

# Sharing the Challenge

Partnership Opportunities with the U.S. Army Corps of Engineers



US Army Corps  
of Engineers®

BUILDING STRONG®

## Why Partner with the Corps?

The U.S. Army Corps of Engineers manages some of the most cherished lakes, rivers and lands near your communities and towns. Communities are proud of their special place in our parks. Many of our partners and visitors comment that they grew up near a Corps lake, or they spend as much time as they can in a particular Corps park. Great family memories are created during a boating, fishing, camping trip, or after a quiet day of hiking or biking on one of our many trail systems. These experiences are important in strengthening families and communities. Our parks also have significant economical impact, with visitors spending upwards of \$18 billion on trip expenses and durable goods annually. With the help of our partners, we can provide more service to the public than without you by our side.

By partnering with us, you will have a hand in helping manage our lakes and rivers for your customer's benefit. The American public loves our Corps lakes. How much is an opportunity or special moment worth? How much would someone be willing to pay to see an elk run across the valley ahead of them, watch their granddaughter catch her first fish, or share family stories around the campfire? People are willing to spend money to see or experience something they cannot see or experience anywhere else. Sharing these values as part of your marketing strategy makes sense. Partnering with the Corps will bring large exposure to your organization, with 370 million people visiting a Corps lake each year.

*What our partners say: "Partnering with the Corps allows our organization to accomplish so much more than we could ever do alone. The expertise, vision and leadership that the Corps brings to the table provides a strong foundation for any project we're working on together." Dan River Basin Association*

## The Corps Story

- As the leading federal provider of recreation, one out every ten Americans visits a Corps lake.
- Park visitation exceeds all other federal agencies.
- Manage 12 million acres of land and water
- Visitors spend nearly \$18 billion on trip expenses and durable goods annually, resulting in 500,000 jobs
- 422 lakes in 43 states hosting 33% of all fresh water lake fishing
- 4,000 recreation sites of which 80% are within 50 miles of a metropolitan area
- 101,000 campsites, 3,800 boat ramps, 5,000 miles of trails

## Partnering Benefits

- Increases public relations and a general feeling of goodwill toward your organization
- Strengthening the environmental, social and economic health of communities
- Helping conserve America's natural places for future generations
- Potential market branding to reach out to new customers
- Increases employee or staff well-being as they recreate in our parks
- Enjoyment of being in a park environment while helping serve others
- Our recreational and land management programs are diverse and the partnership opportunities are varied



## Partner Spotlights



Raystown Lake had the potential to be a mountain bike destination, but it took a partnership between the Corps, the Friends of Raystown Lake and the International Mountain Biking Association to turn this vision into a reality. The Friends of Raystown Lake raised funds and leveraged volunteers to build the trails and other infrastructure around the lake. Together with the community, other partners and with IMBA's technical assistance, the agency and the local group built 30 miles of trails. From the \$800,000 initially invested, the project generated \$2 million of local economic stimulus in the first year alone.

Patients undergoing extended medical treatment in the Little Rock area now have an affordable and peaceful place to stay in a beautiful setting along with their families thanks to the University of Arkansas for Medical Sciences. UAMS provided \$90,000 to build six dedicated campsites specifically for medical care patients in the park. "UAMS is very pleased to partner with the U.S. Army Corps of Engineers to make these campsites available for patients," said UAMS Chancellor I. Dodd Wilson, M.D. "We are very appreciative of the support and compassion the Corps has shown in helping make this possible."



Paralyzed Veterans of America has been partnering for years with the Chena River Lakes project in Alaska to hold special moose hunts for veterans. Companies such as Ruger, Leopold Optics and Savage Arms also participate by sponsoring hunters' travel expenses. Over time, the need for special housing became evident and resulted in the design and construction of an accessible hunting cabin. The 'Wheeling Hunter' cabin provides hunters and volunteers the ability to assemble, mobilize, eat and rest during the annual veteran moose hunt. It is primarily used by members of our military who have serious mobility impairments and are confined to wheelchairs. The cabin offers a great interpretive opportunity and chance to promote the Corps, our partners and our volunteers. It showcases our commitment to the military community and goal to make public lands accessible to everyone.

## Corps Recreation Values and Roles

- Providing places for people and water to meet.
- Providing safe and accessible recreation opportunities and educating the public on how to play in and around water.
- Protecting resources for present and future generations to use and enjoy.
- Supporting healthy communities through access to outdoor activities for the community, military and general public.
- Continuing to maintain a geographic distribution of recreation opportunities throughout the country.



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*How to Partner: For additional information on partnership opportunities visit <http://corpslakes.usace.army.mil>. You may also contact your local USACE Office or the USACE National Partnership Coordinator: **Heather.D.Burke@usace.army.mil***

