

There's NO SUCH THING as a Corporate Bailout For Parks

WAKE UP, AMERICA!

Got Commercial Free Zones?

Subsidized Corporate Citizens have Brand Philanthropy and Cause Marketing!

Your tax dollars:

Pay for corporate Sponsorship Agreements including Legal Rights Protection and Promotion of Market Exclusivity (within 150 miles radius from the Park boundaries or local municipal neighborhoods) and the controversial use of National or State Park Logos.

Corporate Citizens also get:

FREE monthly E-Newsletter Promotions, the 'Parks for Perks' program for Corporate Citizens that includes Special Events for Sponsors, Sponsor's employees discounts, Environmental Education to convince a wary public that Stewardship by Sponsorship Market Analysis Programs will secure the concessions market viability, and longevity with re-newed sustainability...

Privati

~~CIVILIZATION~~ CALLS EVERY MAN WOMAN AND CHILD!

Pays To Subsidize the Privatization of Parks

Only You Can Prevent Privatization

"One Stop National Recreation Resource Service" NRRS Database
Serving to efficiently Privatize Our American Landscape

State Parks Get
NOT!
Corporate Bailout!

SUMMER 2012
MAKE A
DIFFERENCE

Learn How



Online Vacation Reservations

made through

ReserveAmerica, Recreation.gov, CaliforniaCampgrounds, ReservationsOnline, CampgroundsUSA, Parkprivatization.com, AmericanDreams, ActiveNetwork, Active.com

Subsidize the Privatization
Of State Parks and Public Places

[California State Parks Corporate Sponsorships](#) are offered to corporations and companies with the following qualities:

California State Parks does not endorse individual products.

Corporate Citizenship

Corporations with innovative and generous charitable programs with particular emphasis on programs promoting environmental, historical and cultural awareness, healthful living, education, and high-quality outdoor recreation.

High-Quality Outdoor Recreation

Corporations that promote, support or help create and preserve opportunities for high-quality outdoor recreation.

Environment

Companies that show respect for the natural environment and have programs that support/promote preservation/conservation efforts.

Healthful Living

Companies that promote, support or help preserve opportunities for healthful living, through health and fitness.

Diversity

Companies that show respect for California's cultural resources and have programs that support or promote diverse cultures.

But to be Sustainable & Green

Corporate Sponsorships Are Not Needed! [The real money is in the tickets, the online reservation fees, cancellations, and day-use fees.](#)

And it seems the State of California can't figure out how to take the tickets to it's own Public Parks and Open Spaces? But beware...

Beware the NRRS - National Recreation Resource Service

(June 2009), "Our mission is to provide simple and efficient access to our nation's natural and cultural heritage. Offering recreation opportunities, by consolidating access to the public lands of the federal government into the NRRS central reservation service provides the American public with more efficient use of their tax dollars *when choosing to visit public lands* and paves the way for future one-stop recreation opportunities for Americans."

One Stop Recreation Opportunities and Park Privatization Gateways To Despair and Polarization of Localization Efforts

Corporate Welfare, a Coke, and a Smile

[Corporate Sponsorships - Park-Specific Program](#) offers participating companies the opportunity to affiliate with State Parks as the **Official Proud Partner** of an individual park. Proud Partnerships are available on an annual basis at many of the most popular parks. Proud Partners receive:

- On-site sponsorship plaque;
- On-line recognition through sponsor logo and credit line;
- Right to reprint the official park brochure bearing the Partner's logo and designation as the Official State Park Proud Partner;
- Recognition in press releases from the California State Parks Foundation and
- California State Parks; Right to use the California State Parks brand, the sponsored park unit's name, and photo collection in on-line and print advertising;
- Right to hold special events in the sponsored park.

According to the National Association of State Park Directors, people make 730 million annual visits to state facilities, about two and a half times as many visits as to national parks. Those figures underscore the value of state park assets to the public and to marketers, who consider such visitors something of a captive audience. **STATE PARKS ARE AN ECONOMIC ENGINE.**

Over the past five years, corporate sponsorships have raised about **(4.25%)** \$6.5 million for California state parks. By contrast, contributions from nonprofit groups total about \$50 million, and the value of volunteer hours about \$100 million.

District Office Information Contact http://www.parks.ca.gov/?page_id=24248

Angeles District
1925 Las Virgenes Road
Calabasas, CA 91302-1909
(818) 880-0363

Capital District

1111 Street
Sacramento, CA 95814-2204
(916) 445-7373

Central Valley District
22708 Broadway
Columbia, CA 95310-9400
(209) 536-5930

Channel Coast District
911 San Pedro Street
Ventura, CA 93001-3744
(805) 585-1850

Colorado Desert District
200 Palm Canyon Drive
Borrego Springs, CA 92004-5005
(760) 767-4037

Diablo Vista District
845 Casa Grande
Petaluma, CA 94954-5804
(707) 769-5652

Gold Fields District
7806 Folsom-Auburn Road
Folsom, CA 95630-1797
(916) 988-0205

Inland Empire District
17801 Lake Perris Drive
Perris, CA 92571-9293
(951) 443-2423

Monterey District
2211 Garden Road
Monterey, CA 93940-5317
(831) 649-2836

North Coast Redwoods District
P.O. Box 2006
Eureka, CA 95502-2006
(707) 445-6547

Northern Buttes District
400 Glen Drive
Oroville, Ca 95966-9222
(530) 538-2200

Orange Coast District
3030 Avenida del Presidente
San Clemente, CA 92672-4433
(949) 492-0802

Russian River District
P.O. Box 123
Duncans Mills, CA 95430-0123
(707) 865-2391

San Diego Coast District
4477 Pacific Highway
San Diego, CA 92110-3136
(619) 688-3260

San Luis Obispo Coast District
750 Hearst Castle Road
San Simeon, CA 93452-9741
(805) 927-2065

Santa Cruz District
303 Big Trees Park Road
Felton, CA 95018-9660
(831) 335-6318

Marin District
845 Casa Grande Road
Petaluma, CA 94954-5804
(707) 769-5665

Mendocino District
c/o Russian Gulch State Park
12301 North Highway I, Box 1
Mendocino, CA 95460
(707) 937-5804

Sierra District
P.O. Box 266
Tahoma, CA 96142-0266
(530) 525-7232

Tehachapi District
15101 Lancaster Road
Lancaster, CA 93536
(661) 724-1206

*CALL AND ASK FOR LOCAL OUTLETS, NON-PROFITS
Online Vacation Reservation (FEES) Are Your Subsidized Gift*

To Global Profits of Privatization and Management Contracts - Profits from **online fees** for Reservations and Cancellations are BANKED by the Tens of Millions and

- 1) used to expand Privatization lobbying efforts,
- 2) used as solvency in bids for Park Concessionaire Management, and
- 3) used to organize industrial strength Super-PACs with tax-deductible educational symposiums for the Recreation and Tourism Industry leaders.

Recreation Resource Management (ReserveAmerica) leads the industry as State austerity measures close Parks.

Privatization:

Public Burden of Ownership - Fire Protection, Law Enforcement, Safety, etc.
Private Management of Generated Revenues, and the advantage of **highspeed online access, and advertising PR**, – **hacking into State economies** – **Have you made a reservation for your vacation?**

**Free Admission to all of the National Treasures
The Archives of the Great Documents
Of Our Democratic Institutions**

**Reserve Your Right
(to) Free Admission**

Convenience fee:

Online reservations
1 per person per visit
reservation \$1.50

Includes National Monument Tours

Only The Statue Of Liberty And Ellis Island Remain Commercial FREE

National Recreation Resource Service (NRRS), and the National Park Foundation (NPF) The Privatized Versions Of Our Commonwealth
This reservation system is part of a government initiative to simplify how citizens interact with the government. <http://www.recreation.gov>

ReserveAmerica, CampgroundsUSA, Recreation dot Gov, Recreation Resource Management, CaliforniaCampgrounds, parkprivatization.com, Coyote Blog, ReservationsOnline (an AmericanDreams Inc subsidiary)

*American Dreams high-speed T3 servers host many of these coporate-commonwealth sites; and getting bigger – like a wall mart of online reservations - the ActiveNetwork, or Active.com - **3 corporations (many alias') based in Arizona, Ohio, and San Diego** are controlling tickets and reservation fees to Public Places, like a digital high-speed T-Wrex devouring Global Recreation Resources, with the help of the NRRS.

The Disclaimer at Recreation dot Gov says: “You can also send us mail to: N.R.R.S. P.O. Box 140 Ballston Spa, New York 12020. This site is operated and maintained by ReserveAmerica under contract with USDA, Forest Service and

other National Recreation Reservation Service participating agencies.”
<http://www.recreation.gov/marketing.do?goto=/acm/disclaimer.htm>

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**Make Online Camping Reservations In State Parks Through Local Outlets
Wherever You Vacation – Don't Subsidize Privatization!**

Precedents, Perspectives, and Priorities (PPP)

California State Parks Dilemma - “To some extent, this is due to the pressure of public employees unions, who have every incentive to play brinkmanship and force closure of parks rather than set the precedent of having them managed by a non-union private company.” “As many of you know, I am in the business of privatizing public recreation.” *Warren Meyer – ReserveAmerica*
http://www.coyoteblog.com/coyote_blog/tag/california-state-parks

Now in 2012 with web reservations nationwide by credit card-

Planning a visit to MacKerricher?

<http://www.stateparks.com/mackerricher.html>

takes one to here...

<http://www.reserveamerica.com/campgroundDetails.do?subTabIndex=0&contractCode=ca&parkCode=mack>

Home is where?

<http://www.stateparks.com/usa.html>

Hours: Hours not available. Please contact American Dreams Inc at (740) 385-4444 96 E Main St, Logan, OH 43138

<http://americandreamsinc.com/>

Follow these web search engine results:

[California State Parks – StateParks.com](http://www.stateparks.com)

Listing of California State Parks. Mendocino Headlands State Park * ... Portola State Park Office and Visitors Center;

www.stateparks.com/ca.html

Not Quite Official, (But) Officially brought to you by -

Agents of Subsidized Privatization & Corporate Welfare

Subsidized by the USDA,

Subsidized by Your Vacation Reservations

Subsidized by Tax Deductible Donations by Corporate Citizens

Your Tax Dollars also -

Subsidize Brand Product Promotions (Partnerships/Sponsors)

If you don't like the Federal Government interfering with State's Rights and Responsibilities, how about Privatized Quasi Government Agencies - The [National Recreation Reservation Service...](http://www.nationalrecreationreservation.com)

Once there, just a click away is a pretty official looking page:



STATE PARKS.com

→ USA → California → MacKerricher State Park

State Park Contact Information:
MacKerricher State Park
P.O. Box 440
Mendocino, California 95460
Phone: 707-964-9112
Toll Free: 800-444-7275

Adopt-A-Park Contacts:
Photography: add your photos

State Park Reservations:
Reservations: [Book Online](#)

State Park Overview:
MacKerricher State Park offers a variety of habitats; beach, bluff, headland, dune, forest and wetland. Tidepools are along the shore. Seals live on the rocks off the park's Mendocino coast. More than 90 species of birds visit or live near Cleone Lake, a formal tidal lagoon. During winter and spring, the nearby headland provides a good lookout for whale watching. The park is popular with hikers, joggers, equestrians and bicyclists. Fishing is also popular, with trout in two fresh-water lakes. The park has a wheelchair accessible nature trail.

Reviews By Park Visitors:

Photo Courtesy Marla J. Hayes

[VIEW PHOTO GALLERY](#)

But American Dreams Inc. is behind all these promotions



Web Design Services

Web Application Services

Web Site Hosting Services

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www.americandreamsinc.com™

84 East Main Street, Logan, Ohio 43138
Phone: 740-385-4444

Recreation dot Gov is ReserveAmerica:
Popular responses from Warren Meyer explaining Privatization:

“As I have said many times, I could easily keep many of these parks open under our operations using only the gate fees and no public subsidies.” It is illegal in California to replace any function performed by a public employee with a private contractor. “The public employees unions are committed to allowing parks to permanently close rather than establish the precedent of private management.”

<http://www.recreation.gov/>

When clicking on the above link watch the URL field in the address locator bar, it first reads: <http://www.reserveamerica.com/>
Disclaimer and Liability Notice: Website and the information it contains are provided as a public service by ReserveAmerica, Inc., under contract to the U.S.D.A., Forest Service, and other NRRS participating agencies. Information presented on this website is considered public information and may be distributed or copied.

“It's not dissimilar from the way lodging concessions in national parks like Yosemite and the Grand Canyon work, as well as many other types of commercial concessions associated with public assets.”

Warren Meyer of Recreation Resource Management

<http://camprrm.com/press/>

But, the Yosemite Trekker City Edition has a dissimilar view.

http://www.thecityedition.com/Pages/Archive/2010/Yosemite_Trekker/Yosemite_Contract_Print.html

http://www.thecityedition.com/Pages/Archive/2010/Yosemite_Trekker/Post_072710.html

Warren's own blog is called the coyote blog with snow, woods. His 'efficiency plan' is to “Hire the Retired And Not Pay Them”
CODE NAMED: “*Flexible Workforce*”



Small Business?

Recreation Resource Management is a private company that operates campgrounds and other recreational facilities in National Forests and state parks under long term concession agreements. We have over 175 sites in 11 states. (13 now) and has International agreements.

“This year has been a frustrating year for my business. To some extent, this is due to the pressure of public employees unions, who have every incentive to play brinkmanship and force closure of parks rather than set the precedent of having them managed by a non-union private company.”

http://www.coyoteblog.com/coyote_blog/tag/california-state-parks

The link titled “Blog” from Recreation Resource Management “Private Operation of Public Parks” <http://recreationmanagers.com/>

Takes the browser to here: <http://parkprivatization.com/>
“More Evidence California is Royally Screwed Up”

“I am [in the business of privatizing public recreation](#)”

*On the average, each California county earns approximately \$1.5 billion per year in direct travel expenditures by visitors (2009). CA State Parks Quick Facts

NO CONCESSIONS NECESSARY – TAKE THE TICKETS (go back)

How Much Money? Enough that we could keep our parks open and people employed by localizing the \$\$ millions in reservation fees and supporting non-profit programs and Park Legislation.

Going back in time-

SACRAMENTO, Calif. October 5, 2011 - Gov. Brown signed Assembly Bill (AB) 42 (Huffman), the bill sponsored by the California State Parks Foundation (CSPF) to help keep California's state parks open. [AB 42](#) is the only legislation advanced in this legislative session that provides a new tool to help keep California's state parks open.

SACRAMENTO, Thursday, January 19, 2012 Senator Noreen Evans Introduces [Bill to Review Park Closures](#) Convinces State Public Works Board to Pull Concession Agreement Plan From Agenda

SACRAMENTO, Monday, February 06, 2012 Assembly Bill 1589, also known as the [California State Parks Stewardship Act of 2012](#) was introduced by Assemblymember Jared Huffman (D-San Rafael). The Bill offers several funding opportunities and creative strategies to help prevent state parks from being closed. "The recent parks closures disproportionately impact rural California, and nowhere is that more true than on the North Coast," said Assemblymember Wesley Chesbro (D-North Coast), who is a joint author of AB 1589. AB 1589 will be considered by the Assembly at a policy committee airing later this session. It is also joint-authored by Assemblymember Roger Dickinson (D-Sacramento).

NO ONE TALKS ABOUT THE TICKETS

CaliforniaCampgrounds, CampgroundsUSA, ReserveAmerica and Recreation Resource Management (RRM), Recreation dot Gov, ReservationsOnline... are related corporations!

CORPORATE PROMOTIONS OF PRIVATIZATION

"More efficient management also allows for lower use fees - for example, while California State Parks typically charge as much as \$30 for a campsite without utilities, at similar public campgrounds in

'Concession Operated' California State Parks, RRM charges no more than \$18." (2011) *But in actuality...ReserveAmerica charges:* \$30 & 50 dollars for environmental campsites, \$50-100 dollars for cabins, individual cottages for four people from \$180-191 dollars and \$33 dollars each additional person to 6 or 7, dorm rooms \$33, \$65 and \$98 dollars plus \$23 dollars for additional person per rental. *There are no off season savings through* ReserveAmerica and *New for 2012 –* Reservation Fees are up to \$9.00 and Cancellation fees are up to \$10.00 through ReserveAmerica, Recreation.gov, etc. *(may include first night or entire campsite fee forfeiture).*

It is not proven that anything is more efficient, and there are no 'lower fees'. *Quite the opposite in fact.*

**California Campgrounds, Recreation Resource Management: ReserveAmerica* <http://camprrm.com/category/california-campgrounds/>

[Day use fees:](#)

[Family camping fees:](#)

[California State Fees for Special Camping:](#)

By comparison locally current rates 2011: Private KOA – Manchester: Tents \$35-40 (Off-Season \$28), Cabins 1 room \$70 (OS \$62) and 2 rooms \$80 (OS \$72), Cottages \$168 (OS \$152), fees for additional people are \$3-5 additional dollars by age group (under/over 17 years)

[CA State Parks Fees, Reservations](#)

Van Damme: drive-in \$35 dollars and groups \$160 dollars.

Manchester/MacKerricher State Campgrounds: \$35 for drive in, hike in environmental sites \$25 dollars, and groups \$200.

Reservation & Cancellation Fees Add Up (go back)

Every Camping Reservation made by credit card at ReserveAmerica, CampgroundsUSA, Recreation.gov or through various management* of Public Recreation Resources throughout the State is charged a **NON-REFUNDABLE** fee of \$8.00. In 2011 Cancellations were charged another \$7.00. Add to that the camping fee itself of \$30.00, and it can be estimated that just in cancelled reservations, before the

campsite is even occupied for a one night visit, \$83.00 will have been deposited into a bank account somewhere, for some length of time. (8+30+7 at time of cancellation and the additional new fees 8+30=\$83.00.) Cancellation fees through ReserveAmerica, Recreation.gov, etc. may include entire campsite or first night fee forfeiture. How many folks arrive one day late to join friends!

And as the ReserveAmerica-RecreationResourceManagement plan expands, there are 'across the board restrictions' on Park access for return camping in the same month at State Campgrounds. Time restrictions of 1 ½ hours per wedding party (including photographer and number of cars in party) as imposed by RRM at the Arizona State Parks Red Rock/Crescent Moon, allow for 5-6 wedding parties per day, and all wedding event reservations must be made through the ReserveAmerica Concession Operator only, local events planners have restrictions of 1 daily use. Thus are popular wedding scenery locations commodified by the Park Operations Private Concession or (RRM) Recreation Resource Management. As our heritage park landscapes become recreation commodities, and Public Employee State Parks Managers become business account managers for concessions and market driven rewards, at some point, we must admit, there's no point,

WE DON'T NEED CORPORATIONS TO DRAW VISITORS TO PARKS

The role of the Congressional National Parks Foundation and State Parks Corporate Sponsorship Programs is to educate the public and sell us on the Privatization of Public Spaces (Real Estate Management). Later, this role is modified to monitor public perception through questionnaires, and territorial marketing performance analysis designed to squelch competition, and the Corporate contract cannot be voided or canceled due to Public Awareness or Environmental and Social Engineering concerns. (It is only the usual legal breach of contract by either party, i.e. unauthorized use of Logos by a competitor, a claim and the passage of notified business days....) Corporate Sponsors logos on Volunteers T-shirts can be read at 100 paces, but what is the little graphic below?

[The Corporate Share of the Helpful Pie is less than 4.25%](#)

The National Recreation Resource Syndicate, ReserveAmerica, RRM, (including any online registered alias) should not be allowed to control State Parks and Campgrounds reservations. The particular charter of this group is Federal lands, USDA funding is for National Recreation Areas... Not our individual States' Public Parks.

This is a move to PRIVATIZE ACCESS TO STATES' RESOURCES through the NRRS. It is stated in *NRRS-NPS-NPF agreements, that all contracts are subject to Washington, DC laws where the contracts are signed. *National Recreation Resource Service *National Parks Service *National Park Foundation

[NRRS](#)

Management of the NRRS inventory is now located on the new NRRS Field Support and Marketing Website

[ReserveAmerica](#)

This is the reservation contractor's website which provides the ability to make online reservations for all of the contractor's clients including the NRRS. The official government online reservation website is www.Recreation.gov.

Recreation.gov is an interagency and public web portal featuring general trip planning information, online reservations, and agency NRRS management features for recreation areas managed by 10 federal agencies.

The NRRS June 20, 2009 contract, positioned as 'Recreation One-Stop,' will consist of all the federal recreation agencies including but not limited to the National Park Service, USDA Forest Service, Army Corps of Engineers, BLM and Bureau of Reclamation, among other government agencies.

The NRRS should instead - direct visitors/tourists to a State Agency or a local Non-Profit located in the State Park Districts throughout each State that takes online and phone Reservations. Revenue (fees) could remain local for the Parks. MILLIONS OF DOLLARS IN FEES.

Actual revenue to State Governments would also increase, as regional economies rebuild. Studies show for every dollar spent in Parks by visitors, \$4 is spent locally in the area. This would be the value-added change for non-profits working to Save State Parks - that is both *Sustainable and Green*.

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