



# National Park Recommendation

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# Executive Summary

## Summary:

Our goal is to recommend the addition of a national park that will boost the surrounding economy and foster natural preservation.

## Candidates:

- ❖ Ocmulgee Mounds, GA
- ❖ Craters of the Moon, ID
- ❖ Katahdin Woods and Waters, ME
- ❖ Chiricahua, AZ
- ❖ Delaware Water Gap, NJ & PA

## Our Recommendation:

- **Ocmulgee Mounds National Historic Park -**



**01**

## Selection Criteria

Determine the necessary standards for a National Park

**02**

## Data Insights

Derive conclusions from economic and tourism indicators

**03**

## Recommendation

Which choice is the most appropriate?



Selection Criteria



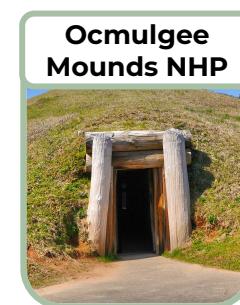
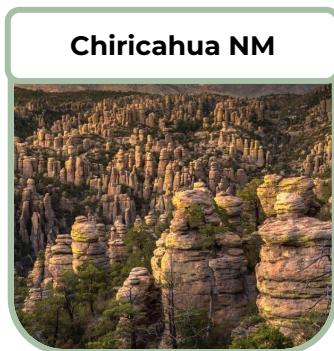
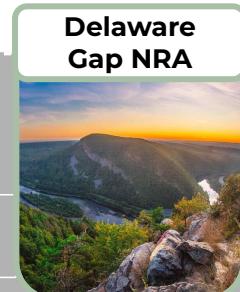
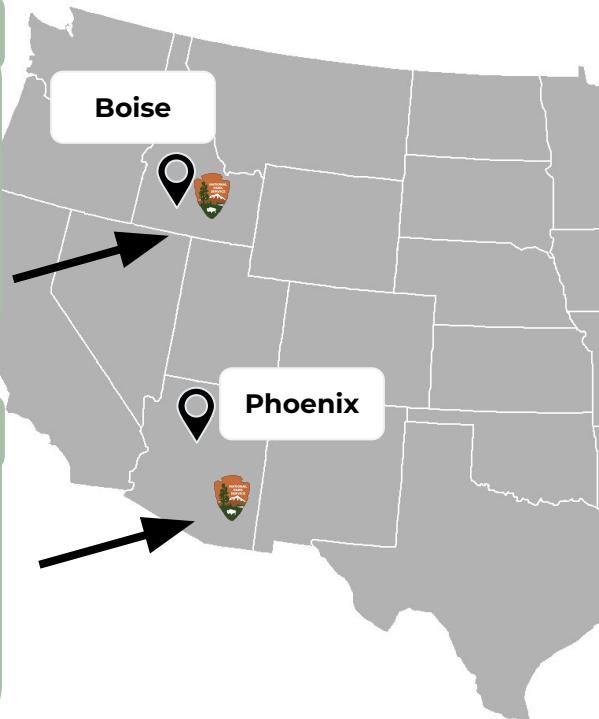
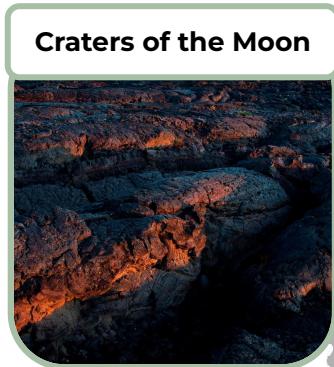
Data Insights



Recommendation



# Shortlisted Candidates





# Our Selection Criteria

*Historical Significance*

*Management Need*

*Management Cost*

*Economic Value*

## **Historical/Cultural Significance:**

- Cultural significance for certain peoples or cultures
- Use of park to demonstrate historical significance
- Public opinion of park's features

**30%**

## **NPS Management Need:**

- Need for further management
- Implementation of accommodative features around park
- Initial transition to national park status

**15%**

## **NPS Management Cost:**

- Costs associated with park maintenance and routine care
- Collaboration with Congress over annual budget
- Changes to park staffing

**15%**

## **Marginal Economic Value:**

- Revenue generated by visitors to local region
- Creation of jobs
- Need for local infrastructure around park

**40%**



**Selection Criteria**

**Data Insights**

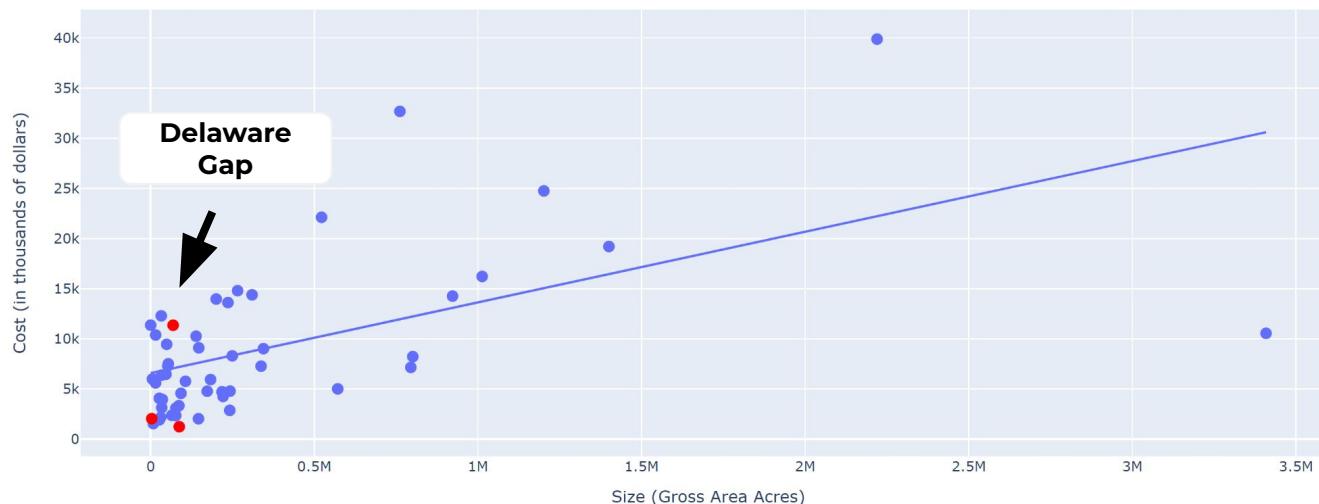
**Recommendation**





# Candidate Parks Economics and Costs

Operating Cost Based on the Size of the Park



**Ratio of Cost (\$ in Thousands) to Acres:**

Craters of the Moon- 0.002

Katahdin-0.014

Chiricahua- 0.118

Ocmulgee Mounds-0.596

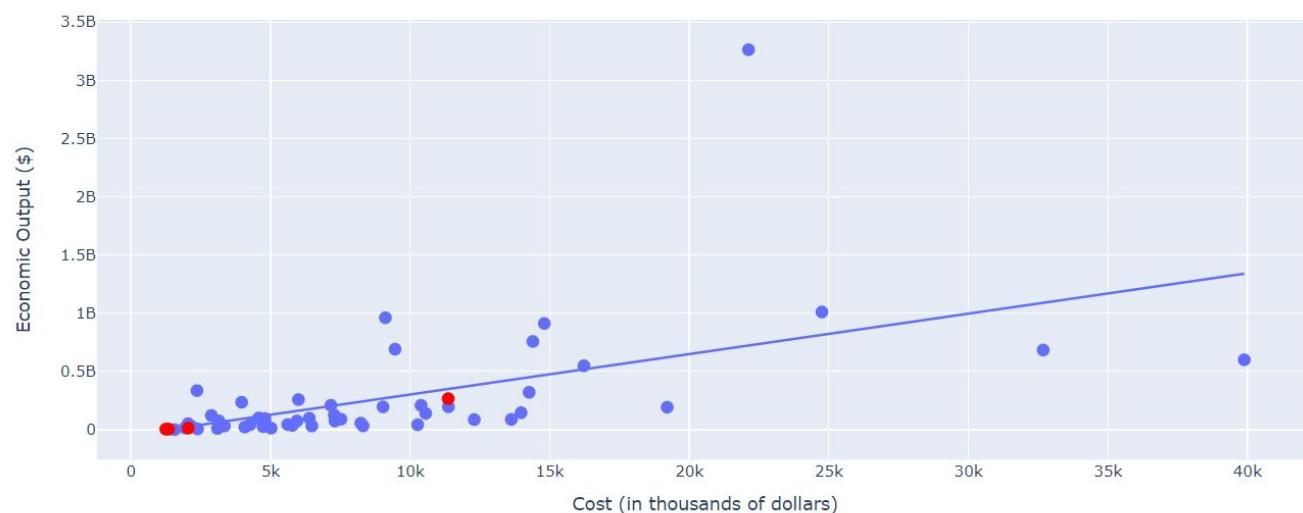
Delaware Gap- 0.015





# Candidate Parks Economics and Costs

Operation Cost vs. Economic Output



**Ratio of Cost(\$ in Thousands) to Economic Output:**

Craters of the Moon- \$5977

Katahdin-\$3168

Chiricahua- \$3252

**Ocmulgee Mounds-\$6317**

Delaware Gap-\$2340





# Candidate Parks

## Historical/Cultural Significance

**Craters of the Moon**



**Delaware Gap NRA**



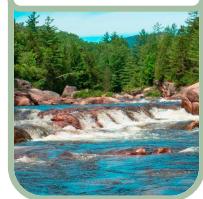
**Chiricahua NM**



**Ocmulgee Mounds NHP**



**Katahdin NM**



American, Native American Historical & Geographical Site



Limited American Historical Site



American Historical & Geological Site



Native American & Prehistoric Cultural/Religious Site



Landscape Value

↑  
Significance



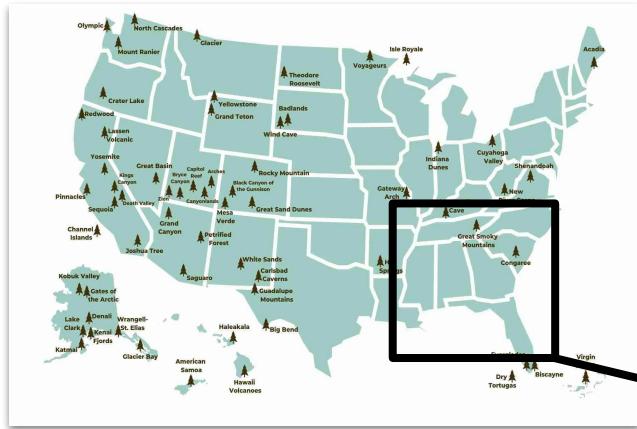
Selection Criteria

Data Insights

Recommendation



# Why We Recommend Ocmulgee!



# *National Park Geography*

## NPS Southern Region:

- Lack of National Parks
    - None within a 200 mile radius
  - No parks that recognize Native American heritage



## Ocmulgee History:

- Ancestral homeland to Muscogee Nation
    - Tribe now relocated to Oklahoma
  - Inhabited for ~17,000 years
    - Dating back to Paleo Indian Culture
  - Site of the Battle of Walnut Creek (American Civil War)

## Landscape:

- Home to 430+ NPS protected species
  - Park size: 3,336 acres
    - Making it the second smallest National Park
  - Wetlands along Ocmulgee River
  - Proximity to Macon, GA & 2 Major Interstate Highways

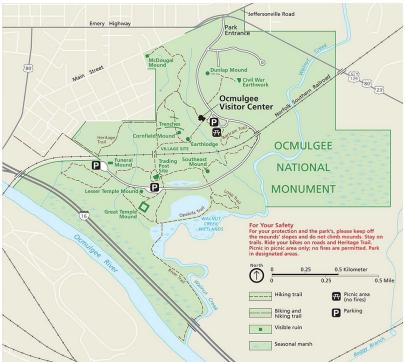




# Deloitte.

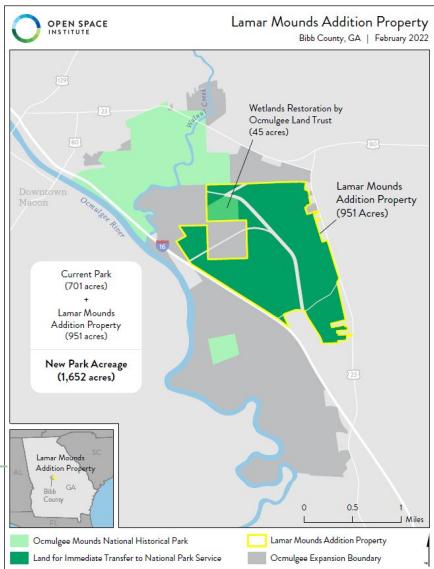
# Potential For Expansion

## Current Park

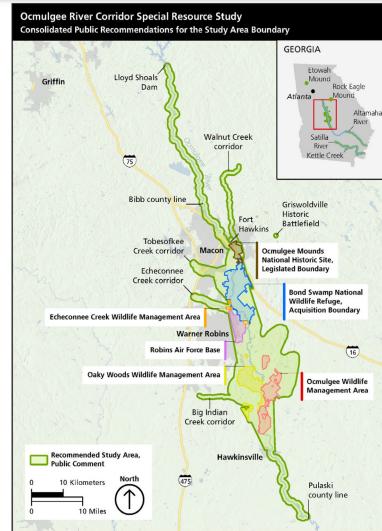


Large Area of Undeveloped Park Land & Capabilities

## Recent Expansion



## Expansion Potential



Benefits of Expansion + National Park Designation:

1. Continued Preservation of Muscogee Tribe Culture
2. Increase in Park Capacity, Amenities & Potential Economic Output
3. Gain in Conservation Efforts in Urban Georgia
4. Develop Currently Undeveloped Park Regions



Selection Criteria

Data Insights

Recommendation



# The Numbers

Estimated Economic Impact Over 15 Years

**\$200 Mill.**

New Jobs

**3,000 jobs**

Tax Revenue (Yearly)

**\$15 Mill.**

Source: CBS Affiliate WMAZ



We Recommend  
Ocmulgee Mounds  
As the Next  
National Park

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