



SENATE OF VIRGINIA

Senate Finance Committee

**Subcommittee on  
Economic Development & Natural Resources**

**May 9, 2011**

**Raymond R. “Andy” Guest Jr.  
Shenandoah River State Park**

**Celebrating the 75<sup>th</sup> Anniversary  
of Virginia State Parks**

**Joe Elton, State Parks Director**



# 75<sup>th</sup> Anniversary



ANNIVERSARY  
1936-2011

*Virginia State Parks*

Family.Friends.Fun.



# Republican and Democratic Governors and First Ladies Support Virginia State Parks

To View Video Please Visit:  
[www.virginiastateparks.gov](http://www.virginiastateparks.gov)



**“DREAM  
BIG”**



# Lee Trinkle – Governor of Virginia 1922-1926



During Lee Trinkle's term as Governor, the idea of Virginia developing a State Park System and Shenandoah National Park was born



## The First Roots of Virginia State Parks

On December 17, 1929, a variety of statewide organizations, including, the Garden Clubs of Virginia, the Izaak Walton League of Virginia and the Virginia Academy of Sciences, and others participated in a conference on state parks. Many people spoke in support of a state park system.



# Harry Byrd – Governor of Virginia 1926-1930



In 1925, the plight of the middle Class, or the "Common Man," was paramount as Harry Byrd and his campaign manager W. E. "Will" Carson campaigned across Virginia. After winning the election, Governor Byrd appointed Carson Chairman of the newly-created Commission on Conservation and Development.



# Will Carson

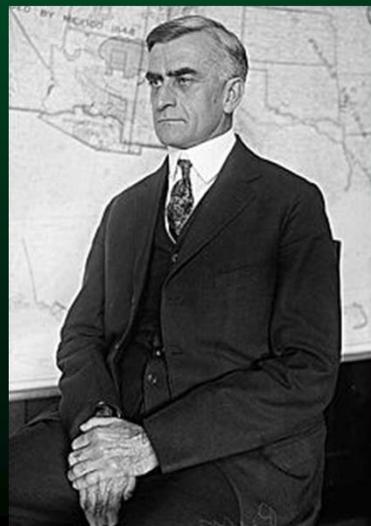
Chairman of Virginia's Conservation  
and Development Commission  
1926-1934

“I would rather build a park where the plain people of Virginia can spend a pleasant outing and find pleasure and recreation close to nature, than to build a great church or endow a cathedral.”





“A movement of this kind is the answer to those who argue that we are going backward. There is no place for Communism, Nazism, or Fascism in this country; but there must be recreational opportunities available to the rich and poor alike. I believe these parks will contribute greatly to the national good as we go forward to the splendid destiny that awaits in the future.”





# 2010 Statistics

- ✔ 8.1 million visitors
- ✔ \$189+ million economic impact
- ✔ 75,000+ Reservations
- ✔ \$15 Million in Revenues
- ✔ 13,359 interpretive programs presented to 338,764 guests
- ✔ 256,418 volunteer hours/6,000+ volunteers
- ✔ 22 Youth Conservation Corps programs/207 crewmembers
- ✔ 101 ReserveAmerica Awards, 7 VRPS Awards and Take Pride in America Award
- ✔ 17,170 Facebook Fans
- ✔ 11,141 Twitter followers
- ✔ 19,674 Enewsletter subscribers



# PROMOTIONS

Anniversary theme in publications, commercials, etc.

75 Days of Summer...daily prizes

Promotional items for events, shows, etc

Visitor Photo Contest

“Happy Birthday from VSP Staff” video

Blue Ridge Public Television Documentary

Social Media push

Blog Contest

Lottery Scratch Off Game

Free Parking June 13-19

Birthday Cake at all Parks June 18

Special Event at Hungry Mother State Park



We're having a party, and you're invited!



In 2011, Virginia State Parks celebrate our 75th anniversary with discounts, drawings, prizes, birthday cake and special events across Virginia.

Beginning June 15, we'll celebrate 75 Days of Summer with daily contests and a special Grand Prize drawing on Labor Day. Take plenty of photos in our parks this year, because our photography contest begins Labor Day and runs through Oct. 31.

Visit for a few hours, a few days, or a few weeks, and you'll take home memories that last forever.

Virginia State Parks | 800-933-PARK (7275) | www.virginiastateparks.gov

## Virginia State Parks



Virginia State Parks Amenities chart		Boat Launching	Boat Rentals	Fishing	Cabins	Camping	Nature/Cultural Programs	Picnicking	Playgrounds	Swimming	Trails
ESTABLISHED 1936	Kiptopeke (KP)	*	*	*FP	*	*	*	*	*	*	H,U
	Chippokes Plantation (CP)			*	*	*	*	*	*	P	B,E,H,U
	False Cape (FC)			*		FC	*	*	*	*	H,N
	First Landing (FL)	*	*	*	*	*	*	*	*	*	B,H,U
ESTABLISHED 1937	York River (YR)	*	*	*FP			*	*	*	*	B,E,H,U
	Bella Isle (BI)	*	*	*FP	*	*	*	*	*	*	B,E,H,U
	Calodon Natural Area (CNI)						*	*	*	*	H
ESTABLISHED 1938	Westmoreland (WE)	*	*	*FP	*	*	*	*	*	P	B,H,U
	Lake Anna (LA)	*	*	*	*	*	*	*	*	*	B,E,H,U
	Leesylvania (LE)	*	*	*FP			*	*	*	*	H,U
ESTABLISHED 1939	Mason Neck (MN)	CT	*	*			*	*	*	*	B,H,U
	Beas Creek Lake (BC)	T	*	*	*	*	*	*	*	*	H,H
	High Bridge Trail (HB)						*	*	*	*	B,E,H,U
ESTABLISHED 1940	Holiday Lake (HL)	T	*	*			*	*	*	*	H,H
	Jamae River (JR)	CT	*	*	*	*	*	*	*	*	B,E,H,U
	Pocahontas (PO)	T	*	*	*	*	*	*	*	P	B,H,H,U
	Sailor's Creek Bathfield (SC)						*	*	*	*	H
	Smith Mountain Lake (SIA)	*	*	*FP	*	*	*	*	*	*	H
ESTABLISHED 1941	Twin Lakes (TL)	T	*	*	*	*	*	*	*	*	B,E,H
	Fairy Stone (FS)	T	*	*	*	*	*	*	*	*	B,E,H,U
	Ocoonechee (OC)	*	*	*	*	*	*	*	*	*	B,H
ESTABLISHED 1942	Staunton River Bathfield (SB)			*			*	*	*	*	B,E,H,U
	Staunton River (SR)	*	*	*	*	*	*	*	*	P	B,H
	Douthett (DO)	T	*	*FP	*	*	*	*	*	*	B,H,U
ESTABLISHED 1943	Raymond R. "Andy" Guss Jr. Stonedoon River (SH)	CT	*	*	*	*	*	*	*	*	B,H
	Sky Meadows (SK)			*		FC	*	*	*	*	L,H,U
	Clayton Lake (CL)	*	*	*FP	*	*	*	*	*	*	H,U
ESTABLISHED 1944	Grayson Highlands (GH)			*	*	*	*	*	*	*	H,H
	Hungry Mother (HM)	T	*	*	*	*	*	*	*	*	B,H,U
	New River Trail (NR)	CT	*	*		FC	*	*	*	*	B,H,H,U
	Shoemaker (ST)						*	*	*	*	H
ESTABLISHED 1945	Breaks Interstate (BR)	T	*	*	*	*	*	*	*	P	B,H
	Natural Tunnel (NT)			*	*	*	*	*	*	P	B,H,U
	Southwest Virginia Museum Historical (SV)				*	*	*	*	*	*	H,U
	Wilderness Road (WR)						*	*	*	*	B,H

\*AS/SH/ST/CT

LEGENDS: B:Boat Launching CT:Canoe Boat Launching E:Exposition FC:Fishing Pier H:Hotel P:Park Swimming PC:Picnic Campground T:Trails U:University Access B:Boat



# 75 Days Of Summer

- ✔ Daily web/social media based contests
- ✔ Day of the week themes like: Guess which Park; Native Virginia Plants (show a picture, they guess what it is); Show a picture with maximum zoom (they guess what it is); Fish species in Virginia State Parks; Park Trivia; Jumble of park names; Wildlife trivia
- ✔ Begins June 15<sup>th</sup>
- ✔ Ends right before Labor Day
- ✔ Every park visitor can enter the grand prize drawing
- ✔ Each park will pick one winner on Labor Day
- ✔ Out of all of the park winners, a grand prize winner will be selected



# Photography Contest

- ✔ Photos will be submitted Labor Day through October 31
- ✔ Youth contest and categories: People and nature; Flora; Fauna; Seasons (with a Kids 15 and under contest in each of these categories)
- ✔ Winners featured in #1 brochure + prizes
- ✔ All photos submitted digitally through VirginiaOutdoors site



## Staff Pride – Park “Happy Birthday” videos competition

- ✓ All parks will submit a “Happy Birthday” video which we will feature on [VirginiaOutdoors.com](http://VirginiaOutdoors.com)
- ✓ Winning video gives Park bragging rights and a Pizza Party



# Social Media and Blog Contest

▼ On-Going



[Website](#) [Park Locations](#) [Virginia Outdoors](#) [VAFF](#)

## 75 Years of Memories

In 2011 Virginia State Parks will celebrate 75 years of providing affordable outdoor recreation to Virginians and visitors to our Commonwealth. We are seeking your stories of memorable childhood visits, family reunions, weddings, honeymoons, romantic getaways. You can add them here along with up to three photos, or please email the text and any pictures to [nancy.heltman@dcr.virginia.gov](mailto:nancy.heltman@dcr.virginia.gov).

Submit your memories by December 31, 2010 and you can win a week stay in a cabin at the park of your choice. We will also be compiling a memory book that will include the best stories.

Keep in mind that anything you post will appear on the internet (on our blog). Submissions become the property of the Virginia Department of Conservation and Recreation, and may be used in future promotions. Employees of the Department of Conservation and Recreation and their families are ineligible for prizes.

Title:

Body:



We want to hear your stories about visiting a Virginia State Park

*Be entered in a drawing for a week's cabin stay in one of our state parks*

[Share Your Story Now >>](#)



*Virginia State Parks*

**RESERVE ONLINE NOW**

# Southwest Virginia Museum State Park Manager Sharon Ewing's book

## VIRGINIA

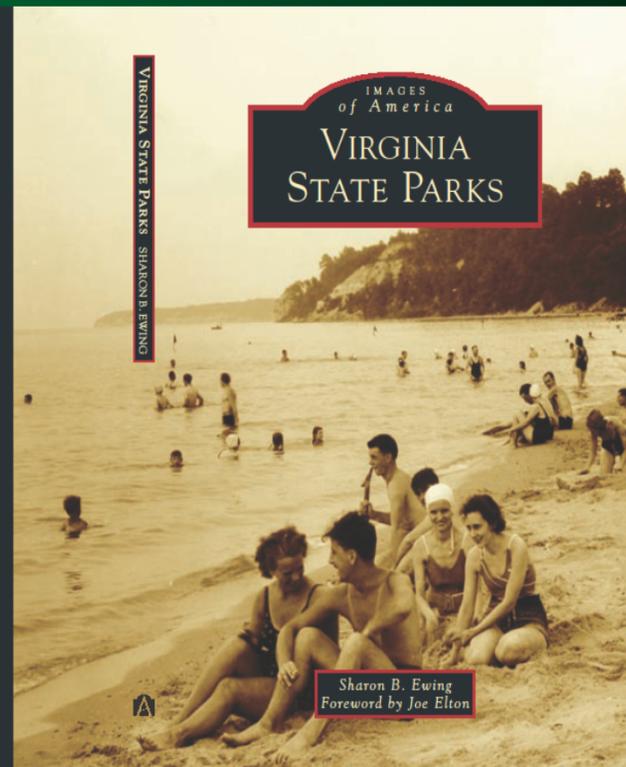
Pres. Franklin Roosevelt's establishment of the Civilian Conservation Corps in 1933 had lasting conservation impacts across the nation. Virginia joined this effort when Will Carson of the Virginia Conservation Commission convinced Roosevelt to use the Civilian Conservation Corps to build a state park system. Virginia is distinguished as the only state in the nation to open a system of state parks on one day. On June 15, 1936, the first six state parks—Douthat, Seashore (present day First Landing), Hungry Mother, Fairy Stone, Westmoreland, and Staunton River State Parks—were opened. From these humble beginnings, the commonwealth has developed over 35 diverse, award-winning state parks. From seashore to mountains, take a journey across Virginia through a vast array of landscapes and unrivaled natural and cultural resources.

A native Virginian, author Sharon B. Ewing is manager of the Southwest Virginia Museum Historical State Park, one of the park system's diverse offerings. She is a member of the Virginia Association of Museums and has served on various organizations to preserve the commonwealth's history. In *Images of America: Virginia State Parks*, Ewing celebrates 75 years of the park system and beyond, sharing photographs and stories of Virginia's treasures.

The *Images of America* series celebrates the history of neighborhoods, towns, and cities across the country. Using archival photographs, each title presents the distinctive stories from the past that shape the character of the community today. Arcadia is proud to play a part in the preservation of local heritage, making history available to all.



[www.arcadiapublishing.com](http://www.arcadiapublishing.com)





# Park Histories





# All interpretive events

- ✔ Will speak to VSP history
  - Standard language has been developed to be conveyed with programs
- ✔ Will feature things people can do at home to be green





# Lottery

- ✔ Lottery scratch off game for the 75 Anniversary launches April 5
- ✔ Will include “second chance” feature...internet supported





# Partnerships Sponsorships Fundraising

- ✔ We are seeking donations for the 75 Days of Summer promo...good stuff already coming in.
- ✔ Parks will seek local support for on-site celebrations



# Thank Community and Visitors for 75 years of support – Birthday Celebration

- ▼ June 18, 2011 at all Parks
- ▼ Birthday Cake
- ▼ Special programs and events
- ▼ Local dignitaries, Delegates and State Senators invited
- ▼ Special Hungry Mother Events



# PBS Video on State Parks



To View Video Please Visit:  
[www.virginiastateparks.gov](http://www.virginiastateparks.gov)