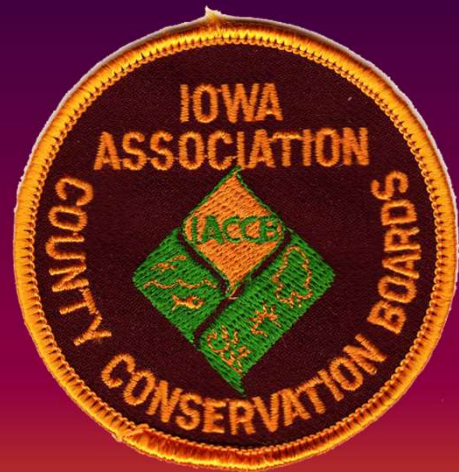


ALUMNI UPDATE - 2023



02/04/23

mycountyparks.com



Soooo....This has been happening.....

IF YOU KNOW ANY OF THESE THREE INDIVIDUALS, YOU ARE CURRENTLY OF SUFFICIENT AGE!



CCB's ORDER OF THE SQUIRREL 2020



Order of the Squirrel
Thought About 1958
Established 2020

The Founding Fathers Cordially Invite You to

The Inaugural ICCS Future Alumni Division Holiday Zoom Happy Hour

TIME: Thursday, December 17, 2020 - 6:43 PM (CST)



Order of the Squirrel
Established 2020



2021

PART DEUX



**Considered in 1958
Established in 2020**



EFFECTIVE AS OF JAN. 1ST

CEO – ADAM J. SHIRLEY ★

Chief Executive Officer

ISA – TOM HAZELTON ★

Internet Systems Administrator

CEO Position

80% Full-time Contract

ISA Position

50% Full-time Contract



Transitioning Continues



mycountyparks.com



Iowa's County Conservation System

FY2023 SALARY SURVEY

(Permanent, Full-time Positions Only)



POSITION	# IN CLASS.	SALARY RANGE	AVERAGE	MEDIAN	AVG. YEARS
DIRECTOR	99	\$44,797 – \$179,598	\$69,877	\$68,750	20.58
PARK RANGER	132	\$45,053 - \$88,102	\$58,600	\$55,900	10.88
NATURALIST / Env. Ed.	125	\$37,626 - \$96,795	\$54,193	\$52,686	11.86
OPERATION SUPVR.	38	\$41,808 - \$104,342	\$62,105	\$57,827	17.23
MAINTENANCE TECH.	130	\$26,666 - \$104,008	\$52,368	\$48,734	9.63
NAT. RES. / VEG. SPEC.	70	\$39,600 - \$101,445	\$57,951	\$55,619	8.56
ADM. PERSON – OTHER	46	\$35,360 - \$111,589	\$62,575	\$58,772	8.33
CLERICAL / OFFICE MGR.	42	\$17,891 - \$99,327	\$43,915	\$44,262	9.05
OTHER - FULL TIME	22	\$31,200 - \$74,110	\$53,619	\$48,734	11.15

TOTALS

705

\$40,624,470 in total annual CCB full-time payroll

8,472 total years of experience in CCB full-time payroll

Average of 12.19 years of experience – all full-time employees

ICCS/tfh
10/21/2022

mycountyparks
.com 



mycountyparks
.com 

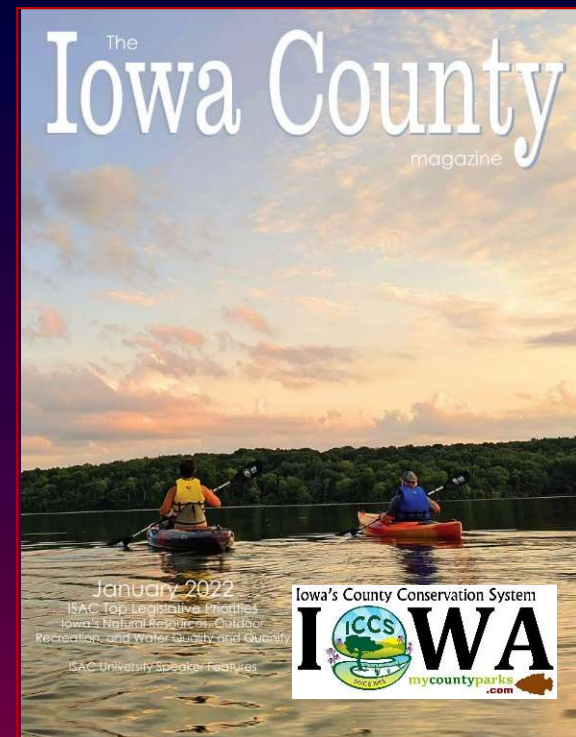
2022 was Awesome!



April 2022



April 2022



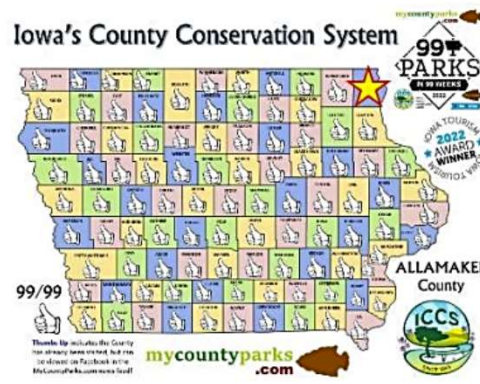
January 2022

“Thank-you for your outstanding conservation efforts and public education achievements”





#THISIOWA



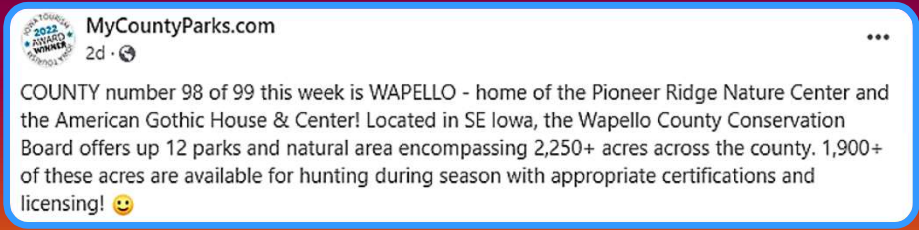
And the 99-County Countdown Map Read 99 of 99 Visited... 😊



99 CCBS IN 99 WEEKS – IT WAS A WRAP ON DECEMBER 4!! 😊

2,222 PHOTOS & 630,000+ REACHED

And so.....after 99 straight weeks, on December 4th - we were able to give the writing pens and Photoshop buttons a well-deserved rest. You should all be proud that we were able to showcase the absolute BEST of the finest County Conservation System in the nation – the results of YOUR collective talents and dedication. In April 2022, just a bit beyond the halfway mark in our trek – the Iowa Tourism Office recognized this effort with the **Outstanding Niche Marketing Initiative Award** for 2022! One “deep dive” each week – all about “US” and those awesome quality of life opportunities that we provide for lowans and our visitors w/o even thinking twice about it each and every day.... simply doing what we do best 24/7, 365, year after year. **KUDOS and CONGRATS** to each of you for all that you have done for ICCS since 1955!



#THISIOWA



2021 & 2022

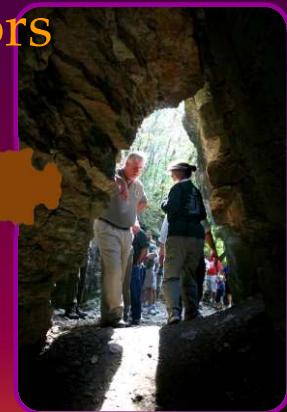


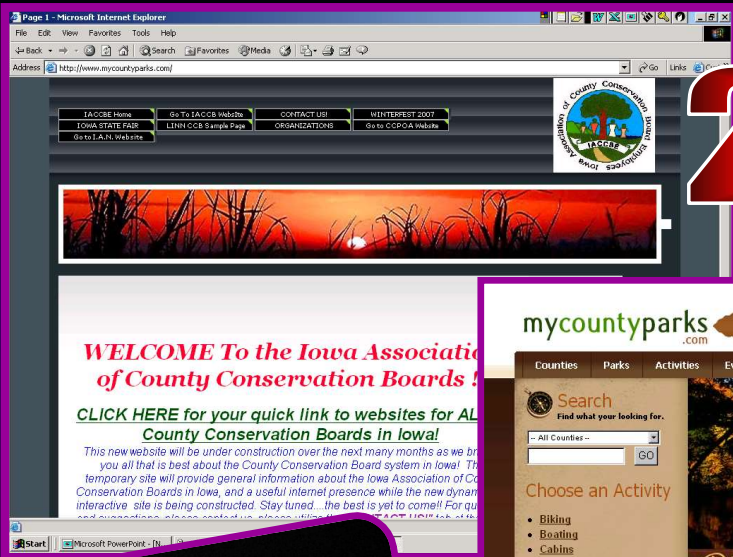
I.C.C.S. ANNUAL FALL CONFERENCE

- 2012 – Honey Creek
- 2013 – Clay, O'Brien, Palo Alto , Dickinson
- 2014 – Woodbury, Plymouth
- 2015 – Linn
- 2016 – Hamilton / Webster
- 2017 – Lyon & Sioux
- 2018 – Polk
- 2019 – Muscatine / Louisa
- 2020 – (Postponed – COVID19)
- 2021 – Story (Ames)
- 2022 – Dubuque
- 2023 – Pottawattamie/Harrison**
- 2024 – District 2 (in Decorah)
- 2025 – Clay/Dickinson??

- Board & Staff Education
- Peer Networking
- Tour other county facilities
- I.C.C.S. Annual Meeting
- Fund raising ideas
- Current trends with Exhibitors & Vendors

- Sponsored by **mycountyparks.com**
SHIVEHATTERY
ARCHITECTURE+ENGINEERING





2006

mycountyparks.com 



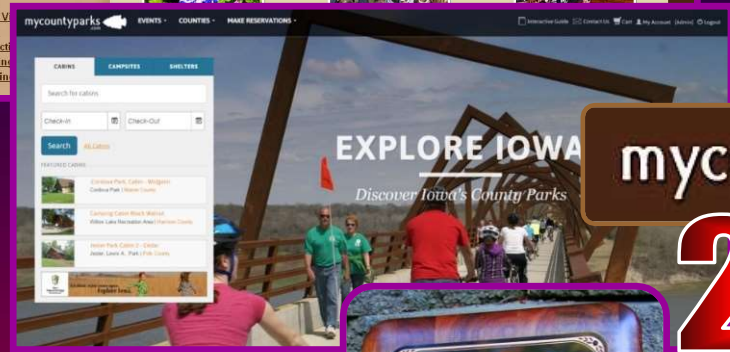
2009

Silver Addy Award
American Advertising Federation

2009 Iowa Tourism Website of the Year, and Runner-Up in 2015



2016



mycountyparks.com PORTAL

2013



2017

National Association of Counties



mycountyparks.org 



2022

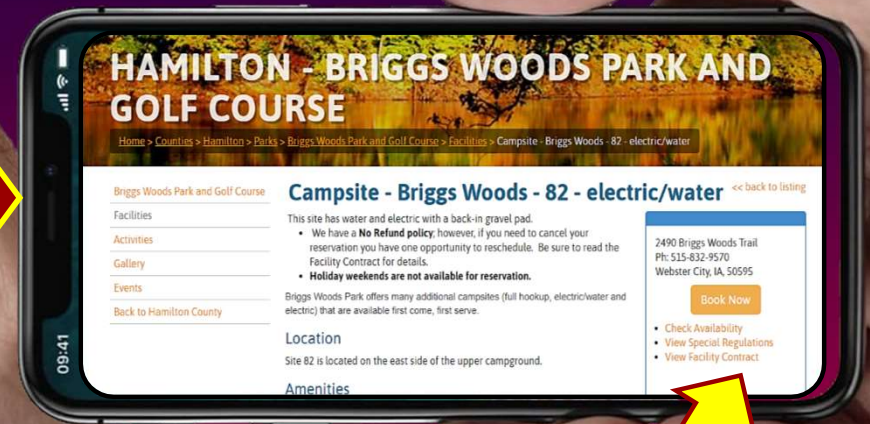


RETURN OF THE Q.R. CODE SYSTEM ???



Hamilton County Conservation is exploring the use of onsite campground registration utilizing a Q.R. Code system.

(**NOTE:** This would require that the advance "cut-off days" option in which you cannot reserve a facility would no longer be used)



- Access to live calendar for availability & site information
- Ability to register immediately w/credit card
- Calendars immediately populated online (*prevents other bookings*)
- Email receipt on cell phone
(*locations require good cell / Wi-fi signals*)



Dashboard [Download QR](#)

QR Codes | Manage Images | Related Items | Activities

Event Page URL: [Wild Salves Class](#) | Availability Page URL: [Check Availability - Campsite 2](#) | Facility Page URL: [Campsite 2](#)

Continue without creating an account?
Click here to explore the website and place order without registration or login.
[Continue as Guest](#)

mycountyparks.com



LOGIN TO MY COUNTY PARKS

[Home](#) > [Login](#)

NEW in '22 – CHECK OUT AS A GUEST!
31% of 27,250 new users in first year!

- View Availability Calendars w/o creating a profile
- Reserve facilities or register for events w/o creating a profile
- Essential data captured in administration for Orders and Reservations

Edit Facility | Manage Images | Related Items | Activities | Amenities | Exclusion Dates

Prices | Rental Contract | Purchase History | **QR Codes**

Facility View - A Sustainable Living Cabin - South

Facility Page URL: [A Sustainable Living Cabin - South](#)

Availability Page URL: [Check Availability - A Sustainable Living Cabin - South](#)

Download QR

Event View - Trick or Treat for the Animals

Event Page URL: [Trick or Treat for the Animals](#)

Download QR

mycountyparks.com Thomas Mitchell Park Site 1

Scan the QR code to reserve this campsite.

Online payment required prior to set up in campsite.

Scan the QR Code above to reserve this campsite.

POLK COUNTY CONSERVATION
leading you to the doors.org

1		W	4		R
SITE #	SITE INFO	WALK-IN	SITE #	SITE INFO	ONLINE RESERVABLE
CHECK OUT BY 3 PM			CHECK IN: 4PM CHECK OUT: 3PM		
TO AVOID BEING CHARGED FOR ANOTHER NIGHT			RESERVATIONS MUST BE MADE 5 DAYS IN ADVANCE.		

WINTERFEST 2023 - CORALVILLE HYATT REGENCY

Tuesday, January 24, 2023

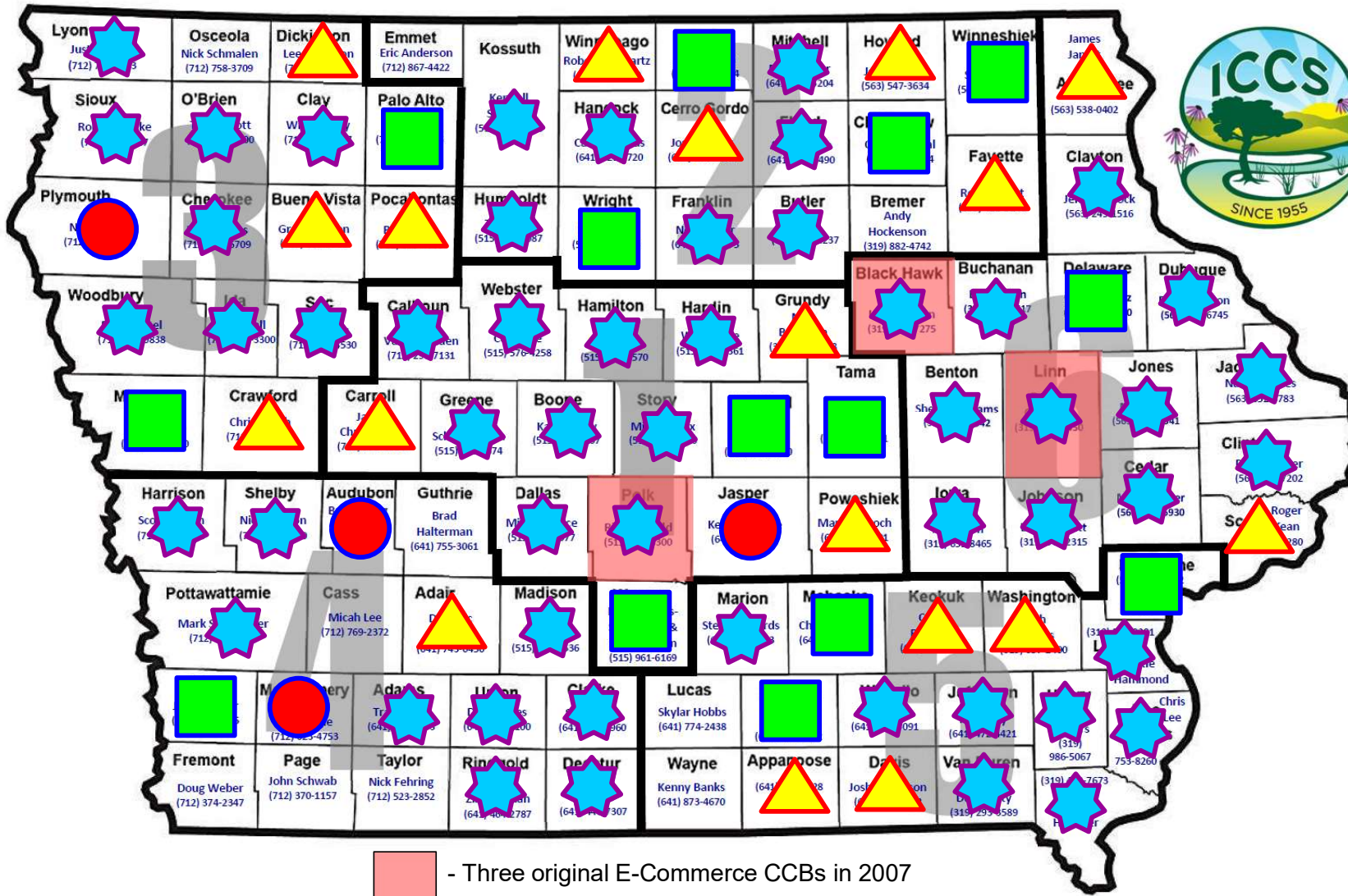
- AGENDA AT-A-GLANCE
- FULL CONFERENCE PACKET
- VENDOR LISTING & BOOTH LOCATIONS
- IACBCE 2023 ANNUAL MEETING AGENDA
- 2022 IACBCE ANNUAL MEETING MINUTES

Scan the QR code to reserve this campsite.

NOTE: EVENTS or FACILITIES do NOT need to be visible on the website to have the QR Code be functional.



ONLINE RESERVATIONS / Online Reservation Counties



57
+
14
+
18
↓
89

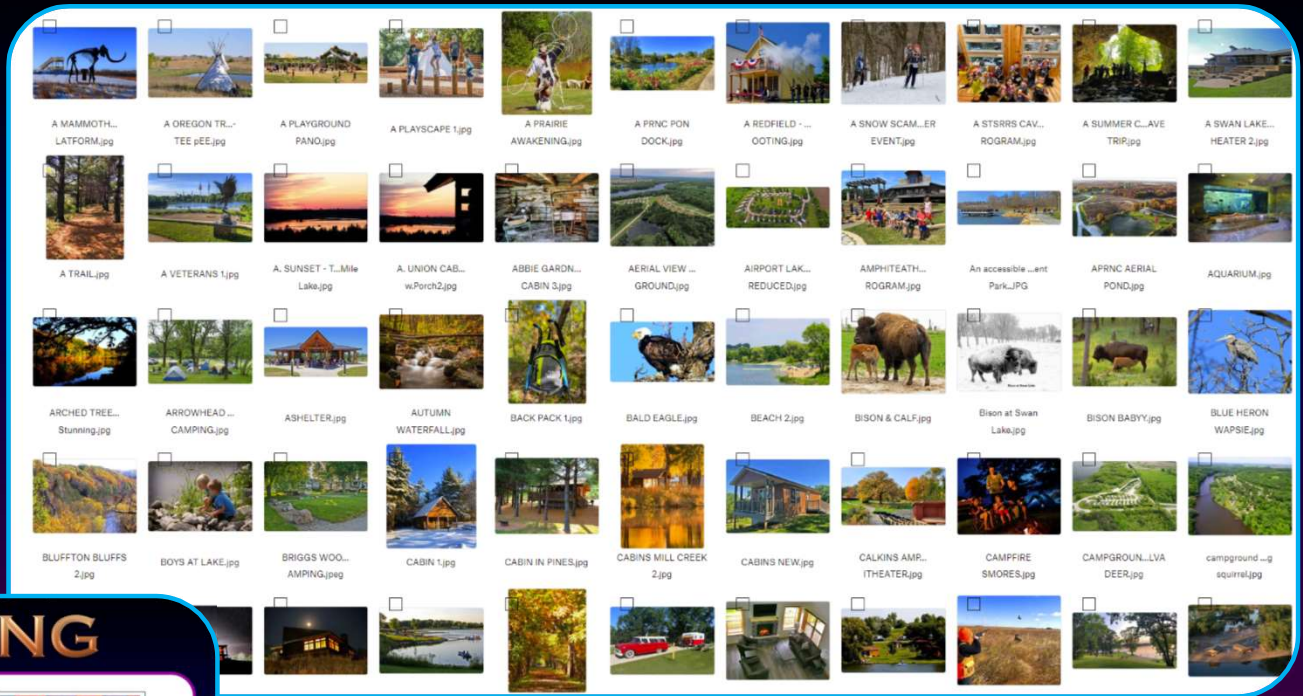


- ★ - EXISTING (53)
- - NEXT 18 MO. (4)
- IN CONVERSATION (14)
- ▲ - POTENTIAL (18)

FEBRUARY 2023



Dropbox



FY2023 MARKETING

mycountyparks.com

\$18,000



\$24,000

Out of necessity for IRS tax reporting, marketing expenditures for a 501(c)6 need to be truly an educational or promotional effort.



\$7,640.00

Submission Date	Category	Agency	Comments
7/26/2022	Issue Conservation Systems	IN	Issue Conservation System on up campaign

Category of Work	Start	End	Notes
Targeting summer and/or weekend travelers with a focus on outdoor based travel promotion	Midwest - details TBD		Targeting Spring of 2023 for project with Sojern
Targeting summer and/or weekend travelers with a focus on outdoor based travel promotion, golf, fishing, recreational and location based on Sojern proprietary travel audience	Midwest - details TBD		
Targeting summer and/or weekend travelers with a focus on outdoor based travel promotion, golf, fishing, recreational and location based on Sojern proprietary travel audience	Midwest - details TBD		

Headline
IOWA – Land of 2,000 County Parks



Logo mycountyparks.com

Body
Learn about Iowa's vast one-of-a-kind 99-county park system and some of the best kept secrets in the Midwest!

Call To Action
Start planning your Iowa Adventure TODAY!

Click-Through URL
<https://www.mycountyparks.com/Default.aspx>



mycountyparks.com





☺ KODAK MOMENT ☺

SCREEN SHOT FOR CCB ALUMNI

& ICCS NEWSLETTERS

mycountyparks.com 





EXPANSION SINCE 1960

1986 – 340 full-time employees

1993 – 473 full-time employees

2003 – 597 full-time employees

2021 – 674 full-time employees

<u>YEAR</u>	<u># AREAS</u>	<u>ACREAGE</u>
1960	203	11,077
1970	697	40,266
1980	970	69,424
1990	1,284	103,147
2000	1,614	159,899
2010	1,785	183,000
2023	2,034	220,350+

**FY2023 TOTAL of All
99 CCB Budgets
\$108,510,807**

(1965 Budgets Total - \$3,731,000)

POSITION	2023	# IN CLASS.
DIRECTOR		99
PARK RANGER		132
NATURALIST / Env. Ed.		125
OPERATION SUPVR.		38
MAINTENANCE TECH.		130
NAT. RES. / VEG. SPEC.		70
ADM. PERSON – OTHER		46
CLERICAL / OFFICE MGR.		42
OTHER - FULL TIME		22
TOTALS		705

- **11,200+** Campsites
- **2,000+** miles of trails
- **146,262** hunting acres
- **26,560+** EE Programs
- **280** Cabins in 60 CCBs
- **75** Education Centers with 6 more in production



HOLY SHIT BATMAN!



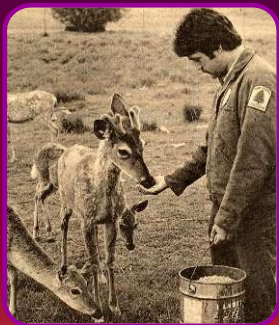
2009 Iowa Tourism Conference
Tourism Web Site
MyCountyParks.com

mycountyparks
.com

2022
Iowa Tourism Awards
Outstanding
Niche Marketing Initiative
My County Parks
IOWA

#THISIOWA

2023



Thank-You!

MCPAdmin@MyCountyParks.org

(319) 521-5952



indeed for employers

Indeed, Inc.
10721 Domain Dr.
Austin, TX 78758

2023

Don Brazelton
or Hiring Manager 011792
Iowa Assn Cnty Cnvrstion Bards
1775 Mackenzie Dr
Cedar Rapids IA 52411-9596
|||||



1983

2010



2022



