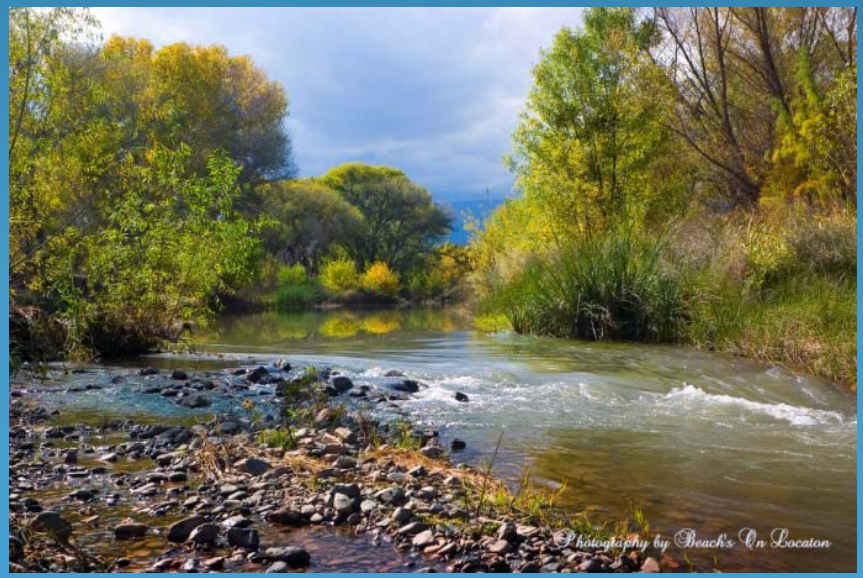
Planning Naturally

Verde Valley Birding and Nature Festival



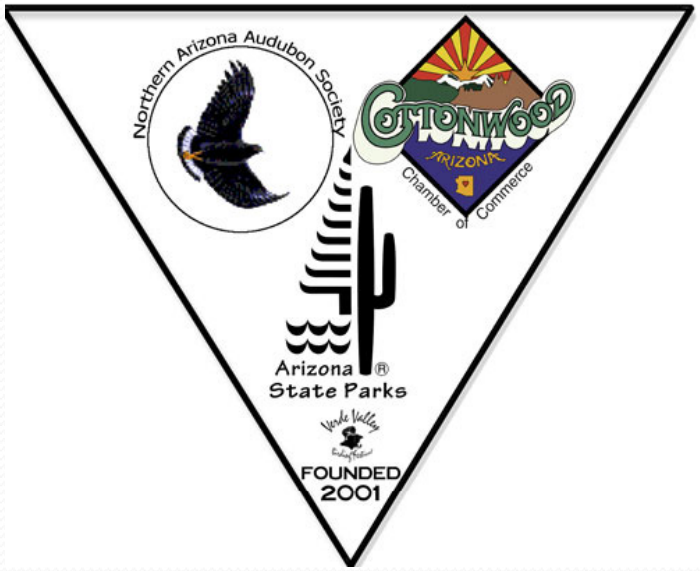
Preservation of Natural Areas through Economic Benefits

- The Texas Birding Trail
- Special Event
- Mission

The Verde Valley Birding & Nature Festival provides a unique recreational experience to anyone interested in the natural world and fosters awareness of the importance of habitat for the enrichment of all life in the Verde Valley.

Original Partners

- In idea that couldn't grow on its own without partners
  - Arizona State Parks
  - Chamber of Commerce
  - Audubon
  - Game & Fish
  - Local Businesses



Branching Out: Nature Tourism Council

- State Parks
- National Parks
- USFS
- Casino – Yavapai-Apache Tribe
- Verde NRCD
- Valley Chamber and Cities

  - Remained as Partners after disbanding

New Organization

Verde River Valley Nature Organization

Mission:

"Provide recreational, education and nature tourism opportunities that support stewardship of the Verde River Valley."

- New Events
- Grants
- Value Chain

VALUE CHAIN

- Value Partners - Those who benefit by what you do
  - Local Business
    - Car Dealerships – Restaurants – Lodging
  - Cities and Communities
    - Homeowners – Taxpayers – Citizens
  - Educational Institutions
    - School Districts
    - Colleges & Universities
  - Stewardship Agencies

Looking Ahead

- To become financially sustainable while providing unique programming
- Influence the Culture of the Community
  - Work closely with local communities
  - Continue branding of the area
- See results in the stewardship of the Verde River and its ecosystem.

and we have good wine too.

AWWE
Arizona Watchable Wildlife Experience
the Peaks Tour

http://www.azwatchwildlife.com

Arizona Watchable Wildlife Tourism Association

http://www.azwatchablewildlife.org

Verde Valley
Birding & Nature Festival
Cottonwood • Central Arizona • Sedona

http://www.birdyverde.org

Thank You