

The Art of Public-Private Partnerships

Nantahala Outdoor Center (NOC)

George Virgo

Roswell Recreation, Parks, Historic, & Cultural Affairs Department

Steven Malone



Who am I?



Nantahala Outdoor Center/City of Roswell

Roswell Recreation, Parks, Historic & Cultural Affairs



City of Roswell – Steven Malone, Deputy Director

- Located in the north Atlanta suburbs
- Population is approximately 92,500
- City maintains 7 miles of parkland along the Chattahoochee River
- We offer comprehensive programming for all ages and demographics
- Our vision is “To Be the #1 family community in America.”
- Our mission is “To provide our citizens with an exceptional quality of life.”

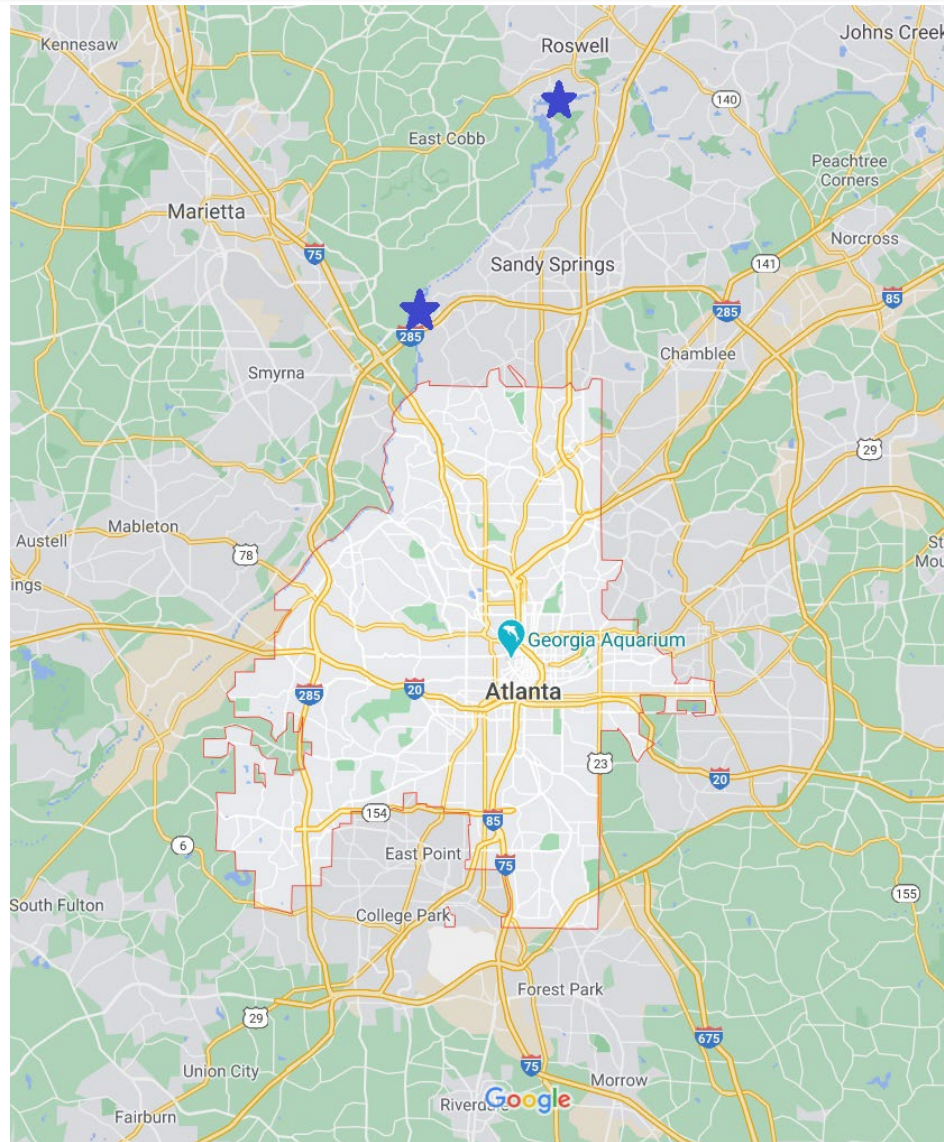
NOC in Atlanta:

- Awarded Metro Hooch concessions contract in 2015
- Operating inside CRNRA (Chattahoochee River Nat Rec Area) boundaries, operating in 2 NPS buildings and 1 park unit w/out a facility.
- First contract with National Park Service. Primarily worked with the USFS, state, and county entities.
- Expansion into a more urban environment, with activities for all skill levels.
- Access to a more diverse client base.
- Increase brand awareness in our largest DMA.

NOC Chattahoochee: What do we offer?

- Watercraft rentals.
- Bike rentals
- Adventure day camps.
- Specialty programming, land and water based.
- Whitewater paddling school.
- SOLO wilderness Medicine.
- Beer Garden/Event space.
- Community engagement and non-profit support.

Chattahoochee Locations



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NOC Metro Chattahoochee:



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Roswell Chattahoochee Outpost:



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Roswell Chattahoochee Outpost:

- Roswell Concessions contract.
- NPS Commercial Use Authorization permit.
- Offers services and programs the local municipality does not.
- Offers programming inside NPS boundaries, operates out of city park facility.
- Percentage of Gross Revenue is paid to the municipality and CUA fee and user fee is paid to the NPS. CUAs renewed yearly.

Procurement process- needs assessment



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Procurement process- RFP



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Procurement process- RFP



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Procurement process- Award



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Covid-19



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Programming Implementations



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Programming Implementations



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Programming Implementations



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Programming Implementations: Don White before



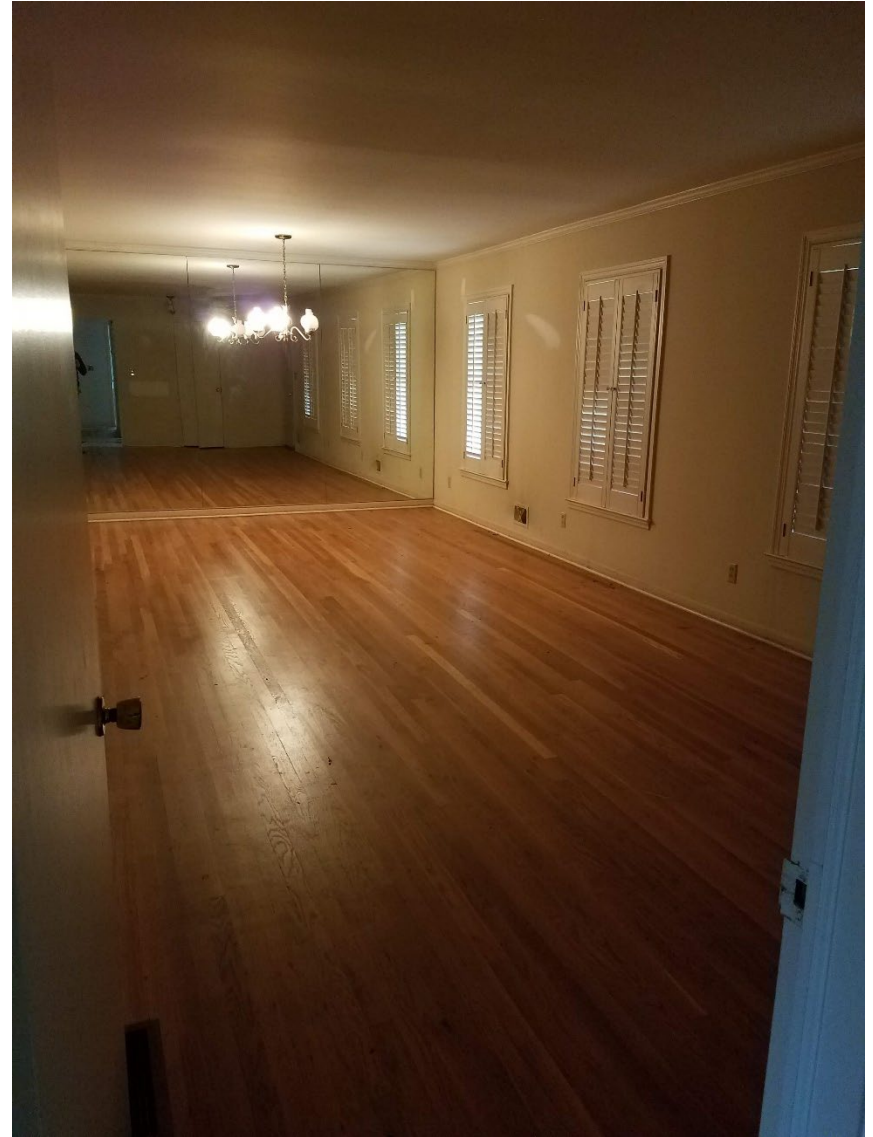
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Programming Implementations: Don White after



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Programming Implementations: SOLO before



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Programming Implementations: Solo After



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Challenges



Challenges



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River Master Plan/ Expanding Offerings



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CONTACT INFORMATION

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Questions?



Nantahala Outdoor Center/City of Roswell