests to identify processes that can be streamlined/optimized.
 - i. Improve the synchronicity and collaboration of town departments.
 - ii. Combine the town's community development and economic development departments.
 - iii. Develop a business guide and "start-up checklist" to assist new business establishment.
 - iv. Clarify and publish community development policies and procedures via the town's website.
 - v. Identify key business sector targets and define an efficient permitting process to assist in attraction.
 - vi. Develop a menu of business-locating incentives to assist in business recruitment, retention, and expansion.
 - vii. Increase the town's capacity to find creative development proposal solutions.
 - viii. Create and maintain an inventory of available land/sites to assist in business locating.
- b. Identify secondary/complementary businesses that complement and support flagship employers and target opportunities for recruitment.
- c. Establish a business advocacy organization to support and promote retention of small businesses.

- i. Host regular business roundtables to discuss challenges and identify collaborative opportunities.
- ii. Hold an annual economic summit with key stakeholders (e.g., Yavapai-Apache Nation, Town, Yavapai College, Camp Verde Unified School District, etc.) to evaluate current economic health and strategize regional positioning.
- iii. Identify applicable business assistance needs and associated programming and strengthen existing resource opportunities and assistance.

Indicators

The median household income for Camp Verde residents is \$38,871. More than 40 percent of residents earn less than \$30,000 a year.



There are 454 business establishments in Camp Verde that employ 3,736 people. Retail trade has the greatest number of establishments at 85 with 24 percent, or 886 jobs. However, government employs the greatest number of people with 26 percent, or 967 jobs. Other notable sectors include educational services with 320 jobs, health care with 298 jobs, and construction with 281 jobs.

Camp Verde Establishments and Employment by Sector

Source: AGS 2015, ZoomProspector

	Number of Establishments	Percent of Total	Number of Jobs	Percent of Total
Total	454	100.0%	3,736	100.0%
Agriculture, forestry and fishing	17	3.7%	76	2.0%
Mining	0	0.0%	0	0.0%
Utilities	3	0.7%	13	0.3%
Construction	48	10.6%	281	7.5%
Manufacturing	11	2.4%	57	1.5%
Wholesale trade	18	4.0%	93	2.5%
Retail trade	85	18.7%	886	23.7%
Transportation, warehousing and information	25	5.5%	108	2.9%
Communications	6	1.3%	12	0.3%
Financial and insurance	24	5.3%	71	1.9%
Real estate and rental and leasing	13	2.9%	30	0.8%
Professional, scientific, and technical services	18	4.0%	52	1.4%
Administrative and support; waste management services	16	3.5%	126	3.4%
Educational services	9	2.0%	320	8.6%
Health care and social assistance	34	7.5%	298	8.0%
Arts, entertainment, and recreation	11	2.4%	79	2.1%
Accommodation and food services	13	2.9%	56	1.5%
Other services (except public administration)	56	12.3%	168	4.5%
Government	36	7.9%	967	25.9%
Unclassified Establishments	11	2.4%	43	1.2%

Page | 20

Focus Area: Workforce Development and Education

Camp Verde is served by multiple public and private schools. The community is also served by Yavapai College and its six regional campuses and centers.

Goals

1. Develop and retain a competitive, workforce-ready population.
2. Establish a community ethic of lifelong education and training.
3. Strengthen collaborative connections between schools, businesses, and the community.

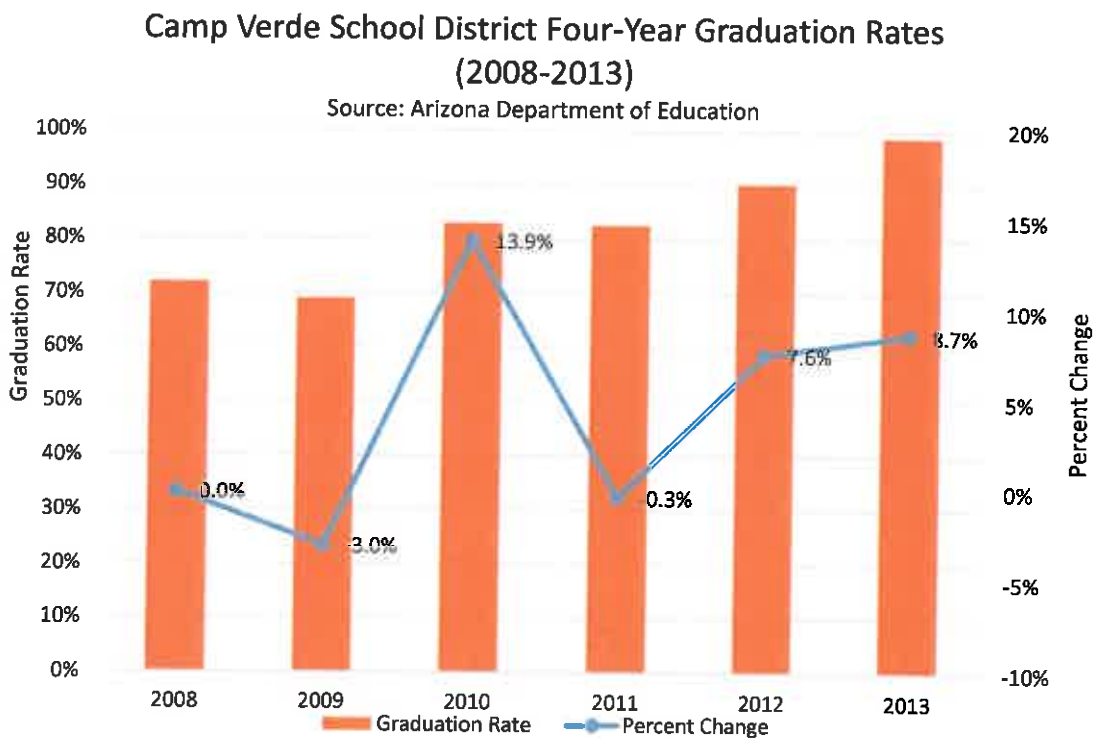
Strategies

- a. Support opportunities for registered apprenticeship programs.
- b. Support a continuous network of educational pathways (from elementary to secondary to post-secondary to continuing educational opportunities).
 - i. Continue to identify post-secondary, certificate, and vocational educational programs that complement competitive advantages (i.e., hospitality, recreational sciences, agricultural and range sciences, ecology).

- ii. Expand and foster awareness of and enrollment in dual credit programs.
- iii. Provide access to and communicate availability of soft skill training (e.g., communication, workforce attire, networking, etc.).
- iv. Expand internship, externship, and mentorship programs.
- c. Establish a volunteer corps (service club) where youth members are matched with service projects identified throughout the community.
- d. Develop a youth-focused entrepreneurial guild/program.

Indicators

The Camp Verde School District includes Camp Verde High School and the Verde Valley Technology Magnet School. The graduation rates are for the Camp Verde School District and show a steady increase in rates beginning in 2011.



The four-year graduation rates vary from year to year and are a reflection of the number of students who graduate in four years with a regular high school diploma divided by the number of students who form the adjusted cohort for the graduating class. Beginning in 2010, Camp Verde School District outperforms the overall graduation rates for Yavapai County and the State of Arizona.

Four-Year Graduation Rate (2008-2013)

Source: Arizona Department of Education

	2008	2009	2010	2011	2012	2013
Camp Verde School District	72.0%	69.0%	82.9%	82.6%	90.2%	98.9%
Yavapai County	70.5%	73.4%	n/a	77.9%	78.6%	77.4%
Arizona	74.9%	76.1%	75.4%	77.9%	76.7%	75.1%

Page | 22

Implementation

Framework for Success

The *Camp Verde Focused Future II: Community and Economic Development Strategic Plan* is intended to help expand the regional economy and improve residents' standard of living. The following guidance helps to frame how success can be realized.

Coordinated Approach

Entities, organizations, and agencies involved in economic development must work together to achieve mutually agreed-upon goals to ensure a sustainable effort. Implementing the shared vision, goals, and strategies as articulated within this plan is the first step toward cohesive and coordinated efforts.

Regional Collaboration

A comprehensive understanding of the region and a commitment to collaborating with entities throughout the region is critical. Regional partners include the towns of Clarkdale and Jerome and the cities of Cottonwood and Sedona, Yavapai County, Yavapai-Apache Nation, federal agencies such as the National Forest Service and National Park Service, and regional entities, including the Northern Arizona Council of Governments (NACOG) and the Sustainable Economic Development Initiative (SEDI) of Northern Arizona. The greater Camp Verde community should not consider themselves alone in growing a thriving economy; regional collaboration and synergistic efforts benefit all contributing partners.

Long-Term Commitment

Economic development is not a simple checklist; overnight achievements should not be expected. Successful economic development programs require long-term investments (e.g., infrastructure and resource management) as well as continued political commitment to forwarding objectives and measuring progress.

Plan Evaluation and Update

The *Camp Verde Focused Future II: Community and Economic Development Strategic Plan* serves as a guide for regional community and economic development efforts. However, it is critical to monitor how the plan is put into action. The town, in collaboration with its partners, is responsible for monitoring how the plan's implementation is progressing.

Adoption

The town of Camp Verde shall adopt or accept this plan. In coordination with the town's general plan update, policy direction provided herein is anticipated to become or serve as the framework for the update of the economic development element.

Communication

The Focused Future process is grassroots in nature, fueled by the contributions of volunteers and input from the community. Communication about the plan and its progress is critical. Upon adoption or acceptance, the plan's goals and strategies, as well as the town and its partners' short-term action plans, should be widely communicated and progress reported.

Plan Distribution and Presentations

Because of the collaborative nature of this plan and the various agencies and allies needed for its success, the town shall announce its adoption or acceptance of this plan and distribute this framework to regional entities and partners. It's important that the community's economic vision is understood and that regional efforts contribute to its realization.

Formation of a Business Advocacy Group

A key strategy outlined within this plan is the development of a business advocacy group. Camp Verde has previously had a chamber of commerce, serving small businesses and assisting in business retention activities, and an effort is ongoing to re-establish a presence. While the town and other partners have attempted to address the gap in business support activities, strong business climates are served through an organization comprised of and for small business. Filling this business advocacy void is essential in formalizing and strengthening the voice of Camp Verde's business community.

Keeping Score

While many of the outlined strategies will comprise the work program of the town's economic development director, other agencies and organizations will serve as leaders for executing other strategies. While the town shoulders accountability for this plan, its success will rest on the contributions of the entire community; entities as outlined in *Roles and Responsibilities* will assist in coordination, implementation, reporting, and other ways to contribute toward realization of this plan's vision.

Devising a strategy whereby the town and its partners report and track progress should be an immediate priority. Measuring community indicators against the plan's baseline reported herein (see: Indicators) is one mechanism for evaluating progress; authoring a report on strategy achievements is another mechanism for tracking effort.

The following implementation recommendations are offered:

- Employ the Focused Future II Action Team (or similar entity) to serve as steward to this plan, meeting biannually to review and track progress.
- Create an annual progress report, authored in the first quarter of the year, to assist in budget and capital improvements planning.
- Submit annual progress reports to the community, partners (see *Roles and Responsibilities*), and the program sponsor, APS.

Plan Updates

As the plan is implemented and changes occur in the local and regional economy, the plan should also evolve. In keeping with the collaborative nature of the Focused Future program, the town and its partners should cooperatively review and identify potential changes or edits to the plan. Any

recommended changes would be presented to elected officials and considered in the same manner in which the plan was originally adopted or accepted.

Roles and Responsibilities

The following matrix identifies primary and secondary roles in forwarding the strategies outlined in the *Camp Verde Focused Future II: Community and Economic Development Strategic Plan*. This matrix is intended to encourage collaboration and communication among entities as cooperation by these and other partners will be necessary to realize success. It is important to recognize that this list is not inclusive and serves to identify agencies with significant roles or interests and not to exclude the variety of partners or collaborative efforts needed to realize results.

Strategy	Primary Role	Secondary Role
Tourism and Recreation		
a. Define and implement a new five-year asset-based branding, marketing, and self-promotion program for Camp Verde.	Town	Yavapai-Apache Nation Sedona Verde Valley Tourism Council Verde Front Arizona Office of Tourism
i. Devise a range of marketing platforms and partnerships.	Town	Business advocacy group
ii. Develop a portfolio of tour and vacation package options.	Business advocacy group	
iii. Communicate to residents the annual economic impact of tourism.	Town	Yavapai College Yavapai-Apache Nation
b. Hold quarterly tourism caucus meetings where hospitality-related entities discuss upcoming events and strategize ways to collaborate.	Business advocacy group	NACOG
c. Implement a community amenity wayfinding package and improve signage along key corridors.	Town	ADOT Yavapai County Business advocacy group
d. Establish a dedicated Camp Verde visitor center along I-17 to promote tourism and hospitality activities.	Town	Yavapai-Apache Nation Business advocacy group Arizona State Parks

Strategy	Primary Role	Secondary Role
e. Establish an outdoor, multifunctional venue by leveraging existing assets or investing in new amenities and better utilize existing indoor facilities.	Town	Yavapai-Apache Nation Camp Verde Unified School District
f. Continue to develop a comprehensive multi-use trail network with strategic partners, including marking all trails/trailheads and updating trail network map.	Town	National Forest Service National Park Service
g. Complete and implement Verde River Recreation Master Plan to help inform the future of potential recreational properties.	Town	Arizona State Parks Ditch associations, companies

Infrastructure and Placemaking Development		
a. Extend utilities and related infrastructure to "West 260" to support future industrial and commercial growth.	Town	APS ADOT Water companies Land owners
b. Improve broadband speed/capacity.	Verde Valley Regional Economic Organization	NACOG (Broadband Planning Committee) Broadband providers
c. Protect, develop and expand light industrial land uses.	Town	Yavapai County
d. Establish gateway monuments and leverage design opportunity with planned "West 260" roundabouts.	Town	ADOT
e. Facilitate and implement a downtown circulation plan.	Town	NACOG Business advocacy group
f. Establish a beautification program to improve the community's overall aesthetics.	Town	Business advocacy group Arizona State Parks
g. Support continued "complete street" design.	Town	NACOG ADOT

Strategy	Primary Role	Secondary Role
h. Continue to implement historic preservation initiatives and the telling of Camp Verde's story.	Camp Verde Historical Society	Verde Valley Archaeology Center Town Yavapai-Apache Nation Arizona State Parks

Business Development, Support, Attraction, and Retention		
a. Work with local businesses and development interests to identify processes that can be streamlined/optimized.	Town	NACOG Business advocacy group
i. Improve the synchronicity and collaboration of town departments.	Town	
ii. Combine the town's community development and economic development departments.	Town	
iii. Develop a business guide and "start-up checklist" to assist new business establishment.	Town	NACOG Arizona Commerce Authority
iv. Clarify and publish community development policies and procedures via the town's website.	Town	
v. Identify key business sector targets and define an efficient permitting process to assist in attraction.	Town	NACOG Arizona Commerce Authority
vi. Develop a menu of business locating incentives to assist in business recruitment, retention, and expansion.	Town	NACOG Arizona Commerce Authority
vii. Increase the town's capacity to find creative development proposal solutions.	Town	IJI Arizona (Community Plan) Arizona Association for Economic Development Yavapai County

Strategy	Primary Role	Secondary Role
viii. Create and maintain an inventory of available land/sites to assist in business locating.	Town	APS NACOG SEDI
b. Identify secondary/complementary businesses that complement and support flagship employers and target opportunities for recruitment.	NACOG	SEDI
c. Establish a business advocacy group to support and promote retention of small business.	SEDI	APS Yavapai College (Small Business Development Center)
i. Host regular business roundtables to discuss challenges and identify collaborative opportunities.	Business advocacy group	SEDI Yavapai College (Small Business Development Center)
ii. Hold an annual economic summit with key stakeholders to evaluate current economic health and strategize regional positioning.	Business advocacy group	SEDI Yavapai College (Small Business Development Center)
iii. Identify applicable business assistance needs and associated programming and strengthen existing resource opportunities and assistance.	Business advocacy group	SEDI Yavapai College (Small Business Development Center)

Workforce Development and Education		
a. Support opportunities for registered apprenticeship programs that match entrepreneurs with area youth and young adults.	Yavapai College	Department of Labor Valley Academy for Career and Technology Education (VACTE) Public/private schools

Strategy	Primary Role	Secondary Role
b. Establish a system that provides educational pathways from elementary to secondary to post-secondary to continuing educational opportunities.	Yavapai College	SEDI
i. Continue to identify post-secondary, certificate and vocational educational programs that complement competitive advantages.	Yavapai College	Schools
ii. Expand and foster awareness of dual credit programs.	Yavapai College	Schools
iii. Provide access to and communicate availability of soft skill training.	NACOG	Yavapai College Department of Labor SEDI
iv. Expand internship, externship, and mentorship programs.	Yavapai College	Schools NACOG SEDI
c. Establish a volunteer corps (service club) where youth members are matched with service projects identified throughout the community.	Schools	Yavapai College SEDI
d. Develop a youth-focused entrepreneurial guild/program.	Schools	Yavapai College SEDI