Business Plans for Protected Areas

How and Why They Work

“The world we have created today as a result of our thinking this far has problems which can not be solved by thinking the way we thought when we created them.”

Albert Einstein
I don't really know a lot about ancient culture ... but let me tell you about our gift shop!

And will you be using your VISA or Mastercard for your rescue today?
Internal Benefits

- Better Management
- Better Planning
- Better Accountability
- Baseline Information
- Outside Assistance

Sources of Park Funding

- ONPS 44%
- Fee Demo 24%
- Reim-bursable 3%
- Donations 2%
- Un-funded 18%
- O&M 82%
- Investments 18%

100% = $2.9 M

Uses of Park Funding

- Resource Protection 16%
- Visitor Experience and Enjoyment 26%
- Facility Operations 18%
- Management and Admin. 20%
- Maintenance 20%

Funding Shortfall by Function

- Percent of total required budget

- App-recurring
- App-One time
- NonApprop
- Unfunded
External Benefits

- Better External Understanding
- System-Wide Analysis
- Broadening the Dialogue

Coalition Members

- Legislators
- Business Groups
- Concessionaires
- Historic Preservation Groups
- Girl Scouts

Applicability

- 60 US National Parks
- 4 US National Forests
- 1 Brazil National Park
- 1 Madagascar National Park
I do not skate to where the puck is, I skate to where the puck is going to be.

Wayne Gretsky