

Appendix “A”
ENGAGING THE PUBLIC IN THE PROCESS

During the research phase of the study, a number of meetings were held to help familiarize those within each of the counties about the initiative and to engage them in the process.

In January 2007, the wildlife research initiative “kicked off” with a meeting originally planned to be held in Perry County but moved to Frankfort. Representatives from nine of the sixteen counties were in attendance. Danny Watson, a biologist for KDFWR and chairman of the Kentucky’s Wildlife Viewing Commission brought in Jim Mallman with Watchable Wildlife Inc. to speak to those in attendance about the opportunities for communities to capitalize on their wildlife to increase revenue in their communities. Mr. Mallman shared with everyone some of the success stories of other states and communities.

Beginning in March, one-on-one meetings were held with county judges and the research team in eight of the counties. Item 1 provides a schedule of the meetings along with an overview of the agenda. Each county was contacted by phone and the meetings set up to best fit the schedule of the county judges.



Judge Sizemore of Clay County and DBNF Ranger John Kinney



Wayside exhibit on elk in Martin County



Wayside Exhibit on the abundance of redbud in Leslie County



View from on top of the Breathitt County Elk Viewing Area

MEETING OF THE PRIMARY STUDY AREA REPS AND SEKTDA

In June, a meeting was held by SEKTDA and RMEF at the ATV Training Center in Knott County in close proximity to the elk viewing area for that county. Over seventy people attended representing twelve of the sixteen counties within the 16-county elk restoration area. Also in attendance was the director of SEKTDA, the RMEF coordinator for eastern states, the state commissioner for Kentucky Department of Fish and Wildlife Resources, the secretary of the Commerce Cabinet, representatives for Congressman Hal Rogers, representatives for Governor Ernie Fletcher, Kentucky Department of Fish & Wildlife Resources field officers and both large game and wildlife viewing representatives with the KDFWR. Item 2 provides some of the correspondence mailed out inviting people to attend the meeting along with a PowerPoint (Item 3) presented at the meeting itself.



Over 70 state, federal and community leaders attended the June 21st meeting in Knott County.

FOLLOW-UP MEETINGS WITH COUNTY REPRESENTATIVES

Over the following months, researchers continued to gather information from a number of the participating communities including telephone and e-mail correspondence with representatives from Martin, Pike, Knott and Clay counties.

A more in-depth on-site inventory of the wildlife offerings within Knott County was conducted. What the researchers found is a tremendous amount of opportunity if the areas were mapped and interpretation was provided at each of the sites that even the communities themselves are not aware of. It is strongly recommended that there be further research completed for each of the sixteen communities to inventory all that they have to offer in regards to wildlife viewing opportunities in order to determine how best for each community to capitalize on their assets.

STUDY OF ELK AND WILDLIFE VIEWING POTENTIAL FOR KENTUCKY

A follow-up meeting was also held in Clay County on July 5th. The researcher met with the mayor of Manchester and a representative familiar with the area to discuss in detail the wildlife viewing opportunities within the county. A tour of the county was provided and proposed driving tour discussed. A follow-up two day tour allowed the researchers and the community to develop a more detailed layout of the proposed driving tour to use as an example of the information that can be obtained and the potential a county has if more in-depth time is spent on each county to determine the wildlife viewing opportunities in their communities and develop a marketing tool to promote it.

On July 11th, meetings were held with representatives from the counties of Letcher, Harlan, Leslie, Bell and Breathitt while attending a conference in Louisville KY. These very informal meetings provided a wealth of information from each of those counties and further supported the recommendation that more in-depth study is needed in each of the communities for one to truly determine all the communities have to offer and how best to improve the experience of one coming into each of the areas to view wildlife.

FOLLOW-UP CORRESPONDENCE FOR SURVEY OF HUNTERS

Item 4a and Item 4b are correspondence sent to 2006 Elk Hunt participants to encourage them to complete their surveys and mail them back in.

Item 1
SCHEDULE AND AGENDA FOR MEETINGS
WITH COUNTY JUDGE EXECUTIVES

SCHEDULE

Monday March 12th

1:00 – Knott County Judge Executive and representatives from RMEF and WMTH

Thursday April 19th

2:00 Letcher County Judge Executive and representatives from WMTH and DBNF

Thursday April 26th – Meetings w’ Judge Executives and reps from RMEF, WMTH and DBNF

10:00 - Clay County - Administration Building 102 Richmond Road Suite 201, Manchester KY 40962-1281 (606)598-2071

1:00 - Perry County - 481 Main Street, Hazard, KY 41702-0210 (606)439-1816

(Also in attendance was the tourism director and the KDFWR Commissioner for the region.)

3:30 - Leslie County - 22010 Main St, Hyden, KY (606)672-3200

(Also met with the tourism director in a follow-up meeting that day)

Friday April 27th – Meetings w’ Judge Executives and reps from RMEF, WMTH and DBNF

9:00 – Pike County

1:00 - Harlan County - 210 E. Central Street, Harlan KY 40831-2353 (606)573-2600

3:30 - Knox County - 401 Court Square, Barbourville, KY 40906-0173 (606)546-6192

AGENDA

The following was the basic agenda used in each of the meetings:

1. Growth in interest for wildlife viewing
 - a. Economic Impact for communities
2. Elk Restoration for both wildlife viewing and hunting opportunities
 - a. Western States has been capitalizing on this for years.
 - i. Up to \$20,000 is being paid to hunt out west
 - b. Kentucky 2000 Study on Elk Viewing and more recent study of Hunters.
 - c. Comparison with Pennsylvania herds and the impact it has had on the communities.
3. Locate and identify the best places for elk viewing and hunting in your county.
4. Identify potential large blocks of public, private and corporate land ownerships.
5. Identify obstacles to gaining access to these lands.
6. Who should the research team talk to in order to identify infrastructure limitations to wildlife based tourism development such as accessible areas to view wildlife, guide services available as well as the location of restaurants, hotels, grocery stores, to the viewing areas, etc?


STUDY OF ELK AND WILDLIFE VIEWING POTENTIAL FOR KENTUCKY

Item 2
INVITATIONS TO SEKTDA/RMEF JUNE MEETING

Each county judge executive within the 13-county study area was sent a letter in May inviting them to attend the June 21st meeting. The economic development person for each of the counties was contacted by e-mail as were key individuals listed on the following spreadsheet. Post cards were sent out the first week in June to everyone and a follow-up postcard sent out the week before the event. Calls were also made to each of the offices of the county judge executives reminding them of the meeting and encouraging them to attend.

FOLLOW-UP POST CARDS

ORIGINAL INVITATION



May 24th 2007

Subject: Elk and Wildlife Initiative

Dear County Judge Executives of Martin, Pike, Floyd, Breathitt, Knott, Letcher, Perry, Leslie, Harlan, Bell, Knox, Clay and Laurel,

David Ledford of the Rocky Mountain Elk Foundation, George Bain and John Kinney with the US Forest Service and myself want to thank each and every one of you who we have met with thus far and we look forward to meeting the rest of you soon. As you should know by now, the Rocky Mountain Elk Foundation has been commissioned by the Southern and Eastern Kentucky Tourism Development Association (SEKTDA) and Appalachian Research Commission (ARC) to conduct a study for the purpose of determining the potential for economic growth in Eastern Kentucky through the development of wildlife viewing and hunting opportunities.

Each of the 13 counties listed above has been specially selected to be a part of the study. By the end of the study, it is our hope to develop a preliminary concept plan of how best to capitalize on the wildlife in your area.

In our conversations thus far, two questions were most often asked. Number One was where were the elk released and Number Two, where are the elk now? We have done a little research and I can now answer the first question and am working on the second one.


Enclosed is a map which shows the release points of the elk between 1997 – 1999. The current number of elk has now grown from the original 1,563 to over 6,500. Hopefully by the next time we meet, we will be able to show you where the elk are now located in your particular county.

On Thursday, June 21st a meeting will be held at the Knott County Training Center three miles east of Hindman on Hwy 1098. A post card will be mailed to you with directions. Please mark this date on your calendar and plan to attend. The meeting will be at 10:45 and lunch will be provided. We are asking everyone to RSVP so we will have an accurate head count for the meal. The economic development person, as well as the tourism person in each of your counties are being encouraged to attend as well.

We look forward to seeing you on the 21st.

Sincerely,

Debby Spencer



DEVELOPING ELK & WILDLIFE OPPORTUNITIES IN YOUR COUNTY MEANS JOBS & DOLLARS!

The Appalachian Research Commission and Southern & Eastern Kentucky Tourism Development Association have funded a study by the Rocky Mountain Elk Foundation to determine the potential for creating jobs and increasing revenue in 12 of the 16 counties in or near the Elk Restoration area.

DO NOT MISS THIS MEETING!



A meeting is set for Thursday, June 21st at 10:45 am at the Knott County Training Center just a few miles past Hindman towards Prestonsburg on Hwy 1098 (see map). Lunch will be provided.

We strongly encourage you to attend. Please RSVP to (270) 781-6858.

DEVELOPING ELK & WILDLIFE OPPORTUNITIES IN YOUR COUNTY MEANS JOBS & DOLLARS!

The small community of Benezette, PA, with a population of less than 300, attracts up to 1, 500 visitors a weekend to view elk which creates an economic impact of well over \$1 million dollars for a two-county area. Pennsylvania has just 600 elk in the entire state.

East Kentucky has over 6,000 elk within a 16 county area! Are we capitalizing on this?




Come to the meeting Thursday, June 21st at 10:45 am at the Training Center in Knott County and find out what you need to be doing. Think of the potential!

We strongly encourage you to attend. Lunch will be provided. Please RSVP to (270) 781-6858.

Meeting sponsored by Southern & Eastern KY Tourism Development Assoc. & the Rocky Mountain Elk Foundation.

Elk & Wildlife Study
 P.O. Box 51153
 Bowling Green, KY 42102
 (270) 781-6858
 trailsrus.com



STUDY OF ELK AND WILDLIFE VIEWING

		CONTACT LIST FOR TRAIL DEVELOPMENT				
NAME	ADDRESS	CITY/STATE/ZIP	AREA OF EXPERTISE	PHONE NUMBER	E-MAIL ADDRESS	
U.S. CORPS OF ENGINEERS						
Bernice Amburgey	250 Hale Cemetery Rd	Mallie KY 41836	Cave Run, Buck Horn, Carr Creek	(606)842-3656	bernice.E.Amburgey@rl102.usace.army.mil	
Gene Davis			Dewey, Fishtrap, Paintsville, Yatesville, Grayson	(606)638-9646	gene.davis@usace.army.mil	
Tom Hale			Laurel, Cumberland, Martin's Fork	(606)679-6337	thomas.e.hale@usace.army.mil	
Keith Chasteen			Member of State Wildlife Viewing Initiative	(502)315-6726	keith.C.Chasteen@rl102.usace.army.mil	
NATIONAL PARK SERVICE						
Reed Detring			http://www.nps.gov/state/ky/	(423)569-9778	reed_detring@nps.gov	
Mark Woods ?			Big South Fork National River and Rec Area Cumberland Gap National Historical park	(606)248-2817	mark_woods@nps.gov	
STATE NATURE PRESERVES						
Ron Scott			http://www.naturepreserves.ky.gov/	(502)573-2886 ext 112	ron.scott@ky.gov	
KY DEPARTMENT OF PARKS						
Carey Tichenor*	500 Mero Street, Capitol Plaza Tow	Frankfort KY 40601	http://parks.ky.gov/	(502)564-6858	carey.tichenor@ky.gov	
Mike Swatzenya	500 Mero Street, Capitol Plaza Tow	Frankfort KY 40601	Trails within State Parks and the region Leased areas	(502)564-	mike.swatzenya@ky.gov	
Karen Miller*	500 Mero Street, Capitol Plaza Tow	Frankfort KY 40601	Marketing Director for Parks	(502)564-6860	karen.miller@ky.gov	
KY FISH & WILDLIFE RESOURCE						
Jon Gassett, Commissioner	#1 Sportsman Rd	Frankfort KY 40601	http://www.kdfwr.state.ky.us/	(502)564-3400		
Tim Stone*	#1 Game Farm Rd	Frankfort KY 40601	Info and Education Director	(800)858-1549	tim.stone@ky.gov	
Brian Smith*	#1 Game Farm Rd	Frankfort KY 40601	Wildlife focus	(800)858-1549 ext 494	brian.smith@ky.gov	
Danny Watson*	#1 Game Farm Rd	Frankfort KY 40601			danny.watson@ky.gov	
Dan Crank	301 Weigla Lane	Hazard KY 41701	KDFWR Field Rep in East Kentucky		dan.crank@ky.gov	
Charlie Logsdon	P.O. Box 164	Paintsville KY 42140	KDFWR Biologist in East Kentucky	(606)789-5219	charles.logsdon@ky.gov	
Doug Hensley - Elk Restoration	389 Meadowbrook Rd	Hazard KY 41701	KDFWR Commissioner in East KY	(606)436-2321, (606)233	resOpkic@alltel.net	
Tina Brunjes	#1 Game Farm Rd	Frankfort KY 40601	Elk Restoration	(502)564-3400	Tina.Brunjes@ky.gov	
Lynn Garrison	#1 Game Farm Rd	Frankfort KY 40601	Research and Statistics	(502)564-3400	Lynn.Garrison@ky.gov	
Ken Amburgey			KDFWR Field Rep in East Kentucky		Ken.Amburgey	
Wes Hodges			KDFWR Field Rep in East Kentucky		Wes.Hodges@ky.gov	
Karen Alexi	#1 Sportsman Lane	Frankfort KY 40601	KDFWR Elk	(859)327-9767	karen.Alexi@ky.gov	
US FISH & WILDLIFE SERVICES						
Lee Andrews			http://www.fws.gov/	(502)695-0468 ext 108	lee_andrews@fws.gov	
US FOREST SERVICE						
Fred Noack	3320 Hwy 27 North	Whitley City, KY 42653	Daniel Boone National Forest - Stearns	(606)376-5323	fnoack@fs.fed.us (606)376-3734 fax	
Kim Feltner	1700 Bypass Road	Winchester KY 40391	Daniel Boone and member of wildlife viewing Red Bird Crest Trail - 60 miles (elk/ATV's)		kfeltner@fs.fed.us	
Tom Huben			Biologist		thubern@fs.fed.us	
Dick Brauns			District Ranger for Red Bird London Area	(606)598-2192 ext 101	dbrauns@fs.fed.us	
John Kinney	Daniel Boone Forest		Deputy Forest Supervisor		jkinney@fs.fed.us	
John Strogon					jstrogon@fs.fed.us	
George Baine				(859)745-3102	gbain@fs.fed.us	
ATV Contacts						
Chris Cox			Ohio Honda Training Center	(937)332-6177	chris_cox@ahm.honda.com	
Tim Collins			ATV Institute - California	(949)636-0036 727-3727	tcollins@svia.org #4216 Fax	
Tim Cody			OHV Trainer/Instructor	(606)233-0088	Timcody@tgtel.com	

Ron Cardwell				KY Rec Trails Authority - ATV Rep	(270)779-0761 686-933	wkrafun@aol.com
Steve Blackburn	631 S. Lake Drive	Prestonsburg KY		Honda of Prestonsburg - Dealer	(606)886-9261	
Harry Watts		Hazard		Honda Dealership in Hazard	(606)436-2705	harry@andyscyclesales.com
STATE POLICE						
Bruce Kelley	591 Yellow Mt Rd	Leburn KY 41831		Very knowledgeable of ATV Trails	(606)785-1036 438-0070	bruce.kelley@ky.gov (606)233-7575 cell
ROCKY MT ELK FOUNDATION						
David Ledford	94 Riverbend Drive	London KY 40744		http://www.rmef.org/	(606)330-0179	dledford@rmef.org
SEKTD						
Vickie Kidd	2292 S. Highway 27	Somerset KY 42501		http://www.tourseky.net/	(606)875-9270 - Cell	vkidd@tourseky.com
WMTH CORP						
Debby Spencer*	P.O. Box 51153	Bowling Green, KY 4210		http://trailsrus.com/	(270)792-5300 Cell	spencerdebby@aol.com
GOLD						
Jodie McDonald	1024 Capital Center Dr. Suite 340	Frankfort KY 40601		Oversees KY Recreational Trails Program	(502)573-2382	jodie.mcdonald@ky.gov
LIABILITY/INSURANCE ISSUES						
Mark Miller				KACo - KY Assoc of County Officials		
AML - Funding possibility						
GOVERNOR'S CONTACT						
Patty A. White	222 Martindale Drive	Morehead KY				patty.white@ky.gov
KAED						
Mike Mangeot, Executive Dir.	2225 Lawrenceburg	Bld B- Suite 4 Frankfort,		http://www.kaedonline.org/	(502)227-9653	mmangeot@kaedonline.org
COMMERCE CABINET						
George Ward	500 Mero Street	Frankfort KY 40601		24th Floor Capitol Towers		George.Ward@ky.gov
KACO						
Larry Whitaker				Rep for KACO on State Wildlife Viewing Committee		mclean@dynasty.net
* Member of State Wildlife Viewing Initiative						

Item 3
POWERPOINT PRESENTATION

Capitalizing on Wildlife & Elk in Southern and Eastern KY

- Study being conducted by the Rocky Mountain Elk Foundation.

Sponsored by the Southern and Eastern Kentucky Tourism Development Association and the Appalachian Regional Commission

Purpose of Study

To conduct a detailed study to determine the feasibility of a Wildlife Based Economic Development Plan for a ten-county region of Bell, Breathitt, Clay, Floyd, Knott, Knox, Leslie, Letcher, Martin and Perry located within the Southern and Eastern Kentucky Development Association (SEKTDA) service area.

The Study area was later expanded to also include the counties of Laurel and Pike.



- **Wildlife Viewing and Birdwatching has become the fastest growing recreational activity in the United States!**
- Over 1,081,000 individuals participate in wildlife viewing and birdwatching in Kentucky creating 11,481 jobs and generating over \$600,000,000 dollars for our economy.
- The number of participants and jobs created has increased 20% and 18% respectively since 1996 making it one of the fastest growing "industries" in Kentucky.

Across the U.S., there are over 66,100,000 participants generating \$48,400,000,000 in revenue.

- If these nature-based expenditures were the annual sales revenue of a particular company with a total of \$38.4 billion in sales, this company would rank 34th on the Fortune 500 list, just *above* Dell Computer (\$35.4 billion), UPS (\$31.2 billion) and Microsoft (\$28.3 billion)!!

*The above statistics came from the 2001 National Survey of Fishing, Hunting and Wildlife Associated Recreation.




The Eco-tourism Market
The Ecotourism Society Fact Sheet 1998

- Based on 1998 Survey of US households half (48.1%) participated in nature activities during their last vacation.
- 30% of travelers planned their trip with nature activities in mind
- ~15% planned trip so that nature activities consumed the majority of their vacation time
- Visiting parks and hiking were the number 1 and 2 most common activities

KENTUCKY ELK RESTORATION STUDY AREA

There are nearly 163 million people within a 2 days drive of the 12 counties within the Wildlife/ Elk Study Area.



48% (roughly 80 million people) might have an interest in visiting.

600 Mile Population Radius = 162,915,048 as of April 24, 2007

POWERPOINT cont.

Trends-National
USFW Survey on Hunting, Fishing and Wildlife-Associated Recreation-2001



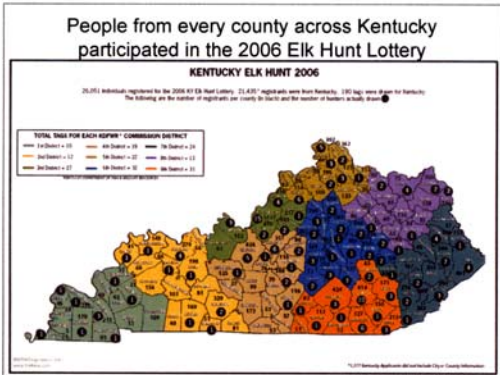
Wildlife Observation
Expenditures—INCREASED 40% (1991-2001)

Hunting
Expenditures—INCREASED 29% (1991-2001)

Average Annual Expenditure

- Wildlife Watcher - \$510, Total Impact \$40 Billion
- Hunter \$1,581, Total Impact \$20 Billion

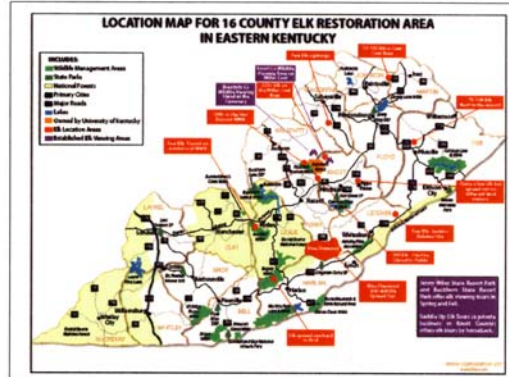
Elk Hunting in Eastern Kentucky bring new \$\$\$'s to the region

- Elk Hunters spend \$'s in Kentucky**
- Over 50% of those who participated in the 2006 hunt scouted 1 to as many as 20 days before the actual hunt.
 - 71% percent scouted with at least one other person with a few bringing as many as four people to scout with them, many of them staying in local hotels and eating at local restaurants.
 - Over 80% said they would come back to the area to view elk, hunt turkey or other game, view scenery or visit friends they made during the hunt.

- Other Opportunities...**
- Hunting Guide Service
 - Taxidermy and Processing
 - Lodging facilities for those hunting and scouting in the area
 - Outdoor equipment stores

POWERPOINT cont.



East Kentucky has over 6,000 elk.

Pennsylvania only has 500 elk in the entire state and yet ...

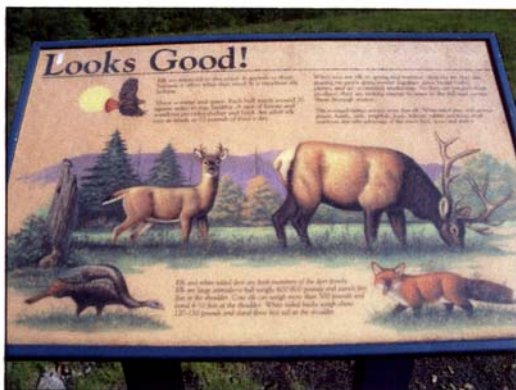
Benezette, PA is what people think about when someone mentions elk in the east. WHY?



POWERPOINT cont.



Benezette PA
has established
Elk Viewing Areas
in Pennsylvania



POWERPOINT cont.



POWERPOINT cont.



POWERPOINT cont.



Item 4a
CORRESPONDENCE WITH 2006 HUNTERS

Original letter sent to the 200 hunters who were drawn for the 2006 hunt encouraging them to complete a questionnaire.

Kentucky Elk Hunters

February 20, 2007

SUBJECT: Elk Hunter Survey

Dear Hunter:

Last year, from a pool of over 26,000, you were one of 200 hunters who received an elk tag to hunt in Kentucky. Congratulations! We are now following up with each of the hunters selected to see:

- 1) If you did indeed hunt . . .
- 2) If so, how much money did you and others in your hunting party spend both in scouting the area and in the actual hunt ...
- 3) And what we could do better to serve you in future hunts.

This information will help us in the future to better address the needs of the hunter. Please take a few minutes and fill out the enclosed survey. Send the completed form to:




Elk Survey
P.O. Box 51153
Bowling Green, KY 42102

If you have questions, call (270) 792-5300 or email us at: elkhunt@trailsrus.com.

We sincerely appreciate your help on this.

Sincerely,


The Rocky Mountain Elk Foundation
Kentucky Department of Fish & Wildlife Resources
and We Make Things Happen Corporation



Item 4b
FOLLOW-UP LETTER TO HUNTERS

Follow-up letter sent to the hunters encouraging them to complete their questionnaires and send in photos and comments about the hunt.

Elk Hunters Survey



March 5th, 2007

Dear Elk Hunters,

Over 30 of the 200 hunters selected in the 2006 Kentucky Elk Hunt have already completed their surveys and turned them in. Great job for those that have! If you have not done so yet, please take a few minutes and do so and mail them in as soon as possible. If you have lost the questionnaire, just call us at 270-792-5300 and we will send you another one.




A few of those who have completed their surveys have mentioned they have some great photos from their hunt. We would love to see them. In fact, we have decided to develop a webpage that will provide the outcomes of this survey and would love to include photos of the hunt and comments or a paragraph or two from each of the hunters about their experience hunting elk in Kentucky, the beauty of the landscape, or whatever you want to share about the hunt.

Send us your photos. We promise to scan them in and mail them back to you immediately. Don't forget to include some comments about the hunt as well as details of the weight and size of the elk you shot or of the "one that got away".

Look forward to hearing back from everyone.

Debby Spencer

P.S. The final results of the Elk Survey will be featured on the website www.Trailsrus.com

Elk Hunters Survey