

**National Park Service
Chickasaw National Recreation Area**



Chickasaw National Recreation Area Commercial Services Strategy

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October 6, 2008

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I. Executive Summary

The purpose of this Commercial Services Strategy (CSS) is to identify commercial services that are necessary and appropriate for the Chickasaw National Recreation Area and to provide guidance for future decisions regarding commercial services. It contains park-wide management policies and park conditions for commercial services, criteria for determining whether a service is necessary and appropriate, and an implementation strategy.

This Commercial Services Strategy was written during June and July of 2008. The process began with a review of the General Management Plan, March 2008 (GMP) and meetings with the management team to determine the park conditions for commercial services in each public use zone of the park. Next, the management team used the enabling legislation of the Chickasaw National Recreation Area to develop criteria to determine whether a commercial service is necessary and appropriate. Necessary and appropriate are the benchmarks that the National Park Service uses to decide whether or not a commercial service may take place in a park.

Appropriate Criteria (must meet all):

1. Services do not conflict with or diminish the purposes of Chickasaw National Park and the National Park Service, including:
 - ◆ Protect the springs and waters;
 - ◆ Preserve areas of archeological or ethnological interest and cultural landscapes;
 - ◆ Provide outdoor recreation;
 - ◆ Conserve the scenery and the natural, cultural and historic objects and the wildlife; and
 - ◆ Memorialize the Chickasaw Indian Nation.
2. Services do not compromise public health, safety, or well-being.
 - ◆ Services serve alcohol responsibly and in conjunction with food;
 - ◆ Services carry appropriate insurance; and
 - ◆ Services meet all federal, state and local health and safety codes.
3. Services are provided in a manner that meets the objectives outlined in Section III: Management Policies.
4. Services do not unduly conflict with other authorized Park uses and activities or services outside the Park.
5. Services do not monopolize recreational opportunities at the expense of the general public.
 - ◆ Recreational opportunities include swimming, picnicking, bicycling, hiking, camping, boating, water skiing, canoeing, horseback riding, car touring, hunting, and observing nature.

Necessary Criteria (must meet at least one):

1. Improves the Park's ability to reach the conditions described in Section IV: Park Conditions for Commercial Services.
2. Assists the Park in its management of natural or historic resources or visitor use.
3. The service has been deemed a top priority by local management, regional priorities or national initiatives.

Interviews with the management team, local business owners, community members, and community organizations generated a list of potential commercial services for the park. The general management team evaluated all of the commercial services and using the General Management Plan, March 2008 developed the park commercial services listed in Figure 2 on page six of the Commercial Services Strategy. Using this list, the general management team met again to prioritize which commercial services the park will actively pursue at this time.

In prioritizing commercial services, the management team placed those services that met both the necessary and appropriate criteria at the top of the list. The management team then looked at which services were most requested by the park's visitors. Finally, the management team added to the list those services which will help in their management of natural resources and the visitor use experience.

During the prioritization meeting, the management team discussed whether any of the commercial services shown in Figure 2 could be undertaken by the park's Fee Demo program. The Fee Demo program collects all user fees in the parks, including camping site fees and boating permit fees. Showers, boat slips in campground areas, horse campsite, and semi-permanent canvas tents were identified as potential services that could be operated through the Fee Demo program, since all four of the services could easily be added to a campsite fee. Additionally, all of these services are services that the park wants to provide to the public.

The management team's prioritization process resulted in the following five priority commercial services (in no particular order) for the Chickasaw National Recreation Area.

- In-park boat rental, slip rental & towing service – Lake of the Arbuckles
- In-park boat & bike rental service – Veterans Lake
- Recreational equipment rental
- In-park firewood sales
- In-park food service

After the prioritization process, an official public meeting was held on July 10th at the Sulphur Chamber of Commerce to solicit feedback on the Commercial Services Strategy. The meeting was attended by 14 people and three new ideas were added to the list of potential commercial services. This full list is available in Figure 8, on pages 25 and 26 of the Commercial Services Strategy

Vendors may still apply for a Commercial Use Authorization (CUA) that is not considered a priority by the park. As long as the service meets all of the Appropriate Criteria, a CUA application may be submitted to the park. By prioritizing which services to actively seek out, the park is simply seeking to use its limited resources to attract commercial services in the most effective way.

In the coming year the park will solicit the priority services through a competitive solicitation process. Staff time allocated to commercial services for the coming year is 30 percent of one FTE.

Recommended:

Bruce Noble
Park Superintendent

12/8/08
Date

Approved:

Michael Syler
Regional Director

1/14/09
Date

Figure 1: Chickasaw National Recreation Area Public Use Zones

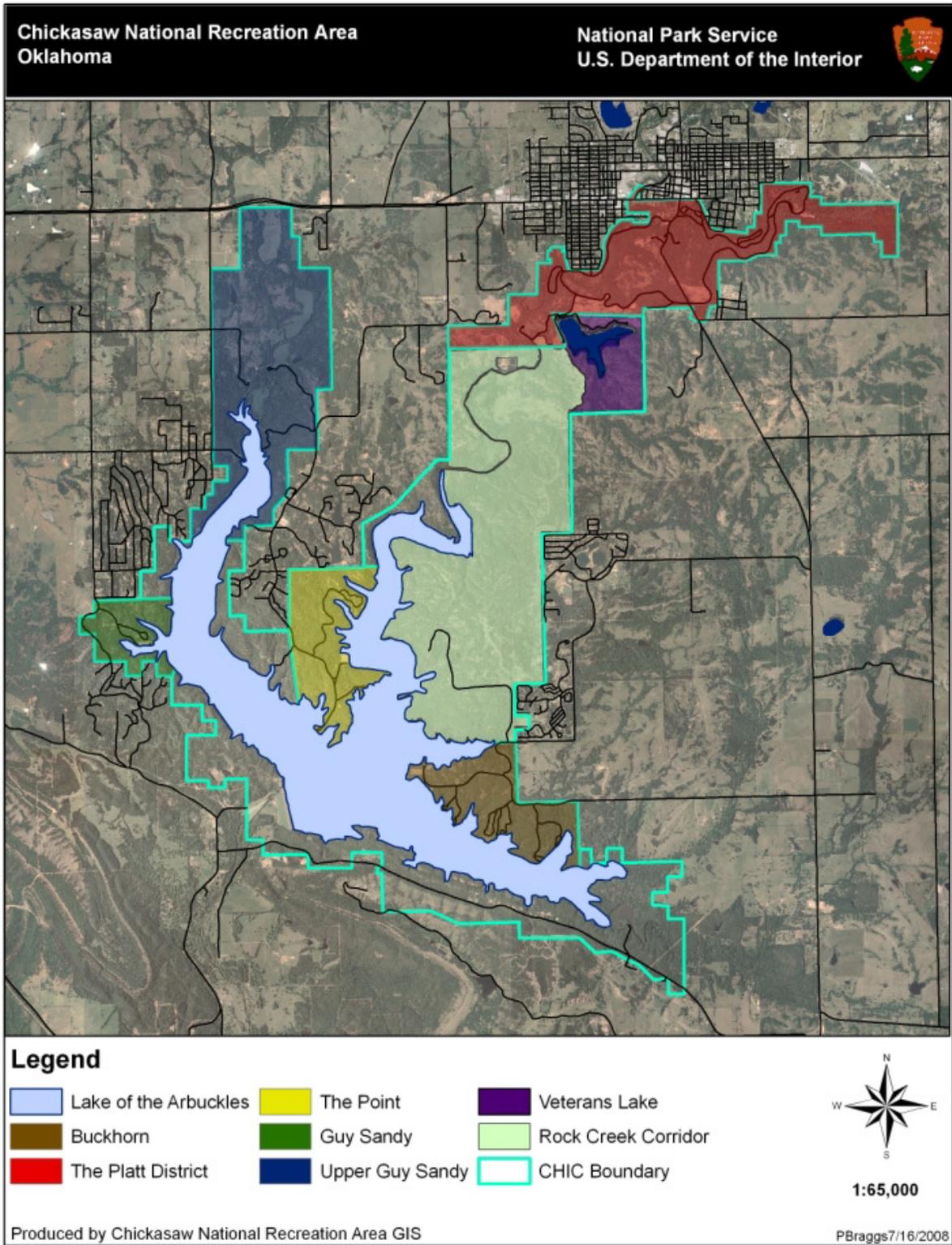


Figure 2: Park Preferred Commercial Services by Public Use Zone

Park-Wide	Lake of the Arbuckles
<ul style="list-style-type: none"> ◆ Guided nature walks ◆ Bus tours ◆ Tent and campsite setup ◆ Wireless internet ◆ Firewood sales ◆ Bait sales ◆ Fishing gear and flotation device rental ◆ Food delivery ◆ Food catering 	<ul style="list-style-type: none"> ◆ Boat rental ◆ Guided boat and fishing tours ◆ Boat towing service ◆ Ice sales near boat ramps ◆ Gas sales to boats at either Buckhorn or the Point
Platt District	Veterans Lake
<ul style="list-style-type: none"> ◆ Showers ◆ Carriage rides ◆ Food and beverage vending machines ◆ Annual arts & crafts fair 	<ul style="list-style-type: none"> ◆ Bike rental ◆ Non-motorized boat rental ◆ Rollerblade rental
Rock Creek Corridor	Guy Sandy
<ul style="list-style-type: none"> ◆ Horse campsite with corral for short-term overnight stays ◆ Guided horseback riding ◆ Bike rental 	<ul style="list-style-type: none"> ◆ 10 to 20 boat slips at boat ramp ◆ Semi-permanent canvas tents in campground ◆ Food and beverage vending machines
Buckhorn	The Point
<ul style="list-style-type: none"> ◆ 15 to 20 boat slips at campgrounds ◆ 20 to 40 boats slips at boat ramp ◆ Semi-permanent canvas tents in campground ◆ RV rentals in campgrounds ◆ One temporary food service facility Or ◆ Permanent restaurant and convenience store ◆ Food and beverage vending machines 	<ul style="list-style-type: none"> ◆ 5 to10 boat slips at campground ◆ 10 to 20 boat slips at boat ramp ◆ Semi-permanent canvas tents in campground ◆ RV rentals in campground ◆ One temporary food service facility
Upper Guy Sandy	

No commercial services have been identified
as desirable in Upper Guy Sandy at this time.

II. Purpose of a Commercial Services Strategy

The purpose of a Commercial Services Strategy is to create an action plan for the park's commercial services. A CSS is both an analytical document to identify the commercial services to achieve desired conditions, as well a guidance document to assist park decision-makers in responding to inquiries related to commercial services.

To create a CSS, the park first revisits the management prescriptions and the desired resource conditions for resources and visitor experiences in different areas in the park unit defined in the General Management Plan. Using the management prescriptions as the basis, the park customizes the criteria used to determine what is necessary and appropriate for commercial services. Using the inventory of known and potential commercial services, the park will be able to evaluate each service to determine if it is appropriate and meets park goals. In some cases, commercial services may have targets or limits established in other planning documents to achieve desired resource conditions and visitor experiences. In preparing a CSS, these planning documents should be revisited to validate assumptions and conclusions. The park will identify goals, priorities, and the actions required to implement commercial services. The park Superintendent signs and recommends a CSS which may include implementation dates for critical items on the action plan. The Regional Director will approve a CSS if the park created a sound framework to manage existing and proposed commercial services, validated existing planning decisions, and identified future commitments of resources. Ten years is the target life expectancy for the CSS, however the document can be updated as conditions change or new services are proposed.

A CSS is not a compliance document, it does not evaluate alternatives, nor does it assess environmental impacts. Where the park will have to consider decisions related to limiting a service or construction on park land, the actions to implement those decisions will identify the level of National Environmental Policy Act compliance required.

III. Background Statement

The National Park Service (NPS) was established in 1916 by the Organic Act to conserve the scenery, the natural and historic objects, and the wildlife of the National Parks and to provide for their enjoyment in ways that leave them unimpaired for the enjoyment of future generations.

In 1902, the Chickasaw and Choctaw Nations of Oklahoma transferred 640-acres of land to the U.S. government to ensure preservation and protection of the natural springs in the vicinity of Sulphur. Four years later, the area was renamed Platt National Park in honor of the late Senator Orville Platt of Connecticut. In 1976, Platt National Park merged with Arbuckle National Park to become Chickasaw National Recreation Area.

Chickasaw National Recreation Area exists as part of the National Park System to provide for public outdoor recreation use and enjoyment of Arbuckle Reservoir and land adjacent thereto; to provide for more efficient administration of other adjacent area containing scenic, scientific, natural, and historic values; and for the memorialization of the Chickasaw Indian Nation. (Public-Law 94-235)

Located in the heart of the Arbuckle Mountains in south-central Oklahoma, where the Eastern Woodlands and Western Plains meet, Chickasaw National Recreation Area supports a diverse array of plant and animal species as well as a variety of natural features and cultural resources. Families have been coming to Chickasaw National Recreation Area for generations to partake in traditional outdoor activities including family gatherings, picnics, swimming, fishing, boating, canoeing, hiking, observing nature, hunting, horseback riding, bicycling, jogging, and camping. Visitors also enjoy the work of the Civilian Conservation Corps (CCC), including built pavilions, campgrounds, dams, picnic areas, trails, and roads throughout the Historic Platt District, built from 1933-1940.

IV. Park-Wide Management Policies

The following management policies are summarized statements from the General Management Plan, March 2008.

Maintain good relations with adjacent landowners, surrounding communities, and public & private groups: The park values good relations with its partners and stakeholders and will seek to involve adjacent landowners, surrounding communities and public and private groups in decisions concerning commercial services inside the park with the goal of proactively addressing any conflicts that may arise over commercial services.

Maintain a close working relationship with the cities of Sulphur and Davis and Murray County: City and County officials will be kept informed of commercial services planning and implementation in the park. Staff will make a good faith effort to address any problems or concerns expressed by City officials related to commercial services.

Maintain a close working relationship with tribes culturally affiliated with the Chickasaw National Recreation Area: A primary mission of the park is to honor Native American tribes and traditions associated with park lands. Commercial services will not adversely affect the physical integrity of traditional-use areas or disrespect the beliefs, traditions, and other cultural values of these tribes. Tribal officials will be kept informed of commercial services planning and implementation in the Chickasaw National Recreation Area.

Ethnographic resources: Some tribal members continue to use the park for ceremonial purposes. Commercial service providers are encouraged to involve tribes in the development of any commercial educational program to promote the accuracy of information presenting Native American cultural history and values. If a commercial service could affect a Federally-recognized tribal government, the park must consult that tribal government before taking action. If any park areas are determined to be culturally sensitive, special provisions in a CUA will identify, as appropriate, those areas as closed/restricted to commercial group/tour activities

Paleontological Resources: The park contains unique geological resources and fossils from historic times. Commercial services might aid in public education, interpretation, and scientific research regarding these resources but will not interfere with their on-site protection.

Archeological Resources: The park seeks to protect any archeological sites from disturbance. As commercial services are added to the park, they may use such sites for educational, recreational, scientific and similar purposes that do not disturb these sites.

Ecosystem Management: The park is managed holistically, as part of a greater ecological, social, economic, and cultural system. Commercial services will be limited to a scale that does not inappropriately impact natural processes, ecosystem dynamics, and wildlife populations.

Natural Resources: The park is known for its many natural resources, including mineral springs, cool water, flora, fauna, and wildlife. A primary mission of the park is to protect these resources and therefore commercial services should not be a significant source of air, water or noise pollution, nor should they conflict with resource monitoring, research, and restoration work. Any facilities associated with a commercial service will be built in previously disturbed areas with as small of a construction footprint as possible. NPS staff will also apply mitigation techniques to minimize the impacts of construction and other activities on park resources. Commercial services will not significantly interfere with any view shed in the park. Actions that have the potential to result in significant soil disturbance will include appropriate mitigation to control erosion and allow re-vegetation of disturbed areas. Commercial services should not introduce non-native species to the park.

Air quality: Air quality in the park is presently considered to be very good. As commercial services are added to the park, high air quality will be maintained. Scenic views, both day and night, will be protected, unimpaired for the enjoyment of current and future park visitors.

Water quality: Protection of fresh water and mineral water springs is a primary mission of the park. Furthermore, clean water is fundamental to maintaining a good visitor experience. As commercial services are added to the park, water quality should not deteriorate in the park and the storage and flow characteristics of the Arbuckle-Simpson Aquifer will be maintained.

Floodplains: Floodplains occur along Guy Sandy, Buckhorn, Rock Creek and Travertine Creek. In establishing commercial services in the park, these floodplains should be left unchanged. Commercial operators should consider the possibility of flooding if authorized to provide commercial services in these areas.

Wetlands: Wetlands provide a home for a diversity of plants and wildlife. Though not common in the park, small wetlands can be found around seeps, springs, streams, and near Lake of the Arbuckles. Commercial services may use wetlands for educational, recreational, scientific and similar purposes that do not disrupt natural wetland functions.

Threatened and Endangered Species: The park is required by Congress to promote the conservation of all federal and state threatened and endangered species and their critical habitat. Commercial services in the park will not interfere with this requirement.

Hunting: Some park lands are open to the public for hunting. As commercial services are added to the park, public access to hunting will continue unchanged.

Fishing: Both Veterans Lake and Lake of the Arbuckles are used by the public for recreational fishing. As commercial services are added to the park, public access to fishing will continue unchanged.

Lightscape management: Many visitors to the park enjoy star gazing. As commercial services are added to the park, they should limit the amount of artificial light they are producing in order to maintain a high quality night sky viewing experience for visitors.

Natural soundscape: The park seeks to maintain the ability to hear natural sounds so that visitors have the opportunity to experience natural sounds. Commercial services should seek to minimize the intrusion of unnatural noise into the soundscape of the park.

Historic structures and cultural landscape: One of the primary missions of the park is to restore and preserve the many historic structures and to educate visitors about the cultural landscape of the area. Commercial services are encouraged to assist the park in this mission.

Museum collections: Commercial services are encouraged to draw upon the park's museum collection for education, interpretation, and research but will not interfere with the preservation or access of the general public to the collection.

Visitor use and experience: A primary mission of the park is to create a high quality visitor experience. Commercial services should actively enhance visitor use while maintaining the values and purpose for which the park was established. To the extent feasible, commercial services should be universally accessible.

Backcountry: National Park back country areas provide high-quality experiences that have minimal impacts on resources. The park's backcountry zones include Upper Guy Sandy and Rock Creek Corridor. As commercial services are introduced to these zones, the ability of the general public to enjoy a high-quality backcountry experience will be maintained by assuring minimal impacts to these areas.

Sustainable design/development: The park tries to minimize its environmental impacts through resource conservation, recycling, waste minimization and the use of energy-efficient and ecologically responsible materials and techniques. Commercial services in the park will be required to do the same.

Transportation: Transportation within the park is dominated by automobile and boat use. As commercial services that may affect transportation within the park are added, a high level of visitor safety will be maintained through appropriate speed and safety precautions.

Utilities and communication facilities: As commercial services are added to the park, the ability of the park's utility and communication lines should be considered, so they are not strained.

Dam and streamflow control structures: Any authorized commercial services must have no effect on dam and streamflow control structures in the park.

V. Park Conditions for Commercial Services

The following conditions were developed through meetings and discussions with the general management team and referencing the General Management Plan, March 2008. The general management team decided if it was more appropriate to operate a service through the park's Fee Demo program instead of a concessioner.

Park Visitor Use Statement

Chickasaw National Recreation Area receives 1.4 million recreational visitors annually. Of these, close to one million people, or 70 percent, visit during the park's peak season between April and September. Most use occurs on the weekends, with holiday weekends being especially high-use time periods. Winter months (October through March) see lower over-all visitation but increased use by hunters, especially during gun and muzzleloader seasons in October and November. Fishing tournaments and horseback riding are also popular during the cooler months. Retirees are another segment of visitors that use the park year-round but more frequently during the shoulder seasons of April and September. Popular activities in the park include boating, camping, hiking/walking, bicycling, and swimming. For detailed visitation and use data, see Figures 3 thru 7, below.

Out of the 1.4 million visitors to the park, approximately 39 percent are from Oklahoma, while 15 percent are from Texas. One percent of visitors are from outside of the United States primarily from China, Japan and Mexico. The remaining 45 percent of the visitors are from 14 other states in the surrounding region (Chickasaw National Recreation Area Visitor Study, Summer 2005).

Figure 3: Chickasaw National Recreation Area User Inventory by Public Use Zone

Park Public Use Zone	Car Spaces Not in Campgrounds	Car Spaces Within Campgrounds	Campsites	Boat Trailers Spaces	Picnic Tables Not in Campgrounds	Picnic Tables Within Campgrounds
Platt District	230	362	181	N/A	76	181
Veterans Lake	58	N/A	N/A	4	10	N/A
Rock Creek	10	N/A	N/A	N/A	1	N/A
The Point	97	168	56	98	30	56
Buckhorn	132	420	140	110	54	140
Guy Sandy	24	120	40	80	2	40
Upper Guy Sandy	N/A	N/A	N/A	N/A	6	N/A
Total	551	1070	417	292	179	417

Figure 4: Chickasaw National Recreation Area User Inventory at Lake of the Arbuckles

Lake of the Arbuckles	Acres	Boat Ramps	Boat Trailer Spaces	Car Spaces Not in Campgrounds	Picnic Tables Not in Campgrounds	Campsites**
	2,500	4	288	253	92	236

** Each campsite has one picnic table and three car spaces

Figure 5: Chickasaw National Recreation Area Monthly Campground Use – 2007

Month	Campgrounds Tents	Campgrounds R/V's	Campgrounds Total
January	19	70	89
February	48	62	110
March	1,365	1,668	3,033
April	981	1,235	2,216
May	6,583	2,697	9,280
June	7,569	4,381	11,950
July	4,806	4,335	9,141
August	3,897	3,075	6,972
September	3,056	2,184	5,240
October	2,748	2,190	4,938
November	592	1,002	1,594
December	84	105	189
Total	31,748	23,004	54,752

Figure 6: Chickasaw National Recreation Area Monthly Boat Use – 2007

Month	Boats	Boaters	PWC	PWC Riders
January	136	196	0	0
February	200	338	0	0
March	753	1,709	1	2
April	1,155	3,156	35	73
May	1,720	5,780	128	256
June	2,131	6,999	348	755
July	3,049	11,747	607	1,250
August	2,979	12,121	504	1,155
September	1,558	4,371	153	223
October	877	2,006	0	0
November	330	650	0	0
December	162	307	0	0
Total	15,050	49,380	1,776	3,714

Figure 7: Chickasaw National Recreation Area Monthly Visitation – 2007

Month	Recreational Visits	Visitor Hours	Point Area	Buckhorn Area	Guy Sandy Area	Lake District	Platt District	Goddard Youth Camp
January	27,660	71,428	2,230	1,960	3,915	8,105	19,554	0
February	59,030	157,110	4,113	4,691	6,004	14,808	44,222	268
March	109,630	342,805	11,882	16,941	19,063	47,886	61,744	249
April	102,469	320,154	17,134	9,781	6,933	33,848	68,622	517
May	171,329	655,975	20,548	35,927	19,420	75,895	95,434	536
June	190,491	751,375	23,305	29,995	22,480	75,780	114,711	461
July	226,801	786,828	32,397	28,736	23,098	84,231	142,570	152
August	160,526	578,373	15,176	41,327	13,567	70,070	90,456	0
September	111,181	421,070	11,835	13,811	11,691	37,337	73,844	579
October	89,359	343,015	8,975	12,281	10,855	32,111	57,248	737
November	67,131	209,568	6,122	7,421	7,948	21,491	45,640	396
December	53,199	137,510	3,690	4,843	5,743	14,276	38,923	0
Total	1,368,806	4,775,211	157,407	207,714	150,717	515,838	852,968	3,895

Park-Wide Preferred Commercial Services

Guided nature walks: Guided nature walks are appropriate in any and all parts of the park. A CUA may specify that certain areas/trails may temporarily be closed during hunting season.

Bus tours: Bus tours may be appropriate in any and all parts of the park if they do not conflict with other park uses or activities. Such conflict would most likely occur during summer holiday weekends when the park already experiences high use. To avoid this, bus tours should be scheduled for weekdays or off-season times. Bus tours should be assessed for their impact on the air quality, natural soundscape, and transportation flows within the park.

Tent and campsite setup: A tent and campsite setup service is appropriate for any and all designated campsites within the park.

Wireless internet: Wireless internet may be appropriate for the park if its addition does not damage the historic and cultural landscape of the park or unduly impact the natural resources.

Firewood sales: Firewood sales may be appropriate at designated park campgrounds if such sales do not conflict with businesses outside of the park.

Bait sales: Bait sales may be appropriate near fishing docks within the park if such sales do not conflict with businesses outside of the park and the bait is native.

Fishing gear and flotation device rental: Fishing gear and flotation device rentals are appropriate at both lakes within the park.

Food delivery: Food delivery from area businesses is appropriate within the park.

Food catering: Food catering for family picnics and approved special events may be appropriate within the park if these services meet all federal, state, and local health codes and do not conflict with other activities within the park.

Platt District

Car spaces: 230

Boat trailer spaces: N/A

Campsites: 181(each campsite has one picnic table and two parking spaces)

Picnic tables: 76

Boat ramps: N/A

The Platt Historic District is located at the north end of the park and includes the springs for which the original park area was created. This area is comprised of the former Platt National Park, established in 1906, and seeks to protect and interpret the unique hydrological formations and springs located in the area, as well as the historical and cultural resources of the park. This area is eligible to become a federally recognized historic landscape.

The Platt District east of U.S. Highway 177 is a high to very high use area. Camping at the Cold Springs and Central campgrounds, picnicking and swimming in Travertine creek, and hiking on area roads and trails are the primary activities. Travertine Nature Center also attracts many visitors for education and interpretation of park resources. Short trails to Antelope and Buffalo Springs attract walkers.

The Platt District west of U.S. Highway 177 is a medium to high use area. This area includes picnic areas used by families for reunions and weddings, and trails for hikers and joggers. Black Sulphur Springs, Pavilion Springs, and Hillside Spring, which are used by the public for medicinal purposes, are located in this area. Rock Creek campground, which gets less use than other camping areas in the park, is the only camping area in this portion of the district and is located at the west end, adjacent to Veterans Lake.

Actions identified in GMP relevant to commercial services

- Add formal programs that more fully interpret Chickasaw National Recreation Area's primary interpretive themes
- Add two day-use picnic shelters
- Restore and improve the three campgrounds (see below)

Cold Springs Campground:

- Rehabilitate restroom facilities
- Add showers

Central Campground:

- Rehabilitate restroom facilities
- Supplement limited utilities

Rock Creek Campground:

- Rehabilitate restrooms
- Improve upper non-historic portion of campground

Vendome Well/Flower Park:

- Construct visitor center adjacent to Vendome Well

Platt District Preferred Commercial Services

Showers: Showers are appropriate for all three campgrounds in the Platt District. Shower facilities would likely be installed and operated by the park’s Fee Demo program rather than a commercial operator. Currently, the park does not charge for the use of shower facilities in the other campgrounds. The expense is built into the cost of the campsite and this is a potential way for the Fee Demo program to operate the new shower facilities. The management team decided it would be more appropriate to raise the campsite fees rather than have a concessioner charge separately for the shower facilities. Additionally, running a small shower facility in the park might not be profitable as a private business because of the short ten-week summer camping season.

Carriage rides: Carriage rides may be appropriate for the Flower Park area of the Platt District if the operator carries appropriate insurance and rides do not cause traffic congestion.

Food and beverage vending machines: Vending machines selling snacks and beverages may be appropriate within the Platt District if they are located within existing structures so as to maintain the cultural and historic landscape of the area. In addition, they must meet all federal, state, and local health codes and not conflict with businesses outside of the park.

Annual arts & crafts fair: An annual arts & crafts fair may be appropriate for the Flower Park area of the Platt District if such an event does not conflict with other park uses or monopolize the space at the expense of other visitors. Such activities would likely take place under one umbrella Special Use Permit covering the entire event.

Veterans Lake Area (68 Acres)

- Car spaces: 58
- Boat trailer spaces: 4
- Campsites: N/A
- Picnic tables: 10
- Boat ramps: 1

Veterans Lake is located between the West Platt District and Rock Creek Corridor. This area is dominated by a 68 acre lake. Presently, this area experiences low use. Primary uses include quiet boating and fishing activities and walking around the perimeter of the lake. The Veteran’s Lake area

includes one access point for the park's multi-use trail, and thus is a departure point for bikers and horseback riders. This area is limited by parking spaces and restroom facilities, but additional restrooms are planned for the near future. Rough topography around the lake may limit the construction of commercial service facilities.

Actions identified in GMP relevant to commercial services

- Build restrooms
- Add or replace fishing dock facilities
- Complete trail around north shore of lake
- Build trail link to Rock Creek campground
- Consider the addition of a horse camp, staging area, and group campsite
- Consider opening south side of Veteran's lake across the spillway for day use, picnic pavilion and picnic sites, and restrooms.

Veterans Lake Preferred Commercial Services

Bike rental: Bike rentals may be appropriate at Veterans Lake if bikes are rented with helmets and the operator carries appropriate insurance. Bike rentals on the lake trail should not conflict with other uses including walking and jogging.

Non-motorized boat rental: Renting non-motorized boats at Veterans Lake may be appropriate if boats are rented with lifejackets and the operator carries appropriate insurance.

Roller blade rental: Rollerblade rentals may be appropriate at Veterans Lake when roller blades are rented with helmets and padding and the operator carries appropriate insurance.

Rock Creek Corridor (Backcountry)

Car spaces: 10

Boat trailer spaces: N/A

Campsites: N/A

Picnic tables: 1

Boat ramps: N/A

Rock Creek Corridor connects Veterans Lake to Lake of the Arbuckles. The main recreational use in this area is 15 miles of multi-use trails comprised of pathways and administrative secondary roads. Unlike most parts of the park, Rock Creek Corridor experiences less use in the hot summer months and more use during the cooler winter months by hunters, horseback riders, hikers and bicycle riders. Small parking lots on both ends of the trail are presently adequate but may limit visitor use in the future.

Actions identified in GMP relevant to commercial services

- Upgrade trail system with improved signs
- Preserve historic structures

Rock Creek Corridor Preferred Commercial Services

Horse campsite with corral for short-term overnight stays: A campsite with overnight facilities for horses and a staging area to unload and load horses at the north end of the multi-use trail may be appropriate for the park. These areas would likely be built by the park and operated through the Fee Demo program because all of the other campsites are managed through the Fee Demo program and the general management team believes it would be feasible to add a horse campsite to the program. The primary reason for adding a horse campsite is to better serve visitors who come to the park to ride on the multi-use trail, a long-standing recreational use.

Guided horseback riding: Horseback riding may be appropriate along the multi-use trail if it does not impact the cultural and natural resources of the park; meets safety requirements, including carrying insurance; causes minimal impact to backcountry areas; does not conflict with guided horse tours outside of the park; and does not monopolize the multi-use trail to the exclusion of other users such as bikers and hikers.

Bike rental: Bike rentals may be appropriate at the Veteran's Lake trailhead for the multi-use trail if bikes are rented with helmets and the operator carries appropriate insurance. Bike rentals on the lake trail should not conflict with other uses including hiking and horseback riding.

Lake of the Arbuckles (2,500 Acres)

Car spaces: 253

Boat trailer spaces: 288

Campsites: 236 (each campsite has one picnic table and three car spaces)

Picnic tables: 92

Boat ramps: 4 (includes courtesy docks)

The Lake of the Arbuckles includes four access points: Buckhorn, the Point, Guy Sandy and Upper Guy Sandy. The lake itself was constructed by the Bureau of Reclamation in the late 1960s and is used by boaters and personal water craft operators, fishermen, picnickers, and swimmers. The lake experiences high use on summer weekends and especially holidays but is under-utilized on summer weekdays. Boating is limited by parking at the four access points.

Lake of the Arbuckles Preferred Commercial Services

The following services are desirable in general on the Lake of the Arbuckles. The next three sections outline services for each of the four access points.

Boat rental: One boat rental operation may be appropriate if boats are rented with lifejackets and safety equipment (i.e., whistle, flags, light, extra paddle and extinguisher) and the operator carries insurance.

Guided boat and fishing tours: Guided boat and fishing tours are appropriate on the Lake of the Arbuckles.

Boat towing service: One boat towing service is appropriate on the Lake of the Arbuckles.

Ice sales: Ice sales may be appropriate near any boat ramp on the Lake of the Arbuckles if such sales do not conflict with businesses outside of the park.

Gas sales: Gas sales to boats on the lake may be appropriate at either the Point or Buckhorn if:

- ◆ Precautions are taken to protect the springs and waters of the park;
- ◆ Precautions are taken to conserve the scenery, the wildlife, and the natural, cultural and historic objects of the park;
- ◆ The gas pump meets all state and federal safety codes;
- ◆ It does not conflict with the goals outlined in Section II including policies on natural resources, water quality, floodplains, lightscape management, historic structures and cultural landscape, sustainable design/development, transportation, and utilities; and
- ◆ Gas sales do not conflict with businesses outside of the park

The Point

Car spaces: 97

Boat trailer spaces: 98

Campsites: 56 (each campsite has one picnic table and three car spaces)

Picnic tables: 30

Boat ramp: 1 (includes a courtesy dock)

The Point area is centrally located on the north shore of the lake and is a high use area on summer weekends. This area offers two different picnic areas, swimming areas, a boat launch, a campground, an amphitheater, a ranger station, and an RV sanitation disposal station. It is situated close to local homes and commercial growth within the City of Sulphur including the Chickasaw Nation Cultural Heritage Center. The topography is level to very steep in this area and it is prone to seasonal flooding.

Actions identified in GMP relevant to commercial services

- Maintain current number of campsites
- Upgrade some sites with utilities
- Redesign parking within campgrounds to better limit impact
- Add new restrooms at picnic areas near lake
- Add new restrooms with showers at the campground
- Increase ranger and interpreter presence, including guided and self-guided opportunities
- Add picnic pavilion and picnic sites

The Point Preferred Commercial Services

5 to 10 boat slips at campground: Renting boat slips near the campground may be appropriate if floating docks do not negatively impact the natural resources or conflict with other park uses such as swimming and fishing. It is likely that this service would be offered through the park's Fee Demo program.

10 to 20 boat slips at boat ramp: Renting boat slips near the boat ramp may be appropriate if floating docks do not negatively impact the natural resources or conflict with other park uses such as swimming and fishing. This service would be offered through the park's Fee Demo program or a concessioner.

Semi-permanent canvas tents: Renting semi-permanent canvas tents at presently under-utilized campsites at the Point campgrounds may be appropriate if such rentals do not conflict with cabin rentals outside of the park. It is likely that this service would be offered through the park's Fee Demo program.

RV rentals: RV rentals may be appropriate at presently under-utilized campsites at the Point campgrounds if rentals do not conflict with RV rentals outside of the park and rentals do not strain the park's utilities.

Temporary food service facility: One temporary food service facility may be appropriate at the Point if it meets all federal, state, and local health codes; does not conflict with businesses outside of the park; does not monopolize space at the expense of Park visitors; and does not strain the ability of the park's utilities.

Buckhorn

Car spaces: 132

Boat trailer spaces: 110

Campsites: 140 (each campsite has one picnic table and three car spaces)

Picnic tables: 54

Boat ramp: 1 (includes a courtesy dock)

The Buckhorn area is located on the north-eastern part of the lake and experiences high use on summer weekends. This area offers three different picnic areas, swimming areas, a boat launch, a four-loop campground, an amphitheater, a ranger station, and an RV sanitation disposal station. This area has more car and boat spaces than the Point or Guy Sandy. It could accommodate many more visitors during the week but is busy on summer weekends and full on holiday weekends. Buckhorn is located close to local homes and seasonal residences, but is one of the furthest points from the city of Sulphur. The topography is level in the area around the Buckhorn area.

Actions identified in GMP relevant to commercial services

- Maintain current number of campsites
- Upgrade some sites with utilities
- Redesign parking within campgrounds to better limit impact
- Add new restrooms at picnic areas near lake
- Upgrade the amphitheater with electrical service
- Consider commercial services if there is sufficient interest and demand
- Increase ranger and interpreter presence, including guided and self-guided opportunities

Buckhorn Preferred Commercial Services

15 to 20 boat slips at campgrounds: Renting boat slips near campgrounds may be appropriate if floating docks do not negatively impact the natural resources or conflict with other park uses such as swimming and fishing. It is likely that this service would be offered through the park's Fee Demo program.

20 to 40 boat slips at boat ramp: Renting boat slips near the boat ramp may be appropriate if floating docks do not negatively impact the natural resources or conflict with other park uses such as swimming and fishing. This service may be offered through the park's Fee Demo program or a concessioner.

Semi-permanent canvas tents: Renting semi-permanent canvas tents at presently under-utilized campsites at Buckhorn campgrounds may be appropriate if such rentals do not conflict with cabin rentals outside of the park. It is likely that this service would be offered through the park's Fee Demo program.

RV rentals: RV rentals may be appropriate at presently under-utilized campsites at Buckhorn campgrounds if rentals do not conflict with RV rentals outside of the park and rentals do not strain the park's utilities.

Food service: One temporary food service facility or permanent restaurant with convenience store may be appropriate at Buckhorn if it meets all federal, state, and local health codes; does not conflict with businesses outside of the park; does not monopolize space at the expense of park visitors; and does not strain the ability of the park's utilities.

Food and beverage vending machines: Vending machines selling snacks and beverages may be appropriate at the Buckhorn boat ramp and campgrounds if they meet all federal, state, and local health codes and do not conflict with businesses outside of the park.

Guy Sandy

Car spaces: 24

Boat trailer spaces: 80

Campsites: 40 (each campsite has one picnic table and three car spaces)

Picnic tables: 2

Boat ramp: 1 (includes a courtesy dock)

The Guy Sandy area is located on the western section of the lake and is a high use area on summer weekends. This area offers a courtesy dock, boat launch, and primitive campground. Guy Sandy is the first access point to the lake coming off of I-35 and the fishing dock and boat launch are heavily used both by locals and long-distance visitors. This area is not heavily accessed by visitors coming to the park for the day because of the lack of restrooms, picnic areas and access to lakeshore swimming areas. The Guy Sandy campground is the least used camping area in the park, likely due to its primitive conditions.

Actions identified in GMP relevant to commercial services

- Add restrooms
- Improve dock area restrooms
- Add picnic shelter and several picnic sites for day users on shoreline
- Increase ranger and interpreter presence, including guided and self-guided opportunities

Guy Sandy Preferred Commercial Services

10 to 20 boat slips at boat ramp: Renting boat slips near the boat ramp may be appropriate if floating docks do not negatively impact the natural resources or conflict with other park uses such as swimming and fishing. This service may be offered through the park's Fee Demo program or a concessioner.

Semi-permanent canvas tents: Renting semi-permanent canvas tents at presently under-utilized campsites at the Guy Sandy campground may be appropriate if such rentals do not conflict with cabin rentals outside of the park.

Food and beverage vending machines: Vending machines selling snacks and beverages may be appropriate at the Guy Sandy boat ramp and parking lot if they meet all federal, state, and local health codes and do not conflict with businesses outside of the park.

Upper Guy Sandy

Car spaces: undetermined, no designated spaces on the unpaved road

Boat trailer spaces: N/A

Campsites: N/A

Picnic tables: 6

Boat ramp: 1 (includes a courtesy dock)

Upper Guy Sandy is located in the northwest area of the park. This is a low use area with ongoing prairie restoration and hunting. The one boat launch at Eagle Bay is limited to smaller boats due to shallow waters. There are no restroom facilities or picnic areas.

Actions identified in GMP relevant to commercial services

- Add vault toilets at boat ramp

Upper Guy Sandy Preferred Commercial Services

No commercial services have been identified as desirable in Upper Guy Sandy at this time.

VI. Necessary and Appropriate Criteria

The following necessary and appropriate criteria were developed from the necessary and appropriate criteria articulated in DRAFT RM-48, Chapter 3: Commercial Services Planning (pp. 9-10). The basic criteria were revised and tailored to Chickasaw National Recreation Area through a series of meetings with the general management team. To interpret appropriate the management team considered Management Policies (Chapter 1.5 and 8.1). From Management Policies Chapter 1.5, “An “appropriate use” is a use that is suitable, proper, or fitting for a particular park, or to a particular location within a park.”

Appropriate:

These criteria will help the park answer the question, “Can the park authorize this service without compromising the reason it is a unit of the National Park System?” According to *Management Policies* (Chapter 8.1.1), “Appropriate forms of visitor enjoyment emphasize appropriate recreation consistent with the protection of the park. This includes interpretation of park resources and contemplation and understanding of the purposes for which a park unit’s resources are being preserved.”

The concept of the service being compatible with the purpose of the established area is derived directly from the Organic Act and additional guidance can be found in *Management Policies* (Chapter 1.5 and 8.1) as well as Director’s Order (DO) 53: Special Park Uses.

All of the criteria must apply in order for the service to be appropriate. Appropriate services may be issued a Commercial Use Authorization without meeting any necessary criteria. See Appendix A: Commercial Services Authorization Instruments for an explanation of CUAs and other contract types.

Criteria (must meet all):

1. Services do not conflict with or diminish the purposes of Chickasaw National Recreation Area and the National Park Service, including:
 - ◆ Protect the springs and waters;
 - ◆ Preserve areas of archeological or ethnological interest and cultural landscapes;
 - ◆ Provide outdoor recreation;
 - ◆ Conserve the scenery and the natural, cultural and historic objects and the wildlife; and
 - ◆ Memorialize the Chickasaw Indian Nation.

2. Services do not compromise public health, safety, or well-being.
 - ◆ Services serve alcohol responsibly and in conjunction with food;
 - ◆ Services carry appropriate insurance; and
 - ◆ Services meet all federal, state and local health and safety codes.

3. Services are provided in a manner that meets the objectives outlined in Section III: Management Policies.
4. Services do not unduly conflict with other authorized park uses and activities or services outside the park.
5. Services do not monopolize recreational opportunities at the expense of the general public.
 - ◆ Recreational opportunities include swimming, picnicking, bicycling, hiking, camping, boating, water skiing, canoeing, horseback riding, car touring, hunting, and observing nature.

Necessary:

These criteria will help the park answer the question, “Why is this service important for this park?” The concept of necessary is unique to the NPS concession program. The service must meet at least one of the criteria in order for the service to be necessary. A service that is both necessary and appropriate is eligible for a concessions contract.

Criteria (must meet at least one):

1. Improves the park’s ability to reach the conditions described in Section IV: Park Conditions for Commercial Services.
2. Assists the park in its management of natural or historic resources or visitor use.
3. The service has been deemed a top priority by local management, regional priorities or national initiatives.

VII. Evaluation of Potential Commercial Services

The following list of potential commercial services was determined by interviews with the Executive Director of the Sulphur Chamber of Commerce, the Executive Director of the Davis Chamber of Commerce, the Regional Tourism Director of Murray County, the town planner for the City of Sulphur, local community members, and business owners. Within the park, campground hosts and the park management team provided input and guidance. The park management team includes the Chief Ranger, the Chief of Administration, the Chief of Facilities Management, the Chief of Interpretation, the Chief of Resource Management and the Superintendent.

Figure 8: Potential Commercial Services

X indicates the service would meet the criteria.

* indicates the service would meet the criteria under specific conditions.

	Commercial Service	Appropriate Criteria					CUA Possible	Necessary Criteria			Concession Contract Possible
		1	2	3	4	5		1	2	3	
Guided activity											
	Nature walks	X	X	X	X	X	Yes	X			Yes
	Bus tours	X	X	*	X	*	Maybe	X	X		Maybe
	Fishing	X	X	X	X	X	Yes	X			Yes
	Horseback riding on multi-use trail	*	*	*	*	*	Maybe	X			Maybe
Rentals											
	Bikes	X	*	X	*	X	Maybe	X			Maybe
	Boat slips at campgrounds	X	X	*	X	X	Maybe	X	X		Maybe
	Boat slips near boat ramps	X	X	*	*	X	Maybe	X	X		Maybe
	Non-motorized boats at Veteran's Lake	X	*	X	X	X	Maybe	X		X	Maybe
	Boats at Lake of the Arbuckles	X	*	X	X	X	Maybe	X		X	Maybe
	Semi-permanent canvas	X	X	*	*	X	Maybe	X	X		Maybe

	tents in underutilized campsites										
	Roller blade rentals	X	*	X	X	X	Maybe	X			Maybe
	RVs	X	X	*	X	*	Maybe	X			Maybe
	Tent and campsite setup	X	X	X	X	X	Yes	X			Yes
	Fishing gear and flotation devices	X	X	X	X	X	Yes	X			Yes
Guided rental											
	Kite skiing				X		No				No
	Motor Cycle tours	X	*	*	X	X	Maybe				No
	Parasailing				X		No				No
	Scuba Diving	X	*	*	X	X	Maybe				No
Sales/Services											
	Bait	X	X	X	*	X	Maybe	X			Maybe
	Firewood	X	X	X	*	X	Maybe	X	*		Maybe
	Carriage rides in Flower Park	X	*	X	*	X	Maybe	X	X		Maybe
	Ice	X	X	X	*	X	Maybe	X			Maybe
	Gas sales on lake	*	*	*	*	X	Maybe	X			Maybe
	Gifts	X	X	X	*	X	Maybe				No
	Sundries	X	X	X	*	X	Maybe			*	Maybe
	Tow boat	X	X	X	X	X	Yes	X			Yes
	Showers	X	X	X	X	X	Yes	X	X		Yes
	Wireless Internet	X	*	*	X	X	Maybe	X	X		Maybe
Food											
	Food vending machines	X	*	X	*	X	Maybe	X		*	Maybe
	Food delivery from area businesses	X	*	X	X	X	Maybe	X		*	Maybe
	Convenience store	X	*	X	*	X	Maybe			*	Maybe
	Restaurant	X	*	X	*	X	Maybe	X		*	Maybe
	Temporary food service	X	*	X	*	X	Maybe	X		*	Maybe

Inappropriate Services Explanation

Parasailing & kite skiing: Parasailing and kite skiing are inappropriate in the park due to safety issues and conflict with other recreational activities including boating, fishing, and swimming. These activities may also conflict with goals outlined in Section III, including intrusion into the view-shed of the park.

VIII. Goals and Implementation Strategy

Framework for prioritization

The Chickasaw National Recreation Area management team met on July 3rd to prioritize which commercial services the park will actively pursue at this time. In prioritizing commercial services, the management team placed those services that met both the necessary and appropriate criteria at the top of the list. These services include:

- ◆ Nature walks and guided fishing
- ◆ Tent and campsite set-up
- ◆ Guided fishing, fishing gear and floatation device rentals
- ◆ Tow boat service
- ◆ Showers

The management team then looked at which services were most requested by the park's visitors. These include:

- ◆ Boat and slip rentals at boat ramps
- ◆ Boat slip rentals in campgrounds
- ◆ Food service
- ◆ Boat and bike rental at Veterans Lake

The management team then added to the list those services which will help in their management of natural resources and the visitor use experience. These services include:

- ◆ Firewood sales: Will improve the visitor use experience and help in protecting trees surrounding campsites.
- ◆ Towboat service: Will increase the park's efficiency by saving Rangers time in responding to boat tows.
- ◆ Boat slip rentals: Will prevent erosion caused by boats presently tied to trees near campsites.
- ◆ Semi-permanent canvas tents: Will improve the visitor use experience and increase occupancy at campsites which are presently underutilized.

The management team then discussed whether any of the above services could be undertaken by the park's Fee Demo program. The Fee Demo program collects all user fees in the park, including camping site fees and boating permit fees. Showers, boat slips in campground areas, and semi-permanent canvas tents were identified as potential services that could be operated through the Fee Demo program, since all three of the services could easily be added to a campsite fee. Keeping their operation with the Fee Demo program will provide a consistently high quality of service to visitors and facilitate easy payment through one fee.

In discussing which of the remaining services to move forward with, the management team recognized that nature tours are an important service to visitors, but already offered by the Interpretation Division. While requests for CUAs for nature tours will be considered, the management team decided its limited resources would be better spent in soliciting services that are not presently offered. They also felt that the fishing gear and flotation device rental could be combined with the tent and campsite service and solicited as a general recreational equipment rental operation. The management team also discussed the idea of adding facilities in the park (boat dock for slip rentals), but at this point it has been determined that they will try to add commercial services that do not require the addition of a facility. They want to wait a few years and see how successful other commercial services are in the Park before adding services that require the addition of facilities.

The management team's prioritization process resulted in the following five priority commercial services (in no particular order) for the Chickasaw National Recreation area:

1. Boat rental, slip rental & towing service – Lake of the Arbuckles
2. Boat & bike rental service – Veterans Lake
3. Recreational equipment rental
4. Firewood sales
5. Food service

In the coming year the park will seek the priority commercial services through a competitive solicitation process. See Appendix C: Solicitation for Commercial Services for an example solicitation document that will be used for the competitive process for a food service vendor.

Vendors may still apply for a CUA that is not considered a priority by the park. As long as the service meets all of the Appropriate Criteria, a CUA may be granted. By prioritizing which services to actively seek out, the park is simply seeking to use its limited resources to attract commercial services in the most effective way.

Figure 9: Actions to Implement

Goal	Authorization	Actions to Implement
<i>Boat rental, slip rental & towing service – Lake of the Arbuckles</i>	<i>In-park CUA</i>	<ol style="list-style-type: none"> 1. <i>Environmental compliance for dock construction</i> 2. <i>NPS identify fund source for dock construction and future maintenance</i> 3. <i>NPS construct dock and launch area</i> 4. <i>Issue a solicitation for boat rental and towing service provider</i> 5. <i>Select best proposal(s) and issue CUA(s) as space allows</i>
<i>Boat & bike rental service – Veterans Lake</i>	<i>In-park CUA</i>	<ol style="list-style-type: none"> 1. <i>Environmental compliance for building and dock construction</i> 2. <i>NPS identify fund source for structure and future maintenance</i> 3. <i>NPS provide structure and launch area</i> 4. <i>Issue an a solicitation for a boat and bike rental service</i> 5. <i>Select best proposal(s) and issue CUA</i>
<i>Recreational equipment rental</i>	<i>Out-of-park CUA</i>	<ol style="list-style-type: none"> 1. <i>Issue a solicitation for recreational equipment rental operation (s)</i> 2. <i>Select best proposal(s) and issue CUA(s)</i>
<i>Firewood sales</i>	<i>In-park CUA</i>	<ol style="list-style-type: none"> 1. <i>Designate areas at campgrounds for firewood sales</i> 2. <i>Issue a solicitation for a firewood service</i> 3. <i>Select best proposal(s) and issue CUA(s) as space allows</i>
<i>Food service</i>	<i>In-park CUA Or Concessions Contract</i>	<ol style="list-style-type: none"> 1. <i>Decide where and what type of food service operation would be necessary and appropriate within the park</i> 2. <i>If a concessions contract is used then complete financial feasibility</i> 3. <i>If no construction is necessary, issue a solicitation for an in-park CUA.</i> 4. <i>If construction is necessary the park must:</i> <ul style="list-style-type: none"> ◆ <i>Complete an environmental compliance for building construction</i> ◆ <i>NPS identify fund source for construction and future maintenance</i> ◆ <i>NPS construct building</i> ◆ <i>After construction, select best proposal(s) and issue CUA</i>

IX. Commercial Services Program for Park

Commercial services within the park will be overseen by the Chief Ranger. Park employees that will facilitate and complete the daily tasks related to commercial services include the Fee Demo Manager, the Budget Analyst, the Executive Secretary, and the Budget Tech. Larger commercial ventures that require extra administrative support and monitoring will be directly billed for the additional costs.

Figure 10: Commercial Services Staffing Plan and Associated Costs

Position	% of 1 FTE	Cost
Fee Manager	10%	\$5,339
Budget Analyst	5%	\$3,648
Executive Secretary/Budget Tech	10%	\$5,265
Chief Ranger	5%	\$5,170
Total Expense	30%	\$19,421

X. Key Factors That Could Affect Achievement of the Commercial Services Goals

In the coming decade, Chickasaw National Recreation Area will continue to meet the challenge of protecting natural and cultural resources while providing a quality visitor use experience. Currently, only five of the 33 freshwater and mineral springs that flowed when the lands were transferred to the federal government in 1906 are still active. In addition, Chickasaw National Recreation Area and the National Park Service as a whole is adapting to shifting population demographics, a growing reliance on technology, fewer children in the outdoors, climate change, and the impending retirement of many employees.

The rising cost of fuel is a key factor that could influence the implementation of commercial services in the park. Visitors must drive personal vehicles in order to reach most entry points to the park and as gas prices continue to rise, there is the possibility that visitation and motorized boat usage could experience a decline. Reduced visitor use would certainly detract from the viability of commercial services in the park. On the flip side, some speculate that rising gas prices will keep area residents closer to home and increase visitation from within the area. If this is the case, a set of services catering to day users may prosper.

Public relations and the issue of competition between commercial services in the park and the business community in the Cities of Sulphur and Davis are important to consider. There are numerous small businesses as well as several large franchises like Wal-Mart in the gateway communities of the park (see Appendix D for a full list of local businesses). The City of Sulphur has a history of small business turnover due to the demographics of the city, consumer preferences, seasonality of tourism and toughening economic times. Understanding the local business environment is critical to the success of commercial services within the park.

The City of Sulphur is in the process of completing a redevelopment plan, including a revitalization of the downtown. As part of this effort, a new Wal-Mart and McDonalds will likely be built in

Sulphur on Highway 7. In addition, the Chickasaw Nation is nearing completion on a Cultural Heritage Center on Cooper Memorial Road adjacent to the park. Once completed, the center will feature more than 127,000 square feet of space including an earthen terrace amphitheater, restaurant, gift shop, exhibits, galleries, and demonstration gardens and village. This facility is located close to the Veterans Lake area of the park and may draw additional visitors to this part of the park.

Seasonality could affect the viability of concession operations in the park. Out of the 1.4 million recreational visitors that come to the park, close to one million of them visit between April and September. A majority of visitors come to the park to boat, swim, camp and picnic during the summer months. On top of the yearly seasonality, the park also sees visitation fluctuate between weekdays and weekends with the heavy use periods being primarily on the weekends. Weather is also a large factor in influencing when and how many visitors the park receives.

The park is situated approximately twelve miles east of Interstate 35, the only interstate highway connecting Mexico, the United States and Canada in the central United States. Interstate 35's location in the heartland of the United States makes it ideally positioned to be a major route for what is expected to be increasing levels of international trade activity among the North American Free Trade Agreement partners. There is significant potential for economic development along Interstate 35. There are plans by the Oklahoma Department of Transportation and the Texas Department of Transportation to expand Interstate 35 into a 10-lane, multi-modal corridor from San Antonio, TX to Oklahoma City, OK. The future expansion of the Interstate 35 corridor and the growing population surrounding this trade route may increase visitation to the park. Commercial services could play a role in attracting this growing population to the park and helping to provide services that will enhance the visitor use experience.

XI. Civic Engagement Strategy

A series of meetings engaged partners, stakeholders, and members of the local community in the Commercial Services Strategy process. On June 10th, park consultants met with Shelly Sawatzky, Executive Director of the Sulphur Chamber of Commerce, to inform the Chamber of the park's desire to explore potential commercial service options within the park. This meeting was followed by a presentation and brainstorming session on June 23rd at a full Chamber meeting, which was covered by The Sulphur Times Democrat in a front page article on June 24th. Another meeting with Shelly Sawatzky took place on June 24th to inventory commercial services that already exist within the community. A presentation and brainstorming session was also conducted with the Davis Chamber of Commerce on June 26th.

Park consultants met with Sulphur Town Manager Bill Holley on June 17th to inform the town of the park's desire to explore commercial service options within the park. This included a discussion on how to complement ongoing efforts of the town to revitalize the downtown area and bring new businesses to the east end of town on Highway 7. Mitch Hull, a member of Sulphur's Town Council, submitted comments regarding commercial services in the park which are included in Appendix E: Civic Engagement Documents.

Park consultants met with Kim Little, Executive Director of the Arbuckle Country Marketing Association, on June 11th to discuss the potential for commercial services within the park and how they might dovetail with regional tourism efforts. This was followed by a presentation regarding the commercial services strategy at a full meeting of the Arbuckle Country Marketing Association, on June 18th.

The Chickasaw Nation was notified of the Commercial Service Strategy process through several phone calls in late June. Two representatives of the Nation, Shelly Miller and Kerri McDonald, attended the Public Open House regarding commercial service options for the park on July 10th.

The Public Open House was a two hour discussion with town members and business professionals to solicit ideas and gain feedback from business leaders and community members on the Commercial Services Strategy. The Public Open House was advertised through emails to the Sulphur and Davis Chambers of Commerce members and two press releases, included in Appendix E. The Sulphur Times Democrat included the June 30th press release in its July 1st edition and ran a front page story with details from the July 7th press release on July 8th. A list of people who attended the Public Open House is located in Appendix E.

Appendix A: Commercial Services Authorization Instruments

Figure 11: Commercial Services Categories

Category	Land Assignment	Construction of Real Property Improvement	Financially Feasible	Maintenance	Necessary & Appropriate
Contract I	Yes	Yes	Yes	Yes all levels. LSI/PI possible	Yes
Contract II	Yes	No	Yes	Only component renewal and routine	Yes
Contract III	Yes	No	Yes	Only routine	Yes
In park Commercial Use Authorization	Yes if revenue is <\$25K	No	No	No	Appropriate only
Out of park Commercial Use Authorization	No The park can identify use areas, but the public access cannot be limited*	No	No	No	Appropriate only

* If revenue is anticipated to be >\$100K, the CUA must have regional director approval. If revenue is anticipated to be > \$1M, the region must inform WASO.

Concession Contracts

All concession operations must be approved and authorized by the National Park Service under delegation of authority through the preparation of a prospectus (solicitation of offers), NPS review of proposals, selection of the best offer, and final contract execution. The procedures are detailed in 36 Code of Federal Regulations (CFR), 51.4.

Concession contracts are legal agreements between the Secretary of the Interior (or authorized delegate) and a concessioner that requires the concessioner to provide certain visitor services in the park, such as food service or retail. Other services may be authorized but not required.

The 1998 concessions law stipulates three types of concession contracts, Category I, II and III. Under the terms and conditions of a concession contract, the secretary has the authority to assign land and government improvements (facilities) to the concessioner for the conduct of its operations. A Category I contract allows a concessioner to spend capital to acquire facilities from a previous concessioner, make improvements to an existing facility or build a new facility. When any of these

occur they acquire a leasehold surrender interest in the facility until the interest is depreciated, bought out by the government, or acquired by a new concessioner. Category II concession contracts have land/facility assignments but the concessioner may not acquire any leasehold surrender interest. Category III concession contracts are for operations without any land/facility assignments or leasehold surrender interest. By law, all contracts are issued by competitive bid. The typical term for a contract is 10 years, although under certain financial situations where a large capital investment is involved a 20-year term can be authorized with specific approval from the NPS director.

The intent of the 1998 law is to encourage competition. Contracts do not include a preferential right of renewal except for outfitter and guide services or operators with projected annual gross receipts of less than \$500,000, and Concessioners are no longer given a preferential right of refusal for new or similar services.

Concession contracts contain exhibits among which are an operating plan and a maintenance plan. They require care of land and government improvements provided by the NPS to the concessioner. Compliance with the plans is mandatory.

Commercial Use Authorizations

Commercial Use Authorizations (CUA) provide a simple means to authorize suitable commercial services to park visitors. Services must be appropriate to the park unit, but do not have to be necessary, will have incidental use and minimal impact on the park area's resources. An out-of-park CUA must originate and terminate outside the boundaries of the park. An in-park CUA provides for small CUA's, gross receipts of less than \$25,000, to conduct commercial operations, and to be assigned to an area inside the park. The regional office may, on occasion, grant an exception allowing a park to issue an out-of-park CUA with gross receipts between \$25,000 and \$50,000. WASO may, on occasion, grant an exception allowing a park to issue an out-of-park CUA with gross receipts between \$50,000 and \$100,000. The number of CUA's issued for an activity may not be limited, unless limitations are supported by other approved processes and policies. The National Park Service is in the process of writing regulations to implement Commercial Use Authorizations under PL 105-391.

The term of the authorization is 1 or 2 years, although 1 year is most common. Authorizations can be renewed contingent upon satisfactory performance, however no preferential right of renewal or similar provisions for renewal may be provided. Authorizations contain operating conditions and/or stipulations and may designate use such as defining routes and number of user days.

Monitoring of all commercial activities is essential to ensure that business operations are conducted in a safe, fair, and reputable manner consistent with the mission of the park. Monitoring is also essential to ensure compliance with resource protection conditions stated in the permit. Where carrying capacities exist in parks to manage use, monitoring ensures compliance.

The National Park Service is authorized by the Cost Recovery Act to collect all costs associated with CUA's. There are three elements to the determination of the dollar amount that can be charged: application, administrative, and monitoring costs. Application costs start with the request for the use of park resources and end with mailing the application form. Administrative costs start when the

completed application form is received and end with the final signing of the permit. Monitoring costs start when the permittee arrives in the park to perform the permitted use and end when the permitted use is over and the permittee leaves the area. Application and administrative costs can be determined using average costs derived from historic records, but monitoring costs must reflect actual itemized costs.

At Chickasaw National Recreation Area, there are currently no concession contracts and initiating prospectus development for competing a concession contract is unlikely in the foreseeable future. Consistent with the Goals in Figure 9, Chickasaw National Recreation Area will begin issuing CUAs in response to the requests for commercial services in the park. The administrative burden of this new activity should be closely tracked in comparison to Section IX, in addition to tracking the success and failures of the permitted services. When either the administrative burden of managing the permits or the permitted commercial services begin monopolizing the inventory of facilities in Section V, the park will need to consider converting those permitted services to a concession contract.

Appendix B: Additional Park Permits

In addition to the two tools listed in Appendix A, some commercial activities may be authorized in Chickasaw National Recreation through one of the five tools listed below. The description under each of these tools provides a general overview of the instrument as well as the additional references for guidance.

Special Use Permits

Special events may be authorized under permit by the superintendent subject to the same criteria as other special park uses provided there is a meaningful association between the purpose of the park and the event and the event contributes to visitor understanding of the significance of the park.

A superintendent may approve a request for a special event if it is determined that:

- ◆ It will not conflict with law or policy
- ◆ It will not be a derogation of the values and purposes for which the park was established
- ◆ It is consistent with the park's enabling legislation
- ◆ It does not have reasonable potential to cause illness, personal injury, or property damage
- ◆ It will not unduly interfere with normal park operations, resource protection, or visitor use

The NPS will not permit the staging of special events that are conducted primarily for the material or financial benefit of participants or that involve commercialization, advertising, or publicity by participants. Events for which a separate public admission fee is to be charge, unless the event is directly related to the purposes for which the park was established, will not be permitted either. In addition, the NPS will not sponsor or issue permits for special events conducted in wilderness areas if those events might be inconsistent with the protection of wilderness resources and values.

The NPS will recover costs incurred in administering permits and monitoring the activities it authorizes. It will also establish and collect permit fees authorized by applicable legislation, regulations, and policies.

Special Use Permits are not covered by NPS concession legislation. Separate regulations for the management of Special Use Permits can be found in 36 CFR 1.6. Guidelines for the issuance of Special Use Permits are provided by DO-53. The guidelines include National Park Service policy and instructions regarding Commercial Filming and Photography, Special Events, Rights-of-Way, and Use and Occupancy permits.

Commercial Film Permits

It is the policy of the National Park Service (DO-21) to allow commercial filming and photography when it is consistent with the protection and public enjoyment of park resources. The regulations used to manage commercial filming are contained in 36 CFR 5.5. The NPS has the authority and responsibility to manage, permit, and/or deny filming projects consistent with the following principles:

- ◆ Natural, cultural, wilderness, and recreational resources will be protected
- ◆ Activity will not unduly conflict with the public's normal use and enjoyment of a park

- ◆ Visitors using cameras and /or recording devices for their own personal use are generally exempt from film permit requirements
- ◆ Coverage of breaking news never requires a permit, but it is subject to the imposition of restrictions and conditions necessary to protect park resources and public health and safety, and to prevent derogation of park values
- ◆ The NPS will not censor the content of any project, nor require finished film products for review, files, or documentation purposes

Commercial filming programs in parks are usually managed as a special park use with full cost recovery. Applicants reimburse the park for all costs related to meetings, location scouting, development of permit stipulations, and on-site monitoring of film projects. Each film project usually has a unique set of conditions developed to ensure that park resources are protected and that filming activities do not impact other park visitors.

Rights-of-way

The NPS is under congressional mandate not to allow any use of NPS land that would be a derogation of the values and purposes for which the park was authorized or be incompatible with the public interest, except when authorized by Congress. The regulations used to manage rights-of-way are found in 36 CFR 14.

Park Service policy (NPS-53) states that no permits for new, widened, or lengthened right-of-ways will be issued in designated or proposed wilderness. Right-of-ways for new gas or oil pipelines will not be issued anywhere in a national park area. When undocumented utility lines exist in a park, if the park allows the line to remain, a right-of-way permit must be prepared and submitted for final execution by the superintendent. Appropriate conditions and stipulations are placed in any right-of-way permit to protect resources, if warranted.

The Park Service will recover all costs incurred to issue the right-of-way permit and monitor any activity associated with the permit. Fees paid by the permit holder for the use of the government land go directly to the US Treasury.

Cooperating Associations

Congress authorized cooperating associations in 1946. Their mission is to support park interpretive and scientific activities through proceeds from sales of educational and interpretive materials in a park, which is a commercial activity. They are usually assigned space in a visitor center or other visitor contact facility. Cooperating associations are authorized by a cooperative agreement. They are managed by a service wide set of criteria and policies, NPS-32. The Western National Parks Association operates the cooperating association bookstore located in the Travertine Nature Center in Chickasaw National Recreation Area.

Leasing

In 1982 the NPS established the Historic Leasing Program to lease historic structures and agricultural land to individuals and organizations. The program was designed to spur rehabilitation and reuse of designated historic structures and federally owned lands. Any proceeds from these leases are to be used to maintain, repair, and preserve historic properties and to defray the costs of

administering the leasing program. If the service is a necessary visitor service the authorization should be a concession contract, rather than a lease.

Appendix C: Solicitation for a Commercial Use Authorization



National Park Service
U.S. Department of the Interior

Chickasaw National
Recreation Area

1008 West 2nd Street
Sulphur, OK 73086

580/622-3161 phone
580/622-2296 fax

Chickasaw NRA Solicitation for Temporary Commercial Service

Release Date

Susie Staples, 580/622-7220

The Chickasaw National Recreation Area (Park) is seeking vendor(s) to provide two temporary food service outlets, one at Buckhorn and one at the Point, under a commercial use authorization (CUA) for an agreement period of two years starting in 2009.

Organizational Overview

Chickasaw National Recreation Area exists as part of the National Park System to provide for public outdoor recreational use and enjoyment of Arbuckle Reservoir and land adjacent thereto; to provide for more efficient administration of other adjacent areas containing scenic, scientific, natural, and historic values; and for the memorialization of the Chickasaw Indian Nation. (Public-Law 94-235)

Located in the heart of the Arbuckle Mountains in south-central Oklahoma, where the Eastern Woodlands and Western Plains meet, Chickasaw National Recreation Area supports a diverse array of plant and animal species as well as a variety of natural features and cultural resources. Families have been coming to Chickasaw National Recreation Area for generations to partake in traditional outdoor activities including family gatherings, picnics, swimming, fishing, boating, canoeing, hiking, hunting, horseback riding, bicycling, jogging, and camping. Visitors also enjoy the work of the Civilian Conservation Corps (CCC), including built pavilions, campgrounds, dams, picnic areas, trails, and roads throughout the Historic Platt District.

Location Description & Use Statistics

The Lake of the Arbuckles includes four access points: Buckhorn, the Point, Guy Sandy and Upper Guy Sandy. The lake itself was constructed by the Bureau of Reclamation in the late 1960s and is used by boaters and personal water craft operators, fishermen, picnickers, and swimmers. The lake experiences high use on summer weekends and especially holidays but is under-utilized on summer weekdays. Boating is limited by parking at the four access points.

The Point area is centrally located on the north shore of the lake and is a high use area on summer weekends. This area offers two different picnic areas, swimming areas, a boat launch, a campground, an amphitheater, a ranger station, and an RV sanitation disposal station. It is situated close to local homes and commercial growth within the City of Sulphur including the Chickasaw Nation Cultural

Heritage Center. The topography is level to very steep in this area and it is prone to seasonal flooding.

The Buckhorn area is located on the north-eastern part of the lake and experiences high use on summer weekends. This area offers three different picnic areas, swimming areas, a boat launch, a four-loop campground, an amphitheater, a ranger station, and an RV sanitation disposal station. This area has more car and boat spaces than the Point or Guy Sandy. It could accommodate many more visitors during the week but is full on holiday weekends. Buckhorn is located close to local homes and seasonal residences, but is one of the furthest points from the city of Sulphur. The topography is level around the Buckhorn area.

Chickasaw National Recreation Area Monthly Visitation - 2007

Month	Recreational Visits	Visitor Hours	Point Area	Buckhorn Area	Guy Sandy Area	Lake District	Platt District	Goddard Youth Camp
January	27,660	71,428	2,230	1,960	3,915	8,105	19,554	0
February	59,030	157,110	4,113	4,691	6,004	14,808	44,222	268
March	109,630	342,805	11,882	16,941	19,063	47,886	61,744	249
April	102,469	320,154	17,134	9,781	6,933	33,848	68,622	517
May	171,329	655,975	20,548	35,927	19,420	75,895	95,434	536
June	190,491	751,375	23,305	29,995	22,480	75,780	114,711	461
July	226,801	786,828	32,397	28,736	23,098	84,231	142,570	152
August	160,526	578,373	15,176	41,327	13,567	70,070	90,456	0
September	111,181	421,070	11,835	13,811	11,691	37,337	73,844	579
October	89,359	343,015	8,975	12,281	10,855	32,111	57,248	737
November	67,131	209,568	6,122	7,421	7,948	21,491	45,640	396
December	53,199	137,510	3,690	4,843	5,743	14,276	38,923	0
Total	1,368,806	4,775,211	157,407	207,714	150,717	515,838	852,968	3,895

Services Required

The Chickasaw National Recreation Area seeks vendor(s) for two non-permanent food service operations, one at Buckhorn and one at the Point. Water, sewage, and electric service are available on a metered basis. The vendor(s) will be assigned the following facilities:

The Point: 14’ x 20’ pad adjacent to comfort station, four picnic tables

Buckhorn: 14’ x 20’ pad near boat ramp, four picnic tables

If the food service is to operate three days a week or less, the vendor(s) are required to remove all equipment/structures from the site every night. A parking space in a nearby maintenance area is available for rent if the vendor(s) wish to leave their structure in the Park while not in operation. If the food service is to operate four or more days a week, the vendor(s) may leave the structure and equipment on site. These areas are patrolled regularly and are lit at night. The Chickasaw National Recreation Area is not responsible for the safety of equipment left on site. Vendor(s) may install a surveillance camera or employ a security service as they feel is necessary.

Temporary structures should blend with the Park landscape. This entails a neutral/earth tone outside the building, minimal signage and no neon lighting. The facility must undergo regular health code inspections and hold a state health inspection sticker. Park maintenance staff will inspect the assigned facilities over the course of the CUA and any damages will be billed to the vendor(s).

Insurance requirements:

Conditions of Commercial Use Authorization

1. The holder is prohibited from knowingly giving false information. To do so will be considered a breach of conditions and be grounds for revocation.
2. The holder shall exercise this privilege subject to the supervision of the park area Superintendent. The holder shall comply with all applicable laws and regulations of the area and terms and conditions of the authorization. The holder must acquire all permits or licenses of State or local government, as applicable, necessary to provide the services described above, and, must operate in compliance with all applicable Federal, State, and local laws and regulations, including, without limitation, all applicable Park area policies, procedures and regulations. The commercial services described above are to be provided to Park area visitors at reasonable rates and under operating conditions satisfactory to the Park area superintendent.
3. This authorization is issued upon the express condition that the United States, its agents and employees shall be free from all liabilities and claims for damages and/or suits for or by reason of any injury, injuries, or death to any person or persons or property of any kind whatsoever, whether to the person or property of the (holder), its agents or employees, or third parties, from any cause or causes whatsoever while in or upon said premises or any part thereof during the term of this authorization or occasioned by any occupancy or use of said premises or any activity carried on by the (holder) in connection herewith, and the (holder) hereby covenants and agrees to indemnify, defend, save and hold harmless the United States, its agents, and employees from all liabilities, charges, expenses and costs on account of or by reason of any such injuries, deaths, liabilities, claims, suits or losses however occurring or damages growing out of the same.
4. Holder agrees to carry general liability insurance against claims occasioned by the action or omissions of the holder, its agents and employees in carrying out activities and operations under this authorization. The policy shall be in the amount of \$ _____ and underwritten by a United States company naming the United States of America (National Park Service, park name and address) as additional insured. Holder agrees to have on file with the Park copies of the above insurance with the proper endorsements.
5. Costs incurred by the Park as a result of accepting and processing the application and managing and monitoring the authorization activity will be reimbursed by the holder. Administrative costs and estimated costs for activities on site must be paid when the authorization is approved. If any additional costs are incurred by the Park, the holder will be billed at the conclusion of the authorization.

6. Benefit - Neither Members of, nor Delegates to Congress, or Resident Commissioners shall be admitted to any share or part of this authorization or derive, either directly or indirectly, any pecuniary benefit to arise there from: Provided, however, that nothing herein contained shall be construed to extend to any incorporated company, if the authorization be for the benefit of such corporation.

7. This authorization may not be transferred or assigned without the written consent of the Park area Superintendent.

8. This authorization may be terminated upon breach of any of the conditions herein or at the discretion of the Park area Superintendent.

9. The holder is not entitled to any preference to renewal of this authorization except to the extent otherwise expressly provided by law. This authorization is not exclusive and is not a concession contract.

10. The holder shall not construct any structures, fixtures or improvements in the Park area. The holder shall not engage in any groundbreaking activities without the express, written approval of the Park area superintendent.

11. The holder is to provide the Park area superintendent upon request (and in any event, immediately after expiration of this authorization) a statement of its gross receipts from its activities under this authorization and any other specific information related to the holder's operations that the Park area superintendent may request, including but not limited to, visitor use statistics and resource impact assessments.

12. The holder is to maintain an accounting system under which its accounts can be readily identified within its system of accounts classification. This accounting system must be capable of providing the information required by this authorization. The holder grants the United States of America and the General Accounting Office access to its books and records at any time for the purpose of determining compliance with the terms and conditions of this authorization.

Associated Fees

Application Fee (non-refundable, due with application).....\$200

The following fees are due to the Chickasaw National Recreation Area in connection with issuance of the CUA:

Cost recovery fee:

CUA Administration.....\$100
Signage.....\$50
Posters at Park bulletin boards and link on Park website (per year).....\$50
Trash removal (per occupied month).....\$50

Fee for facilities:

Picnic tables (per occupied month).....	\$40
Utility meter.....	\$600
Pad for structure.....	??
Parking space (per month) (optional).....	\$50

Required Information in Proposal

1. Completed Commercial Use Authorization Application
2. Corporate information & previous experience in operating concessions, financial history (proof of ability to deliver without risk of bankruptcy), customer references
3. Documentation of liability insurance in the amount of **\$XX** or statement of intent to acquire liability insurance before **DATE**
4. Business plan for concessions operation including:
 - a. Number of employees (full time and part time)
 - b. Operating schedule (hours of operation and season duration)
 - c. Equipment description
 - d. Rate structure for services
 - e. Projected demand by park visitors
 - f. Expected revenue

Submission deadline

XX

Submit proposal to:

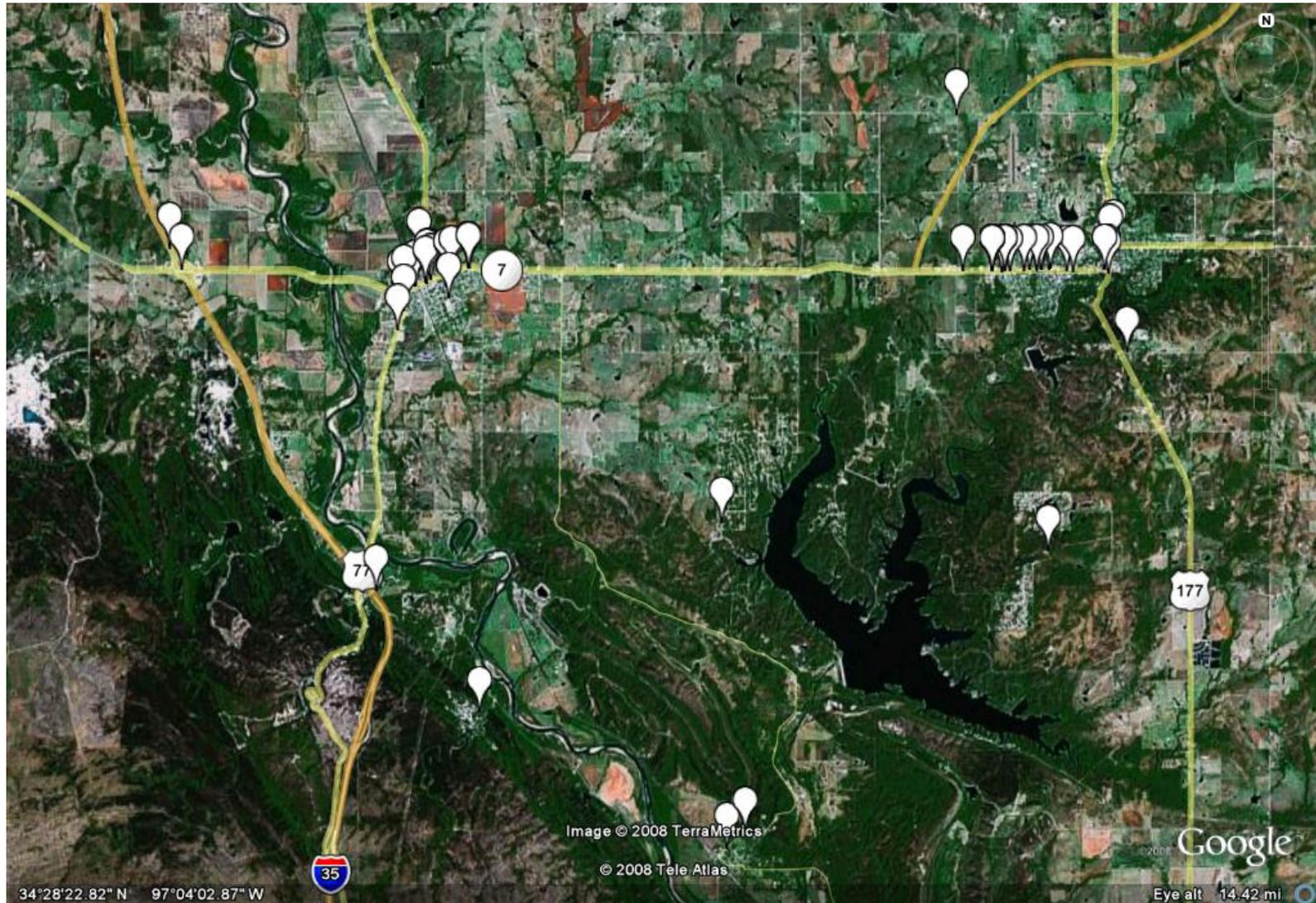
Susie Staples
Chickasaw National Recreation Area
1008 West 2nd St, Sulphur, OK
73086

For additional information or clarification, contact Ryan McKelvey at 580-622-7291.

Basis for award of Commercial Use Authorization

- ◆ Ability to offer best visitor use experience (customer service)
- ◆ Fair rate to park visitor
- ◆ Concessioner previous experience
- ◆ Environmental and safety standards
- ◆ Minimum service dates: all Saturdays and Sundays between and including Labor Day and Memorial Day and the 4th of July holiday period
- ◆ A menu of light fair including drinks, snacks, meal items, and desserts

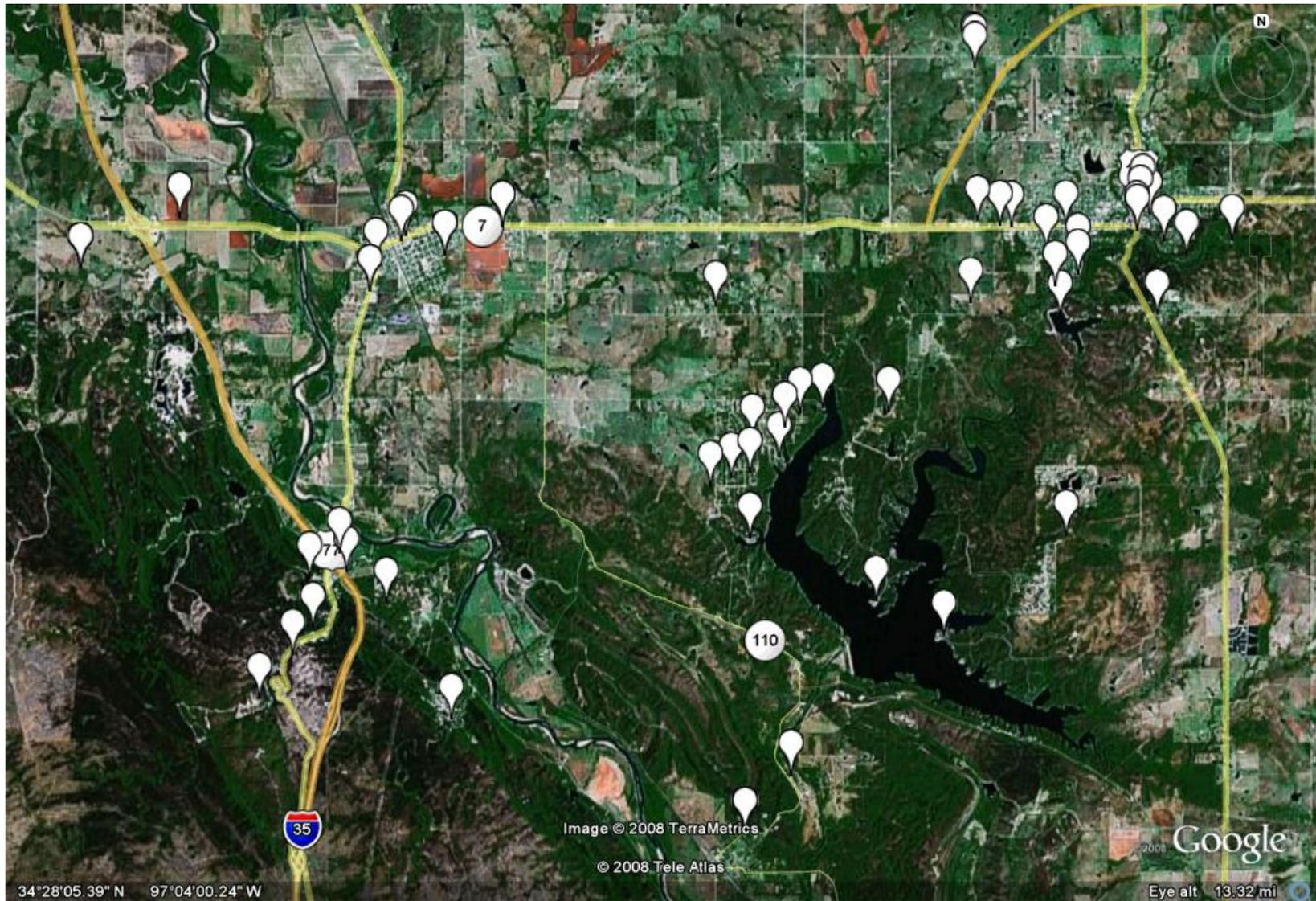
Appendix D.1: Local Food Map and Directory



Name	Address	City	State	Zip	Phone	Type
Babes Hot Tamales	115 W Main St	Davis	OK	73030	(580) 369-5373	Food
Bill's Chester Fried Chicken	East 10th & Main	Davis	OK	73030	(580) 369-2636	Food
Bread Basket Buffet	S 5th St and E. Atlanta Ave	Davis	OK	73030	(580) 369-3223	Food
Brocci-Flower Country Health Foods	309 E. Benton Ave.	Davis	OK	73030	(580) 369-3434	Food
Burger Land	700 E Main St	Davis	OK	73030	(580) 369-3379	Food
City Limits Café	607 N 3rd St	Davis	OK	73030	(580) 369-5567	Food
Dougherty Dinner	207 N 3rd St	Davis	OK	73030	(580) 369-5119	Food
E-Z Mart	1000 E Main	Davis	OK	73030	(580) 369-3817	Food & Gas
Grill 77	401 S D St	Davis	OK	73030	(580) 369-9012	Food
La Brues Coffee House	222 E. Main St	Davis	OK	73030		Food
Las Cascades	215 E. Main	Davis	OK	73030	(580) 369-2031	Food
Main Street Restaurant	202 N. 3rd	Davis	OK	73030	(580) 369-2311	Food
Original Fried Pies	I-35 and 77	Davis	OK	73030		Food
Phillips 66/Snack Shack	Interstate 35 & Highway 7	Davis	OK	73030	(580) 369-2992	Food & Gas
Pit Stop BBQ	1010 E Main St	Davis	OK	73030		Food
Pizza Hut	101 S D	Davis	OK	73030	(580) 369-2302	Food
Rose Grocery & Canoe Rental	Rt. 2 Box 136K	Davis	OK	73030	(580) 369-2223	Bait & Food & Entertainment
Smokin' Joes Rib Ranch and RV Park	S HWY 77	Davis	OK	73030	(580) 369-2818	Food
Snak Shak of Davis	301 W Main St	Davis	OK	73030	(580) 369-3091	Food & Gas
Sonic Drive-In	601 E Main St Davis	Davis	OK	73030	(580) 369-2367	Food
Soonerette	602 E Main St	Davis	OK	73030	(580) 369-3582	Food & Supplies
Sooners Foods	705 E. Main	Davis	OK	73030	(580) 369-2334	Food & Supplies
Specialty Bakery	315 E. Main	Davis	OK	73030	(580) 369-2888	Food
Subway	109 W Main St	Davis	OK	73030	(580) 369-3024	Food
Catfish Kitchen	1st and Main St	Dougherty	OK	73032		Food
Steve's Steak Barn	7422 Rt.110	Dougherty	OK	73032		Food
Abuelita's Mexican Restaurant	2120 W Broadway Ave	Sulphur	OK	73086	(580) 622-2285	Food
Braum's Ice Cream & Dairy	1526 W Broadway Ave	Sulphur	OK	73086	(580) 622-3993	Food
Carl's Jr	2104 W Broadway Ave	Sulphur	OK	73086	(580) 622-3525	Food
Chickasaw Nation Microtel	Rt.1 Box 7C Highway 7	Sulphur	OK	73086	(580) 369-3223	Lodging & Food
Conoco	1620 W Broadway Ave	Sulphur	OK	73086		Food & Gas
Donut Palace	Intersection of 177 and 7	Sulphur	OK	73086		Food
Echo Canyon Manor	551 Lawton Ave	Sulphur	OK	73086	(580) 421-5076	Lodging & Food
Golden Chick	1906 W Broadway Ave	Sulphur	OK	73086	(580) 622-6521	Food

Golden Lin Chinese Restaurant	907 W 2nd St	Sulphur	OK	73086	(580) 622-3111	Food
Grandma's Daylight Donuts	1302 W Broadway Ave	Sulphur	OK	73086	(580) 622-2002	Food
Mazzio's Pizza	1400 W Broadway Ave	Sulphur	OK	73086	(580) 622-6100	Food
Michael's Bulldog Corner	905 W Broadway Ave	Sulphur	OK	73086	(580) 622-4433	Food
Minner Hut	3103 Chickasaw Trail	Sulphur	OK	73086	(580) 622-3386	Bait & Food
Phillips 66/Snak Shak	1929 W Broadway Ave	Sulphur	OK	73086	(580) 622-3600	Food & Gas
Phillips 66/Snak Shak	1200 W Broadway Ave	Sulphur	OK	73086	(580) 622-2019	Food & Gas
Phillips 66/Snak Shak	1220 W 1st St	Sulphur	OK	73086	(580) 622-2960	Food & Gas
Pizza Hut	2106 W. Broadway	Sulphur	OK	73086	(580) 622-2444	Food
Poor Girl's Cafe	925 W 12th St	Sulphur	OK	73086	(580) 622-3785	Food
Shady Oaks RV Park & Country Store	Cooper Memorial	Sulphur	OK	73086	(580) 622-6101	Lodging & Food & Bait
Shell Gas Station	2600 W Broadway Ave	Sulphur	OK	73086	(580) 622-4244	Food & Gas
Shell Gas Station	1904 W Broadway Ave	Sulphur	OK	73086		Food & Gas
Sonic Drive-In	1322 W Broadway Ave	Sulphur	OK	73086	(580) 622-6262	Food
Sooners Foods	815 W Broadway	Sulphur	OK	73086	(580) 622-2828	Food & Firewood
Subway	1803 W Broadway Ave	Sulphur	OK	73086	(580) 622-8852	Food
Taco Mayo	1900 W Broadway Ave	Sulphur	OK	73086	(580) 622-2022	Food
The Bait Box	1715 Cedar Blue Rd	Sulphur	OK	73086	(580) 622-5359	Bait & Food
The Dawg Pound	1904 W. Broadway	Sulphur	OK	73086	(580) 622-2695	Food & Entertainment
Wal-Mart	2108 W Broadway Ave	Sulphur	OK	73086	(580) 622-6146	Supplies & Food & Bait

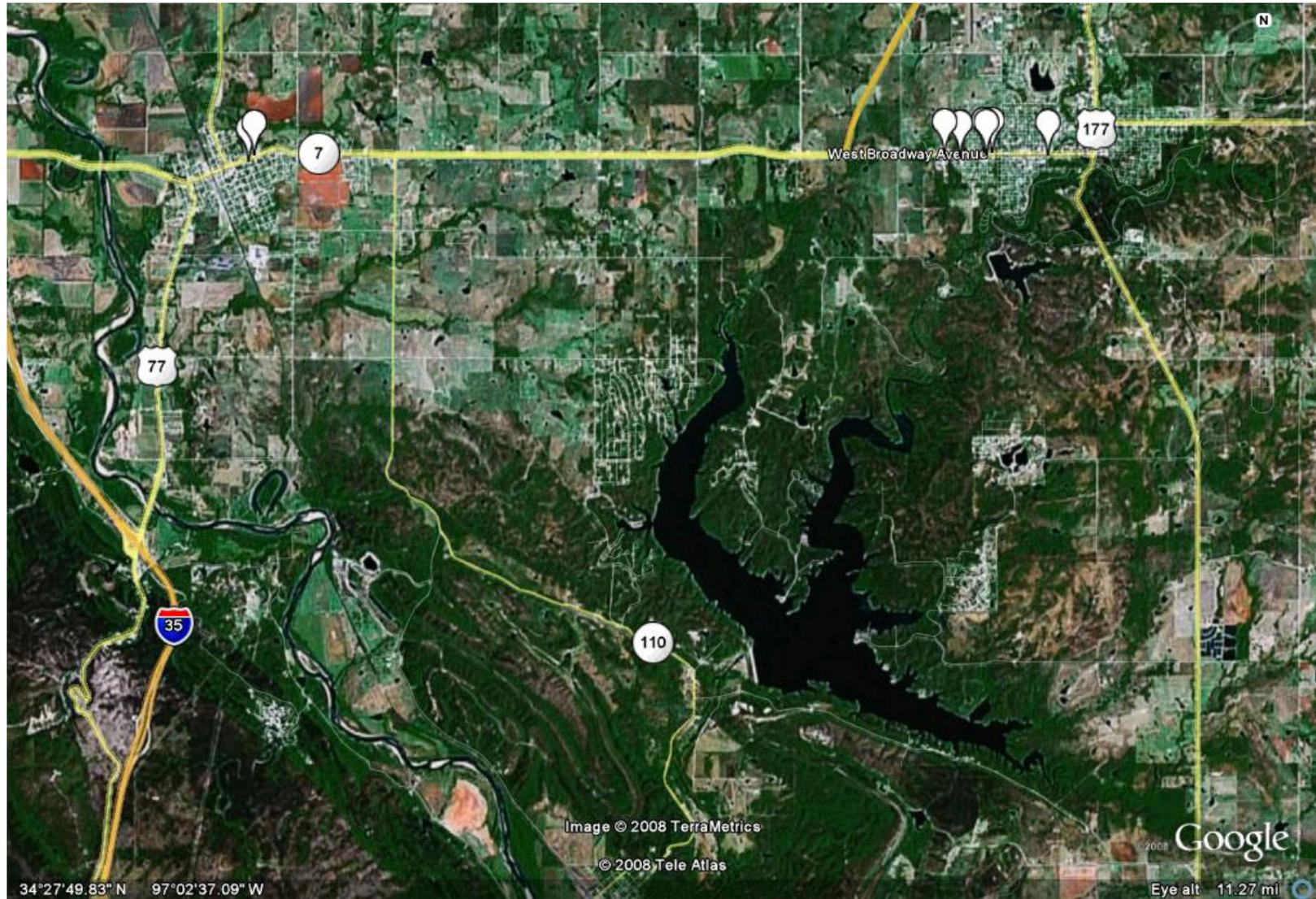
Appendix D.2: Local Lodging Map and Directory



Name	Address	City	State	Zip	Phone	Type
Arbuckle Mountain Motel	Highway 77	Davis	OK	73030	(580) 369-2022	Lodging
Arbuckle Paradise Cabins	Turner Falls Area	Davis	OK	73030	(580) 369-2222	Lodging
Buffalo Gap Cabins	Exit 51 I-35	Davis	OK	73030	(580) 369-2543	Lodging
Cabins in Warren Woods	Turner Falls Area	Davis	OK	73030	(580) 369-2125	Lodging
Canyon Breeze Motel	Exit 51 I-35	Davis	OK	73030	(580) 369-2022	Lodging
Cedar Falls Cabins	Outside Turner Falls	Davis	OK	73030	(580) 759-2358	Lodging
Cedarvale Cabins	Turner Falls Area	Davis	OK	73030	(580) 369-3224	Lodging
Davis Inn Motel	305 S D St	Davis	OK	73030	(580) 369-2384	Lodging
Deer Creek Lodge	Turner Falls Area	Davis	OK	73030	(580) 369-2003	Lodging
Kiser Cabins	RR 1 Box 160P	Davis	OK	73030	(580) 369-3268	Lodging
La Ville Inn	222 E Main St	Davis	OK	73030	(580) 369-2212	Lodging
Lakeside Lodging	7 Castle Rock Pl	Davis	OK	73030	(580) 622-4471	Lodging
Mountain View Motel	Highway 77 S (Exit 51 I-35)	Davis	OK	73030	(580) 369-2321	Lodging
River Bend Lodge	Arbuckle Wilderness Area	Davis	OK	73030	(580) 247-0149	Lodging
River Villa	Inside Turner Falls	Davis	OK	73030	(817) 563-1880	Lodging
The Gingerbread House	317 E Main ST	Davis	OK	73030	(580) 369-7862	Lodging
Eagle's Nest	Dougherty Area	Dougherty	OK	73032	(580) 465-1921	Lodging
Red Top Cabins	7601 Rt.110	Dougherty	OK	73032	(580) 369-2355	Lodging
Wagon Wheel Rentals	7701 Rt.110	Dougherty	OK	73032	(580) 369-2533	Lodging
50's Bungalows	2306 W Broadway St	Sulphur	OK	73086	(580) 622-5499	Lodging
A.L. Hideaway	Intersection of Chickasaw Trail and Shangri-La Rd	Sulphur	OK	73086	(580) 993-3889	Lodging
Arbuckle Lake Lodge and Art Cafe	3215 Cooper Memorial	Sulphur	OK	73086	(580) 622-6999	Lodging
Arbuckle Premiere Lake Property	Guy Sandy Area	Sulphur	OK	73086	(580) 622-6125	Lodging
Arbuckle RV Resort	700 Charles F Cooper Memorial Rd	Sulphur	OK	73086	(580) 622-6338	Lodging
Artesian Cabins & RV		Sulphur	OK	73086	(580) 993-0600	Lodging
Artesian Springs Suites	914 W 13th St	Sulphur	OK	73086	(580) 622-3662	Lodging
Bostick Bungalow	1147 W 1st St	Sulphur	OK	73086	(580) 618-1228	Lodging
Cedar Blue Cabins	1954 Cedar Blue Rd	Sulphur	OK	73086	(580) 622-8897	Lodging
Chickasaw Nation Microtel	Rt.1 Box 7C Highway 7	Sulphur	OK	73086	(580) 369-3223	Lodging
CNRA	Hwy 7/ Hwy 177	Sulphur	OK	73086	(580) 622-3165	Lodging
Colvins Corner	1620 W Ardmore St	Sulphur	OK	73086	(580) 369-3543	Lodging
Deer Trail Cabins	2411 Chilcoate Rd	Sulphur	OK	73086	(580) 622-6032	Lodging
Echo Canyon Manor	551 Lawton Ave	Sulphur	OK	73086	(580) 421-5076	Lodging & Food

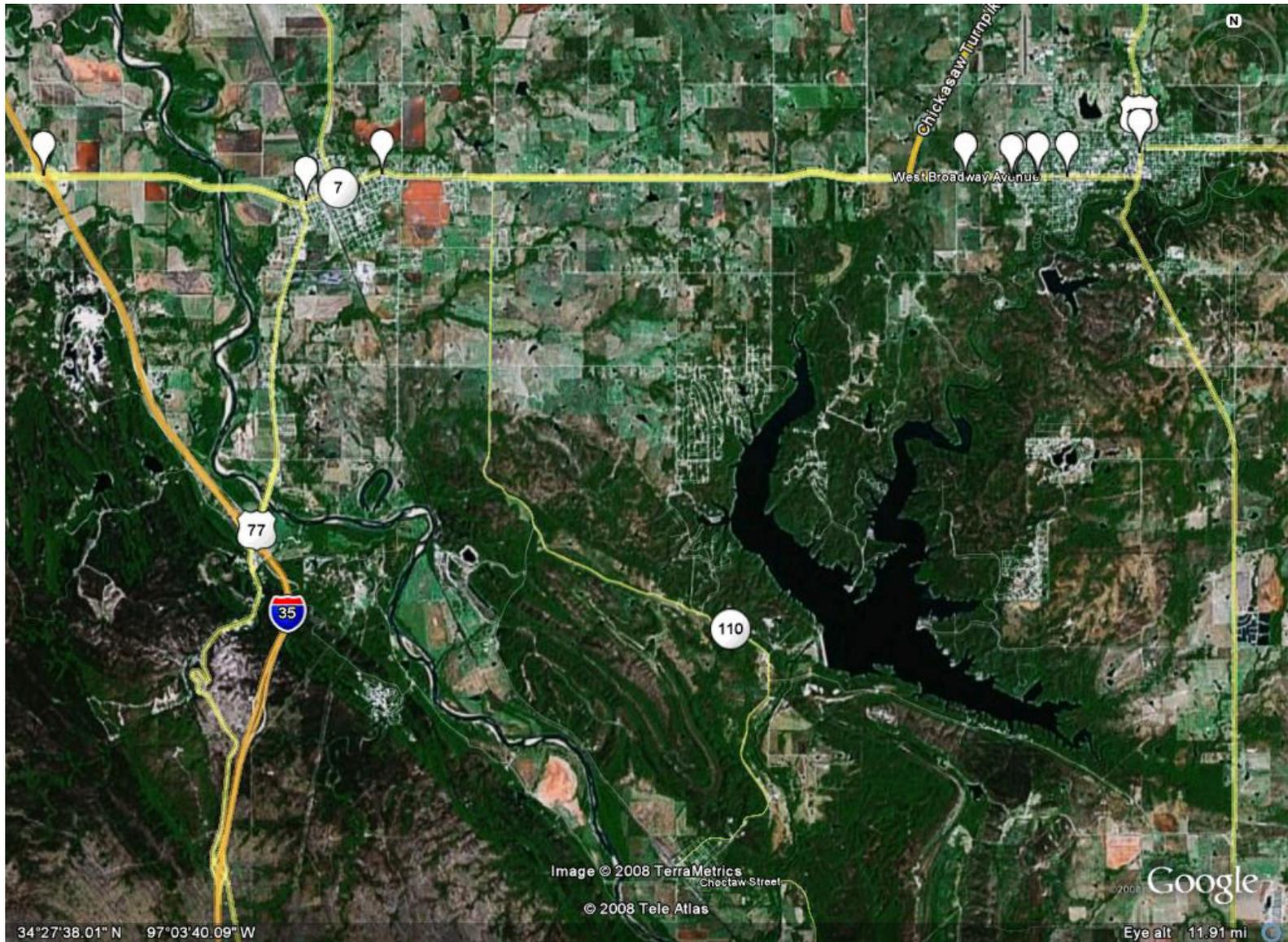
Henson Cabin	2361 Masters Rd	Sulphur	OK	73086	(405) 756-2167	Lodging
Hide Away	Guy Sandy Area	Sulphur	OK	73086	(580) 993-3889	Lodging
Joe Wells Cabin	Point Rd	Sulphur	OK	73086	(580) 622-3041	Lodging
Lazy M Cabins	2802 Choctaw Dr	Sulphur	OK	73086	(580) 622-2620	Lodging
Rocky Point Cabins	3721 Cooper Memorial Sulphur	Sulphur	OK	73086	(580) 622-5115	Lodging
Shady Oaks RV Park & Country Store	Cooper Memorial	Sulphur	OK	73086	(580) 622-6101	Lodging
Sulphur Springs Inn	1102 W Lindsay Ave	Sulphur	OK	73086	(580) 622-5930	Lodging
Super 8 Motel	2116 W Broadway	Sulphur	OK	73086	(580) 622-6500	Lodging
The Old Station	3103 S Chickasaw Trail	Sulphur	OK	73086	(580) 622-3386	Lodging
Vista Del Sol Bunkhouse & Livery	RR2 Box 89 E	Sulphur	OK	73086	(580) 369-1578	Lodging
Adair's Riviera	Castle Rock Area				(405) 715-4314	Lodging
Arbuckle Mountain Lodging	Variety of location in the county				(580) 369-3543	Lodging

Appendix D.3: Local Supplies Map and Directory



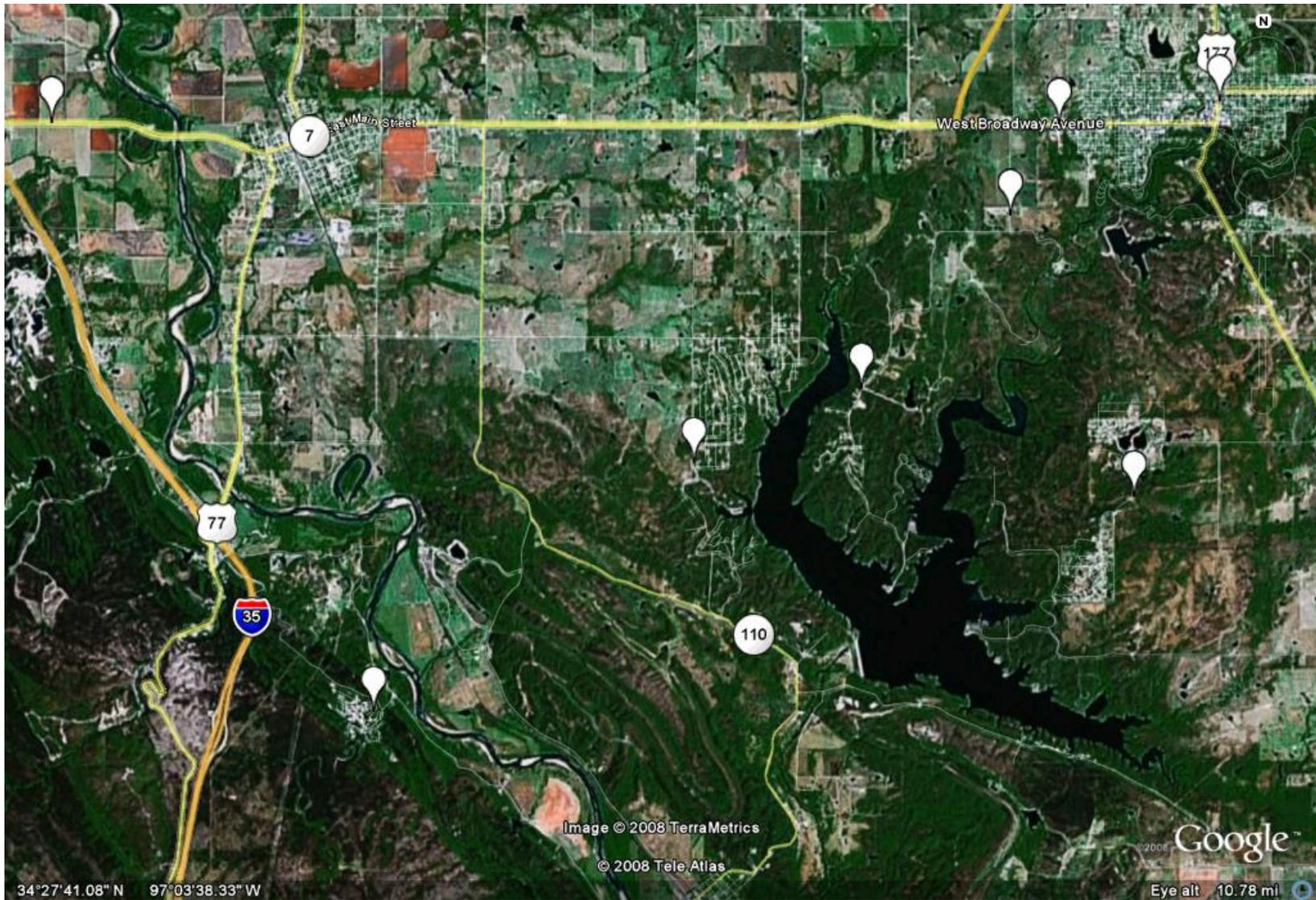
Name	Address	City	State	Zip	Phone	Type
Dollar General	105 W Main St	Davis	OK	73030	(580) 369-2144	Supplies
Soonerette	602 E Main St	Davis	OK	73030	(580) 369-3582	Food & Supplies
Sooners Foods	705 E. Main	Davis	OK	73030	(580) 369-2334	Food & Supplies
Dollar General	1609 W Broadway Ave	Sulphur	OK	73086	(580) 622 4100	Supplies
Fillin Station	1628 W. Broadway	Sulphur	OK	73086	(580) 622-6223	Supplies & Gas
Icebox	1526 W Broadway Ave	Sulphur	OK	73086		Supplies
Lancaster Home Rentals	1905 W Broadway Ave	Sulphur	OK	73086	(580) 622-5499	Firewood
Shady Oaks RV Park & Country Store	Cooper Memorial	Sulphur	OK	73086	(580) 622-6101	Supplies
Sooners Foods	815 W Broadway	Sulphur	OK	73086	(580) 622-2828	Food & Firewood
The Bait Box	1715 Cedar Blue Rd	Sulphur	OK	73086	(580) 622-5359	Bait & Food
Wal-Mart	2108 W Broadway Ave	Sulphur	OK	73086	(580) 622-6146	Supplies & Food & Bait

Appendix D.4: Local Gas Map and Directory



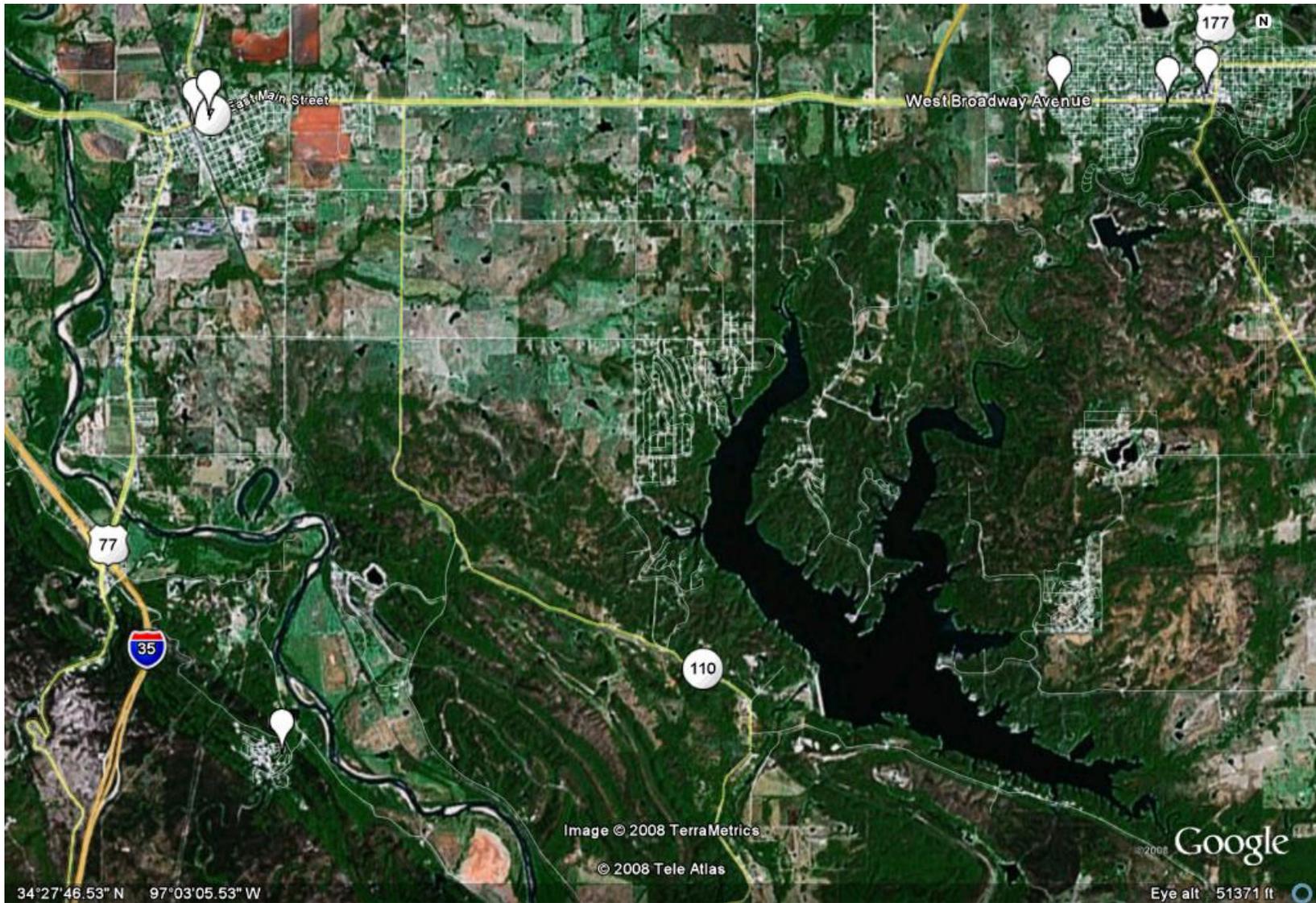
Name	Address	City	State	Zip	Phone	Type
E-Z Mart	1000 E Main	Davis	OK	73030	(580) 369-3817	Food & Gas
Phillips 66/Snack Shack	Interstate 35 & Highway 7	Davis	OK	73030	(580) 369-2992	Food & Gas
Snak Shak of Davis	301 W Main St	Davis	OK	73030	(580) 369-3091	Food & Gas
Conoco	1620 W Broadway Ave	Sulphur	OK	73086		Food & Gas
Fillin Station	1628 W. Broadway	Sulphur	OK	73086	(580) 622-6223	Supplies & Gas
Phillips 66/Snak Shak	1929 W Broadway Ave	Sulphur	OK	73086	(580) 622-3600	Food & Gas
Phillips 66/Snak Shak	1200 W Broadway Ave	Sulphur	OK	73086	(580) 622-2019	Food & Gas
Phillips 66/Snak Shak	1220 W 1st St	Sulphur	OK	73086	(580) 622-2960	Food & Gas
Shady Oaks RV Park & Country Store	Cooper Memorial	Sulphur	OK	73086	(580) 622-6101	Food & Gas
The Bait Box	1715 Cedar Blue Rd	Sulphur	OK	73086	(580) 622-5359	Bait & Food & Gas
Shell Gas Station	2600 W Broadway Ave	Sulphur	OK	73086	(580) 622-4244	Food & Gas
Shell Gas Station	1904 W Broadway Ave	Sulphur	OK	73086		Food & Gas

Appendix D.5: Local Bait Shop Map and Directory



Name	Address	City	State	Zip	Phone	Type
Arbuckle Sports Center	Hwy 7 Davis	Davis	OK	73030	(580) 369-2678	Bait
Rose Grocery & Canoe Rental	Rt. 2 Box 136K	Davis	OK	73030	(580) 369-2223	Bait & Food
Minner Hut	3103 Chickasaw Trail	Sulphur	OK	73086	(580) 622-3386	Bait & Food
Shady Oaks RV Park & Country Store	Cooper Memorial	Sulphur	OK	73086	(580) 622-6101	Lodging & Food & Bait
The Bait Box	1715 Cedar Blue Rd	Sulphur	OK	73086	(580) 622-5359	Bait & Food
Wal-Mart	2108 W Broadway Ave	Sulphur	OK	73086	(580) 622-6146	Supplies & Food & Bait

Appendix D.6: Information & Entertainment Map and Directory



Name	Address	City	State	Zip	Phone	Type
The Dawg Pound	1904 W. Broadway	Sulphur	OK	73086	(580) 622-2695	Food & Entertainment
Chickasaw Cultural Heritage Center	Highway 110	Sulphur	OK	73086	Under Construction	Entertainment
Davis Chamber of Commerce	100 E Main St	Davis	OK	73030	(580) 369-2402	Information
National Park Service	1008 W 2nd St	Sulphur	OK	73086	(580) 622-3161	Information
Sulphur Chamber of Commerce	717 W Broadway Ave	Sulphur	OK	73086	(580) 622-2824	Information
Sulphur Gaming Center	West 1 st & Muskogee St	Sulphur	OK	73086	(580) 622-2156	Entertainment
Rose Grocery & Canoe Rental	Rt. 2 Box 136K	Davis	OK	73030	(580) 369-2223	Bait & Food & Entertainment
Cross Bar Ranch	301 E Main	Davis	OK	73030	(580) 369-2917	Entertainment

Appendix E: Civic Engagement Documents

6.30.08 Press Release Regarding Public Open House

National Park Service
U.S. Department of the Interior

Chickasaw National
Park

1008 West 2nd Street
Sulphur, OK 73086

580/622-3161 phone
580/622-2296 fax



Chickasaw NRA News Release

Release Date June 30, 2008
For Immediate Release
Tara Holmberg & Becca Brooke
(580) 622-7290

Chickasaw National Recreation Area Draft Commercial Services Strategy Public Meeting

The Chickasaw National Recreation Area invites members of the business community and the public to attend an open house to discuss a Draft Commercial Services Strategy for the park on July 10, 2008 from 4:00 -6:00 p.m. at the Sulphur Chamber of Commerce at 717 West Broadway, Sulphur, OK.

A commercial services strategy will help the park decide what types of vendors should be allowed to operate in the park. The community's input is needed so the park will know what types of business operations the public thinks would be appropriate inside the park. This will be an open, informal discussion.

Superintendent Bruce Noble will be in attendance. Light refreshments will be served.

-NPS-

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editor@durantdemocrat.com
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editor@ocolly.com
editor@poteadailynews.com
editor@Sapulpadailyherald.com
hugonews@sbcglobal.net
info@enidnews.com
karen.green@news-star.com
kfrtimes@pldi.net
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news@edmondsun.com
news@poncacitynews.com
news@seminoleproducer.com
news@seqcotimes.com
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7.7.08 Press Release Regarding Public Open House



National Park Service
U.S. Department of the Interior

Chickasaw National
Park

1008 West 2nd Street
Sulphur, OK 73086

580/622-3161 phone
580/622-2296 fax

Chickasaw NRA News Release

Release Date July 7, 2008
For Immediate Release
Susie Staples, 580/622-7220

Chickasaw National Recreation Area Draft Commercial Services Strategy Public Meeting

The Chickasaw National Recreation Area invites members of the business community and the public to attend an open house to discuss a Draft Commercial Services Strategy for the park on Thursday, July 10, 2008 from 4:00-6:00 p.m. at the Sulphur Chamber of Commerce located at 717 West Broadway, Sulphur, OK.

A commercial services strategy will help the park decide what types of vendors should be allowed to operate in the park. The community's input is needed so the park will know what types of business operations the public thinks would be appropriate inside the park. The park has identified the following as potential commercial services that might be considered within the park:

- ◆ Motorized boat rental and towing service on Lake of the Arbuckles
- ◆ Non-motorized boat rentals and bike rentals at Veterans Lake
- ◆ Camping equipment rental
- ◆ Firewood sales
- ◆ Primitive cabin construction and rental in some park campgrounds
- ◆ Food sales
- ◆ Nature tours

The meeting will provide the change to consider these possible services, as well as others that the public may suggest. This will be an open, informal discussion. Superintendent Bruce Noble will be in attendance. Light refreshments will be served.

-NPS-

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Flyer Regarding Public Open House:

**National Park Service
Chickasaw National Park**

Public Open House

July 10th, 4-6pm

Sulphur Chamber of Commerce
717 West Broadway



Please join us to discuss the park's **Draft Commercial Services Strategy**. The intent of this open house is to get your feedback and ideas on commercial services in the park. Light refreshments will be served.
