

Annual Plan for 2023- McArthur Burney Falls Memorial and Castle Craggs State Park
McArthur Burney Falls Interpretive Association

Board Business:

1. Raise \$75,000 through donations, sales of Visitor Center Merchandise, Firewood and Visitor Guide Ads to support Interpretive Services at McArthur-Burney Falls Memorial, Castle Craggs and Ahjumawi Lava Springs State Parks.
2. Continue to recruit and expand Board membership with focus on public relations and financial expertise. Develop a solicitation strategy and outreach to Dunsmuir/MT Shasta communities for representation for Castle Craggs State Park.
3. Provide opportunities for donations from the public on the MBFIA website and donation envelopes at the park with a goal of raising \$6,000.
4. Raise 5,000 coordinating the sale of two memorial tables at MBF.
5. Research offering Memorial Benches for implementation in 2024.
6. Research improvement of merchandise sales through online venues.
7. Create a small committee to investigate how we can better service Castle Craggs State Park needs.
8. Research partnership opportunities with the Mountain Jewels Ranch.

Visitor Centers Reopening:

1. Operate Visitor Center Gift Shops at McArthur Burney Falls and Castle Craggs State Parks with goal of raising \$25,000.
2. Provide access to MBF Visitor Center for 12,000 visitors.
3. Expand sale merchandise inventory and explore new T-shirt designs.
4. Research software options for sales and inventory management.

Firewood Production and Sales:

1. Provide funding in amount of \$17,000 for processing of 7,000 bundles of firewood for sale to campers at MBF and Castle Craggs State Parks.
2. Manage the sale of Firewood, stocking weekly supplies at campsite and entry wood sheds, with a goal of raising \$37,000 in revenue.

Interpretive Services:

1. Provide funding to support 891 hours of the MBF Interpretive Services position in amount of \$14,500 serving 1500 children and 1000 adult visitors .
2. Support the design and/or replacement of two Interpretive Panels in McArthur-Burney Falls and one panel in Castle Craggs State Parks.
3. Provide \$8,000 for purchase and installation of a storage shed for Interpretive equipment, supplies and props, as well as MBFIA corporate and financial records.

4. Finalize the plans to replace/repair the campfire benches, identify funding source of \$8,000, and complete the project.

Discovery Challenge

5. Order 1,500 2023 Discovery Challenge Patches for MBF and 300 for Castle Crag
6. Revise the Discovery Challenge Quiz Questions in the MBF and Castle Crag Visitor Guides.

Visitor Guides:

7. Solicit a minimum of 16 businesses raising \$5,000 from Visitor Guide Advertising at MBF and 3 businesses raising \$500 for Castle Crag.
8. Print 35,000 24-page Visitor Guides for Mc Arthur Burney Falls Memorial State Park
9. Print 3000 12-page Visitor Guides for Castle Crag State Park

Bird Walks:

10. In partnership with Wintu Audubon Society hold two guided bird walks, one in May and the other in the fall.

Wildlife Presentations:

11. Provide funding in amount of \$750 to Shasta Wildlife Rescue and Rehabilitation to hold 10 camp fire presentations with live birds and animals for campers at MBF and Castle Crag State Park.

Canoe Excursions:

12. Develop a plan to revise canoe tours of the Burney Creek Lagoon again for the summer season.

Heritage Day:

13. Plan and schedule Heritage Day on the first Sunday October for 1200 visitors. Continue to re-envision the day with a broader look at the natural and human impact on the land, keeping in place what has been a successful involvement by local folks.

Virtual Interpretation:

14. Continue to support the development of virtual interpretive activities through purchase of digital equipment to enable development of virtual presentations and training for the Interpretive Specialist.

SPECIAL PROJECTS: In partnership with the State Park district, define and propose special projects that could be funded or managed by the Association at each park. Possible projects could include:

1. Renovation of the CCC Cabin as a demonstration of life in the park in the 1930's.
2. Develop Volunteer Work Days that might include minor amenities for the bathrooms, trash pick-up on the trails, beach rehabilitation and/or other such work projects.