Park Revenue Generation
Is New Jersey the Exception?

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Cuomo's NY 2020 Plan

- $900,000,000 to be spent on parks, $110,000,000 in 2015-2016 budget
- 27% for recreational facilities ($243 million spent on comfort stations, playgrounds, pools, campgrounds, and golf course facilities)
- Plans for partnership with businesses, local investments in social, athletic, hospitality, and cultural facilities (restaurants, bed and breakfasts, visitor centers, etc.)

Parks are the Epicenter of a $646 Billion Recreational Industry

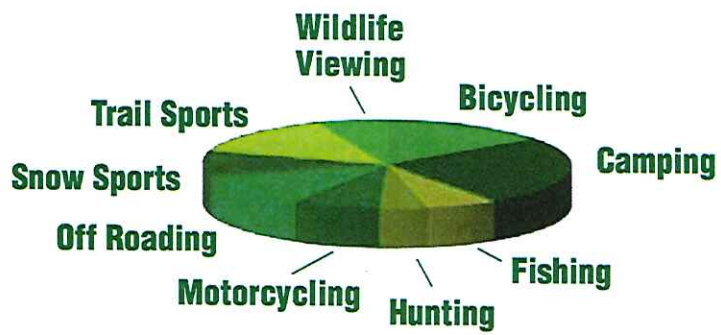

Figure 7: State Parks are where outdoor recreation enthusiasts come to play – and support a $33.8 billion industry in New York State and $646 billion nationwide. (Outdoor Industry Association)

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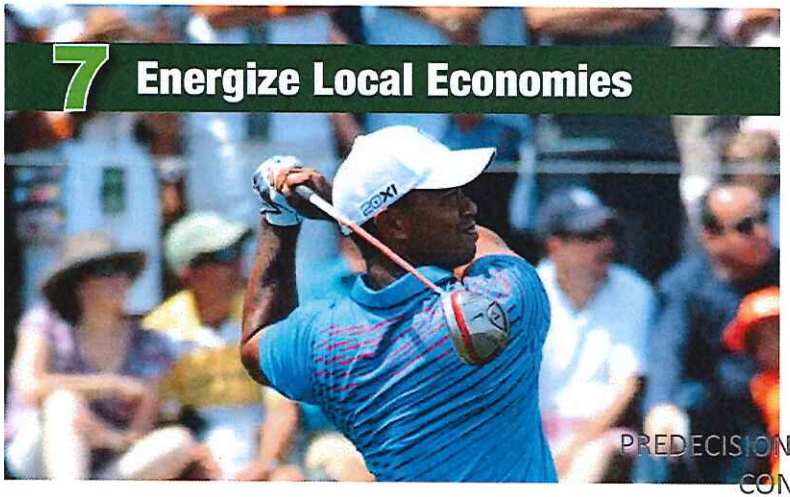
New York Examples

- Jones Beach State Park: concessions, private-public visitor services
- Riverbank State Park: updated gym/track and field ✓
- Thatcher State Park: private funds for indoor/outdoor event space ✓
- Ganodagan State Historic Site: center for Seneca Art and Culture (gallery space, theater, auditorium, kitchen, and gift shop) ✓
- Bethpage State Park: hosted 4 Barclays, 2002 & 2009 US OPEN championships, 2019 PGA Championships, 2024 Ryder Cup
- Saratoga Spa State Park: revitalization of performing arts center



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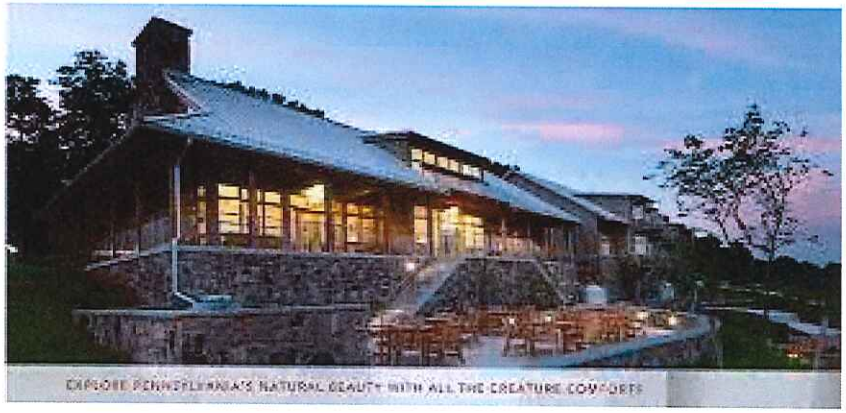
Current Amenities

New York – 110 parks

- Inns and Conference Centers: 3
  - Bear Mountain Inn, Overlook Lodge and Rustic Stone Cottages - Bear Mountain State Park; Glen Iris Inn - Letchworth State Park; Gideon Putnam Resort and Spa - Saratoga Spa State Park
- Boat Rentals: 30
- Cabins: 28
- Camper Recreation: 34
- Campsites: 65
- Cottages: 13
- Dockage: 27
- Dumping Stations: 52
- Educational Services: 4
- Food and Beverage: 76
- Gift Shops: 17
- Gymnasiums: 2
- Museums/ Visitor Centers: 24
- Performing Arts Centers: 4
- Playing Fields: 45
- Swimming Pools: 15
- Tent &Trailer camping: 63
- Wi-Fi: 7

Pennsylvania – 120 parks

- Inns: 2
  - Nature Inn at Bald Eagle & Inn at Cook Forest
- Golfing: 2
- Horseback Riding: 30
- Rollerblading: 8
- Scuba Diving: 20
- Whitewater Rafting: 7
- Theaters: 4
- Snowmobiling: 46
- Skiing: 2



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California

- Sold two parks
  - willingly, not due to budget issues
  - parks were not serving the "state park" purpose, but rather regional purpose
- Established Park Foundations (>100,000 members)
- State Parks Enterprise Fund: established loan program to improve infrastructure and provide revenue-generating services
- Revenue Generation Projects
  - Converting campsites to cabins, new cabin installations ✓
  - Creation of special events venues for private and public events (Kenneth Hahn State Recreation Area) ✓
  - Installation of electricity in campgrounds ✓
  - Repair and reopen café in motel and operate as concession or lease (Hearst San Simeon State Park) ✓
- State Parks and Wildlife Conservation "Trust Fund" Act of 2010 ballot proposed a mandatory increase in $18 for a state park access pass on vehicle license registration fees collected by the DMV – **MEASURE WAS DEFEATED** ✓
  - Residents then get free access to all state parks for the length of their registration
  - The state could anticipate $500 million each year in revenue from this fund
  - 85% of revenues allocated to parks, 15% towards state wildlife protection
  - The $130 million currently spent on parks from the GF would be available for other needs.

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Kentucky

- Kentucky's boast - the largest developed state park system
- 17 resort parks surrounded by striking landscapes
- 17 full-service lodges with hotel type rooms, cottages and cabins, dining, golf, swimming, marinas, meeting and conference facilities, hiking trails, nature programming and organized activities for children. ✓

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Washington

- Placed a $5 donation on every license renewal ✓
- Used to be an opt-in system, now an opt-out
- Began last September, expecting to gain about $1 million per month ✓
- Finances are now mainly based on donations and revenue, not from the General Fund

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National Park Service Concessions

- The NPS administers 500 concession contracts with gross receipts totaling $1 billion annually.
- NPS welcomes the private sector as a partner, broadening the economic base of the region in general and the communities surrounding the parks.

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Amenities in National Parks – Liberty Island & Ellis Island

- Evelyn Hill Inc. operates food & gift concessions as well as event planning at Liberty Island & Ellis Island. Most of these visitors pass through our park.
  - Food Concessions: ✓
    - Crown Café on the Liberty Island
    - Ellis Café on the Ellis Island
  - Gift Shops ($12,000,000 annual revenue)
  - Events: ✓
    - Cocktail parties
    - Corporate gatherings
    - Political galas
    - Weddings and receptions
    - Extraordinary family events
    - Award ceremonies and dinner
    - Fundraisers
    - Movie premieres
    - Concerts
    - Company outings and employee appreciation days

PREDECISIONAL PRIVILEGED AND CONFIDENTIAL

Yellowstone has 71 Authorized Concessioners

- Backcountry Adventures, Inc.
  Winter Sports Operations; Guide Services and Outfitters; Food Service Operations; Food Service Operations; Transportation; Winter Sports Operations; Transportation
- Jake's Horses, Inc.
  Guide Services and Outfitters; Horse and Mule Operations; Food Service Operations
- Lone Mountain Ranch, Inc.
  Guide Services and Outfitters; Horse and Mule Operations; Food Service Operations
- Xanterra Parks & Resorts, Inc.
  Food Service Operations; Guide Services and Outfitters; Trailer Village Services; Winter Sports Operations; Retail Operations; Shower and Laundry; Marinas; Horse and Mule Operations; Lodging; Transportation

PREDECISIONAL PRIVILEGED AND
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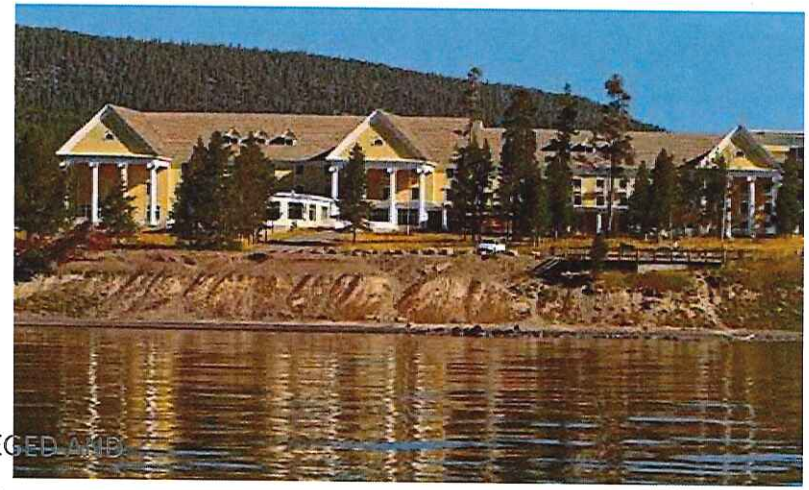
Amenities in National Parks – Yellowstone

Yellowstone has 9 hotels:

- Mammoth Hot Springs Hotel & Cabins ($93-$479)
- Old Faithful Inn ($108-$525)
- Old Faithful Lodge Cabins ($83-$140)
- Old Faithful Snow Lodge & Cabins ($109-$259)
- Lake Yellowstone Hotel & Cabins ($149-$660)
- Lake Lodge Cabins ($83-$194)
- Canyon Lodge & Cabins ($122-$479)
- Roosevelt Lodge Cabins ($80-$135)
- Grant Village ($160-$201)



PREDECISIONAL PRIVILEGED AND CONFIDENTIAL

Amenities in National Parks – Yellowstone

- 5 campgrounds (including 1 RV park)
- 17 restaurants
- 9 gift shops
- 52 picnic areas
- Private custom tours
- Ranger-led interpretative walks
- Walking tours
- Hiking trails
- Bus tours
- Bicycle tours
- Boat tours
- Guided fishing and sightseeing charters

- Boat rentals
- Marina dock slip rentals
- Shuttle service
- Photo safari
- Hotel tours
- Wildlife excursions
- Horseback riding
- Education centers
- Stagecoach adventures
- Cookouts
- Evening Programs (Recycling, Choose Green, Conserve Energy, Be Green at Home)

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Yosemite has 3 Authorized Concessioners

- DNC Parks & Resorts at Yosemite Inc.
  Auto, Gas, and Service Stations; Retail Operations; Winter Sports Operations; Transportation; Swimming Pools; Lodging; Shower and Laundry; Food Service Operations; Photographic Materials; Rentals

- Kari & Sons
  Retail Operations

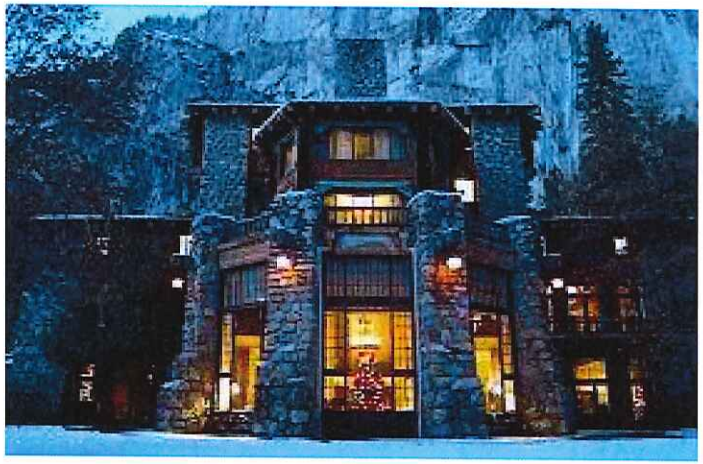
- The Ansel Adams Gallery
  Photographic Materials; Retail Operations; Rentals

PREDECISIONAL PRIVILEGED AND CONFIDENTIAL

Amenities in National Parks – Yosemite

Lodging Accommodations at 9 hotels:

- The Ahwahnee Hotel (operated under NPS concessions contract by Delaware North*)
- The Redwoods in Yosemite
- Curry Village
- Wawona Hotel
- Yosemite's Scenic Wonders
- Yosemite Lodge at the Falls
- Yosemite Grand Vacation Rentals
- Yosemite Enchanted Forest
- Yosemite Sunset House and the Red Door Apt.



*As of March 1, Aramark will be taking over the Yosemite Park concession contract that Delaware North has held for 22 years. The contract awarded to Aramark in June of 2015 is worth up to $2 billion over 15 years.

Amenities in National Parks – Yosemite

- 13 campgrounds
- 21 Restaurants
- Hiking Trails
- Horseback Riding & Stock Use
- Auto Tours
- Backpacking
- Biking
- Birdwatching
- Art Classes
- Art Exhibits
- Fishing
- Picnicking
- Ranger and Interpretative Programs
- Rock Climbing
- Water Activities
- Winter Sports

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Sustainable Parks Success
Jeffery Miller Catering (JAM) at Waterloo

- 19 weddings and events from May to December 2015
- JAM already invested $400,000 into park buildings
- Created a Farm to Table experience with plantings
- Plan to add to farm experience in 2016
- Parks recognized $40,000 revenue the first year

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Liberty State Park

- Marina
- 2 restaurants
- Bicycle, Segway and other rentals
- Picnic areas
- Numerous charity walks
- Polo, Tough Mudder, Boy Scouts, film location
- Revenue $1,500,000

PREDECISIONAL PRIVILEGED AND
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Liberty State Park
FY2015 visitation

4,239,000

568,000	LSC
604,000	Ferry to statue
3,067,000	general use, restaurants, marina, picnics (averages 8,400 people/day)

3,671,000 visitors generate $1,500,000