

Meeting Between NPS Midwest Region Leadership and Key Concessioners

601 Riverfront Drive

Omaha, NE 68102

May 30, 2012, 8-11 AM

Agenda

- I. Introductions
- II. The NPHA Agenda
 - A. Better Visitors Services Initiative
 1. Improve Visitor Infrastructure to Attract More Visitors
 2. Revitalize NPS Campgrounds
 3. Encourage Concessioner Investment in the Parks
 4. Rethink Park Fees
 5. Outreach Efforts to Boost Visitation
 - B. 2016 Goals and Strategies
 1. America's Summit on National Parks
 2. Grand Thoughts at the Grand Canyon ... Programs, Fees and More
 3. NPCA/NPHA 2012 National Survey and Strategy Memos
 4. Concessions Management Advisory Board
 1. Incentives for Concessioners
 2. Comprehensive Strategy for Encouraging Private Investment in Park Infrastructure
 3. Guidelines on Appropriate Expenditures by Concessioners on Outreach and Promotion
 4. Review of the Cost Effectiveness of Nps Versus Concessioner Project Management
 5. Conduct a Review of Where Additional Concessioner Services Would Assist the Goals of the National Strategy on Travel and Tourism
 - C. Operational Issues
 1. Healthy Food and Support for Sustainable Operations
 2. American-Made Products in Park Stores
 3. American Indian Art and Crafts
 4. LSI in the Region
- III. Regional Issues, Opportunities and Priorities, including **A Call to Action**
- IV. Building Cooperation in the Region and Nationally
- V. Adjourn

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