

Marketing Outdoor Recreation
on the Web –
The Corps Lakes Gateway

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US Army Corps of Engineers
Engineer Research & Development Center

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Session 407

Learning Outcomes –
Become acquainted with issues related to:

- Presenting visitor information on the web
- Development & deployment of national visitor information web pages
- Marketing volunteer and partnership opportunities through visitor information website

Natural Resources Management Gateway



Multipurpose Water Resources

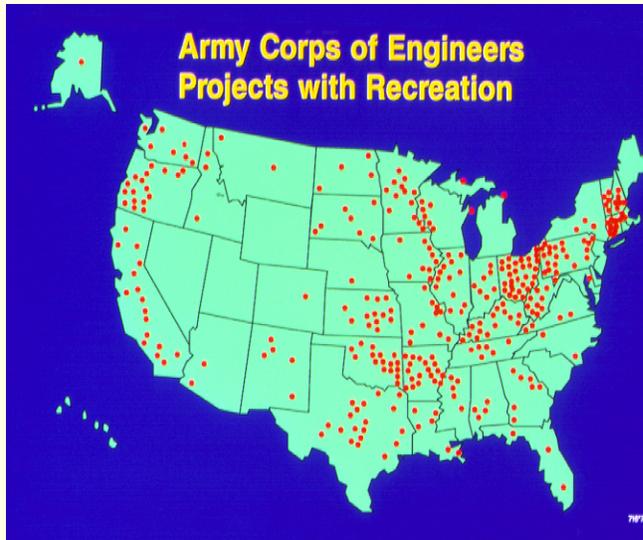


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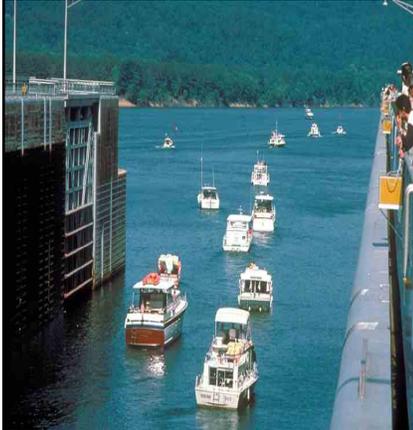
- 456 lakes
- Located in 43 states
- East of the Rockies
 - 80% of population
 - 80% of Corps projects



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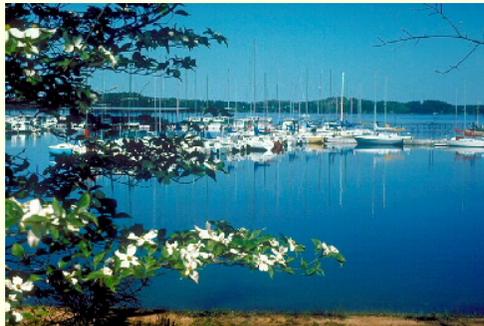
Nationally Significant



- Largest Federal provider of outdoor recreation
- ~400 million visits annually
- One in ten Americans visit a Corps lake each year
- \$12 billion spent by visitors annually
- Supports over 500,000 jobs
- 70,000 volunteers annually - \$13.5 M value contributed

Nationally Significant (Concluded)

- 4,340 recreation areas
- 43% of areas managed by others
 - > 500 concessions
 - > 593 state parks
 - > 600 local government parks
 - > 421 quasi-public areas



Operating Environment

- Power-down to field managers
- Multiple mission responsibility
- Rapid change
 - political, social, environmental, staffing
- Sophisticated stakeholders
 - increased interactions and competition



Managers Needed To...

- Tap into emerging trends
- Improve access to current agency information
- Share innovation
- Efficiently train new staff
- Communicate and learn from each other
- Better communicate with the public



Why was the NRM Gateway created?



NRM Gateway was created to...

- Provide a one-stop information source for the NRM community
- Streamline communication
- Archive knowledge and experience possessed by NRM staff
- Set standards, share practices
- Serve as a learning resource for students

Natural Resources Management Gateway

A family of products serving the
Corps NRM community

The screenshot displays the 'Natural Resources Management Gateway' website. It features a top navigation bar with links for Home, Employment, Outreach, Lake Disturbance, Environmental, and Site Remediation. A central 'Welcome' message states: 'The Army Corps of Engineers is the steward of the lands and waters of Corps water resources projects. Its Natural Resources Management (NRM) Mission is to manage and conserve these natural resources, consistent with ecosystem management principles, while providing quality public outdoor recreation opportunities to serve the needs of present and future generations.' Below this is a 'Lake Discovery' section with the tagline '... a pool of knowledge to Learn, Adapt, Improve' and a map of a lake system with various icons representing different resources and activities.

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Natural Resources Management Gateway

Corps Lakes Gateway

The Government to
Citizen component--
Trip planning
information across the
Corps

www.CorpsLakes.us
Established: 2004

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Designing, Developing and Deploying a Visitor Information Site



Before CorpsLakes.us

1. Locally developed Corps websites had inconsistent look & feel.
2. No consistency in types of information provided.
3. Lessees and concessionaires often left out.
4. No – or inconsistent -- marketing of volunteer or partnership opportunities.
5. Public had no user-friendly way of planning trips to multiple Corps projects

Natural Resources Management Gateway

Example of Local Website

Introduction
Dam Watch
Activities
Wildlife
Virtual Tour
Links

**Chena River Lakes
Flood Control Project &
Recreation Area**

Welcome to the northernmost flood control project operated by the Corps of Engineers! Authorized by Congress after the devastating 1967 flood, Moose Creek Dam and associated features protect the interior Alaskan city of Fairbanks from flooding, as well as providing local residents and visitors a myriad of recreational opportunities on nearly 20,000 acres of public land.

- [Project Maps](#)
- [History of the Dam](#)
- [Calendar of Activities](#)

To navigate this site, click the buttons on the left-hand menu bar. The image maps at the top and bottom of this page will take you back to the U.S. Army Corps of Engineers Home Pages.

This site was designed and created in large part by four volunteers from Mt. North Peck High School Computer Multimedia Presentation Class of Fall, 1998, although much of the original site concept was developed by the Fairbanks class of 1997/98. The staff of the Chena Project would like to thank four special individuals and the class instructor, for their time, creativity and technical expertise. We couldn't have done it without them.

Information for Our Web Site
Contact Public Affairs Office

For Contact or More Information: Public Affairs Office 907.475.1234	For Technical or Web Site Support: William 907.475.2460
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Natural Resources Management Gateway

Another Example of Local Website

US Army Corps of Engineers Kansas City District

**US Army Corps of Engineers®
Kansas City District**

**Harry S. Truman
Dam and Reservoir**

Who We Are
What We Do
Where We Are
Dams Information
News
District Home
District Map
District Lakes

**Harry S. Truman
Dam & Reservoir**

Click [here](#) on the image above to view a short mpg movie
(15,000 kb may take a few minutes to download)

How To Contact Us

Harry S. Truman Project Office
U.S. Army Corps of Engineers
Route 2 Box 29A,
Warsaw Mo 65355

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Agency Issues

- Pride and investment in locally developed web pages
- Recreation often not the local focus
- Building the pages with correct information using existing systems
- Keeping the information current with minimum impact on field staff

Agency Issues - Strategies

- Use a template, so the locally developed web pages remain intact
- Incorporate local innovation
- Pull basic content from existing information systems
- Create system to allow field managers to review and update

Interagency Issues

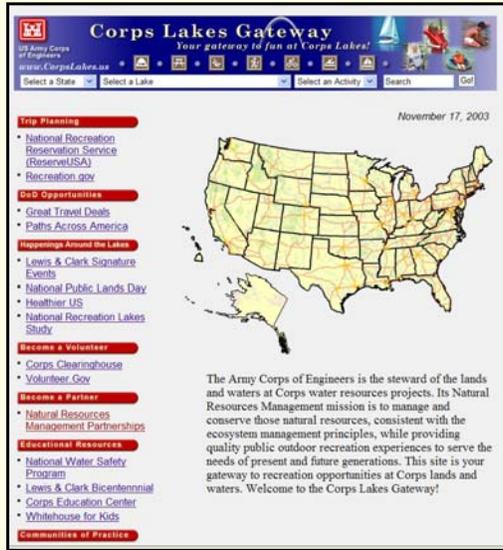
How to Effectively Connect to:

- Recreation.gov
- National Recreation
Reservation Service (NRRS)
–ReserveUSA.com

Interagency Issues - Strategies

- CorpsLakes.us feeds Corps
information to Recreation.gov to
create agency identity
- CorpsLakes.us deep-links to
ReserveUSA.com at the campground
level

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Corps Lakes Gateway



A citizen resource

Corporate Branding

- State by state
- Lake by lake

2004 Launch

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State Level Marketing – not the traditional organizational structure

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Natural Resources Management Gateway

Corps Lakes Gateway
Your gateway to fun at Corps Lakes!

U.S. Army Corps of Engineers
www.CorpsLakes.us

Select a State Select a Lake Select an Activity Search Go!

Corps Lakes Gateway > Illinois > Shelbyville Lake

Print Friendly Version
• Recreation Areas

Maps
• Lake Map
• Vicinity Map

Reservations
• Coon Creek
• Dam West Access
• F.W. "Bo" Wood
• Lithia Springs
• Lone Point
• Opogonum Creek
• Whiskey Creek
• Wilborn Creek

Lake Information
• Fishing Report
• Lake Levels
• Hunting
• Permits
• Wildlife
• Weather
• Other Information

Concessionaires
• Findlay Marina

Lake Shelbyville
U.S. Army Corps of Engineers
RR 4 Box 128B
Shelbyville, IL 62565-9351
Phone: (217) 774-3951

See the *Shelbyville Lake* recreation areas. *Primary recreation areas are listed below.*

Visitor Center
Lake Shelbyville Visitor Center
(217) 774-3951

Directions & Lake History/Factoid
Directions: Located 30 miles south of Decatur just off IL 16 and 128.

Corps Offices
• St. Louis District

State Links
• IL Website
• Environmental Management
• Natural Resources Parks & Recreation
• Travel Guide
• Road Reports

Planning
• ReserveUSA
• Recreation.gov

Local Cities
• Arcola, IL
• Arthur, IL
• Effingham, IL
• Sullivan, IL
• Tuscola, IL

News
• Local Papers
• Google News
• Yahoo News

Lake Level Marketing Partnerships

- Lake website
- Lake information
- Concessionaires
- State information
- Local communities
- Local media

NRRS-Rec.gov

Concessions

Chambers of Commerce

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Example of Local Innovation

Print Friendly Version
• Recreation Areas

Maps
• Lake Map
• Vicinity Map

Reservations
• 1-877-444-6777
• Bald Ridge Creek
• Balding Mill
• Chestnut Ridge
• Duckett Mill
• Old Federal
• Sawnee
• Shady Grove
• Shout Creek

Lake Information
• Fishing Report
• Lake Levels
• Hunting
• Permits
• Wildlife
• Weather
• Other Information
• Lake Lanier Association

Concessionaires
• Djb Holdings Lic

Lake Sidney Lanier
US Army Corps of Engineers

Click Signs to Return to Main Site

Recreation areas 11 - 20 of 72 at Lake Sidney Lanier

Recreation Area	Camping	Boat Ramps	Marina	Picnic	Playground
Barton Mill \$	X			A	X
Chesterton \$	X				X
Chestnut Ridge \$	X	X			X
Clarks Bridge	X			A	X
Don Carter State Park					
Duckett Mill \$	X	X			X
East Bank \$		X			
Flowers Branch					
Shady Grove					
Shout Creek					

Slideshow of Chestnut Ridge

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Example of Local Innovation

The screenshot shows the 'Corps Lakes Gateway' website in a Microsoft Internet Explorer browser. The page is for 'Rough River Lake' and includes a 'PARK ASSESSMENT' section. A feedback form is visible with the following text: 'We want to hear about your boating experiences at Rough River Lake. Tell us about your time on the water.' Below this are three text input fields labeled 'Good things', 'Problems', and 'Things we could improve'. A red arrow points from the 'Feedback' label to the 'Please tell us about your boating experiences at Rough River Lake' text on the page.

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The screenshot shows the 'Great Lakes of Georgia' website homepage. The header features the 'Great Lakes of Georgia' logo and a navigation menu with links for HOME, ABOUT GREAT LAKES OF GEORGIA, PARTNERS, CONTACT US, and SITE MAP. The main content area includes a 'Welcome' message, a 'CHOOSE DESTINATION' list (Allatoona Lake, Carters Lake, Clarks Hill (Thurmond), Lake Seminole, Hartwell Lake, Lake Sidney Lanier, Richard B. Russell Lake, Walter F. George Lake, West Point Lake), a 'PHOTO GALLERY' with a 'View Photos' link, and a 'Learn More' section with icons for Boating, Fishing, Hotels & Lodging, Recreation, Fun for the Day, and Marinas. A 'VACATION SPECIALS for LESS' banner offers to 'book hotel + save' with a 'View Details' link. A 'RELATED SITE LINKS' section lists 'Corps of Engineers', 'Georgia On My Mind', and 'Georgia State Parks'. The footer contains the website URL 'CorpsLakes.usace.army.mil' and 'www.CorpsLakes.us'.

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Natural Resources Management Gateway

Marketing Volunteer Opportunities

US Army Corps of Engineers®
Volunteer Clearinghouse
 1-800-865-8337
 Give a Helping Hand

KEEP YOUR TEAM AFLOAT.

- [Introduction](#)
- [Opportunities](#)
- [Volunteer Job Listings](#)
- [Photo Gallery](#)
- [Success Stories About Volunteers](#)
- [Sign Up For Volunteer Work *Online!*](#)
- [Submit Your Volunteer Project *Online!*](#)

Introduction

The U.S. Army Corps of Engineers Volunteer Clearinghouse is a nationwide, toll free hotline number for individuals who are interested in volunteering their time with the Corps. By calling the hotline a potential volunteer can express interest in any Corps project nationwide. The Clearinghouse in turn, gives the individual a point of contact for the area they have requested, as well as written information about volunteer opportunities there.

Callers should be ready to provide information about their interests, talents, and the locations they may want to volunteer.

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Information Connecting Our Managers and National Partners

National Partners

This listing is limited to the Partnerships that have a standing Memorandum of Agreement or Memorandum of Understanding with the Corps of Engineers *Natural Resources or Planning element*. It does not list all the great partnerships and organizations that work with the Corps on a local level. There are many other partnerships around the nation that do not have a national MOU/MOA, to see some of these success stories, [click here](#). In addition, other national partnerships with the Corps can be found [here](#).

Natural Resources Proponent

- [APL](#) - Association of Partners for Public Lands
- [BASS](#)
- [Boy Scouts of America](#)
- [CDC](#) - Center for Disease Control
- [Environmental Protection Agency](#)
- [UNICOR](#) - Federal Prison Industries - for National Sign Program (RQ) use only
- [Boy Scouts of America](#)
- [GSA](#) - General Services Administration - for National Program (RQ) use only
- [IMBA](#) - International Mountain Bicycling Association (IMBA)

N • E • E • T • F

Natural Resources Management Gateway

International Mountain Bicycling Association (IMBA)

The Corps and IMBA recognize the following: That recreation on trail systems that connect waterways, parks, and neighborhoods benefits the community. That IMBA recreation promotes economic livelihood, providing jobs and economic stability for American communities. That recreation encourages physical and intellectual development of youth through outdoor recreation and educational activities. 50% of Corps recreation sites are within 50 miles of a large U.S. city, and IMBA and the Corps - Recognize the importance of preserving trail opportunities for urban fringe communities that are facing development pressures. Have an established working relationship that has already helped facilitate mountain bicycling on Corps recreation sites. Therefore, The Corps and IMBA agree to partner at appropriate local, regional, and national levels to create, manage, and develop trail opportunities for mountain bicycling at Corps facilities.

- [IMBA Website](#)
- [IMBA - USACE Website](#)
- [News / Current Issues](#)
- [Partners in Action](#)
- [Resources](#)
- [Trail Building & Maintenance](#)
- [Corps Resources - OMBIL data - miles of trails](#)
- [MOU/MOA](#)
- [CE MOU Responsibility](#)
- [Partner Responsibility](#)
- [Statement to COE](#)
- [How to Join IMBA](#)
- [Local POC](#)
- [National / Regional POC](#)

[Back to Partnerships](#)
[Home](#) | [Employees](#) | [Visitors](#) | [Lake Discovery](#)
[Recreation](#) | [Law Compliance](#) | [Env Stewardship](#) | [Calendar](#) | [Glossary](#)
[Learning](#) | [Tools](#) | [GIS](#) | [Partners](#) | [New Postings](#) | [Index/Search](#) | [Ideas](#) | 722

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Partners in Action - Success Stories

Partnerships

Corps Lakes Gateway
Your gateway to fun at Corps Lakes!

Cooperation Gets it Done

Lake: Lake Shelbyville, IL

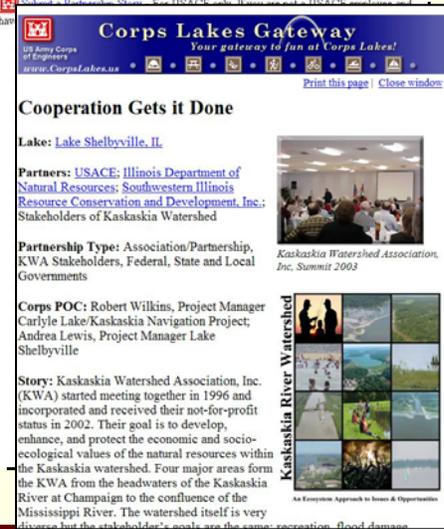
Partners: USACE; Illinois Department of Natural Resources; Southwestern Illinois Resource Conservation and Development, Inc.; Stakeholders of Kaskaskia Watershed

Partnership Type: Association/Partnership, KWA Stakeholders, Federal, State and Local Governments

Corps POC: Robert Wilkins, Project Manager Carlyle Lake/Kaskaskia Navigation Project; Andrea Lewis, Project Manager Lake Shelbyville

Story: Kaskaskia Watershed Association, Inc. (KWA) started meeting together in 1996 and incorporated and received their not-for-profit status in 2002. Their goal is to develop, enhance, and protect the economic and socio-ecological values of the natural resources within the Kaskaskia watershed. Four major areas form the KWA from the headwaters of the Kaskaskia River at Champaign to the confluence of the Mississippi River. The watershed itself is very diverse but the stakeholder's goals are the same: recreation, flood damage

Kaskaskia River Watershed
An Ecosystem Approach to Issues & Opportunities



Blending Agency and Partner Information

- Database of on-the-ground partnerships
- Template format
- Online submission

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Next steps for the Corps Lakes Gateway



- Cross listing to Recreation.Gov and ReserveUSA.com
- Partner notification
- Travel & Tourism notification
- Registry with search engines

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Learning Outcomes –

Become acquainted with issues related to:

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Suggestions?

Any questions?



Contact Us

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