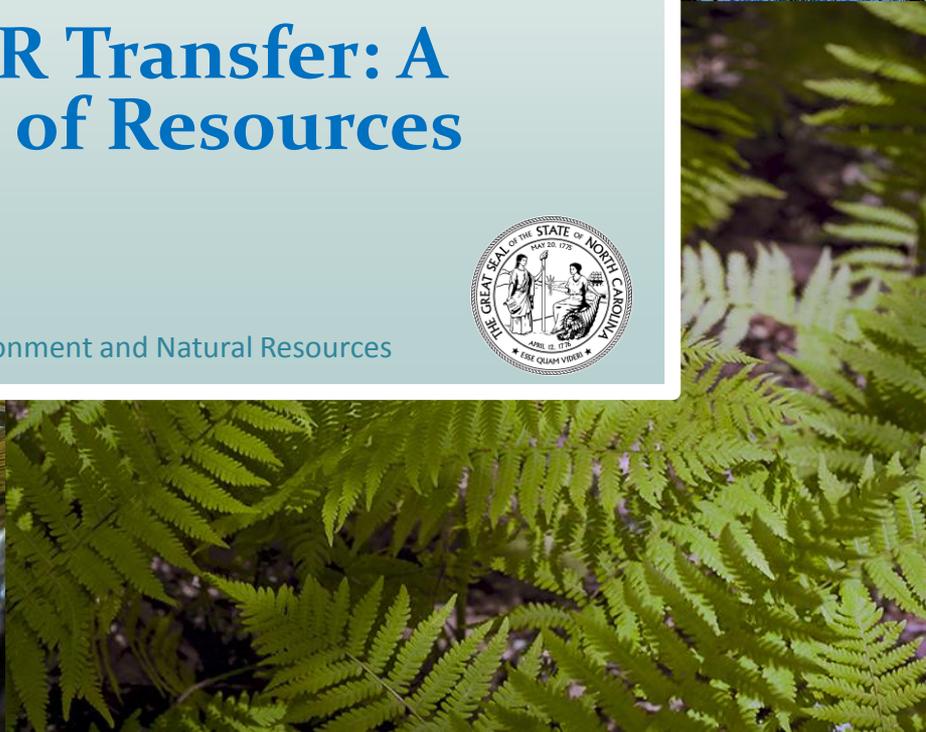
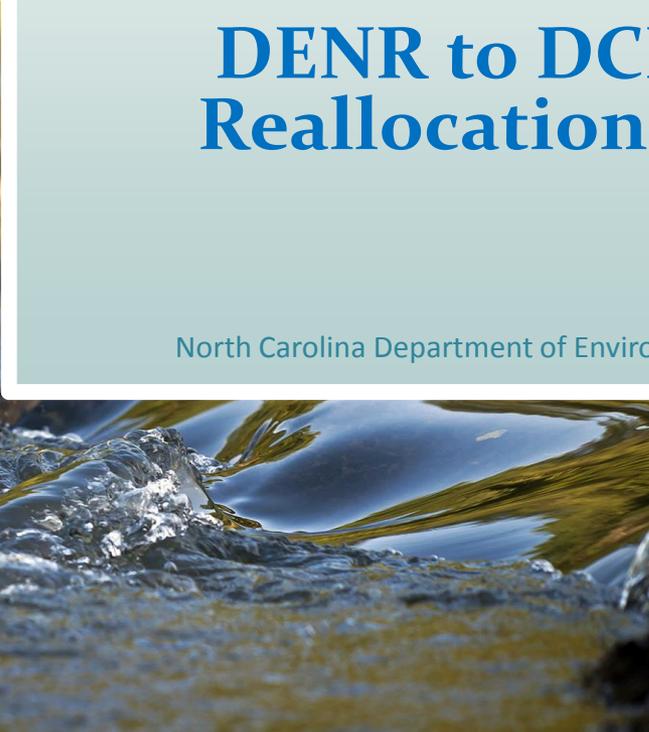




Joint (A)NER Appropriations Committee April 2, 2015:

DENR to DCR Transfer: A Reallocation of Resources

North Carolina Department of Environment and Natural Resources





Streamlining Government

Increasing Efficiency

Increasing Attendance at NC Attractions





Combining the State's Treasures

Cultural Resources

- 27 Historic Sites
- 7 History Museums
- 2 Art Museums
- State Symphony
- State Archives

Natural Resources

- NC Zoological Park
- 3 NC Aquariums
- Museum of Natural Sciences
- 38 NC State Parks





Natural Resources Divisions have a great deal in common with Cultural Resources

The four Natural Resources Divisions and Cultural Resources:

- Have **visitors** with a focus on customer service and providing the best visitor experience.
- **Operate sites that require revenue generating** expertise and best practices for gift shops, food service, educational activities, facility/exhibit maintenance and special events.
- Are **heritage tourism destinations** with significant economic impact that requires marketing including promotion, special events, and group sales in addition to the usual public relations.
- Have a strong **education component** in their mission statements and provide a variety of formal and informal educational opportunities such as field trips, on-site and off-site learning, and hands-on programs to hundreds of thousands of school students each year.
- Have strong **conservation/preservation and research components** in their mission statements and conduct scientific and cultural research in the State and around the world.





Administrative Savings and Efficiencies

- **Enhance Customer Service** at our state sites, museums, zoo, aquariums and state parks with clearer focus on visitor experience while increasing private support
- **Expand Efficiencies** by including a broader team for a quicker adoption of best operational practices (e.g. facility maintenance, contracting, programming, gift shops, admission fees, shared resources etc.)
- **Promote all sites and museums for Tourism and Economic Development** through more intentional marketing supported by coordination of marketing efforts across all entities for tourism and economic development
- **Encourage comprehensive support of Education** including formal and a more interrelated array of informal, lifelong learning opportunities (e.g. cross-discipline fieldtrips, programs and tours that treat *both* natural and cultural topics, etc.) while emphasizing conservation of natural resources and preservation of cultural resources
- **Improve Stewardship of NC's valuable natural and cultural heritage assets** by sharing scientific knowledge and professional expertise across agencies and disciplines.





Destination Marketing

Wilmington

- Fort Fisher Aquarium (DENR)
- Fort Fisher State Recreation Area (DENR)
- Fort Fisher - Visitor Center (DCR)
- Carolina Beach State Park (DENR)

Plymouth

- Pettigrew State Park (DENR)
- Somerset Plantation (DCR)

Northeast

- Dismal Swamp State Park (DENR)
- Merchant's Mill Pond SP (DENR)
- Museum of the Albemarle (DCR)





Destination Marketing

Manteo

- Roanoke Island Aquarium (DENR)
- Roanoke Island Festival/Elizabeth II (DCR)
- Jockey's Ridge State Park (DENR)
- Jennette's Pier (DENR)

Morehead City/Beaufort

- Pine Knoll Shores Aquarium/Roosevelt Natural Area (DENR)
- Fort Macon (DCR)
- Hammock Beach State Park (DENR)
- Maritime Museum/ Queen Anne's Revenge (DCR)





Destination Marketing

Central Piedmont

- North Carolina Zoo (DENR)
- Morrow Mountain State Park (DENR)
- Transportation Museum at Spencer (DCR)
- Reed's Gold Mine (DCR)
- Town Creek Indian Mounds (DCR)

Upper Piedmont

- Pilot Mountain (DENR)
- Horne Creek Living Farm (DCR)
- Hanging Rock State Park (DCR)





Destination Marketing

Triangle

- Eno River State Park (DENR)
- Historic Stagville (DCR)
- Jordan Lake State Recreation Area (DENR)

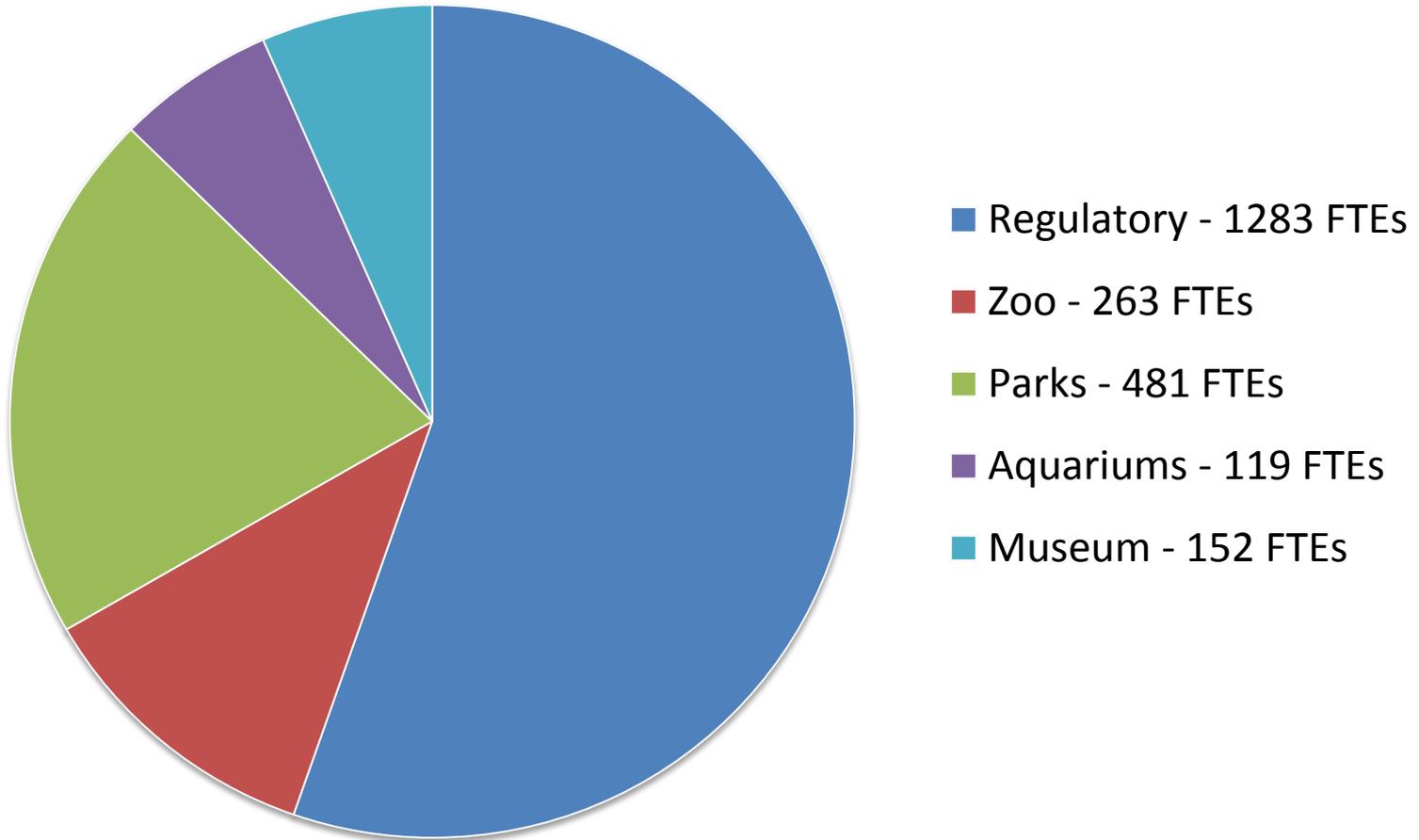
Raleigh

- Museum of Art (DCR)
- Museum of Natural Sciences (DENR)
- Museum of History (DCR)
- Umstead State Park (DENR)
- Falls of the Neuse State Recreation Area (DENR)





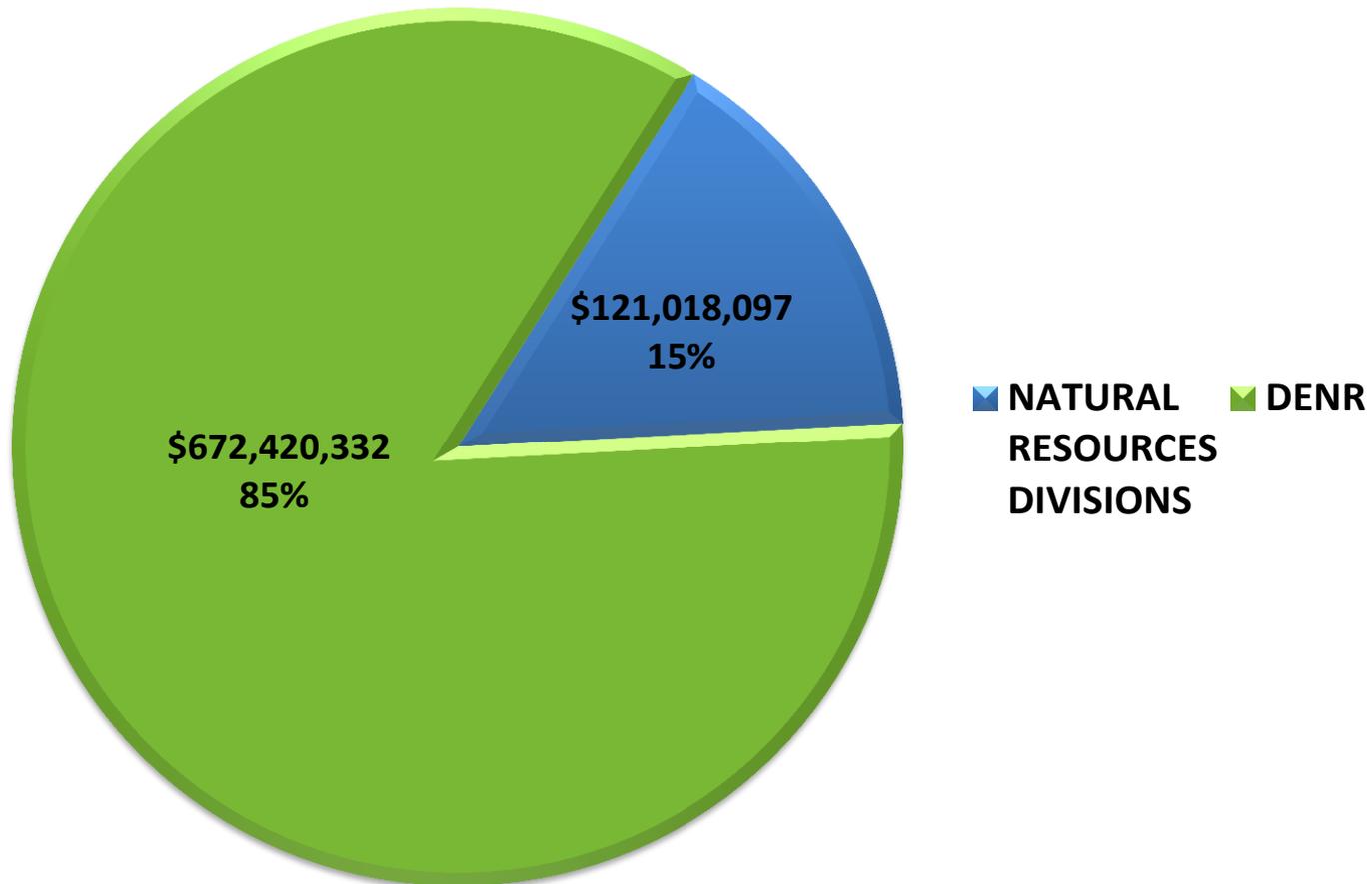
DENR General Fund Staffing





DENR Budget

TOTAL REQUIREMENTS





Transfer GF Budget/FTEs

NC Zoo	\$10.6 mil	263.25 FTEs
Aquariums	\$ 7.0 mil	118.50 FTEs *
Museum	\$11.9 mil	152.00 FTEs
State Parks	\$42.8mil	480.50 FTEs
GF Approp/FTEs	\$72.3 mil	1014.25 FTEs
DENR Adm	\$ 1.4 mil	18.00 FTEs
GF TOTAL	\$73.7 mil	1032.25 FTEs *

*Excludes 22.5 FTEs in Aquarium Fund





DENR – After the Transfer

- Division of Air Quality
- Division of Waste Management
- Division of Water Resources
- Division of Water Infrastructure
- Division of Marine Fisheries
- Division of Mitigation Services
- Division of Energy, Minerals and Land Resources
- Division of Coastal Resources
- Division of Environmental Assistance and Customer Service
- Division of Land & Water Stewardship
 - CWMTF
 - Natural Heritage
 - APNET
- Environmental Education & Public Affairs



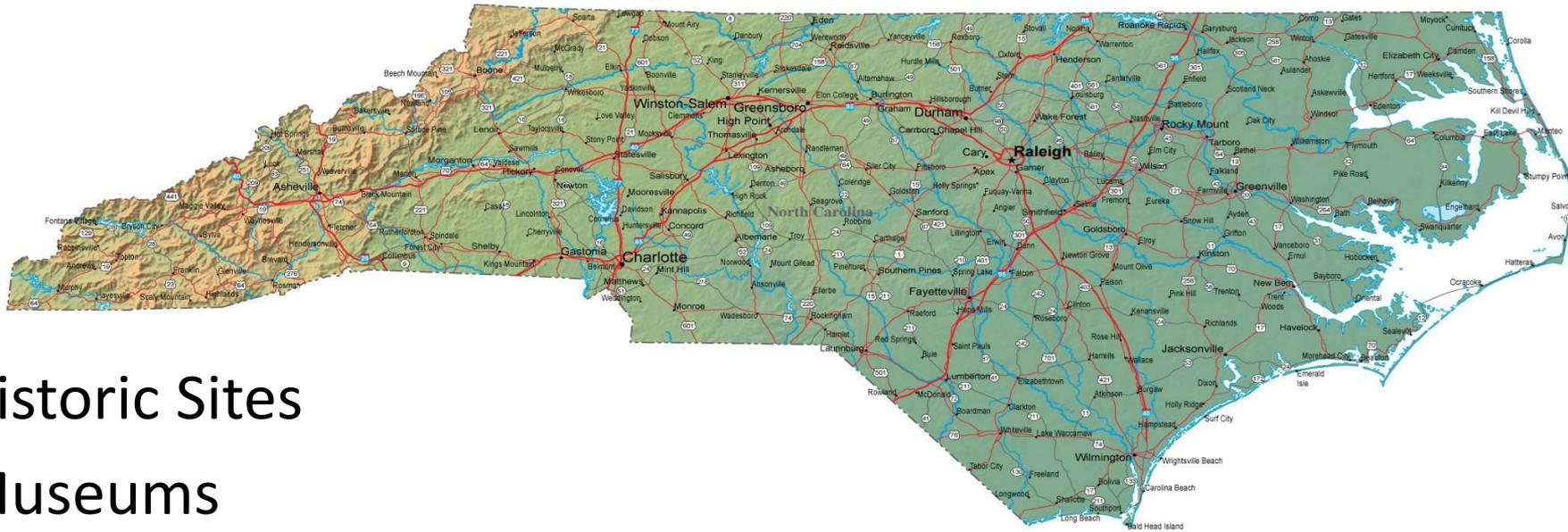


North Carolina Treasures

State Parks

NC Zoo

Aquariums



Historic Sites

Museums

Battleship
Tryon Palace

