

## **CAMPING SERVICES PILOT PROGRAM DETAILS**

### **Authorization**

Superintendents may authorize concessioners operating under contracts that provide lodging or camping services to participate in the pilot program through December 31, 2014. These concessioners may offer this camping service as an additional authorized service through the pilot period upon receiving written authorization from the superintendent. The concessioner first must prepare and submit a proposal describing their proposed pilot to the park concession program for review. This proposal must include operating standards for the program. If the test is successful and park management and the concessioners wish to continue offering this service after the test period, the National Park Service (NPS) will work with the concessioners to execute a simple contract modification.

The National Park Hospitality Association (NPHA) is collaborating with Coleman Company Inc. (Coleman) on such a program which has been titled RENTMYTENT. Superintendents may authorize a pilot with the concessioner using the NPHA RENTMYTENT arrangement with Coleman or using other suppliers.

### **Reservations**

Visitors will continue to reserve NPS-operated campsites through **recreation.gov**. This service typically offers a selection of camping sites including tent space and others that include electricity or additional features. A new option will appear on recreation.gov that will allow visitors to select an equipped and set-up tent site. Upon selection of this option, a visitor will reserve and pay for their selected camping space on recreation.gov. Then they will click on a link that will take them to the concessioner camping service site where the visitor arranges and pays to equip the campsite. The recreation.gov site will not feature this option until the concessioner has its website available.

A concessioner will equip camp sites with gear only after the visitor pays for the site. Concessioners may not leave camping gear in place on unrented spaces or occupy spaces that otherwise might be rented as a bare space. Camping service cancellation provisions will be consistent with the campground policies, and the concessioner must clearly provide these terms and conditions to visitors.

### **Services**

Superintendents may approve programs that provide a range of camping service options (e.g., basic equipment rental and set-up to high-end set-up to a-la-carte offerings) based upon the concessioners' understanding of the market demand. Concessioners authorized to provide retail merchandise sales may offer and sell new camping equipment to visitors in association with the camping service. Superintendents should not authorize concessioners to sell used camping equipment to visitors through this pilot.

### **Rates**

Part of the test is to determine what value the market places on this service. Normal rates will apply to the campsite itself, and concessioners may set camping service rates based on their

competitive market determination. Rates for these equipment sales will also be approved based on competitive market declaration. Rates should be attractive to underserved target markets such as younger people, minorities, and urban dwellers. NPS will monitor rates during the test period and may revise rate approval methods based on test experiences.

### **Fees**

All proceeds from the camping services and associated camping equipment merchandise sales are gross receipts subject to franchise fees to the Government as defined in the terms of the concessioner's contract.

### **Sponsorship**

The NPHA, the National Parks Promotion Council, and Coleman are supporting the RENTMYTENT program. The NPS has no business relationship with the Coleman and does not endorse its products over any other equipment provider. Any sponsorship corporate identity within parks in connection with this pilot program is limited to the logos and decals that would normally appear on the camping gear.

### **Service Standards**

The NPS is collaborating with concessioners to develop simple performance standards for the equipment rental and setup services that can be used by the concessioner and park to monitor the quality of the service. NPS will not formally review these services as part of the annual evaluation of the concessioner during the test period. Superintendents, however, may discontinue the test if the service provided is consistently of poor quality.

### **Operational Reporting**

In order to assess the success of this additional service including whether it provides a reasonable opportunity for concessioners, the NPS will require, as a condition of pilot approval, that concessioners provide the NPS some operating information at the conclusion of the pilot such as the number of services sold, cost of equipment, cost of operations, and gross revenue.

### **Evaluation**

The NPS, in consultation with the concessioner community, will evaluate the program in January and February of 2015 to determine its viability. Park staff must monitor the program and provide feedback to NPS Regional Concession Chiefs by November 30, 2014.

### **Program Execution Points of Contact**

Regional Concession Chiefs will be primary point of contact for superintendents in the development, approval, and implementation of these pilots.

### **Additional Operational Requirements and Tools**

NPS is developing additional program operational documentation including operating standards and a template for operating performance reports. This documentation should be available in the next several weeks. NPS also is working with the recreation.gov contractor to develop the necessary functionalities in the recreation.gov reservation system.