Form 1100-001
(R 2/11)

NATURAL RESOURCES BOARD AGENDA ITEM

Item No. 7.B.2.a.

SUBJECT: Wisconsin State Parks Concession Program Update

FOR: MAY 2012 **BOARD MEETING**

TO BE PRESENTED BY / TITLE: Peter Biermeier, Recreation, Planning and Development Section Chief and John Darrow, Devil's Lake Concession Corporation, President

SUMMARY:

For over 75 years, Wisconsin State Parks has offered concession opportunities within its state parks to both local non-profits and business operators. The list of operations ranges from firewood, merchandise and food sales, to golf, downhill skiing, equipment rentals and water tours. Concessionaires enhance the experience of state park visitors and provide valuable resources to the Wisconsin State Park System and each property they serve.

At many properties, State Park concessionaires are often small Friends Groups that sell merchandise and firewood. At larger State Park properties, however, the concession operation can be large enough in scope to include dozens of employees, and up to, or more, than a million dollars in equipment and inventory.

This presentation will cover concessions from a statewide view, include examples of various types, and highlight the concessionaire at Devil's Lake State Park and their most recent remodeling of the Chateau building.

RECOMMENDATION:

LIST OF ATTACHED MATERIALS:

No	☑	Fiscal Estimate Required	Yes	☐	Attached
No	☑	Environmental Assessment or Impact Statement Required	Yes	☐	Attached
No	☑	Background Memo	Yes	☐	Attached

APPROVED:

Dan Schuller, by pb — 4/30/12
Bureau Director, Date

4/30/12
Administrator, Date

Matt Mowery — 5/7/12
Secretary, Cathy Stepp Date

cc: NRB Liaison
DNR Rules Coordinator