

PARTNERSHIPS

INSPIRING INNOVATION

Mutual cooperation to engage outstanding
private, public, and volunteer services



PARTNERSHIPS

PARTNERSHIPS MISSION STATEMENT

Support park operations to empower, inspire, and strengthen public and private partners to create, promote, sustain, and expand visitor services to California's diverse population.

CALIFORNIA STATE PARK SYSTEM

- 75 million visitors per year
- 280 park units divided into 21 districts
- 1.65 million acres
- 340 miles of coastline
- 970 miles of lake and river frontage
- 15,000 campsites
- 5,200 miles of trails

ENGAGING IN PARTNERSHIPS

The Partnerships Division is a thriving network of mutual cooperation within the California State Park System that engages outstanding private, public, and volunteer services.

Become a partner with State Parks to provide high-quality recreation and services while protecting and preserving our natural and cultural resources.

Partnership programs bring in a combined value of \$70 million to the department. The Division's core partnership programs are:

CONCESSIONS

COOPERATING ASSOCIATIONS

OPERATORS AND CO-MANAGERS

DONORS

PROUD PARTNERS

VOLUNTEERS IN PARKS



California State Parks' **CONCESSIONS PROGRAM**

provides a crucial part of
the park visitor's experience.

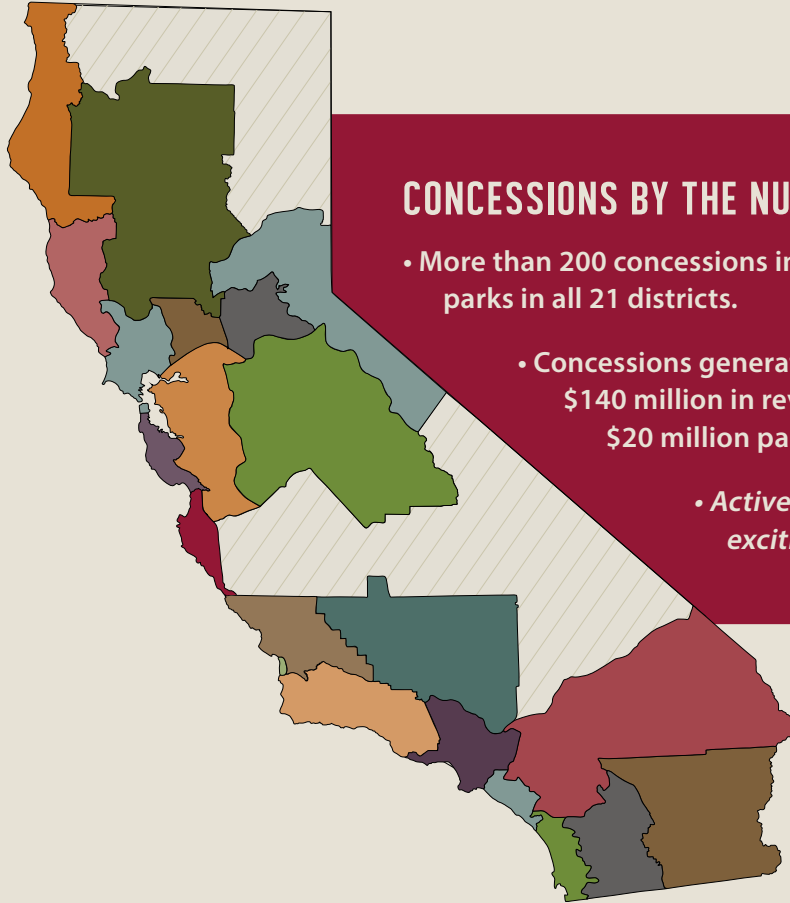


Concessionaires offer the facilities, services, and goods that the state could not otherwise provide—ranging from food

services and campground grocery stores to equestrian tours and rafting trips. They also help the department achieve its interpretation and education mission by providing historical re-enactments and other enrichment programs.



Ocotillo Wells State Vehicular Recreation Area

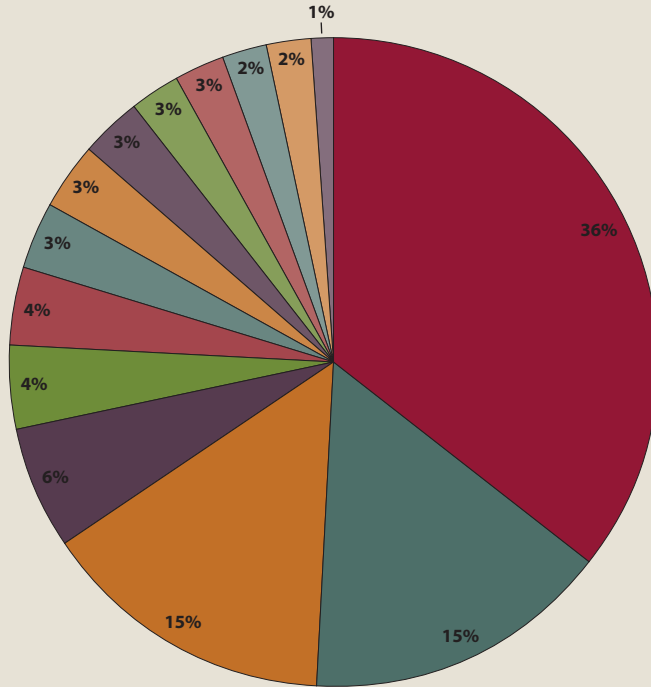


CONCESSIONS BY THE NUMBERS*

- More than 200 concessions in over 80 state parks in all 21 districts.
- Concessions generate more than \$140 million in revenue with over \$20 million paid to the state as rent.
- *Actively seeking new and exciting concessions.*

* Data collected from Fiscal Year 2017–18.

FISCAL YEAR 2017-18 SUMMARY BY TYPE OF OPERATION - Gross Receipts*



- Restaurants and Catering - \$50,873,332
- Lodging, includes Camping and Tent/Trailer Rentals - \$22,089,465
- Retail Sales and Gifts - \$20,793,693
- Off-Highway Vehicle Services - \$8,896,377
- Marina Operations - \$5,781,330
- Miscellaneous Sales and Services - \$5,615,192
- Aquatic Sports and Services - \$4,847,610
- Parking Lot Management - \$4,628,451
- Theatre Arts Facilities - \$4,418,681
- Camp Stores - \$3,830,216
- Snackbars, Beachstands and Mobile Food Services - \$3,564,398
- Golf Courses - \$2,999,865
- Park Fees and Annual Pass Sales - \$2,967,442
- Equestrian Activities - \$1,586,755

Concessions Program Summary

*\$142,358,193 includes concessions contracts and operating agreements.



For more about concessions, visit
www.parks.ca.gov/Concessions.



COOPERATING ASSOCIATION

Qualified nonprofit organizations that help provide State Parks with critical funding and donated services to enhance the educational and interpretive programs and improve and maintain facilities, as well as offer approved goods and services to add to the visitor experience.

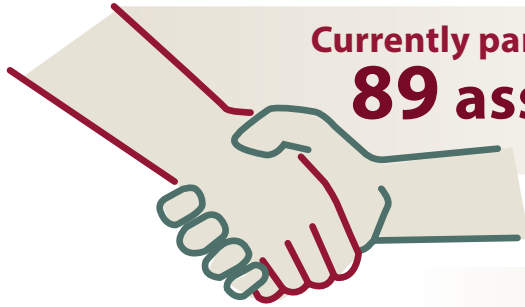


California State Railroad Museum



Red Rock Canyon State Park

COOPERATING ASSOCIATIONS BY THE NUMBERS



Currently partnered with
89 associations



Serve nearly all
280 state parks



Consist of more than
**36,000 members
and donors**

For more about cooperating associations, visit
www.parks.ca.gov/CooperatingAssociations.

HOW DO COOPERATING ASSOCIATIONS HELP STATE PARKS?

Cooperating associations contribute more than \$20 million annually to fund State Parks' resources and programs, including:

- Staff positions
- Exhibits
- Visitor center, museum, and historic building development and maintenance
- Junior Ranger and nature walk programs
- Living history demonstrations
- Special events
- Publications such as books, brochures, and newsletters





Watts Towers of Simon Rodia State Historic Park

OPERATORS AND CO-MANAGERS

A qualified public entity or nonprofit organization may enter into agreements with State Parks to develop, improve, restore, care, maintain, manage, or operate a park or a portion of a park.

There are two types of agreements a qualified organization can enter into:

- **OPERATING AGREEMENT:** Operate the majority of a park or parks with minimal involvement and oversight by State Parks staff.
- **CO-MANAGEMENT AGREEMENT:** Nonprofit organizations that operate a portion of a park or parks, sharing operational and financial roles and responsibilities with State Parks.

For more about the operation and co-management of parks, visit www.parks.ca.gov/Operators-Comanagers.

DONORS

Individuals, nonprofit organizations, or corporations that contribute funds, goods, or services to support our parks. These donations are essential. California's state parks thrive when people give back, helping to keep our parks open and accessible to all and preserving these special places for future generations to enjoy.

For more about donating, visit
www.parks.ca.gov/Donors.

PROUD PARTNERS

Nonprofit and private organizations that partner with State Parks to provide funding and/or donated goods or services to support and enhance the visitor experience. To become a Proud Partner, organizations can demonstrate their support for education and the environment.

Through the program, partners augment State Parks programs and services and help raise critical funds for the protection, preservation, enhancement, and improvement of our state parks, and increase public awareness of state parks' resources.

For more about Proud Partners, visit
www.parks.ca.gov/ProudPartners.

VOLUNTEERS IN PARKS

For more than a century, volunteers have enhanced, maintained, and restored our state parks. They interpret our treasured resources, keep facilities clean and trails in good repair, spearhead special events, and offer a welcome face in our campgrounds and visitor centers. More than 40,000 individuals volunteer annually at State Parks, providing time and services valued at more than \$32 million.

For more about Volunteers in Parks, visit
www.parks.ca.gov/Volunteers.





PARTNERSHIPS

www.parks.ca.gov/Partnerships

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