Where is the “Middle Verde?”
VREDS, 2011:

- Economic Connection to the Verde = close to zero
- No Access
- No Interest
2011:

- Real Estate on the River – 20-30% increase
- Recreation limited to fishing, some birding, occasional stray kayaker
- Some agriculture in Camp Verde area
Grand Valley, Colorado
Palisade, Grand Junction, Fruita
“String of Pearls”
Verde Valley
String of Pearls

- Town of Clarkdale
  - USFS
- AZ State Parks
- City of Cottonwood
- Yavapai County
- Town of Camp Verde
- Coordinated and Synergistic Parks
- Economic Development-oriented
Verde River @ Clarkdale
- TapcoRAP, TuziRAP
Goals:

- Tie the Health of the Verde River to the Health of the Economy!
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- Tie the Health of the Verde River to the Health of the Economy!

Through:

- Sustainable Recreation that brings $ to the area
- "Eco-tourism"
- Sustainable Agriculture
- Educational Opportunities
- Quality of Life Enhancements
The Lessons:

- Collaborative, cross-jurisdictional cooperation is Paramount!
- Everyone must be on the same page, seeking the same goals
- Baseline and follow-up Metrics are Important
- All the Players Need to be There
  - Cities and Towns
  - County
  - Agencies
  - NGOs
  - Businesses
  - Schools
Questions?

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