

National Park Service  
Cuyahoga Valley National Park

U.S. Department of the Interior



# Commercial Services Strategy Public Meeting

July 15, 2019

EXPERIENCE YOUR AMERICA

# Introductions



Craig Kenkel,  
Superintendent,  
Cuyahoga Valley  
National Park



Molly Tyeryar,  
Business Plan  
Consultant



Chris Wang,  
Business Plan  
Consultant

# Cuyahoga Valley National Park



The purpose of Cuyahoga Valley National Park is to preserve and protect for public use and enjoyment the historic, scenic, natural, and recreational values of the Cuyahoga River and its valley; to maintain the necessary recreational open space in connection with the urban environment; and to provide for the recreational and educational needs of the visiting public.



# Agenda



- What are Commercial Services?
- Commercial Services Strategy
- How are Commercial Services Authorized?
- How to Provide Comments
- Next Steps



# National Park Service Mission



“The National Park Service preserves unimpaired the natural and cultural resources and values of the National Park System for the enjoyment, education, and inspiration of this and future generations.

The Park Service **cooperates with partners** to extend the benefits of natural and cultural resource conservation and outdoor recreation throughout this country and the world.”



# What are Commercial Services?



- Any activity or service offered to park visitors that uses park resources, and for which compensation is made to a third party
- Offer park visitors services and activities that the government does not provide directly to the public
- Can help increase usage, enjoyment, and visibility of the park to the community





# What is a Commercial Services Strategy?



- Describe park conditions for visitor use and commercial services
- Outline relevant management policies
- Detail potential commercial service opportunities, given national and CVNP-specific trends in outdoor recreation and as recommended by all relevant stakeholders
- Create a framework of necessary and appropriate criteria, to be used to evaluate commercial services



# How are Commercial Services Authorized?



The National Park Service Concessions Management Improvement Act of 1998 states that services should be evaluated against criteria that answer the following two questions.

- **Appropriate:** Can the NPS authorize this commercial service without compromising the reasons the park was established?
- **Necessary:** Why is this service important for this park?



# Appropriate Criteria



Can the NPS authorize this commercial service without compromising the reasons the park was established?

An appropriate commercial visitor service accomplishes **all** of the following:

- Consistent with the park purpose and significance.
- Consistent with laws, regulations, and policies.
- Does not compromise public health and safety.
- Does not cause unacceptable impacts to park resources or values.
- Does not unduly conflict with other park uses and activities.
- Does not exclude the general public from participating in limited recreational opportunities.

# Necessary Criteria



Why is this service important for this park?

A necessary service accomplishes **one or more** of the following:

- Contributes to visitor understanding and appreciation of a park's purpose and significance.
- Enhances visitor experiences consistent with the park's purpose and significance.
- Assists the NPS in managing visitor use and educating park visitors.
- Provides an essential service or facility not available within a reasonable distance from the park.

# Concession Contracts



- Concessioners provide **necessary** and **appropriate** visitor services for the park under legally binding concession contracts
- Concessioners generally operate within the park and may have park land or buildings assigned for use
- Concessioners must have reasonable opportunity for profit
- Concessioners pay NPS a predetermined franchise fee (typically a percentage of gross receipts)
- Contracts are awarded through a competitive process
- Contracts typically have a term of 10 years



# Commercial Use Authorizations (CUAs)



- Commercial Use Authorization (CUA) holders provide visitor services that are **appropriate** for the park and have minimal impact on park resources
- CUAs can operate inside or outside of the park
- Contracts have a term of 1-2 years
- Fees:
  - Application fee covers costs associated with reviewing application
  - Management fee covers cost recovery for the park once application is accepted and may be charged as a percentage of gross receipts

# How to Provide Comments



- We are accepting comments at this meeting on comment cards and flipcharts
- You may provide comments on flipcharts at the following stations:
  - Commercial Services along the Cuyahoga River
  - Recreation and Other Commercial Services
  - Food and Overnight Accommodations
  - Transportation
  - Necessary and Appropriate Criteria
- You can submit comments directly online on the NPS Planning, Environment, and Public Comment (PEPC) website at: <https://parkplanning.nps.gov/cuvacss>
  - The public comment period will close July 26, 2019

# Next Steps



- Incorporate feedback from public and business community into commercial services strategy
- Finalize necessary and appropriate criteria
- Prioritize commercial services for the park
- Create plan for implementation





# Additional Resources



- National Park Service Commercial Services Program Website
- National Park Service Concession Management Improvement Act of 1998
- Regulation 36 CFR § 51 (Concession Contracts)
- Regulation CFR § 5.3 (Business Operations)
- National Park Service Management Policies 2006
- Commercial Services Guide