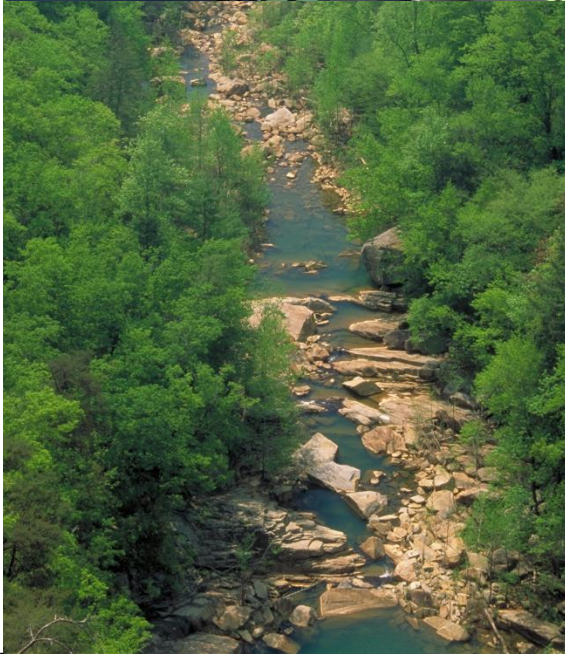




STATE PARKS & HISTORIC SITES



Department of Natural Resources
Parks, Recreation and Historic Sites Division

Georgia State Parks Video



Department of Natural Resources
Parks, Recreation and Historic Sites Division

Founded in 1931



Indian Springs State Park



Vogel State Park

One of the oldest state park systems in the U.S.

Georgia State Parks & Historic Sites



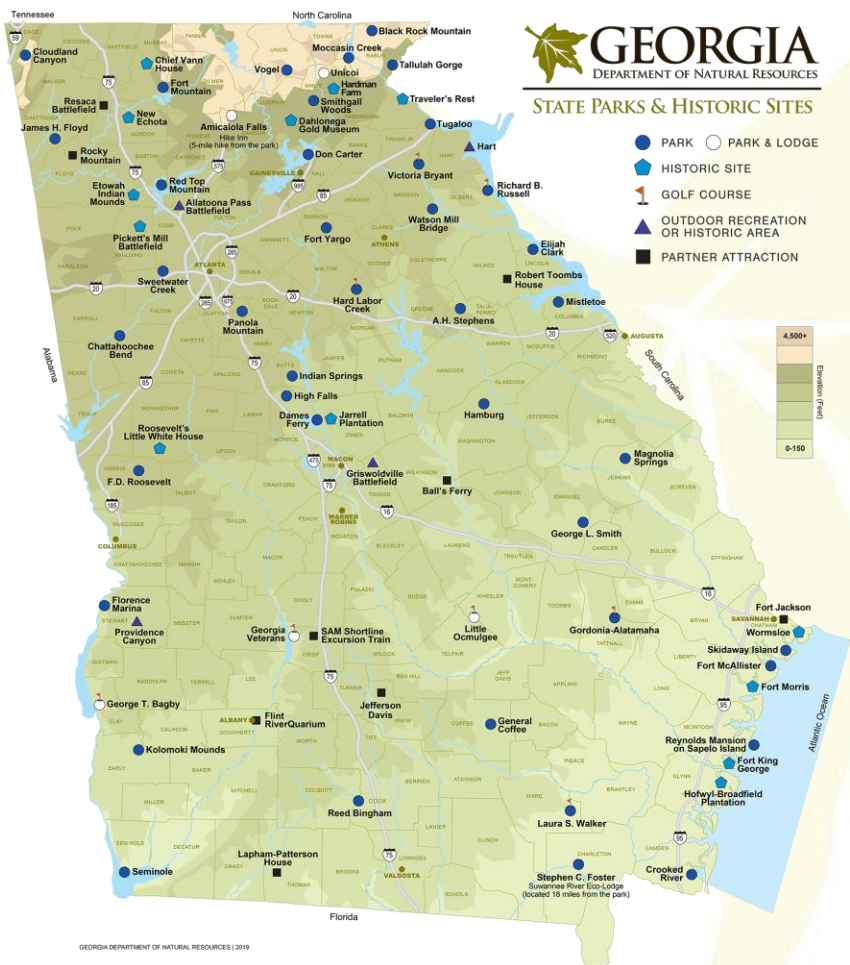
Mission

To protect our state's natural beauty and historic integrity while providing opportunities for public enjoyment and education.

Vision

Using our system's diversity and a commitment to excellence as our strengths, we will be a national model for quality service, resource protection, outdoor recreational opportunities, ecosystems management and interpretation of our heritage. We will provide an excellent work environment for our employees through effective leadership, proper training, challenging opportunities and a guarantee of fair treatment.

Georgia State Parks & Historic Sites



48 State Parks, Lodge

Parks & Outdoor

Recreation Areas

16 State Historic Sites

8 Golf Courses

84,505 Acres

10.5 Million Visitors

Department of Natural Resources
Parks, Recreation and Historic Sites Division

What We Do



Department of Natural Resources
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Get Outdoors



Department of Natural Resources
Parks, Recreation and Historic Sites Division

Accommodations

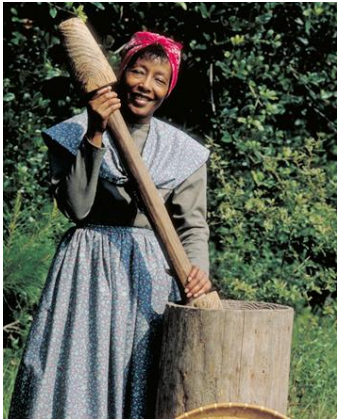


Cabins * Yurts * Campsites * Lodges * Group Facilities



Department of Natural Resources
Parks, Recreation and Historic Sites Division

State Historic Sites



Georgia State Parks & Historic Sites



Division Headquarters at Panola Mountain State Park
885 Total Full-time & Part-time Employees

Department of Natural Resources
Parks, Recreation and Historic Sites Division

Training and Workforce Development

- DNR LMS
- Georgia Park Ranger Fundamentals
- Interaction Management
- First Aid/CPR, Archery, Blackpowder, ATV, Chainsaw, Interpretive, Paddling, SAR, Prescribed Fire
- State Park Leadership School
- DNR Leadership



Manager In Training



- New in FY19
- 4 Statewide Full-time Positions



"The MIT program is giving me the experience I need to one day become a Park Manager"



FY19 Funding



- Only $\frac{1}{4}$ of funding is from the state budget
- State Appropriations: 13.2 Million
- Park Revenue: \$37.6 Million

Retail and Gift Shops



- \$4,638,369 in Revenue
- 9% increase from last year
- Providence Canyon up 40% even when closed 3 months for remodeling.



Economic Impact



Park	Visitation	Total Tourism Impact	Local Jobs
SWEETWATER	691,500	\$70,014,375	667
FT. YARGO	537,346	\$54,406,283	519
RED TOP MTN.	371,200	\$37,584,000	358
TALLULAH	495,308	\$50,149,935	478
R.B. RUSSELL	329,415	\$33,353,269	318
PANOLA MTN.	152,287	\$15,419,059	147
HARD LABOR	410,795	\$41,592,994	397

Economic Impact



- Total Visitation FY18 – 10.5 Million+
- Economic Impact -- \$1 Billion+
- Local Jobs Supported -- 10,000+



Partnerships



- Gainesville & Don Carter- Fishing tournaments, Dragon boat races
- Lincoln County & Elijah Clark- Bluegrass festival
- Barrow County/Winder & Fort Yargo
 - New visitor center
 - New entrance
 - New Fire Station

-

Georgia State Parks & Historic Sites



- Park Manager and Assistant Manager
- Maintenance Ranger
- Housekeeper
- Interpretive Ranger
- Seasonal Naturalist
- Administrative
- Region Manager and Assistant Manager



Programming



- 15,007 Events
 - Parks After Dark Theme (2019)
 - First Day Hikes
 - National Trails Day
 - Your State Parks Day
- Program Attendance: 328,177



Resource Management



- Prescribed Burns
- Deer Management
- Invasive Species Control
- Nuisance Animal Control
- Water-Quality Testing



Emergency Response

- Natural Disaster Response & Sheltering
- Search & Rescue
- Equipment Safety Training



State Park Workdays



Department of Natural Resources
Parks, Recreation and Historic Sites Division

Conferences

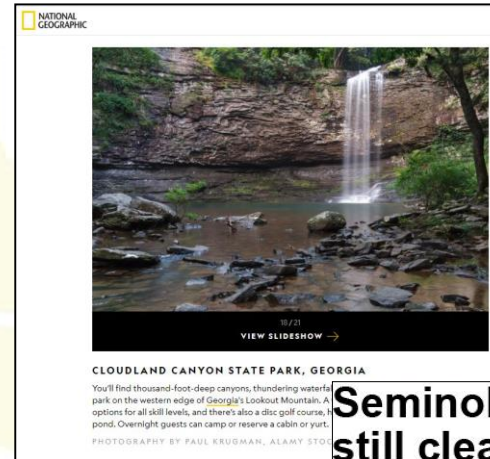


- Managers Conference (Savannah, August 2019)
- Rangers Conference (Unicoi, March 2019)



Media and Public Relations

- Assist 300 Writers and Reporters Annually
- PR Ad Value - \$15 Million
- PR Circulation - 800 Million



Seminole state park still cleaning up hurricane Michael debris

Posted: 4:22 PM, Feb 15, 2019 Updated: 1:21 PM, Feb 15, 2019



Social Media



300,000 Facebook
Followers

57,200 Instagram
Followers

12,000 Twitter
Followers



Marketing



- Website Page Views: 28.5 Million
- 103,000 Newsletter Subscribers
- Print and Digital Advertising
- Multi-State Billboard Campaign



What's New



- Fort Yargo Visitor Center
- Dames Ferry Campground
- Idlewilde Event Center
- Red Top Mountain Visitor Center



DNR Collaboration



- DNR Recruitment Events
- Programs (Becoming an Outdoors Woman, Fishing Rodeos, Outdoor Adventure Days, Junior Ranger)
- Exhibits and Conferences
- Environmental and HPD Surveys
- Training – Chainsaw, Interaction Management, ATV, Archery, Birding Bootcamp, DNR LMS



Partner with DNR Divisions



- SAR and Weather Incidents
- Prescribed Burns
- Quota Hunts
- Law Enforcement
- Storm Clean-up
- Water Testing



Volunteers



- Campground Hosts
- Golf Course Hosts
- Scout Projects
- Civic Groups

Nearly 10,000 volunteers gave 240,000 hours of service last year.



Friends of Georgia State Parks



- 25,000 Members
- 88,000 Service Hours Annually
- Members, Donors, Volunteers
- Your State Parks Day – September



Georgia State Parks & Historic Sites



Colby Moore

Marketing & Communications
Manager

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