



# D15 Planning and Implementation: Update for Friends Chapters



# Need for D15

---

**Respond pro-actively to impacts of  
economic recession (FY2009) and state  
fund reductions (FY2010)**



# Goal for D15

---



**Improve sustainability by reducing costs  
and increasing revenues**

# Process & Timeline for D15

---



## PROS workshop (spring 2011):

- **Business plan template**
- **Business planning manual**

**(Funded by Statewide Friends)**

# Process & Timeline for D15

---

## Business plans:

- **Prepared**
- **Reviewed**
- **Discussed with CFOs**
- **Business plans finalized & approved**

**(Refer to hard copies of business plans that site managers have for CFOs at conference)**

# Metrics for D15

---

- **Cost center accounting completed for FY2012, continuing during FY2013 and to be revamped for FY2014**
- **D15 dashboards (scorecards) developed for FY2012 accomplishments**

**(Refer to hard copies of dashboards that site managers have for CFOs at conference)**

# Anticipated Outcomes from D15

---

- **Significant improvement in cost recovery through decreased costs and increased revenues**
- **Visitation increases as the economy recovers**
- **Increased funding for capital repairs and maintenance needs**

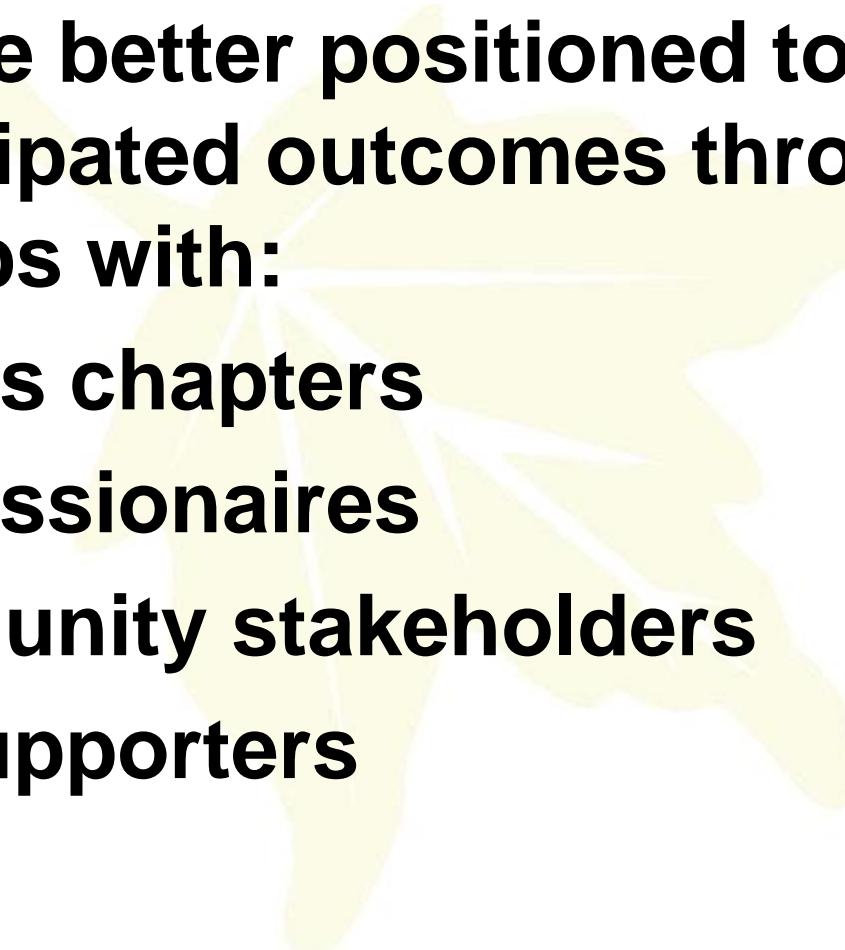
# Anticipated Outcomes from D15

---

- **Additional funding for investments in amenities with high cost recovery**
- **Increased and improved visitor experiences**
- **Targeted use of marketing funds for site marketing and promotion strategies**

# Gaining Momentum

---



**Sites will be better positioned to achieve these anticipated outcomes through partnerships with:**

- **Friends chapters**
- **Concessionaires**
- **Community stakeholders and supporters**

# D15 Implementation

---



(Refer to timeline handout in notebook)

- **Today:**
  - **Implementation launched at Director's Conference and Friends' Conference**
- **Next:**
  - **Engagement with stakeholders and partners in host community and region (more on this ...)**

# D15 Implementation

---

- **Strategic marketing plan and focus on site marketing initiatives (with Friends funding support)**
- **Development of Strategic System Plan (with Friends funding support)**
- **Facility assessments for 24 sites**

# D15 Updates

---

- **Business Services Team develops updated, streamlined business plan template**
- **Business plan updates performed by sites with partner and stakeholder engagement**
- **Business plan implementation will continue through FY20, with dashboards submitted annually**

# CFO Discussions of Business Planning

---

**Discussions of business plans and implementation are crucial to CFOs understanding and supporting their site manager's sustainable business strategies within the context of system-wide needs and goals**

# CFO Roles in Partnership Development & Stakeholder Engagement

---

(refer to handout in notebook)

- **Business plans include partnership development section**
- **Friends chapters can play instrumental role in helping their sites develop partnerships for:**
  - **Operations, concessionaires, visitor services, co-branding, marketing and fundraising**

# D15 Stakeholder Engagement

---

(refer to handout in notebook)

- **Meetings will be scheduled for site managers to discuss their D15 business plan and sustainability strategies with local stakeholders and partners**
- **Goal: community awareness, support and engagement to help site achieve its strategies**

# CFO Role in Stakeholder Engagement

## Public Meetings

**CFOs can play vital role by helping site managers to:**

- **Identify local community stakeholders**
- **Send written invitations**
- **Co-host the meetings**
- **Follow-up with stakeholders**

# Examples of Community Stakeholders

---

- **Local and statewide elected officials**
- **Business leaders (Chamber of Commerce or Economic Development)**
- **Travel / tourism organizations (CVBs, regional tourism rep & assn, VICs)**
- **Civic and community organizations**
- **News media**

# More Examples of Stakeholders

---

- **Education groups (school systems, colleges, home schoolers)**
- **District health agencies**
- **Area Aging Agency & senior programs**
- **Church / faith-based leaders**
- **Youth groups (YMCAs, scouts, athletic associations)**

# And More Examples of Stakeholders

---

- **Park visitors**
- **Activity groups (trail runners, mountain bikers, equestrian, geocachers, camping clubs, boaters / anglers, canoers / kayakers)**
- **Historical associations and re-enactors**

# Logistical Support for Stakeholder Engagement Public Meetings

---

- **Templates for invitations, announcements and site overview**
- **Outline of recommended meeting agenda, D15 speaking points and key sustainability strategies, with formatted slides for a PowerPoint presentation**

# Management Support for Stakeholder Engagement Public Meetings

---

- **Current stakeholder lists already compiled (should be supplemented by sites / CFOs)**
- **Assistance / guidance from region offices for planning / holding meetings**
- **Attendance at meetings from senior division leadership whenever possible**

# Tomorrow's Breakout Sessions

---



**Tomorrow's breakout sessions will provide CFOs and site managers an opportunity to:**

- **Review the D15 business plans and dashboard (scorecards) for their sites**
- **Discuss implementation of their site business plans**
- **Begin planning their stakeholder engagement meetings (more tomorrow)**