

# Take a Look Under the Hat

California State Park Resources  
for Tourism Providers



The mission of the California State Park System is to provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high quality outdoor recreation.

A stylized silhouette of a mountain range in shades of teal, located in the bottom right corner of the slide.

# California State Parks include...

- ◆ 278 individual parks
- ◆ About 1.5 million acres
- ◆ Roughly 85 million visitors annually
- ◆ 15,000 campsites, 7,000 picnic sites, 3,750 miles of trails
- ◆ 3,000 historic buildings, 10,000 archeological sites, 6 million historic objects
- ◆ 71 natural preserves and reserves
- ◆ 65% of the vegetation types found in California

# State Parks are part of your local economy

- ◆ Over a two year period, visitors to Morro Bay State Park:
  - Contributed \$15 Million in direct and indirect expenditures to the community
  - Supported 364 jobs in Morro Bay in recreation and amusement, hotels, restaurants, and retail shops



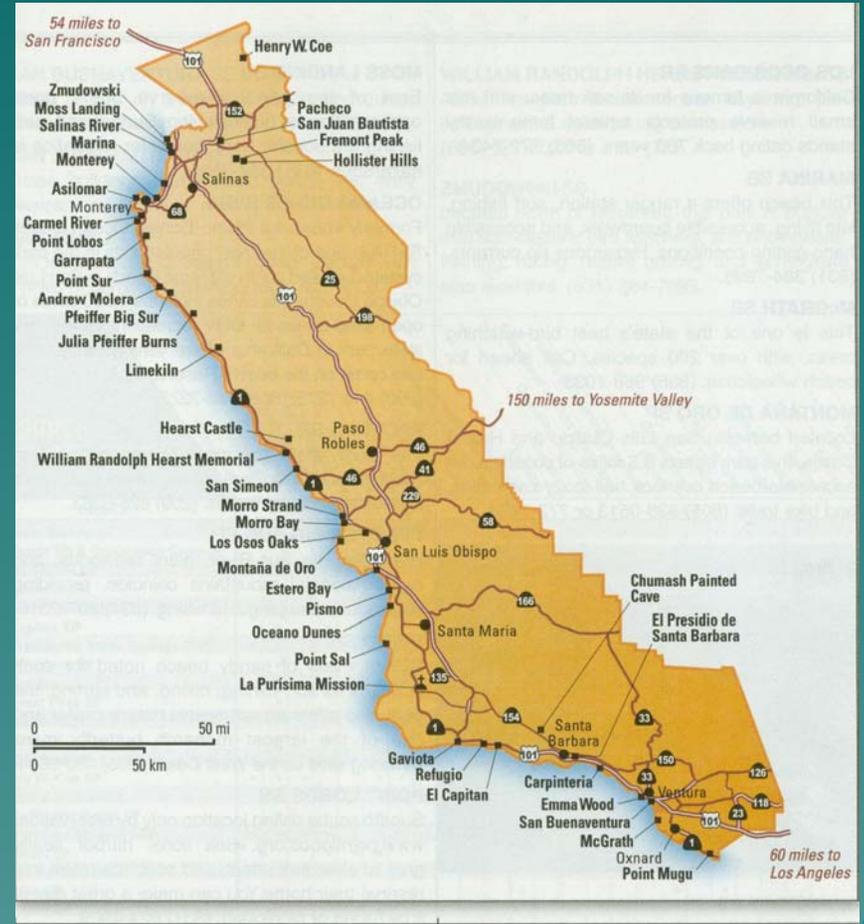
There are State Parks  
in *your* neighborhood!

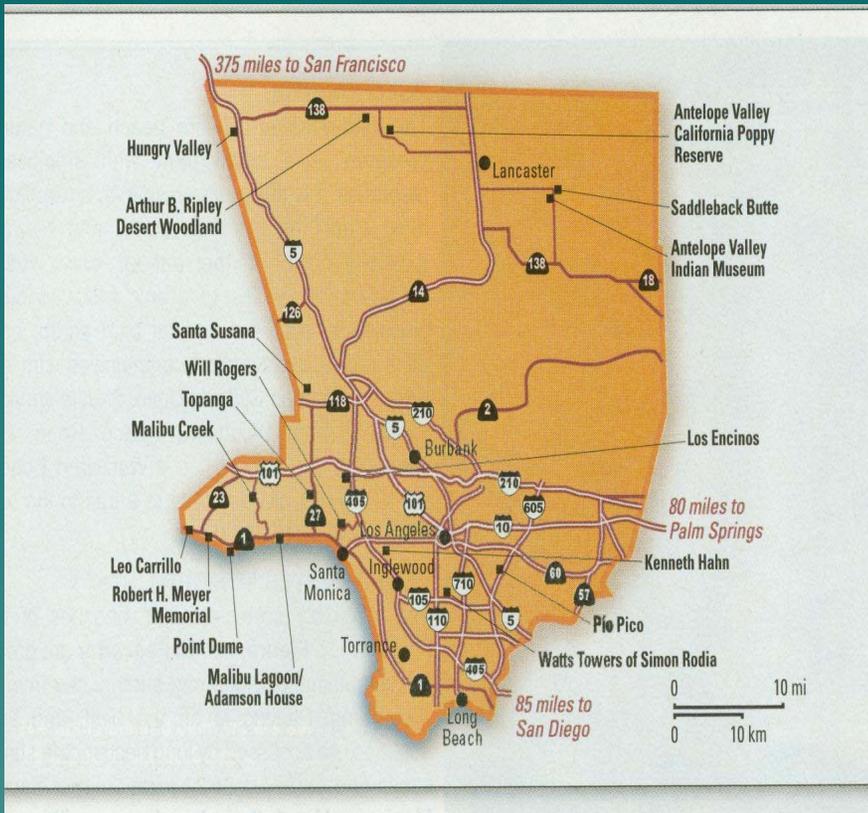
# Park names you may be familiar with...



- ◆ Angel Island
- ◆ Big Basin Redwoods
- ◆ Mount Diablo

- ◆ Point Lobos
- ◆ La Purisima Mission
- ◆ Morro Bay
- ◆ Hearst Castle





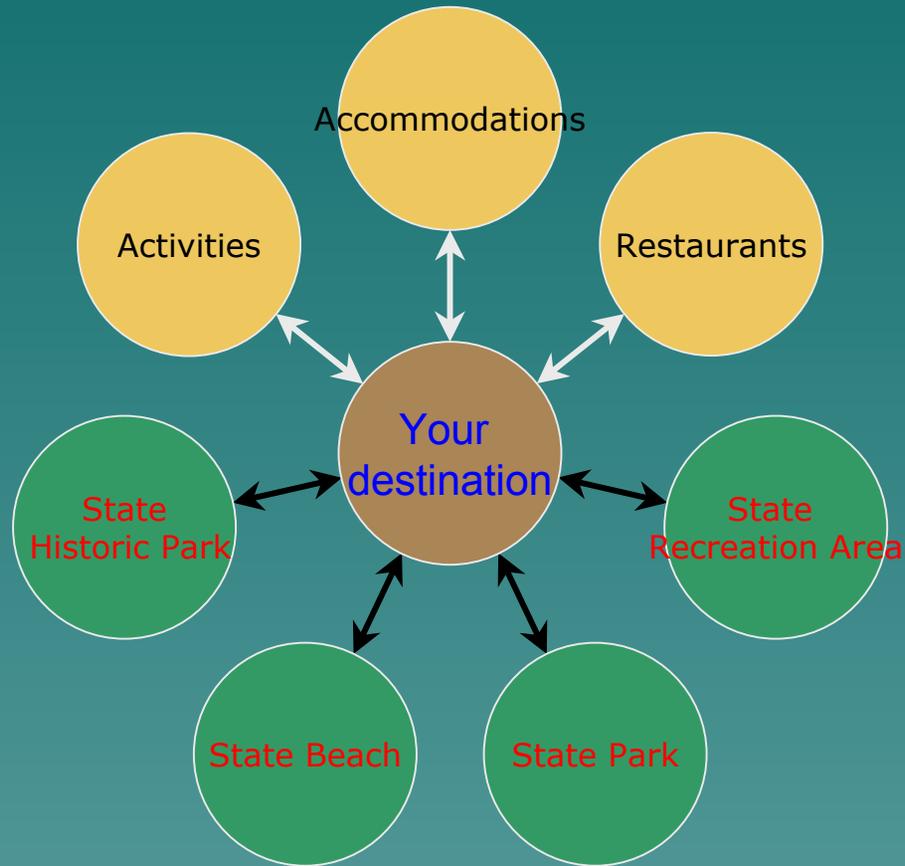
- ◆ Topanga Canyon
- ◆ Malibu Lagoon
- ◆ Watts Towers of Simon Rodia
- ◆ Will Rogers Beach and Park

# In this area...

- ◆ Bidwell Mansion
- ◆ McArthur-Burney Falls Memorial
- ◆ Lake Oroville



# Can you make a connection?



# www.parks.ca.gov

Find a Park

California State Parks - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.parks.ca.gov/>

Monday, October 4, 2004

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Click To Visit His Home Page

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**Featured Links:**

- [Antelope Valley Indian](#)

**Hearst San Simeon**

*California State Parks*

**Año Nuevo Video Conference Tour**  
**7th Grade Life Science unit of study**

We are currently taking reservations for an exciting new live interactive video conference program featuring our elephant seal colony at Año Nuevo State Reserve. The program provides a 7th Grade Life Science unit of study and focuses on the elephant seal as an example of evolutionary adaptation. Classrooms will need to have access to video conferencing equipment. If you are interested in having your class participate in this unit, please fill out this online form.

- [Video Conferencing Information Form](#)
- [Parks Online Resource for Teachers and Students \(PORTS\)](#)

**2004 California State Parks Performance Management Report**

The Performance Management Report is the biannual status of performance outcomes and measures for the California Department of Parks and Recreation. The report clearly outlines the mission,

# Choose by park name...

## Or tourism region, county/city, etc.

The screenshot shows a Microsoft Internet Explorer browser window displaying the California State Parks website. The address bar shows <http://www.parks.ca.gov/parkindex/>. The page features a navigation bar with tabs for "Park List", "Regions", "County/City", "Activity/Facility", and "Weather". Below the navigation bar is a search area with a search box and a "search" button. The main content area is titled "Find-A-Park Search" and includes instructions: "Please choose one of the following three (3) options to Find-A-Park. You can also choose a tab above to Find-A-Park by **Region, County/City, or Activities**. Click the **Weather** tab to view weather conditions at a State Park." The page is divided into three sections: 1. Web Pages, which contains a search box with "McArthur-Burney Falls Memorial (SP)" selected and a "go" button; 2. Alphabetic Listing, which contains the text "Use the links below to show the Parks by name"; and 3. Quick Links, which lists "Accessible Features" and "Top Searches" including Camping, State Parks, State Historic Parks, State Beaches, State Reserves, State Recreation Areas, and State Vehicular Recreation Areas. The page also includes a "California Home" banner with the date "Monday, October 4, 2004" and a "State Parks Home" link.

Find a Park - Microsoft Internet Explorer

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Address <http://www.parks.ca.gov/parkindex/> Go Links

California Home Monday, October 4, 2004

Welcome to California

Find A Park California State Parks

Park List Regions County/City Activity/Facility Weather State Parks Home

Search | Help  My CA  This Site  search

### Find-A-Park Search

Please choose one of the following three (3) options to Find-A-Park. You can also choose a tab above to Find-A-Park by **Region, County/City, or Activities**. Click the **Weather** tab to view weather conditions at a State Park.

#### 1 Web Pages

go

\*All Parks will return a full list

#### 2 Alphabetic Listing

Use the links below to show the Parks by name

#### 3 Quick Links

Accessible Features

**Top Searches:**

- ▶ Camping
- ▶ State Parks
- ▶ State Historic Parks
- ▶ State Beaches
- ▶ State Reserves
- ▶ State Recreation Areas
- ▶ State Vehicular Recreation Areas

**Other Links:**

- ▶ Brochures/Park Maps

Internet

# What is in that park?

- ◆ Picnic sites
- ◆ Hiking
- ◆ Water recreation
- ◆ Historic sites
- ◆ Off-highway vehicle usage
- ◆ Camping



# Parks near Redding

- ◆ McArthur-Burney Falls Memorial State Park
- ◆ Lake Oroville State Recreation Area
- ◆ Weaverville Joss House State Historic Park



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Related Links

[Prescription Burning](#)

[www.burney-falls.com](http://www.burney-falls.com)



California State Parks

McArthur-Burney Falls Memorial SP  
State Park

The park is within the Cascade Range and Modoc Plateau natural region, with 910 acres of forest and five miles of streamside and lake shoreline, including a portion of Lake Britton.

The park's centerpiece is the 129-foot Burney Falls, which is not the highest or largest waterfall in the state, but possibly the most beautiful. Additional water comes from springs, joining to create a mist-filled basin. Burney Creek originates from the park's underground springs and flows to Lake Britton, getting larger along the way to the majestic falls.

The park's landscape was created by volcanic activity as well as erosion from weather and streams. This volcanic region is surrounded by mountain peaks and is covered by black volcanic rock, or basalt. Created over a million years ago, the layered, porous basalt retains rainwater and snow melt, which forms a large

search

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Find A Park

Video Gallery

Reservations

Telephone:  
530-335-2777

Operating Hours:  
Call the park.

Brochures/Maps:  
[Campground Map](#)

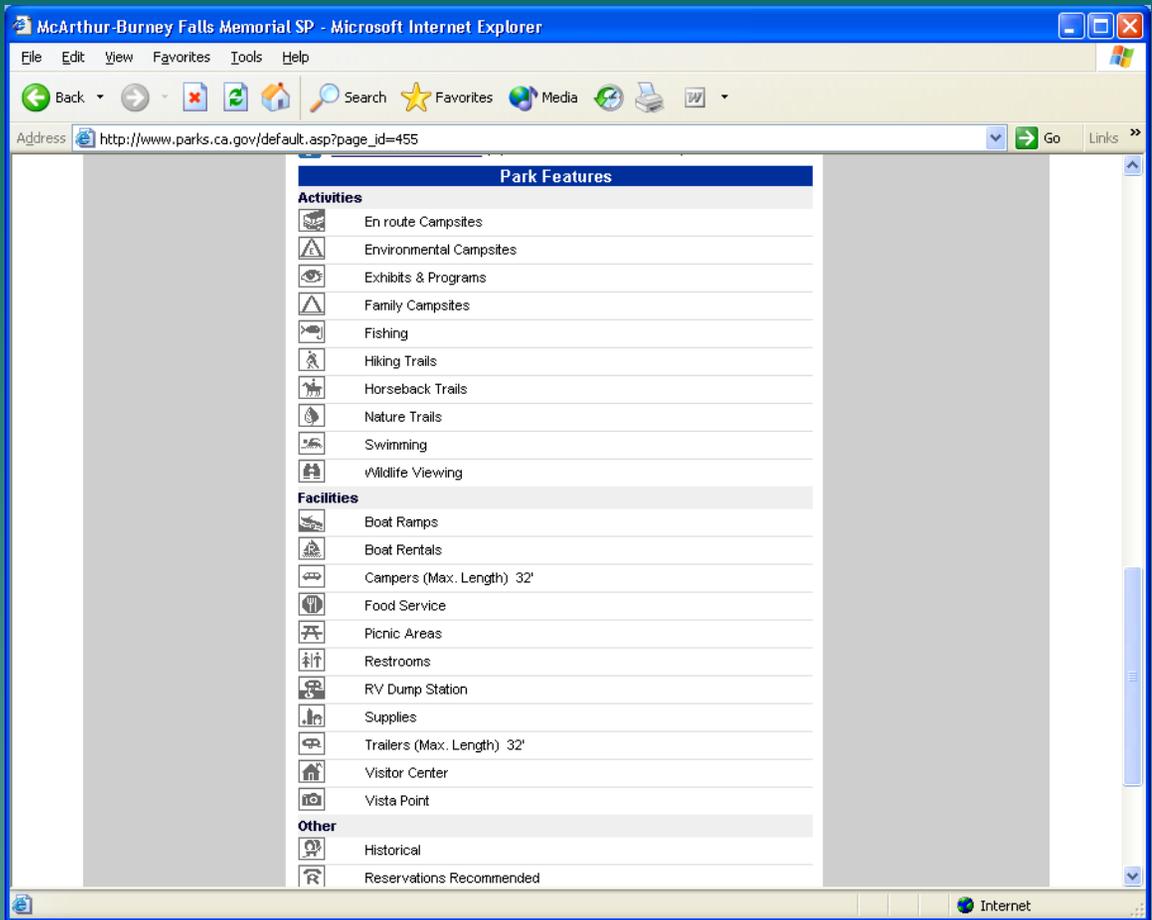
[Can I bring my dog?](#)

Directions/Weather:  
[Location/Maps](#)  
[Weather.com](#)

Travel Region:  
[Shasta Cascade](#)

County:  
[Shasta](#)

Cities near the park:



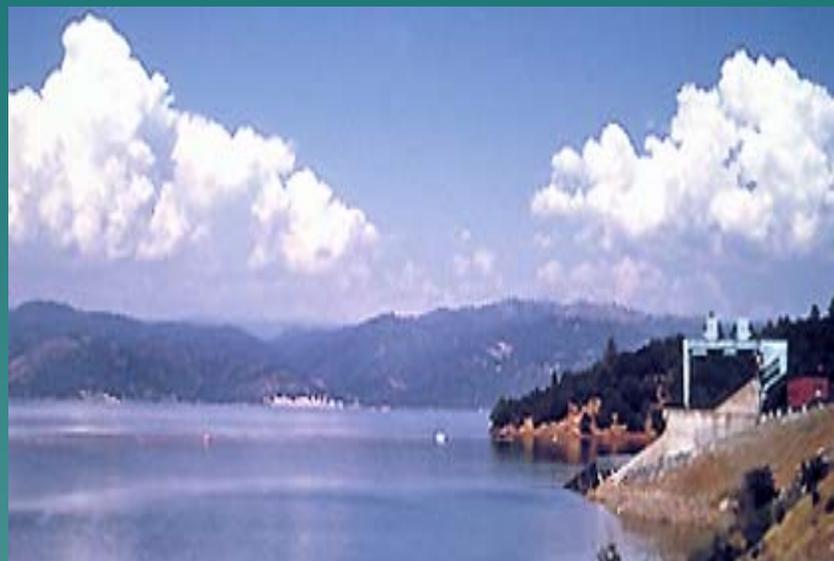
# McArthur-Burney Falls Memorial SP

- ◆ 45 picnic sites
- ◆ 136 campsites
- ◆ Lake Britton
- ◆ Waterfall
- ◆ Hiking – 8.3 miles of trails



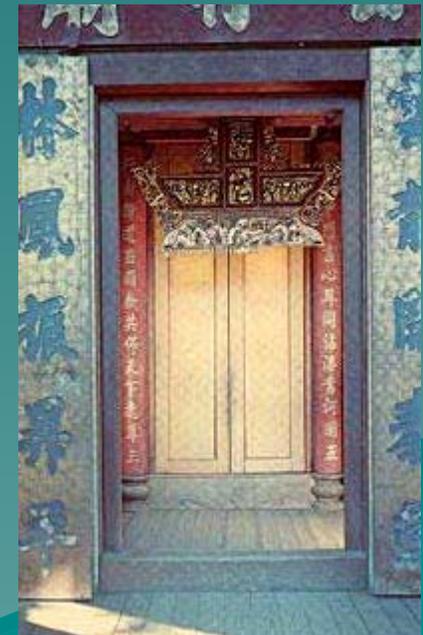
# Lake Oroville SRA

- ◆ 280 picnic sites
- ◆ 1,401 campsites, including floating campsites
- ◆ Hiking trails – 64.6 miles
- ◆ Water-skiing, swimming, fishing, sailing, etc.



# Weaverville Joss House SHP

- ◆ Oldest continuously used Chinese temple in California
- ◆ Built in 1874
- ◆ Visitor Center



# Did you know ...

In addition to providing recreation areas and preserving natural and cultural resources, State Parks can also provide research information?

California State Parks - Microsoft Internet Explorer

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- [Antelope Valley Indian](#)

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**Año Nuevo Video Conference Tour  
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[Off Highway Vehicles](#)

[Proposition 40 Project Awards Website](#)

[Resources Agency](#)

[State Park & Recreation Commission](#)

[William Penn Mott Jr. Training Center](#)

**Flex your POWER**

AMBER ALERT California

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- [2004 Performance Management Report](#)

**Travel Back in Time to an Evening in November 1846**

Tickets are available beginning Friday, October 15, 2004 for the Twentieth Annual Sutter's Fort Evening Living History Program. This popular theater-like program takes place the evening of November 20, 2004 at Sutter's Fort State Historic Park in Sacramento.

- [More...](#)

**Take a Trip to 1846**

How did early California pioneers prepare for winter? Take a time travel trip to the Sutter's Fort of 1846 and find out! On November 20, 2004, Captain Sutter, immigrant families, carpenters, bakers, spinners, trappers and others, portrayed by the Sutter's Fort Living History Volunteers, will bring history to life.

- [More...](#)

**Halloween "Lights Out" Tours at Governor's Mansion State Historic Park**

Friday and Saturday, October 29 and 30, 2004, from 6pm to 8:30pm,

**Quick Hits:**

- [FAQs](#)
- [Park Passes & Applications](#)

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- [Campground and Park Hosts](#)
- [Cooperating Associations](#)
- [Volunteers in Parks](#)

**Featured Links:**

- [Antelope Valley Indian Museum](#)
- [California Indian Heritage Center](#)
- [California State Capitol](#)

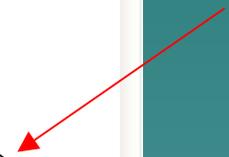
**Business Opportunities:**

- [Concessions](#)
- [Contract Opportunities](#)
- [Small Business & DVBE](#)

**Long Range Planning and Park Development:**

- [Planning](#)
- [General Plans - In Progress](#)
- [CEQA Notices](#)

Long Range Planning and Park Development



Planning - Microsoft Internet Explorer

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Address http://www.parks.ca.gov/default.asp?page\_id=22545

California State Parks

Planning

The Department of Parks and Recreation (DPR) undertakes many kinds and levels of planning for the management and development of public park and recreation lands and facilities. These types of planning range broadly in their scope from addressing broad park and recreation issues of statewide significance, to matters involving just the State Park System, down to the level of planning for the protection, development and management of the State Park System's individual parks units. In addition, even more specialized planning, research and technical assistance efforts focus on certain specific park and recreation issues and topics.



**STATEWIDE PLANNING** --- planning processes, studies and plan documents that encompass the entire state or that address issues of statewide concern

- [Outdoor recreation planning](#) --- setting the course for recreation in California ([California Outdoor Recreation Plan 2002](#))
- [Statewide trails planning](#) --- determining goals and action guidelines for California's vast network of recreational trails ([Statewide Trails Plan](#))

**DEPARTMENTWIDE PLANNING** --- planning processes, studies and plan documents concerning the entire state park system and the Department of Parks

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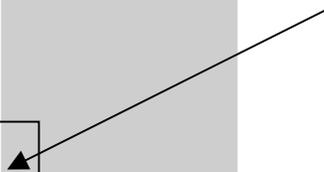
Related Links  
Central Valley Strategy  
General Plans  
Planning Division  
CEQA Notices  
State Park & Recreation Commission

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search

Done Internet

Research resources



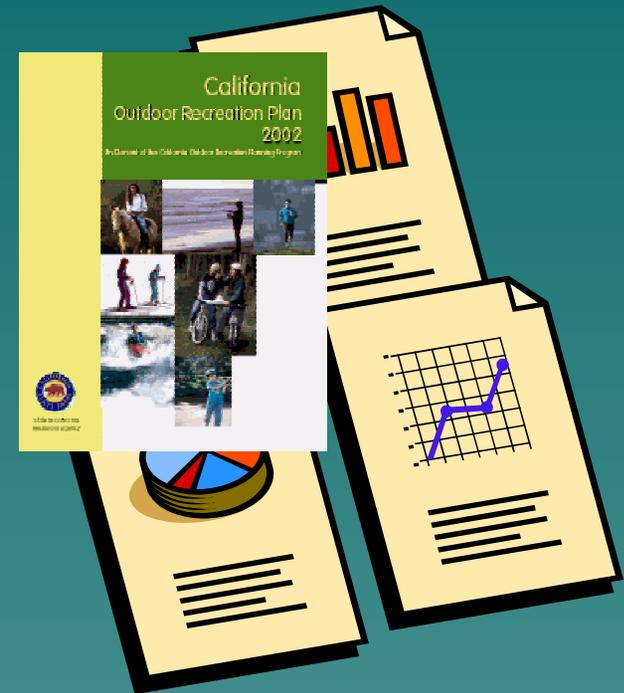
# ◆ Statewide Planning

## – California Outdoor Recreation Plan

- ◆ Recreation Providers
- ◆ Trends
- ◆ Benefits of Outdoor Recreation

## – Public Opinions and Attitudes

- ◆ Trends
- ◆ Opinions
- ◆ Attitudes





- ◆ State Park System Statistical Report
  - Acreage
  - Facilities
  - Miles of trails
  - Revenue
  - Attendance

# California today - activities

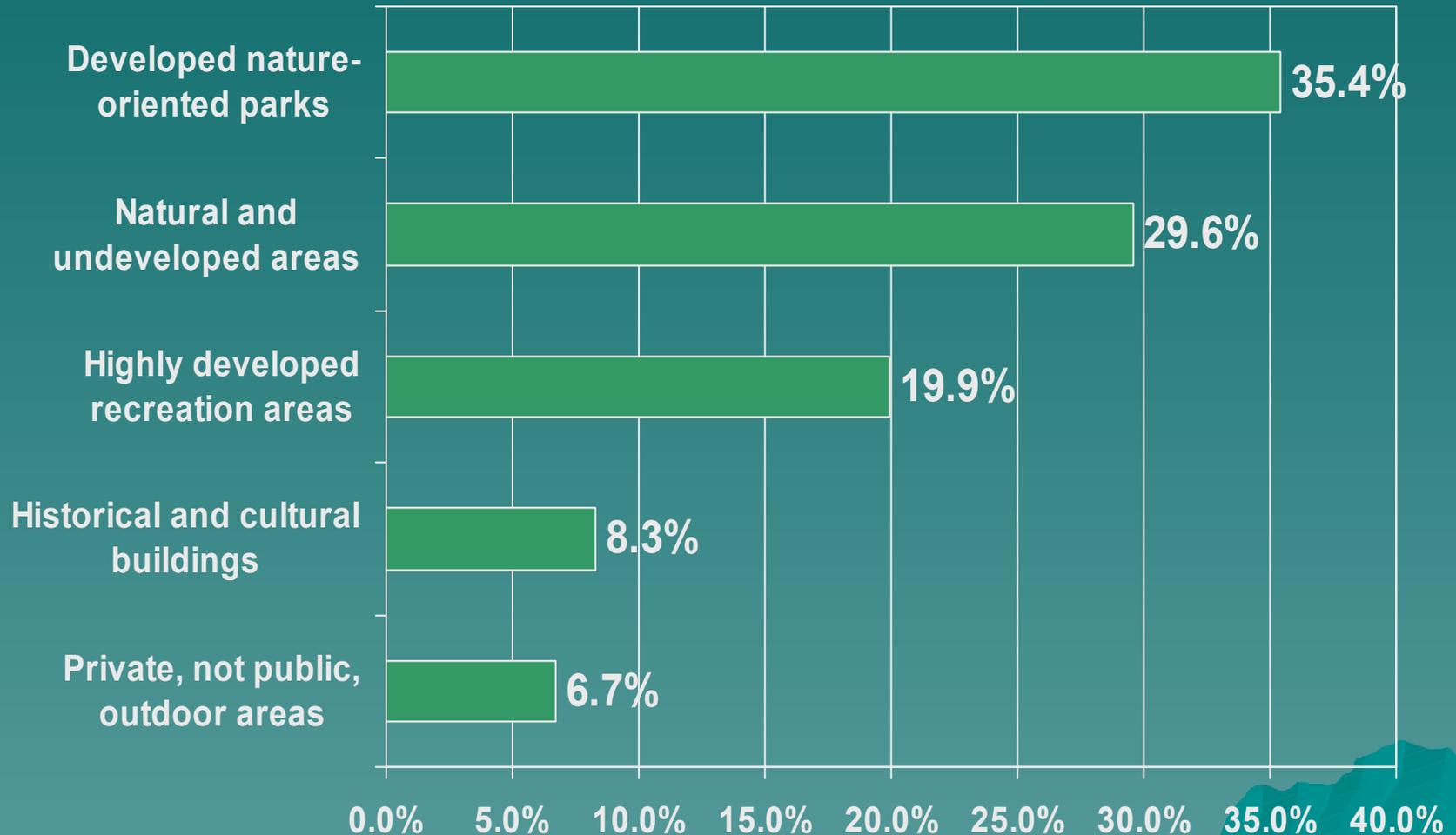
## Most popular activities

- ◆ Walking for fitness/fun
- ◆ Driving for pleasure, sightseeing
- ◆ Visit historic sites, museums
- ◆ Attend outdoor cultural events
- ◆ Beach activities
- ◆ Visit outdoor nature museums
- ◆ Picnic in developed sites
- ◆ Wildlife viewing
- ◆ Trail hiking
- ◆ Using open turf areas

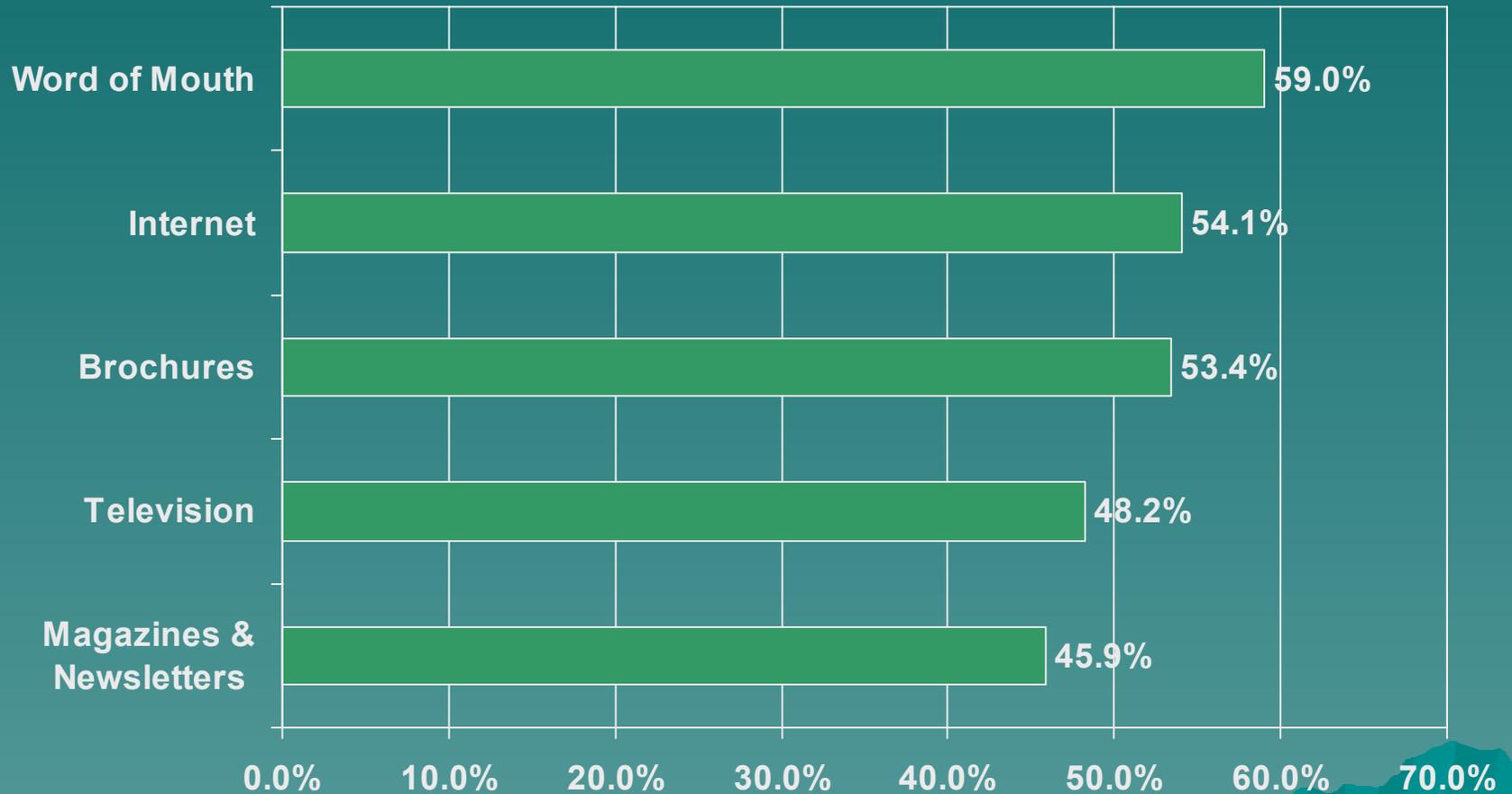
## Most preferred activities

- ◆ Camping in developed sites
- ◆ Trail hiking
- ◆ Walking for fitness/fun
- ◆ Wildlife viewing
- ◆ Bicycling on paved surfaces
- ◆ Horseback riding
- ◆ Freshwater fishing
- ◆ Attend outdoor cultural activities
- ◆ Visit outdoor nature museums
- ◆ Picnic in developed sites

# Types of outdoor recreation areas that Californians most enjoy visiting



# Preferred Information Sources for Public Parks and Recreation Areas and Facilities



# In conclusion...

- ◆ Use the recreation trends analysis
- ◆ Examine the opinions and attitudes

And--

# Look for the connections!

## State Parks = Opportunities

- ◆ Recreation opportunities for your guests
- ◆ Lengthen 1 day trips to multi-day trips
- ◆ Build your shoulder season visitation
- ◆ Brochure distribution – yours and ours!





**Thank you!**

Eileen Hook, Planning Division

[ehook@parks.ca.gov](mailto:ehook@parks.ca.gov), 916/654-2442