

**Innovative New Commercial Visitors Services  
Concessions Management Advisory Board (CMAB)  
October 30, 2013**

**Scope of the Project**

Working with a contracted consultant, the National Park Service (NPS) will identify new commercial visitor services and potential changes to existing services to enhance visitor experiences, attract new visitors, and contribute to support for resource protection. This project will assist the NPS in meeting *A Call to Action* goals, including responding to changing visitor demographics and attracting new audiences to the parks.

**Preliminary work**

- A group of NPS employees prepared a Scope of Work to obtain hospitality and recreation expertise to assist with the project. The consultant's tasks include: interviews of NPS park staff, current concessioners, and State park system experts, as well as a review of existing published information.
- NPS selected Capital Hotel Management Government Services (CHMGS) as the contracted consultant.
- A CMAB work group was identified to assist with this process. Members of this work group include:
  - Chris Belland
  - Bill Butts
  - Mark Grisham
  - Erica Harris
  - Melody Krueger
  - Donald Leadbetter
  - Terry MacRae
  - Brian Merrill
  - Carol Metzler
  - Michele Michalewicz
  - Armond Ortega
  - Pam Pitts
  - Kris Rohr
  - Ramona Sakiestewa
  - David Sloma
  - Pat Tabor
  - David Woodside

**CMAB Work Group tasks**

- Provide ideas and recommendations on new services and changes to existing services the NPS should consider that reflect *A Call to Action* initiatives.
- Review initial hospitality consultant report and provide feedback.

**NPS Tasks**

- Get feedback from the CMAB Work Group on new and enhanced visitor services and provide staff assistance to the CMAB in preparing recommendations as necessary.
- Review consultant reports and provide feedback and guidance.
- Develop recommendations on how to implement the consultant's report.

**Present recommendations to CMAB (March 2014)**

- CMAB provides recommendations for implementation

**Present recommendations to NPS leadership (March 2014)**