



Private Business Activities at Natural Resources Sites

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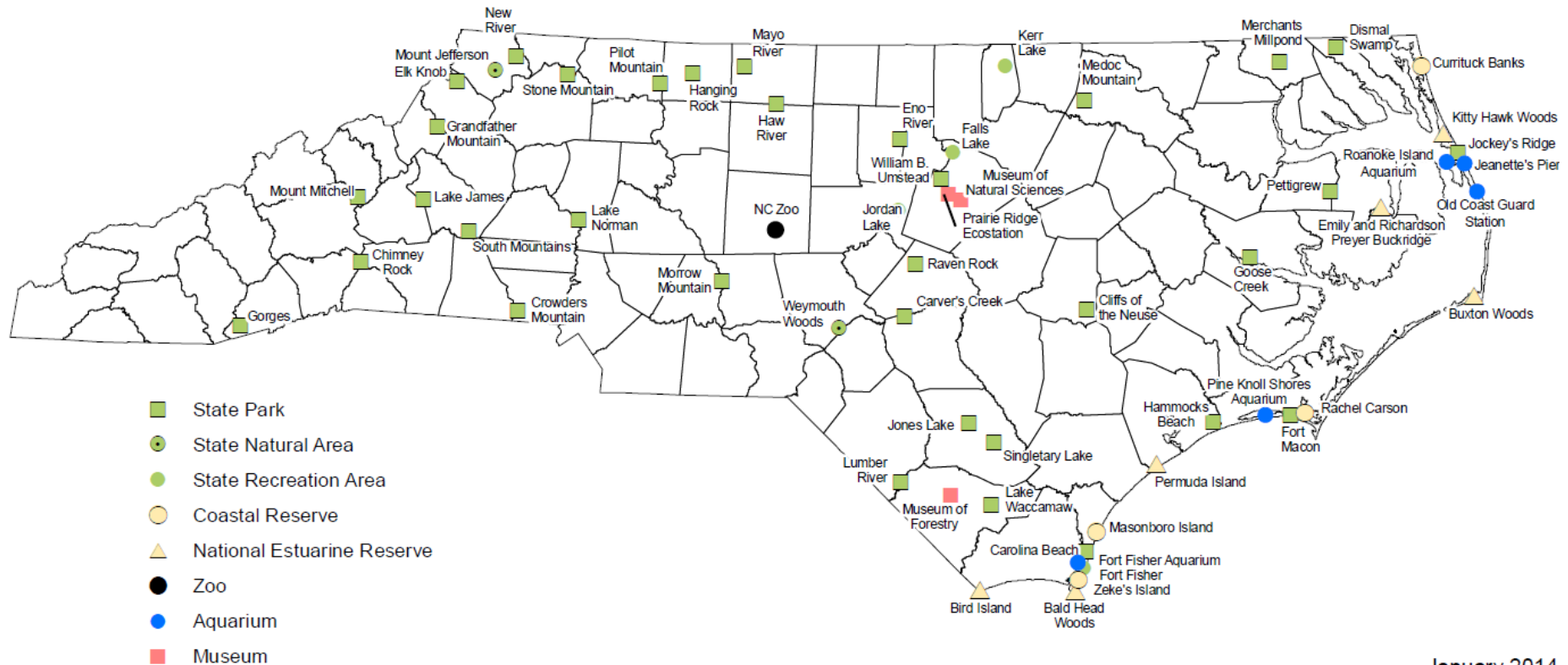


Natural Resources Attraction Divisions





Natural Resources Locations



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Privatization: One Size Does Not Fit All

- We look to maximize revenue while providing great service
- Best practices at one site may not work at another
- Sometimes “it takes money to make money”
 - Vendors need ability to recover costs of capital investment
- Good ideas may not result in effective operations
 - Saga of marina operations at Carolina Beach State Park





How Do We Make Decisions?

- What to Offer?
 - Suitability of Site
 - Input From Visitors
 - Inquiries From Potential Vendors
- Private vs. State Operation?
 - Profitability
 - Level of Service
 - Safety & Security
- Private vs. Friends?
 - Not Attractive to Potential Bidders
 - Service Rather Than Business





Public-Private Operations at NC Parks

Parks Division provides a good example of types of revenue-generating activities that can be arranged at State-owned facilities.

Types of activities cover the following:

- State-operated campgrounds
- State-operated marinas
- State-operated boat rentals
- Services for the Blind-operated vending
- Friends Group-operated gift shops
- Private marinas
- Private boat rentals





Revenue-Generating Operations at Parks

- Carolina Beach State Park: Private – Paddle Rentals; State – Retail, Campground & Marina
- Carvers Creek State Park: None – new park
- Chimney Rock State Park: Private – Parking, Retail Shops, Restaurants & Activities
- Cliffs of the Neuse State Park: State – Retail, Camping, Boat Rentals, Shelters & Swimming
- Crowders Mountain State Park: State – Retail, Camping, Shelters & Boat Rentals; Services for Blind – Vending
- Dismal Swamp State Park: Friends – Retail; State – Retail & Boat Rentals
- Elk Knob State Park: State – Retail & Camping
- Eno River State Park: State – Camping & Shelters
- Falls Lake State Recreation Area: Private – Marina; State – Camping, Shelters, Parking Fees & Retail





Parks: Staffed Operating Units

- Fort Fisher State Recreation Area: State – Snack Bar & 4WD Beach Access
- Fort Macon State Park: Private – Retail; State - Snack Bar; Services for Blind - Vending
- Goose Creek State Park: Friends – Retail; State – Camping & Shelters; Services for Blind – Vending
- Gorges State Park: State – Retail, Shelters & Backcountry Camping
- Grandfather Mountain State Park: State – Backcountry Camping
- Hammocks Beach State Park: Friends – Retail; Private – Paddle Rentals; State – Ferry Services; Services for Blind – Vending
- Hanging Rock State Park: State – Retail, Camping, Shelters, Swimming, Concessions & Cabins
- Haw River State Park: State – Retail, Education Programs, Conference Center & Food Service
- Jockey's Ridge State Park: Private – Hang Gliding; State – Retail & Shelters





Revenue-Generating Operations at Parks

- Jones Lake State Park: State – Swimming, Shelters, Camping, Boat Rentals & Retail
- Jordan Lake State Recreation Area: Private – Marina; State – Camping, Shelters, Parking Fees & Retail
- Kerr Lake State Recreation Area: Private – Marinas; State – Camping, Shelters, Parking Fees & Retail
- Lake James State Park: State – Camping, Swimming, Retail & Shelters
- Lake Norman State Park: State – Camping, Swimming, Retail, Shelters & Boat Rentals
- Lake Waccamaw State Park: Friends – Retail; State – Camping
- Lumber River State Park: State – Camping, Shelters & Retail
- Mayo River State Park: State – Shelter & Retail
- Medoc Mountain State Park: State – Retail, Camping & Shelters
- Merchants Millpond State Park: Friends – Retail; State – Camping, Shelters & Boat Rentals





Revenue-Generating Operations at Parks

- **Morrow Mountain State Park:** State – Retail, Camping, Shelters, Cabins, Swimming & Boat Rentals
- **Mount Jefferson State Natural Area:** State – Shelters & Retail
- **Mount Mitchell State Park:** State – Camping, Shelters & Retail; Services for Blind – Restaurant
- **New River State Park:** Friends – Retail; State – Camping, Shelters & Community Building
- **Pettigrew State Park:** Friends – Retail; State – Camping & Shelters
- **Pilot Mountain State Park:** Friends – Firewood; State – Camping & Shelters; Services for Blind – Vending
- **Raven Rock State Park:** State – Camping, Shelters & Retail; Services for Blind - Vending
- **Singletary Lake State Park:** State – Camping, Pier Permits & Group Rentals





Revenue-Generating Operations at Parks

- South Mountains State Park: Friends – Retail; State - Camping, Shelters & Equestrian
- Stone Mountain State Park: State - Camping, Shelters, Retail; Services for Blind - Vending
- Weymouth Woods State Natural Area: State - Retail
- William B. Umstead State Park: Friends – Retail; State - Camping, Shelters, Boating





Revenue from Major Private Operating Contracts

Park	Vendor	Fiscal Year 2012-13	Fiscal Year 2013-14 (part)
Carolina Beach	Hidden Coast Adventures	\$ 0	\$ 379
Chimney Rock	Chimney Rock LLC	363,901	159,527
Falls Lake	Rollingview Marina	15,672	1,250
Hammocks Beach	Hidden Coast Adventures	0	382
Jordan Lake	Crosswinds Marina	183,559	144,752
Jockeys Ridge	Kitty Hawk Kites	129,542	55,763
Kerr Lake	Satterwhite Marina	16,886	1,200
Kerr Lake	Steele Creek Marina	<u>15,868</u>	<u>2,500</u>
Total		\$725,427	\$365,753

- Total revenues are up from \$383,029 in Fiscal Year 2008-9.
- Contracts with Hidden Coast Adventures are new for this year.





Considerations

- Should We Have Corporate Sponsorships?
 - Adopt-a-trail to get funding for signage and trail improvements
 - Adopt-a-park
 - Facility naming rights
- What About Exclusive Private Activities Within Parks?
 - We have been approached about auto rallies
 - Concerts or festivals with admissions charges





Questions?

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