



National Park Service
U.S. Department of the Interior

Black Canyon of the
Gunnison
National Park

Curecanti National

Recreation
Area
102 Elk Creek
Gunnison, CO 81230

970-641-2337 phone
970-641-3127 fax

Public Comments Solicited for Curecanti National Recreation Area's Commercial Services Strategy

Members of the business community and the public are invited to provide input on a Commercial Services Strategy for Curecanti National Recreation Area (CURE). This strategy is now being developed to assess the type and quality of services offered to park visitors, and we need your help!

You may review the information below to learn more about commercial services at CURE. **The park's management team is eager for feedback on current services, as well as suggestions regarding new services the park might offer in the future.** The park will be accepting comments online through Friday, August 2, 2013.

An open house will be held to discuss the Commercial Services Strategy on Thursday, July 25, 2013, from 5:30-7:30 p.m. at the Fred R. Field Western Heritage Center, 275 S. Spruce Street, Gunnison. All are welcome to attend.

-more-

What are commercial services?

Commercial services are defined as any activity or service that occurs in a park for which compensation is made (lodging, boat rentals, guided tours, food vendors, etc.). They offer services to park visitors which are not provided directly by the government. They can also help increase the usage, enjoyment, and visibility of the park to the community.

Commercial services are most frequently offered through either a commercial use authorization (typically a one-year permit for small-scale commercial activities, granted through a noncompetitive process) or a concessions contract (typically a ten-year agreement for larger commercial activities, offered through a competitive bidding process).

What is a Commercial Services Strategy?

A Commercial Services Strategy is a document that provides guidance for how the park can best partner with businesses to provide visitor services. In CURE's case, the existing concessions contract will expire on December 31, 2015. The park is developing a strategy in preparation for the new contract.

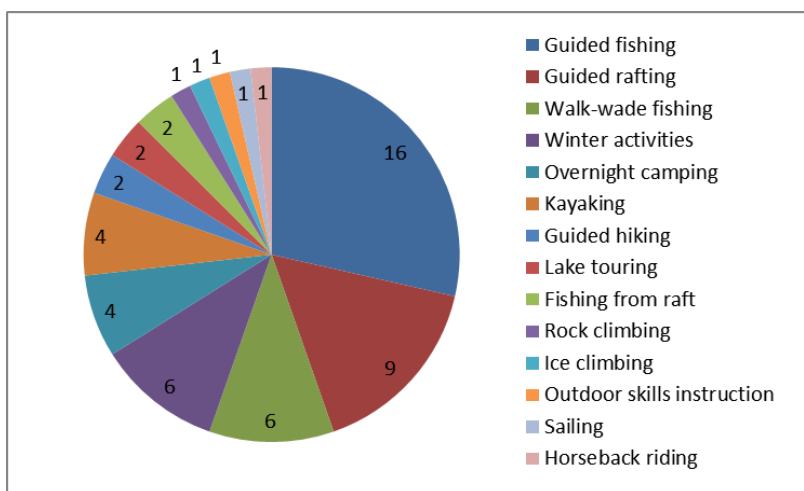
How does a park determine which commercial services to offer?

A park first determines whether or not a service meets a set of "necessary and appropriate" criteria. Appropriate criteria help answer the question, "*Can the park authorize this service without compromising the reason it is a unit of the National Park System?*" Necessary criteria answer the question, "*Why is this service important for the park?*"

If a service is deemed necessary and appropriate, the park then evaluates the service's impact on visitor experience, profitability for a commercial operator, and the level of competition it is likely to provide to other local businesses. Ultimately, the decision to offer a certain commercial service is at the discretion of the park's management team.

What commercial services does CURE currently offer?

Commercial use authorizations (CUAs): Currently, the park hosts 14 types of commercial services, operating through 24 CUAs. The most common service is guided fishing (16 of the 24 operators), followed by guided rafting (9 operators), walk-wade fishing (6 operators) and winter activities (6 operators). Each operator offers between one and five services.



-more-

Concessions: Services under a concessions contract are divided into required and authorized services. The concessioner must provide all required services, and has the option to provide authorized services at his or her discretion.

The current contract includes the following required and authorized services:

Required Services	Description
Marina fuel service	Sale of marine gasoline and common marine oils and lubricants at Elk Creek and Lake Fork Marinas.
Boat rentals	Aluminum fishing boats, fiberglass runabouts, and pontoon boats, at Elk Creek and Lake Fork Marinas.
Slip rentals	At Elk Creek Marina (approximately 175 slip rentals, at full pool) and Lake Fork Marina (approximately 73 slip rentals).
Rental of boat and fishing equipment	At Elk Creek and Lake Fork Marinas.
Electrical hookups*	Minimum of 16 slips at Elk Creek Marina.
Boat and engine repair	At Elk Creek Marina.
Boat sewage pump-out service**	At Elk Creek and Lake Fork Marinas.
Dry boat storage	At the Elk Creek dry storage area located on a hilltop above the marina.
Merchandise	The floating marina stores at Elk Creek and Lake Fork Marinas provide the sale of merchandise, boat safety items, limited grocery and convenience store items, souvenirs, fishing supplies, and fishing equipment.
Public showers	At Elk Creek and Lake Fork Marinas.
Food and beverage services	Operation of the restaurant at Elk Creek Marina, including beer and wine service.
Boat towing service	On Blue Mesa Reservoir during the concessioner's hours of operation.
Fishing guide service	On Morrow Point Reservoir.
Authorized Services	Description
Electrical hookups	For an additional maximum 44 slips at Elk Creek Marina.
Boat launch and retrieval services	On Blue Mesa Reservoir.
Boat washing	At Elk Creek Marina.
Rental of non-power water toys	Non-power water toys such as tubes, water skis, and wet suits at Elk Creek and Lake Fork Marinas.
Fishing guide service	On Blue Mesa Reservoir.
Overnight guided fishing trips	On Blue Mesa and Morrow Point Reservoirs.

*This requirement is currently suspended due to technical challenges at the marina site.

** Pump-out service at Lake Fork Marina is currently suspended due to technical challenges.

-NPS-