

Introducing ...



A Ticket to the
Great Outdoors

Tonto National Forest

"The Valley's Backyard"

Encompassing almost three million acres around north and east Phoenix, the Tonto National Forest manages six lakes and two major rivers, making it one of the Valley's most popular weekend destinations. More than six million people a year, from as close as Mesa or from Tucson and beyond, make the Tonto their recreation destination - many of them looking for water to play in.

The Tonto began charging fees at these popular recreation sites in 1996 to enhance services provided, such as cleaning and maintaining the facilities. Sites



managed under this fee collection program are mainly centered on recreation areas on the Salt and Verde rivers and their associated lakes.

In the past, fees were collected on site using a variety of methods. Beginning October 2, 2006, on-site sales were replaced with over-the-counter vendor and mail-order sales. This marks a new beginning for the Tonto and the vendors who participate in the Tonto Pass program. Hundreds of thousands of people a year will be looking for Tonto Pass outlets to purchase a pass -- and likely few supplies -- while on their way out to The Valley's Backyard. Will your store be one of them?



The Tonto Pass

What is the Tonto Pass?

The Tonto Pass is a daily use recreation pass for visitors to more than 50 recreation sites on the Tonto National Forest. The Pass must be displayed on visitor's vehicles either from the rear-view mirror or displayed on the dashboard. The passes sell for \$6.00 per vehicle plus a watercraft use fee of \$4.00 per watercraft and \$3.00 per vehicle plus a watercraft use fee of \$2.00 for half-priced passes. Tonto passes will be accepted at most sites within the following recreation areas:

- Bartlett Lake
- Horseshoe Lake
- Needle Rock
- Seven Springs Recreation Area
- Canyon Lake
- Lower Salt River
- Saguaro Lake
- Apache Lake
- Roosevelt Lake

Why is the Pass needed?

As the fifth largest national forest in the United States, the Tonto National Forest is one of the most heavily-visited forests in the U.S. It is bounded by the Phoenix metropolitan area to the south and west, the Mogollon Rim to the north and the San Carlos and Fort Apache Indian reservations to the east.

As Phoenix's population grows, so does demand for recreation opportunities that can only be found on national forest lands. In 1996, Congress passed legislation that allows the forest service to collect fees for recreation use and invest them locally. In 2004, this authority was expanded in the Federal Lands Recreation Enhancement Act (REA). Fee revenue is used by the Tonto National Forest to help maintain and improve the recreation sites that are loved by many Arizona residents.

With the purchase of each Tonto Pass, the public partners with the forest "in caring for the land" which is home to a wide variety of recreation experiences. Along with investment comes added awareness of the importance of these areas and a commitment to protect and maintain our national forest as an oasis in an ever increasing urban life.

What will the Tonto Pass fee revenue be used for?

Examples are:

- Cleaner, better maintained facilities,
- Reduced resource damage,
- Timely trash removal and litter control,
- Additional educational, interpretative and informational programs and,
- A greater Forest Service presence to serve the needs of visitors.

As a vendor, what are the advantages to you?

Tonto Passes are available at local forest offices and at participating vendor locations. People who need to purchase Tonto Passes will frequently purchase gas, ice and other items for their trip. The need to obtain a Tonto Pass will increase the flow of customers to your store and provide opportunities for these additional sales. More times than not, they will come back to your store for the convenience of one-stop shopping.

As a partner in the Tonto Pass program, your store will be highlighted in our marketing programs and listed on our website as a source for Tonto Passes.

The wholesale rate for the Tonto Pass will be 95% of the face value, e.g., a Tonto Pass that costs \$10 for a vehicle with one watercraft will cost the vendor \$9.50. The program currently generates \$2 million dollars in gross revenue annually; this number is expected to increase significantly due to recent fee rate adjustments. The Tonto National Forest has established procedures for placing orders and getting Passes sent to your store or a corporate location for distribution. A vendor guide provides instructions for you and your employees on how to obtain and sell Tonto Passes and answer commonly asked questions.

Who will be responsible in notifying the public?

The Tonto National Forest has taken the lead on publicizing the Tonto Pass through advertising in the local media via press releases, news interviews, the forest website and other promotional means. You will be provided with signs to post at your stores to inform your customers that you are a Tonto Pass vendor.

TONTO PASS PROGRAM STATISTICS

The Tonto National Forest is one the most popular forests in the United States. More than 6 million people visit the forest each year.

Annual Tonto National Forest Visits Compared To Southern California National Forests

Cleveland NF	Los Padres NF	San Bernadino NF	Angeles NF	Tonto NF
1 million	1.5 million	2 million	3 million	6 million

Most of this use takes place on the chain of lakes along the Salt and Verde Rivers and on the rivers themselves which are easily accessible from the Phoenix metro area. Activities include camping, boating, fishing, swimming and picnicking. Tubing and water play on the lower Salt River is extremely popular with as many as 30,000 people looking to cool off on summer weekends.

Campsite and Parking Capacity in Tonto Pass Fee Areas

	Lower Verde River/ Bartlett Lake	Lower Salt River/ Saguaro & Canyon Lakes	Roosevelt & Apache Lakes	Total
Campsites	125	110	1,150	1,385
Parking Spaces	1,325	2,150	1,250	4,725

Over the past 10 years, fee revenue has averaged more than \$2 million annually. Current fees are \$6 per vehicle and \$4 per watercraft per day, which reflects a recent 50 percent increase from April, 2006. We also offer a half-priced pass for qualified customers. Vendor profit from the sale of daily passes ranges from \$.30 to \$.50 or more, depending on the number daily passes and watercraft stickers purchased per sale. More than 300,000 passes will be sold annually.

Estimated Numbers of Passes Sold Annually

	Lower Verde River/ Bartlett Lake	Lower Salt River/ Saguaro & Canyon Lakes	Roosevelt & Apache Lakes	Total
Single Vehicle	29,000	61,000	31,000	121,000
Vehicle plus Watercraft	43,000	92,000	47,000	182,000



TONTO PASSPROGRAM

VENDOR FAQs

Q. How do I order and pay for Tonto Passes?

- Order forms are included with this packet and can be found on our website at www.fs.fed.us/r3/tonto/tpv
- You can order by phone by calling 602-225-5366 and pay by credit card.
- You can fax your order form to 602-225-5281 and pay by credit card (do not put your credit card number on the faxed form - you will be contacted in person by an employee for your credit card number prior to shipping.)
- You can mail your order form to Tonto National Forest, 2324 E. McDowell Rd, Phoenix, AZ 85006 (Attn: Tonto Pass Vendor Manager) and pay by money order, cashiers check, personal/business check, or credit card. Order forms for the Tonto Pass are available online.
- You can purchase in person at the above location and pay by credit card, check, money order, cashiers check, or cash.

Q. Will there be a contract or some other sort of agreement?

- A Terms and Conditions document establishes the responsibilities for both the Forest Service and you as the Vendor. The Terms and Conditions document is included with this packet.

Q. Can I have an agreement to sell the Tonto Pass that will exclude my competitors?

- No. It is unlawful for the federal government to exclude competition.

Q. How many Tonto Passes will I have to buy at a time?

- Passes will be sold at the bulk rate with a minimum of 25 Tonto Passes and 10 watercraft use stickers per order.

Q. Can I sell the Tonto Pass on consignment?

- No.

Q. Where else will the Tonto Pass be sold?

- Vendors may only purchase passes at the Tonto National Forest Tonto Pass Program headquarters in Phoenix. Customers will be able to purchase individual Passes at many locations and online. A vendor list is posted on the Tonto National Forest web site: www.fs.fed.us/r3/tonto . A link to the online vendor can also be found on the Tonto National Forest website.

Q. What is a Golden Passport, and why do customers with one want a discount?

- Golden Passports are part of a national recreation pass program involving all federal recreation land management agencies. Holders of the Golden Age and Golden Access passports are entitled to a discount on their Tonto Passes and may be purchased at many locations, online, and the Forest Service offices listed below:

Cave Creek Ranger District 40202 N. Cave Creek Rd. Scottsdale, AZ 85262 480-595-3300	Globe Ranger District 7680 Six Shooter Canyon Rd. Globe, AZ 85501 928-402-6200
Mesa Ranger District 5140 E. Ingram St. Mesa, Arizona 85205 480-610-3300	Payson Ranger District 1009 E Highway 260 Payson, Arizona 85541 928-474-7900
Pleasant Valley Ranger District Forest Road 63 Young, AZ 85554 928-462-4300	Tonto Basin Ranger District Highway 188 Roosevelt, Arizona 85545 928-467-3200
Tonto National Forest HQ 2324 E McDowell Rd. Phoenix, AZ 85006 602-225-5366	

Q. Are Tonto Passes subject to Arizona sales taxes?

- All retail vendors must comply with Arizona state and local laws and regulations. The Arizona Department of Revenue has issued a letter stating that the sale of Tonto Pass items by authorized Vendors “is not subject to the state’s transaction privilege (sales) tax.” In a letter from the Unified Audit Committee which represents cities and towns where Tonto Pass items might be sold, the chairperson of the committee stated “The proposed sales of the Tonto Pass by independent vendors are similarly not subject to municipal transaction privilege (sales) tax.” Copies on file at the Tonto Pass program office will be provided upon request.

Vendor Name: _____

TONTO PASS VENDOR PROGRAM - TERMS AND CONDITIONS

Pursuant to the 2005 Omnibus Appropriations Act (PL 108-447), which includes the 10-year Federal Lands Recreation Enhancement Act, also known as the Recreation Enhancement Act (REA), the Forest Service (FS) is authorized to collect fees for recreational use.

To this purpose, the FS has developed the Tonto Pass and Watercraft Use Sticker that will be sold to the public by participating Vendors and FS Offices.

This instrument sets forth the terms and conditions under which a Vendor may participate in the Tonto Pass program and outlines the responsibilities of both the Vendor and the Forest Service.

Vendor Responsibilities:

- A. Order only through the *Tonto Pass Distribution Office* of the Tonto National Forest, using the approved order form that can be found in the Vendor Guide or on the website at www.fs.fed.us/r3/tonto/tpv (Phone orders do not require a form.) Tonto Passes are sold in packages of 25 and Watercraft Use Stickers are sold individually. The minimum purchase per order is 25 passes (1 package) and 10 Watercraft Use Stickers.
- B. Sell passes to the public for a price that does not exceed the face value. Passes may be sold for less than face value or given away for promotional purposes. Passes may not be sold by the Vendor to non-participating Vendors or anyone else for resale purposes.
- C. Distribute informational material (provided by the FS) to the public at no charge.
- D. Display posters and/or marketing materials provided by the FS to advertise the program.
- E. Provide to the public only information that is consistent with the material provided by the FS.
- F. Vendor may not alter or add to any material provided to them by the FS.
- G. Vendor may display their name and address on material only when a space is provided for that purpose.
- H. Vendor may advertise the availability of the Tonto Pass through their commercial outlets(s) using material provided by the FS. Any other promotional activities involving the Tonto Pass must be approved by the FS in advance.

Forest Service Responsibilities:

- A. The *Tonto Pass Distribution Office* will normally ship orders within five working days after receipt of order and full payment.
- B. Provide shipping at no charge to the Vendor.
- C. Provide Vendors with program orientation, training, and a Vendor Guide.
- D. Publish the Vendor's name and address on the Tonto Pass website Vendor list.
- E. Sell the Tonto Pass to the Vendor at the wholesale rate of
Tonto Daily Pass for \$5.70 each (\$142.50 per book of 25)
Watercraft Use Sticker for \$3.80 each (\$38.00 per sheet of 10)
Half-priced Daily Pass for \$2.85 each (\$71.25 per book of 25)
Half-priced Watercraft Use Sticker for 1.90 each (\$19.00 per sheet of 10)
(Prices subject to change without notice)

F. General Provisions:

- A. This document does not, by direct reference or implication, convey Forest Service endorsement of the Vendor, its goods, services, or activities.
- B. This instrument in no way restricts the Forest Service or the Vendor from participating in similar activities with other public or private entities, organizations, or individuals.
- C. This instrument expires five years after the date of the last signature and may be terminated by either party, in whole or in part, any time before the expiration date with 30 days written notice. Upon termination, all unsold passes, signs, maps and any printed informational materials provided to the Vendor by the FS will be returned to the Tonto Pass Distribution Office. A refund for unsold passes and watercraft stickers will be authorized after receipt of the Vendor's tax ID number or Social Security Number. A check will be issued through the National Finance Center and may take up to 30 days after submission.

By signing this instrument, the Vendor agrees to comply with the terms and conditions as stated. Failure to do so may result in immediate termination of participation in the Tonto Pass Vendor Program.

Vendor Organization:

Name: _____

Address: _____

Phone #: _____ E-mail: _____

Tax Identification Number (TIN): _____

or

Social Security Number (SSN): _____

Vendor Authorized Representative:

Name (printed) Title/Position

Signature Date

Tonto National Forest
Tonto Pass Program
2324 E. McDowell Road
Phoenix, AZ 85006
Phone: 602.225.5366 – Fax: 602.225.5281

Approved by:

GENE BLANKENBAKER, Date
Forest Supervisor