



OUTREACH AND EDUCATION

3rd & 4th Quarters and Annual 2023

3rd & 4th Quarter Presentations

- **72 presentations to 2,146 people during the 3rd and 4th quarters**
 - Storytime and Craft program
 - Summer Reading Program at Washington County libraries
 - Jr Ranger Night at Tonaquint Nature Center
 - Desert Tortoise Week 2023
 - Extension Professional Development Conference
 - Homeschool and Boy Scout group presentations at visitor center
 - Continuing visits to K-12 and Pre-K classrooms in the county
 - Zone 6/Northern Corridor Comment Period

Presentation Photos



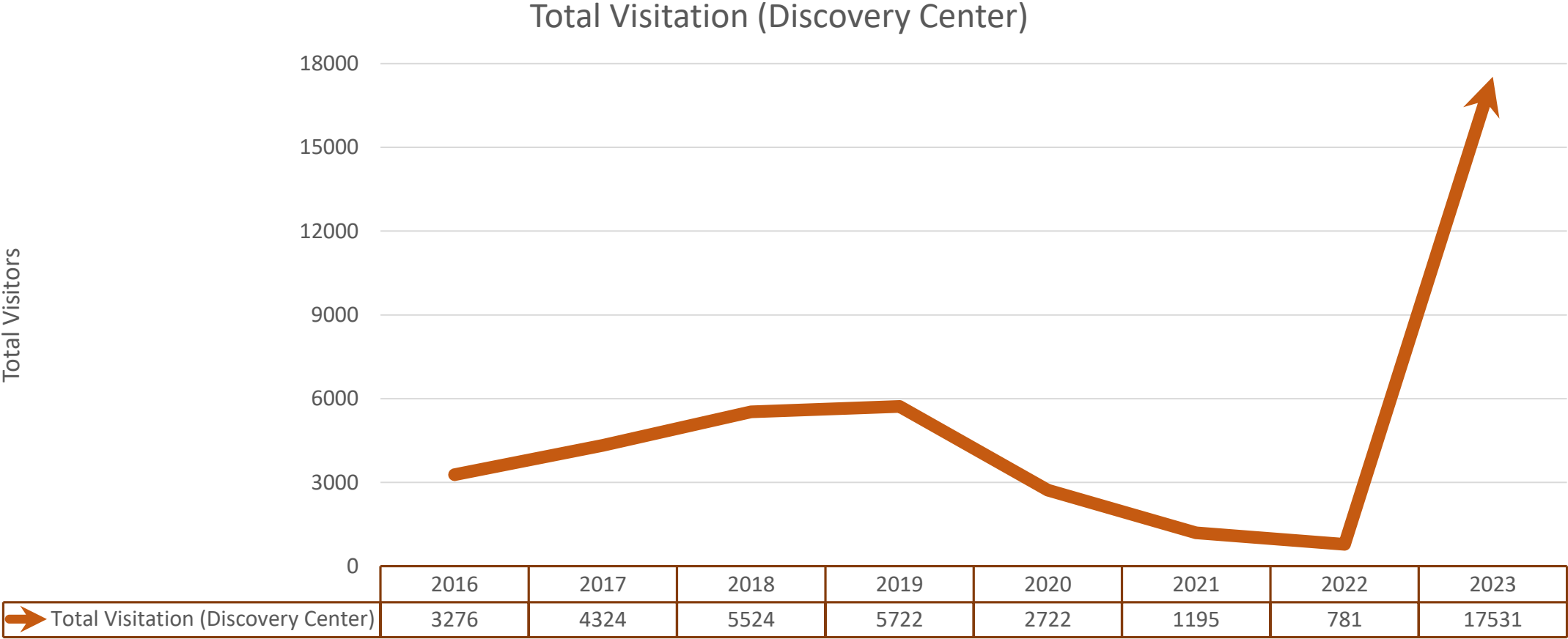
2023 Annual Presentations

- **Staff made 202 presentations to 5,572 people throughout 2023.**
 - **70** presentations in county schools, including 12 elementary, 4 intermediate, 1 middle and 2 high schools in St George, Washington, Santa Clara, Ivins, Hurricane, La Verkin, and Springdale
 - **35** presentations to local students during field trips to the Tonaquint Nature Center
 - **31** presentations to groups in the new visitor center
 - **20** special events (including Tortoise Week, cleanups, and dedications)
 - **12** summer camp presentations
 - **10** guided hikes for school groups and events
 - **10** Storytime and Craft Days
 - **7** presentations to homeschool groups, private preschools, and youth treatment centers
 - **7** presentations to service organizations, HOAs, and special interest groups


Annual Education Center Numbers


- **17,531** people visited the Education Center during 2023! That is a **2145% increase** from our 2022 visitation. By way of comparison, our best year on record in our old visitor center we had just **5,722** visitors.
 - Our ongoing collaboration with the Greater Zion Convention and Tourism Office has been a resounding success.
 - They have taken on the bulk of staffing responsibilities while we care for the animals and add display materials/brochures periodically.
- Sales revenue for Reserve merchandise totaled **\$1,330** in 2023, with the majority of items purchased being maps.
 - We experimented w/ small selection of T-shirts and hats, and while the T-shirts sold periodically the hats were less popular.

Annual Visitor Center Numbers









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December 4, 2023

Annual Social Media Numbers

	<u>Facebook</u>	<u>Instagram</u>
Total reach	154,000	15,000
Following	3,739	1,969
Posts	146	138

Desert Tortoise Week 2022 (Oct. 3-7)

- About **300** residents and visitors participated across all events, with around **150** attendees at our biggest activity (the Tortoise Meet & Greet with Snow Canyon State Park)
- Initiated a cooperative partnership w/ the Natural Science Museum at Utah Tech University. Cross-promoted our respective citizen science programs with a “Night at the Museum”
- ½ acre of Zone 6 habitat weeded, raked, and seeded as a test plot for future reseeding efforts
- Our “Visitor Center Day” attracted **95** unique visitors to the new discovery center, despite conflicts with school schedules

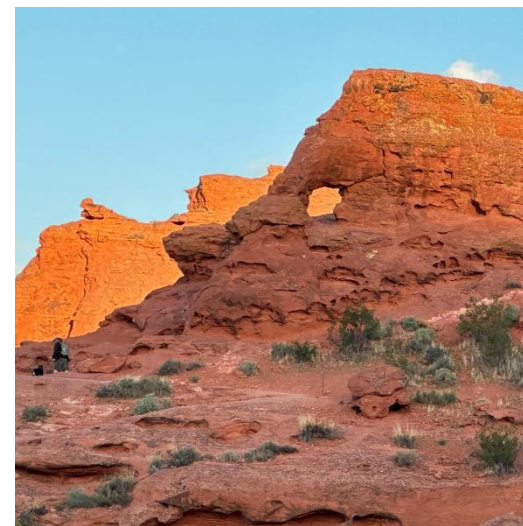
Pictures from DTW 2023



Trail Stewards

- We currently have **31** active trail steward volunteers. Their efforts are invaluable in providing up to date observations on trail conditions, visitation and compliance with Reserve rules.
- In 2023, trail stewards donated a total of **1,559** hours monitoring, maintaining, and conducting visitor contact within the Reserve.
- Trail Stewards hiked **91** different trails within all 6 zones of the Reserve as well as Confluence Park.
- They recorded **12,057** encounters with hikers, bikers, runners, equestrians, and rock climbers during 2023.

Trail Steward Photos



Citizen Science

- In 2023, we collected **23** additional citizen science reports through our ArcGIS app.
 - The observations submitted were from across the county, but we did see some results from our efforts to target the eastern half of the county. We received a few reliable reports from Springdale and Hurricane Cliffs.
- This year we will update signage and engage partners in communities on the western side of the county, specifically at trailheads in **Santa Clara, Bloomington, Ivins** and **Gunlock**.
 - We'll also make citizen science a part of outreach presentations and explain the program to guests at the new visitor center.



Q1 & Q2 in 2024

- Train a new cohort of trail stewards (Jan. 24)
- Dixie Transportation Expo on February 13th to share updates on Zone 6 and culvert studies
- Utah Tech Environmental Science Students in Zone 6
- Continue with school presentations, offering both Zoom and in-person options
- Update signage at trailheads throughout the Reserve
- Washington County Fair booth
- Poppy Walk & endangered plant activities in late April/early May