

SPECIAL PROGRAM/EVENT AT GRAND CANYON LODGE

October 16-23, 2011

Details:

- 1) request a 7 day operating extension for October 2011
- 2) use to generate special funding for Centennial efforts, including the first-ever Summit on National Parks in DC in February 2012
- 3) also will help increase visits to GRCA for 2011
- 4) will increase franchise fee income for the park from Forever operations (est. \$15-25,000)
- 5) period will feature special activities like Native American artists in residence, “visiting scholars” like former NPS directors and others for lectures, special seminars
- 6) potential link to additional ATB pass sales, potentially generating \$20,000+ in additional income to GRCA
- 7) promotion of reservations would be done through NPF, NPCA, NPHA channels
- 8) approximately 30% of room revenues would go to a special NPF account for Summit, and if continued, to other Centennial related programs and projects in 2012 and beyond
- 9) potentially something that other parks and concessioners could do – GRCA pilots national effort