

Appendix 14

Marketing Recommendations by committee member Joe Yarchin

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OBJECTIVE:

To increase attendance and revenues and offer growth to the future needs of the attraction; to present a larger attraction to a broader audience; to create and develop fund raising activities and generate better community support and to consider special events as a means to increasing attendance and revenues:

- Train employees in wildlife-related topics – include in hiring orientation and “continuing education”.
- Natural history, wildlife viewing as a recreational activity, etc. Arizona Game & Fish Department is planning to develop a simple “certification” program for wildlife interpreters.
- Develop a wildlife management plan to include: utilization, regulation, conservation. Utilize human dimension (public survey) information to highlight interests/activities (experience based management).
- Develop a marketing plan using human dimension data that includes a specific section on interests/activities including wildlife-related topics (experience based management).
- Develop self-guided tours with corresponding stops at vistas and sites with interpretive information (wildlife, plant, historical, geological, mineral, etc.).
- Market to tour guides to encourage use of CCMP for nature interest trips (these types of groups are also included in the plans for above Arizona Game & Fish Department training).
- Market community involvement activities and events for diverse interests. Develop outreach for: photography, bird/wildlife watching, hiking, biking, flora, gem/geology, etc. Include targeting topic-specific groups, clubs and organizations, college/university student groups, elder hostels, etc.
- Major outreach message: communicate the variety of opportunities outside the cave. Conservation projects (clean-ups, plantings, workshops, etc.) can instill conservation ethics, show benefits of conservation, physically help the park while learning conservation options for involvement including advocacy, citizen science, hands on projects.
- Develop remote viewing options: trail cams (still shots), nest cams (video). Display in a set-aside area such as the ranch house. This will work better for the disabled and those who don't have time or inclination to go out on property.
- Develop a standardized signage program: for quick recognition design with different looks for directional, information, interpretation, regulatory. Hosting “theme” fund-raising outdoor event/race. Might include sponsorships and/or pay-to-participate formats. Might include walking (or running) certain distances in certain areas of CCMP to see and learn about wildlife, habitat, conservation or other themes.
- Emphasize and advertise funds raised go towards specific wildlife conservation activities/efforts or CCMP needs.
- Have various levels - family, youth, novice, endurance, etc.; various lengths at same event - 30 minutes to a few hours; vary degree of difficulty depending on age/skill

level, etc. These can be set up for individuals and/or teams. Sponsors can pay to help put on events and/or CCMP charge per person/team.

Format options:

- Adventure race – no course used to get from one area to another.
- Orienteering race – points to go on map, incorporates geocaching/GPS.
- Both good because potentially wide scope of “qualifying tasks” will keep contestants interested. Bad because usually cross country competition (off-trail).
- “Scavenger hunt” format, wildlife viewing and conservation oriented.
- Amazing Race team format option (TV show) - series of challenges along X distance, cross country course

Finish line have “party” site – Include BBQ, booths, vendors, conservation messages, beer/wine (always a good draw) partner(s) could handle, if County couldn’t. Perhaps locate at the current BBQ party site.

Management companies can help with the logistics (fee = minimum charge, e.g. \$500 + X amount per participant, e.g. \$3.00). Provide, supplies start/finish line, timing equipment, time spent coordinating and consulting...and setting up the course.

Host community and/or regional activities (e.g. festivals with nature/“green” themes and activities (e.g. wildlife watching and photography workshops, area history and culture). Might be weekend or short half-day events with different emphasis spread out over time.

Potential community partners – running, biking, orienteering, geocaching clubs, conservation groups, nature-related groups/organizations (e.g. Audubon), schools, churches, wildlife rehabilitators.

Media sponsors – video, written, radio, Internet/digital

Potential sponsors – Federal, State, municipal agencies, power companies, sporting goods businesses, optics businesses, health food/drink sales, bird feed, bird watching adventure businesses, tourism businesses.