



ED-3. Public Outreach

YEAR	BUDGET	EXPENDITURES	NOTES
2020	\$55,000	\$44,373	
2021	\$25,000	\$25,068	
2022	\$23,000	\$24,573	
2023	\$23,500	\$22,328	
2024	\$48,500		
2025	\$53,000		
2026 Est	\$40,000		
2027 Est	\$40,900		
2028 Est	\$41,800		

Task Description

Communication of information about the Platte River Recovery Implementation Program and general education-oriented activities are an important function to gain and advance acceptance of the Program in all our stakeholder communities. The Program stakeholders include; residents of the three states, the Department of the Interior agencies, farmers and ranchers, recreational users of the Platte, the biological sciences community, national and international conservation and environmental groups, and bird watchers from around the world. The education-oriented sponsorships are focused on youth-oriented, experience-based programs. Exhibits and sponsorships help the Program spread its message and its brand. ED-3 costs are summarized by item below.

Item	Cost
Exhibit Fees	\$ 3,000
Major Sponsorships	
<i>Rowe Sanctuary Education Program</i>	\$ 6,000
<i>Prairie Loft Education Program</i>	\$ 6,000
<i>Greenway Foundation SPREE Program</i>	\$ 6,000
Other Sponsorships	\$ 3,000
Promotional Materials	\$ 4,000
Publish Outreach Refresh	\$ 25,000
Total	\$53,000

Notes on Cost

To reach our audiences, the Program utilizes the following:

1. “Exhibit Fees” is a category covering Program exhibit booths at scientific and professional conferences, community events, farm shows and nature centers. Venues are chosen based on both location (i.e., coverage of the three states) and the ability to reach our target audience of stakeholders. There are several annual events at which the Program exhibits; Husker Harvest Days in Nebraska, Colorado Water Congress in Colorado, and the Four States Irrigation Council Annual Meeting (held in Colorado and includes Wyoming and Nebraska). Exhibits provide written information about the Program as well as Program giveaways. Typically, the Program exhibits at



five to six events per year and booth costs vary from no charge to \$1,250 per event. Including display costs and printed material an approximate annual expenditure for exhibits is \$3,000.

2. “Major Sponsorship” is a category covering educational programs oriented specifically for young people at nature and agricultural centers and special projects that are presented to the Program. Sponsorships are chosen based on both location and the ability to reach our target audience of stakeholders. Examples include environmental education programs for Rowe Sanctuary, Prairie Loft Center for young people in Nebraska, and the Greenway Foundation South Platte River Environmental Education program for young people in Colorado. The education programs we sponsor focus support on youth-oriented, experience-based activity programs. For 2025, \$18,000 is budgeted for major sponsorships including \$6,000 each for public educational programs for Rowe Sanctuary in Nebraska, Prairie Loft Center for agricultural education for children in Nebraska, and for the South Platte River Environmental Education (SPREE) children’s educational program by The Greenway Foundation in Colorado. The nature of the expenditures and associated activities for Rowe Sanctuary, Prairie Loft, and SPREE remain largely the same as for 2024.
3. “Other Sponsorship” is a category used to allow the Program to participate in known events that are smaller in magnitude than the Major Sponsorships covered above, were not anticipated at the time of budget development, or events that were under consideration, but decisions had not been made as to which events to support. These sponsorships assist in defraying the cost of a conference or event. The Program receives higher visibility and recognition at these conferences and events as a result. Program staff is at these conferences or events to interact with the participants and capitalize on the increased visibility achieved by the sponsorships. Depending on the organization and event, sponsorships provides recognition in the event program and proceedings, recognition by emcees during meals, the ability to display banners, recognition for sponsoring specific breaks or meals, and other similar types of enhanced visibility and recognition. Examples include:
 - Program logo and tagline ads in newspapers when special edition sections are printed, such as the Earth Day and Migration editions in the Kearney Hub newspapers are estimated for 2025 at about \$500.
 - Break or event sponsorships at conferences such as National Committee of Ecological Restoration, Society for Ecological Restoration, Collaborative Adaptive Management Network, Nebraska Association of Resource Districts Conference, Nebraska Water Resources/Nebraska Irrigation Association Conference, Colorado Water Foundation for Education events, and Colorado Summer Water Congress are typical of the events that are considered for sponsorships. The decision on which events to sponsor depend on the relevance of the group or conference theme to the Program, which can vary from year to year. Such sponsorships can range from \$250 to \$750. Allowing for three to five such sponsorships to be awarded, costs for 2025 are estimated at about \$3,000.
4. “Promotional Materials” is a category covering materials distributed to increase the awareness of the Program. The distinctive Program logo is utilized in all Program communications, reports, and on all promotional materials including fact sheets, brochures, biennial reports, and giveaways. Promotional materials are chosen for their uniqueness and compatibility with the



overall goals and objectives of the Program. Chosen items are branded with the Program logo and/or the Program website address and all items must cost below \$4.00 an item. On average, the cost of the promotional material is approximately \$2.00. Examples of giveaways include pens, carabiner key chains, can coolers, stylus, mobile phone cradle, tote bags, shoulder bags, small tools, and water bottles. The Program anticipates distributing about 2,500 items in 2025 for a cost of about \$4,000.

5. “Public Outreach Refresh” includes budget to contract with a third party to help the Program refocus/refresh our outreach strategy for the remainder of the Extension. Services will be obtained through a competitive selection process. *This was budgeted to occur in 2024. Contractor selection will likely not happen until late 2024 or early 2025. We anticipate all expenditures will occur in 2025.*

The following tables provide specific cost estimate breakdowns for each of the Major Sponsorship items in FY25:

Rowe Sanctuary Education Program Cost Estimate Breakdown

Category	Unit Rate (\$/hr.)	Quantity	Cost (\$)	Comments
LABOR				Personnel hours include planning preparation, and in-field instructor time
Sr. Instructor	\$30/hr.	166.7	\$5,000	
LABOR TOTAL			\$5,000	
MATERIALS				
Educational supplies	\$1,000	1	\$1,000	Misc supplies and materials for camps, field trips and workshops: nets, optics, etc.
MATERIALS TOTAL			\$1,000	
TOTAL			\$6,000	

Prairie Loft Education Program Cost Estimate Breakdown

Category	Unit Rate (\$/hr.)	Quantity	Cost (\$)	Comments
LABOR				Personnel hours include teaching, facilitation, curriculum and program development, professional development, and outreach to schools, teachers, families, and partner organizations. *Assistant Educators were supported by other grants for 2024. Lead educator received a raise and this sheet was updated to reflect that.
Lead Educator	\$19.23/hr.	200	\$3,846	
Assistant Educators	\$12.50/hr.	200	\$2,500	
LABOR TOTAL			\$6,346*	



MATERIALS			\$1,004	Education program supplies include items such as books, writing materials, field study equipment, printing, tools, and resources for additional and enhanced outdoor learning areas.
Program Evaluation			\$150	Evaluation includes surveys and assessments to establish measurement tools to prove and enhance program impact.
Total			\$6,000	

The Greenway Foundation, SPREE Program

SPREE Program	Expenses	Income	Total	
Expenses				
Labor	(\$5,300)		(\$5,300)	SPREE educator to lead school-based field trips for classroom groups, family-friendly weekend events, and day off school camps.
Program Supplies	(\$700)		(\$700)	Supplies include printed materials, field study equipment, scientific discovery supplies, etc.
Income				
PRRIP		\$6,000		
Totals	(\$6,000)	\$6,000	\$0	