



United States Department of the Interior

NATIONAL PARK SERVICE

1849 C Street, N.W.

Washington, D.C. 20240

IN REPLY REFER TO:

FEB 16 2016

Memorandum

To: Regional Directors

From: Chief Financial Officer

Subject: National Park Service Centennial Commemorative Coin Sales by National Park Service (NPS) Concessioners

Park managers are encouraged to approve sale of NPS Centennial Commemorative Coins if requested by a concessioner. These special issue coins are being produced by the U.S. Mint in 2016 under Public Law 113-291 (P.L. 113-291) and should be available beginning in late March 2016. Sale of these coins will help promote the NPS Centennial, and a portion of the proceeds will also assist the National Park Foundation and its efforts to support the NPS.

As a concessioner's decision to sell these coins is voluntary, you cannot require such sales. Sale of these coins by concessioners is subject to the special conditions below.

Special Conditions for the Sale of Coins

Only concessioners with retail sales as a required or authorized service in their concession contract may sell the NPS Centennial Commemorative coins.

Concessioners must sell the NPS Centennial Commemorative coins at the price set by the U.S. Mint and are **not authorized to mark-up** the retail sale price. To encourage concessioner sale of these items, the sale of these NPS Centennial Coins are to be **excluded from gross receipts** (as defined in the concession contract) with the result that such revenue is not subject to payment of concession franchise fees. Finally, unlike other retail items, concessioner in-store advertising of these retail items (e.g., signs, labels) may explicitly include information on the cause-based nature of the items.

It should be noted, Centennial Coin associated merchandise that might be developed and/or sold by the concessioner such as coin display cases or boxes are not excluded from gross receipts and are therefore subject to franchise fee payments.

A copy of this memorandum should be provided to the concessioner and included in the contract file for each concessioner to document the special conditions for these coin sales.

Background

P.L. 113-291, Section 3055 authorizes a three coin program of \$5 gold, \$1 silver and half-dollar silver-clad coins to be produced by the U.S. Mint to commemorate the National Park Centennial. The U.S. Mint will set the price of the coins. These prices have not yet been finalized. In accordance with the authorizing legislation, pricing by the U.S. Mint for the coins will include the following surcharge: \$35 for each gold coin, \$10 for each silver coin, and \$5 for each silver-clad coin, to be paid to the National Park Foundation after the U.S. Mint has recouped its costs. The NPS will use funds collected through this surcharge for projects and programs that help preserve and protect resources under the stewardship of the NPS and promote enjoyment and appreciation of those resources. Additional information on U.S. Mint commemorative coin products is available from the [U.S. Mint](#).

Resources

The NPS will provide details on how concessioners may purchase the coins from the U.S. Mint for resale when that information becomes available. The NPS will also provide sample retail signage, labeling and information that will be approved by the NPS for concessioner use in promoting the sale of these items in stores.

Distribution and Further Information

Please distribute this memorandum to all parks in your region with concession retail operations. For further information, please contact [Kurt Rausch](#) in the NPS WASO Commercial Services Program, at 202-513-7202 or [Donald Leadbetter](#) in the NPS WASO Centennial Office, at 202-208-2316.

cc: Regional Concession Chiefs