

Scottsdale and Laughlin

Partnerships for Recreation and Tourism Development

Presented by:

U.S. Department of the Interior
Reclamation

City of Scottsdale

Laughlin Chamber of Commerce



Bureau of Reclamation Recreation Management Program

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Reclamation's Mission

Manage, develop, protect water and related resources in an environmentally and economically sound manner in the interest of the American public...



“Federal Responsibility” to provide and partially fund opportunities for public recreation

Recreation Program At A Glance

◆ Recreation Management Program

- 310 Recreation Areas in 17 Western States
- 8.5 Million Acres
 - 13,000 Miles of Shoreline
- Numerous Activities
 - 60 % Prefer Water-related
- 90 Million Visits
 - 8 % of Total Federal Visitation
- \$ 6 Billion Impact



Altus Lake...Lake Mead...Roosevelt Lake...Cascade Reservoir...Carter Lake...

Recreation Management Philosophy

- ◆ Establish Effective Partnerships
 - Law Requires Managing Partner
- ◆ Partners Manage Recreation Facility
 - Federal Agencies
 - State and Local Government
 - 70 Non-Federal Public Bodies Manage Facilities
 - Reclamation Manages 51 of 310 Sites
- ◆ Concessions Management
 - Marinas, Campgrounds

“Supporting Recreation through Cooperative Partnerships”

Current Program Challenges

- ◆ Facility Modernization
 - Most Constructed Prior to 1980
- ◆ Safety and Accessibility
- ◆ Uncertain Management Roles
- ◆ Limited Program Budget
- ◆ Increased Use Caused by Growing Population



“Demand for public recreation is at an all time high”

Future Focus

- ◆ Create an Environment for Success
- ◆ Develop and Enhance Strategic Partnerships
- ◆ Provide Attractive Investment Opportunities
 - Utilize Incentives to Foster Development
 - Promote Non-traditional Facilities
 - Multi-use Events Centers
 - River Walks
- ◆ Bottom Line:
 - Improve Stewardship Measures
 - Meet Agency Recreation and Conservation Goals

“Creating Win-Win Solutions”

Two Partnerships In Action...

Central Arizona Project



Davis Dam Lands





**Recreation Developments
Central Arizona Project
Phoenix, Arizona**

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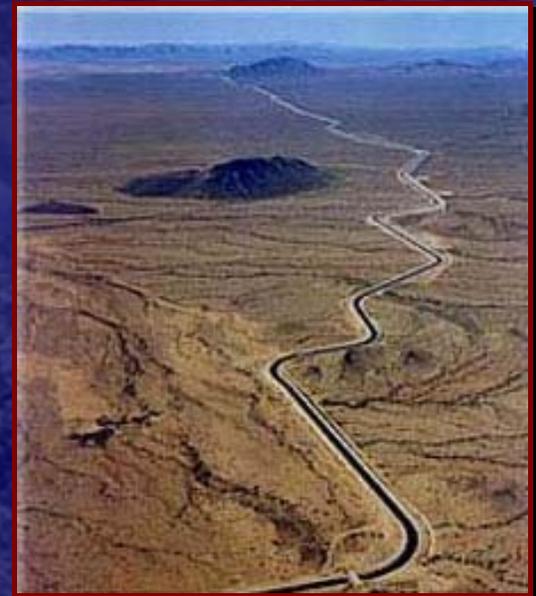
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A Quick Look Back

◆ How it All Began...

– Central Arizona Project

- 336-mile Canal System
- Supplies 1.5 Million AF of Water Annually
- Surrounding Lands and Rights-of-Way Designated for Potential Outdoor Recreation Sites



A Quick Look Back...con't

◆ Central Arizona Project

– Primary Purpose - “Water Delivery”

- Recreation and Associated Structures - Secondary

– Stakeholder Support - Critical to Success

- Local, State, Private Organizations and Federal Agencies
- Reclamation has Limited Staff and Facility Management Resources

Central Arizona Project



Sites Created Include Overlooks, Trails, and Public Events



Scottsdale Recreation Opportunities

◆ Partnership Formed Between Agencies

- Recreation Land Use Agreement Outlines

Partnership Conditions

- Terms of the “Scottsdale” Agreement

- Reclamation Retains Land Ownership

- Flood Basin Remains Primary Purpose

- Partner Agrees to:

- Manage, Operate and Maintain Facilities for “Public Outdoor Recreational Purposes”

- Abide by ALL Federal Laws/Regulations and the Agreement



**Recreation Developments
Central Arizona Project
Phoenix, Arizona**

Tom Beat

Special Projects and Contracts Officer
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The Process...

1982

WestWorld Equestrian Center

Signed Recreation Land Use Agreement with the City of Scottsdale, AZ to Develop, Maintain, and Operate Horseman's Park --- Now WestWorld

1987

Scottsdale Golf Complex

Signed Recreation Land Use Agreement with City of Scottsdale, AZ for the Scottsdale Golf Complex

1998

Sanctuary Golf Course

Formulated Plans to Construct Sanctuary Golf Course within the Retention Basin Along CAP



WestWorld – Public Equestrian Center

- ◆ Premiere Multi-Use Public Recreation Facility
- ◆ Offerings Include:
 - Polo Field
 - RV Parking Areas
 - Equestrian Dome
 - Venue for Entertainment, Sports and Equestrian Themed Events

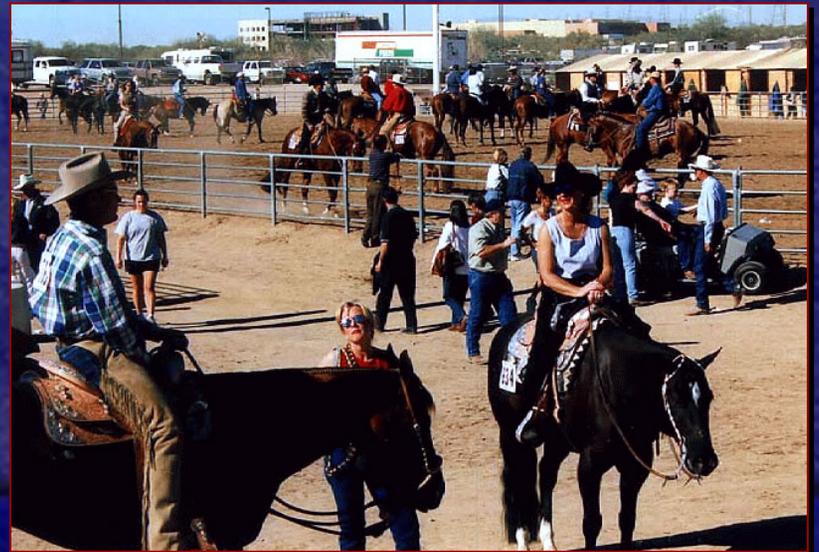


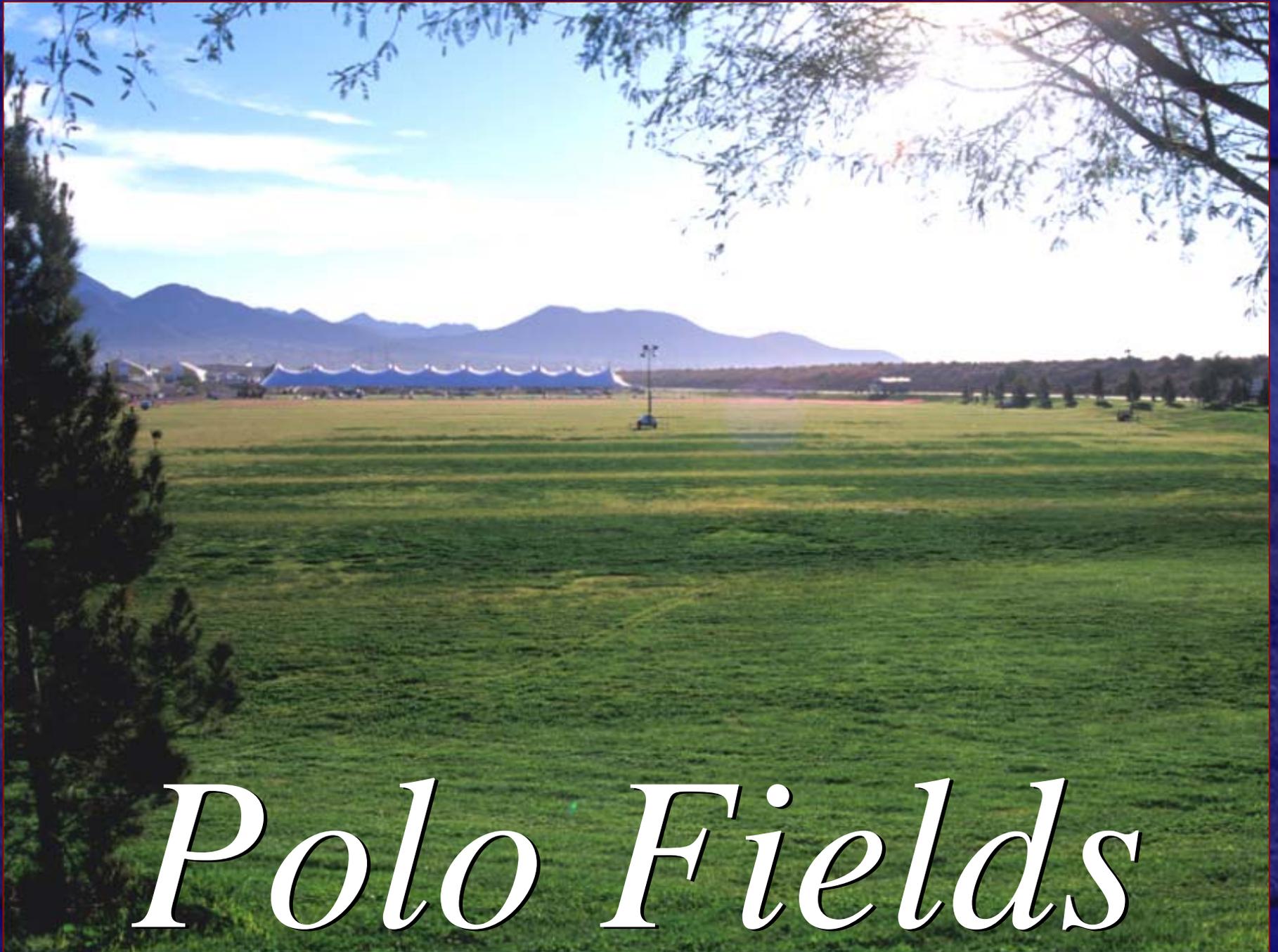
WestWorld – Equestrian Events

Arizona Sun-Country Circuit Quarter Horse Show

- 8 Day Annual Competition Event
- 16,000 Riders and 1500 Horses
- Concessions and Vendors
- 36 States Represented
 - Including Canada
- Event Also Offers Seminars,
Training, and Educational Clinics

*“Largest American Quarter Horse
Association Circuit in the World”*





Polo Fields

Horse Shows



WestWorld Amenities and Services



- Temporary and Permanent Stalls
- RV Parking and Accommodations
- Feed and Other Horse Supplies
- Public Parking Areas
- Roping Chutes
- Electrical and Water
- Covered Seating Area
- Outdoor Arena

Other WestWorld Annual Events

Thunderbird Balloon Classic

- 3 Day Annual Festival Event
- 100 Balloonists and 25,000 Spectators
- Nation's Second Largest Balloon Event

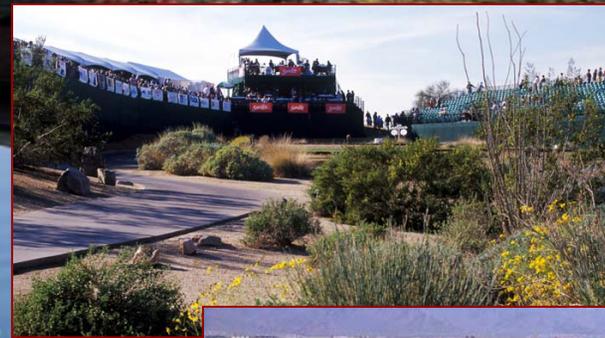
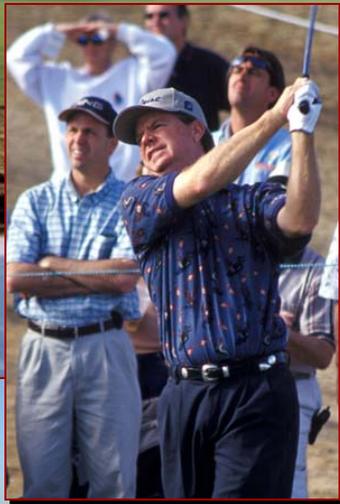


Barrett Jackson Classic Auto Auction

- 5 Day Annual Festival Event
- 3,200 Bidders, 140,000 Attendees
- 1000 Vehicles Showcased



Tournament Players Club Stadium Golf Course Complex “Home of the Phoenix Open”



“Wildlife Conservation with an Exceptional Recreation Experience”

Stadium Golf Course Complex

- ◆ Stadium and Desert Course
 - Ecosensitive Design
 - Uses Natural Vegetation
 - Certified by Audubon International Institute
 - Comprehensive Environmental Plan
 - Operation and Maintenance Program
 - Daily Fee Public Facility
 - Utilizes Effluent for Watering



“Protecting the Environment, While Offering Public Recreation”

Sanctuary Golf Course Features

- ◆ The Course...18 Holes, Par-71
 - Ecosensitive Design
 - Natural Vegetation and Desert Terrain
 - Audubon International Institute
 - Comprehensive Environmental Plan
 - Operation and Maintenance Program
 - Water Reduction and Conservation Measures
 - Habitat Friendly for Native Species
 - On Site Features
 - Trail System, Restaurant, Overlooks, and Other Amenities



**Recreation Developments
Davis Dam Lands
Bullhead City, Arizona
and Laughlin, Nevada**

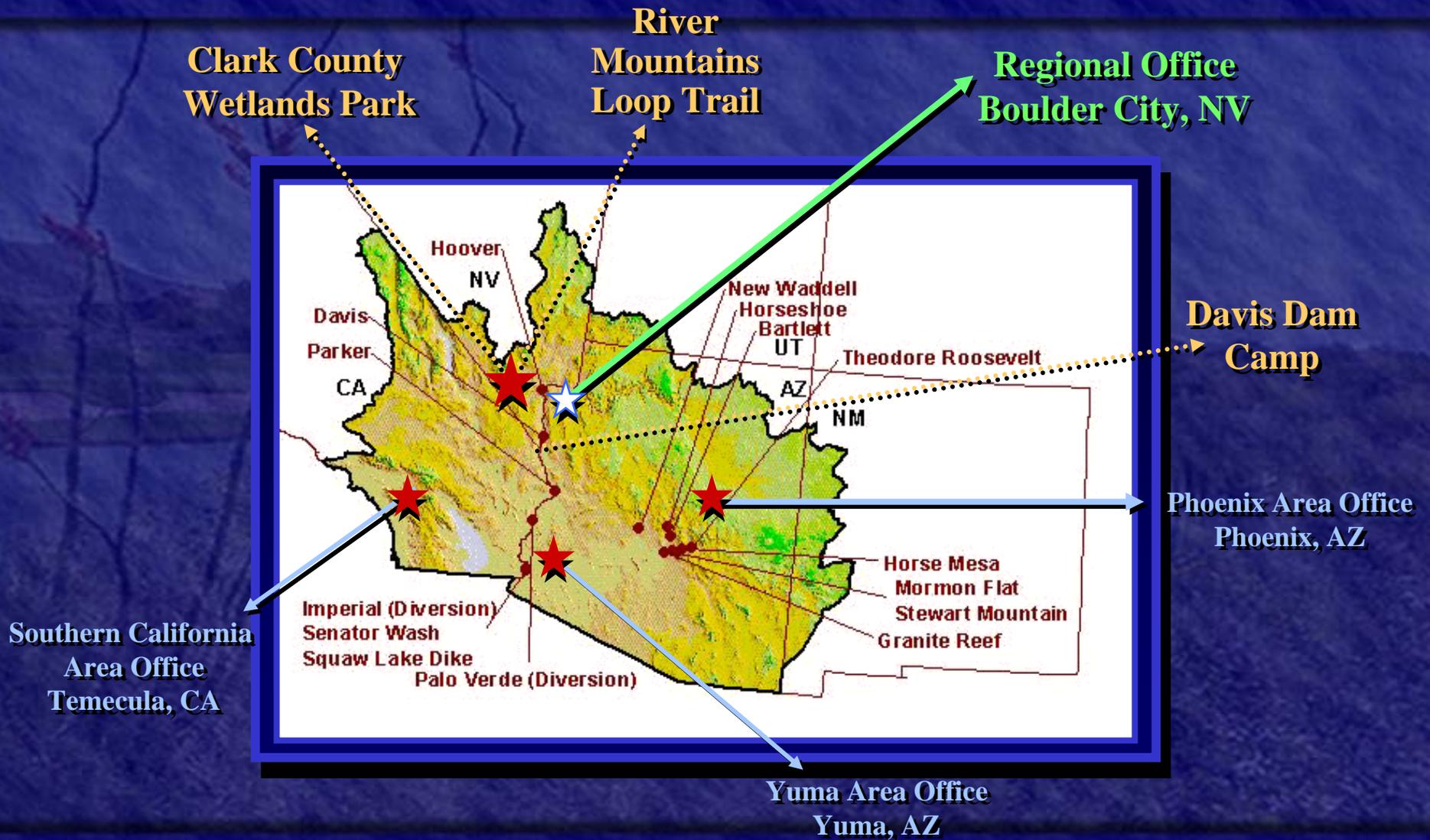
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Lower Colorado Region



Region-wide Major Recreation and Wildlife Facilities

Reclamation and Recreation

- ◆ Reclamation Focus
 - Water Resource Management and Power Production
- ◆ Recreation is Integral to the Planning Process
 - New or Existing Water Projects
 - Relies on Partnerships
- ◆ Recreation Opportunities:
 - Traditional
 - Day-use parks
 - Campgrounds
 - Fishing Facilities
 - Non-Traditional
 - Multi-use Events Centers
 - Golf Courses and Urban Trails



Responsibilities

Reclamation

1 Stewardship Responsibility

2 Ensure Compliance with All Laws

3 Contract Oversight

4 Conduct Routine Facility Reviews

5 Participate in Facility Planning and Funding

Managing Partners

1 Develop Master Plan and Environmental Compliance

2 Provide Projected Funding Plan

3 Obtain Design Approval

4 Facilitate Construction and Improvement Measurements

5 Operate and Maintain Resulting Facilities

**Quality
Recreation**

Laughlin - Bullhead

◆ Davis Dam Water Project

- Water Storage Operations and Power Production
- Reclamation Manages Excess of 3,000 Acres
- Historically Most of the Town was Reclamation Land
 - Portions Released to Other Federal Agencies
 - 15,000 Acres Sold for the Creation of Laughlin, NV

◆ Why Maintain the 3,000 Acres?

- Lands Provide
 - Security and Resource Management
 - House Administrative and Support Facilities
 - Provides Protection from Future Flood Events

Current Issues

- ◆ Town Surrounded by Federal Lands
 - Limited Areas for Private Recreation Development
 - Little to No Current Public Recreation Available
 - County Administered Campground and Day-use Areas
 - Facilities Popular - Need Modernization
- ◆ Increased Improper Land Use
 - Off-road Vehicle Activity (ATV's)
 - Evidence of Squatters and Campers
- ◆ Strong Community Support Exists for Quality Resorts and Affordable Recreation

The Process...Getting to Development

- ◆ Reclamation Policy Requires Management Commercial Services Plan Prior to Development
 - Plan Considers Entire Area also Addresses Environmental and Natural Resource Management and Impact
 - Economically Viable

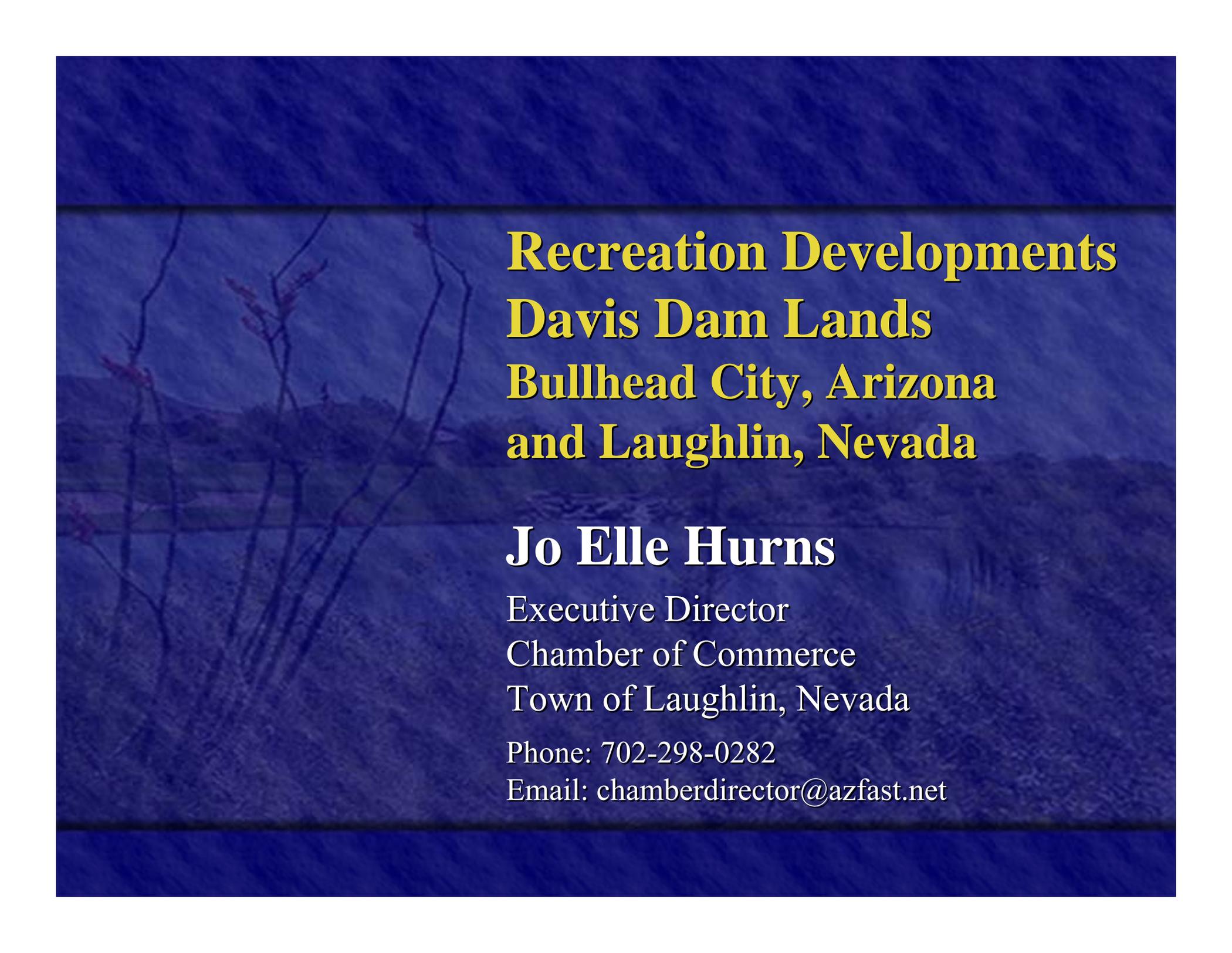
Davis Dam Ten Step Process

Past and Current Activities

1. Study Initiation
2. Solicit Public Recommendations
3. Develop Alternatives for Consideration
4. Environmental and Cultural Surveys
5. Security and Project Needs Assessments
6. Financial Feasibility Analysis

Plan Future Activities

7. Work with Community to Finalize Design and Development
8. Complete National Environmental Protection Requirements
9. Identify Funding Sources
10. Construct Facilities

The background of the slide is a blue-tinted photograph of a desert landscape. In the foreground, there are several thin, dark branches of a shrub or small tree. In the middle ground, a large dam structure is visible, extending across the width of the image. The background shows a hazy, mountainous horizon under a clear sky.

**Recreation Developments
Davis Dam Lands
Bullhead City, Arizona
and Laughlin, Nevada**

Jo Elle Hurns

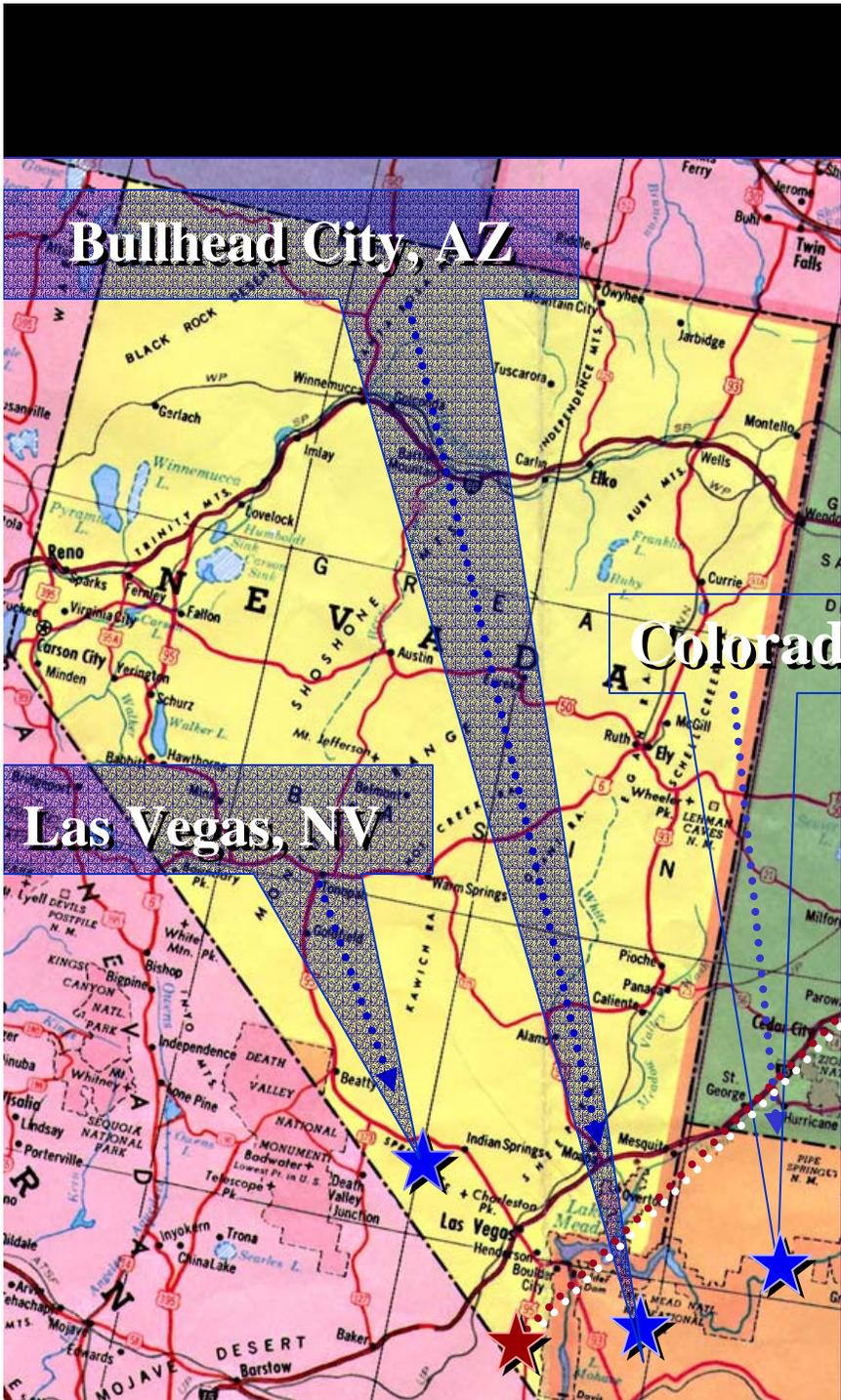
Executive Director

Chamber of Commerce

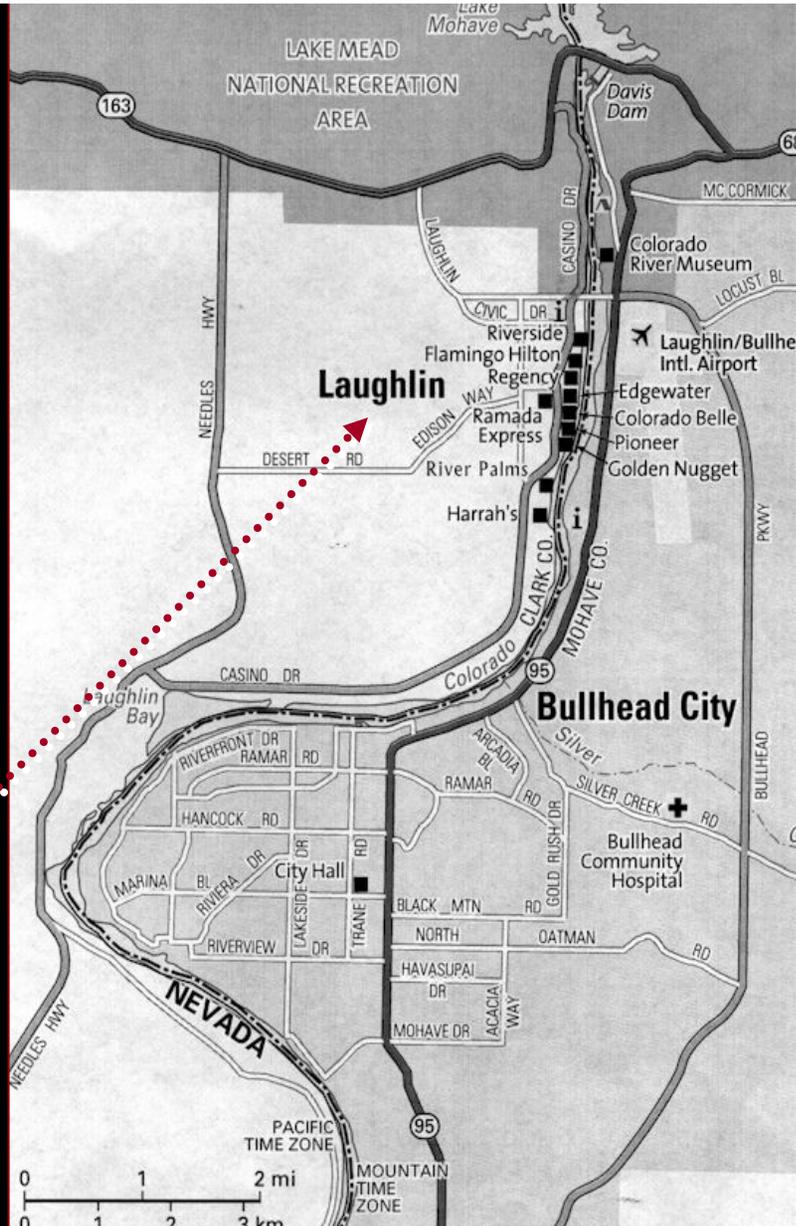
Town of Laughlin, Nevada

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Colorado River



Laughlin, NV

All About Laughlin...

◆ Residents and Visitors

– 8 Thousand Residents

- Typical Southwestern Interests
- Large Retirement Community

– 5 Million Tourists Annually

- Lower Priced Alternative to Las Vegas
- Easily Accessible from California and Arizona
- Very Popular Destination Among Snowbirds, Boaters and RV Travelers. Summer: 25 plus, Winter: 55 yrs plus, \$ 50,000 Annual Income
- Excellent Weather (Averages 87 - 95°)
- Economic Impact – Approx. 1.2 Billion

All About Laughlin...Continued

◆ Softening Tourism Market

- Created Several Annual Special Events
- Joint Marketing Efforts with Room Tax Entities
- Strategic Plan to Reinvent Destination and Focus on “Attractions and Attractiveness”

◆ Area Attractions

- Gateway to Lake Mead National Recreation Area and Lake Havasu, both on the Colorado River
- Water Taxis, Tours and Personal Watercraft Rentals Available All the Way to Lake Havasu
- Mountain Ranges, Major Regional Developments

Community Involvement

◆ How it All Began...

- Reclamation Solicited Comments and Recommendations on Commercial Services Plan
- Provided Active Community Support
 - Fully Participated in the Planning Process
 - Assisted with Open House Presentations and Studies
 - Provided Detailed Recommendations and Comments
 - Expressed Interest in Public Recreation Areas
- Garnered Enormous Political Support
- Endorsed by the Chamber and Resort Owners Association

“This Recreation Initiative is a Grand Gift to the Town of Laughlin”

What This Means to Laughlin's Future?

- ◆ Economic Benefits
 - Employment Opportunities and Increased Revenue
 - Feasibility Study Shows Viable Proposed Projects
- ◆ Improved Quality of Life for Residents
 - Day-use Areas, Fishing Access, and Trail System
- ◆ “True” Destination Resort Area
 - Increased Tourism with Longer Vacation Stays
 - More Special Events
 - Expand Visitor Market - Appeal to a Larger Spectrum of Tourists

Davis Dam
Proposed Recreation on
Reclamation Lands

Video Presentation

Recreation on **RECLAMATION** Lands and Waters



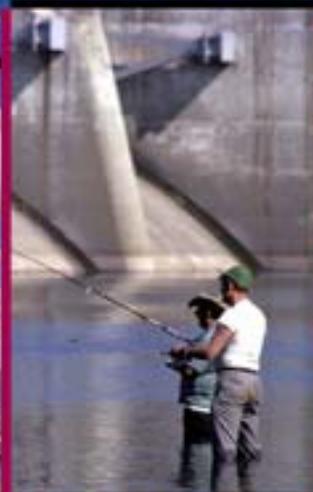
Ririe Reservoir
Idaho

TPC of Scottsdale
Arizona



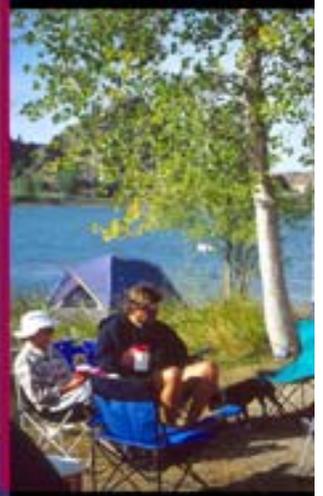
Henry Hagg Lake
Oregon

Potholes Reservoir
Washington



Nimbus Dam
California

Banks Lake
Washington



U.S. Department of the Interior
Bureau of Reclamation

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Questions?

**Be sure to visit
us online:**

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