**Between**

**Eastern National**

**And**

**Imaginary Land National Historical Park**

**December 1, 2017**

**Background and Objective**

According to Reference Manual #32, the park should identify and document operational arrangements with its Association annually in a Park Operating Plan. The plan will include operating procedures for Association-led programs and activities that will not only define operational requirements, but also establish criteria for evaluating and measuring program success. A key purpose of the plan is to provide a forum for a discussion of questions or concerns about the proposed program or activity before it is implemented.

**Annual Priorities**

Identify priorities for the upcoming year, evaluate park and Association progress toward achieving shared strategic goals, and clarify and implement a process to identify and come to a mutual understanding of how to resolve problems in the relationship between the park and the Association. Include critical timelines for meeting priorities and status updates.

**Celebrating IMLA’s Centennial**

* In 2018, we will celebrate 100 years at Imaginary Land NHP on July 10, 2018
* Week-long special events begins after Independence Day July 4th
* Opening of new exhibits in VC entry
  + New items to support exhibits
  + Commemorative coin will be given to the first 100 visitors on the 100th anniversary

**Operating Schedule**

Address hours of operation, Association and park staffing as pertains to Association activities, facility and equipment assignments, new operating procedures, and housing assignments. Include opening and closing procedures, roles and responsibilities for NPS and Association staff.

**IMLA Visitor Center**

* IMLA Visitor Center Open daily 8:30am – 5pm; 363 days/year. Closed to the public on January 1st and December 25th
* IMLA Museum Store: Open daily 8:30am – 5pm; 363 days/year. Closed to the public on January 1st and December 25th. Closes at 3pm on April 30 and October 31 to conduct physical inventory counts.
* Imaginary Days is an annual event commemorating early Imagineers and their imaginary accomplishments. This is a 3 day imaginary event held the last week of May. Eastern National will operate a temporary sales outlet on the Imaginary Hill during this event. A pop up tent will be supplied and set up by NPS 2 days before the event. All other set up and supplies is the responsibility of Eastern National.

**Facility Use**

Use of NPS facilities, utilities, vehicles, storage, and equipment available to the Association

**Stock Room Space**

* Storage space for the museum store is provided in the west wing of the VC.
* Attached is the floor plan for the museum store and stock room.
* Additional temporary storage space will be identified by March 1, 2018 to accommodate increased stock levels for IMLA’s Centennial.

**Golf cart**

* Upon completion of training and certification, Eastern National staff may use NPS golf carts to transfer product from the main museum store to the temporary sales outlet during Imaginary Days, held annually the last week of May.

**Staffing Plan**

Association and NPS staffing plan for all operations. Detailed description of who is responsible for coverage. Training requirements needed for any specific tasks. Clarification of unsupervised access to government buildings and use of computers by Association employees, per HSPD-12, and any necessary background checks performed. List all points of contact and contact information for managers, supervisors, and front-line staff for visitor services, maintenance, safety, and administration.

Annual Staffing Plan

* IMLA Museum Store is operated by Eastern National.
  + Based on annual sales, payroll budget supports 1 Site Manager (FT year round) and 1 Store Associate (FT year round).
  + In 2018 an additional seasonal store associate will be hired to work 24 hours/week from Memorial Day to Labor Day. This payroll will be paid from IMLA’s donation account. A letter approving this use of donation funds will be sent to Eastern National’s CFO on April 1, 2018.
  + NPS staff or VIPs will be scheduled to cover lunch breaks at the museum store every Monday through Wednesday.

**Safety Information and Protocols**

Include standard safety information concerning staff and visitors and communication protocol.

**Safety Announcements and Protocols**

* All FT Eastern National staff is required to attend a 2 hour annual training on Imaginary Land NHP safety instruction. This year Safety training will be held on April 15, 2018 from 7-8pm.
* The IMLA Monthly Newsletter includes safety information as needed
* Check nps.gov/IMLA for alerts for visitor safety information
* Inclement weather or park closures are announced by email and phone. Sign up for text alerts.

**Communication Plan**

Detail the expected communication plan between NPS and Association, including primary point of contact, anticipated visit schedule, and preferred method of communication/file sharing. The Superintendent or his/her designee should meet with both the Association and concession operator(s) and any other partners a minimum of once a year to share information about planned park operations that might have an impact on retail partners and to resolve potential conflicts. Associations will propose a manageable and reasonable approach to annual communications with partner parks, including minimum expectations for on-site visits and operational evaluations.

**NPS Responsibilities:**

* Schedule an annual meeting with Imaginary Concession, Inc. and Eastern National to review operating plans for the upcoming season
* Include EN staff in all park newsletters
* Invite EN Site Manager to monthly park management meetings

**Association Responsibilities:**

* EN Site Manager will send a monthly update on sales, store transactions, and operations to the EN coordinator
* EN Regional Manager will visit two times annually for business updates
* Product review meetings will be scheduled monthly from November through February with the review committee via conference call
* One pre-season product and customer service training is recommended for seasonal NPS staff and VIPs that supports the museum store in early April. EN Site Manager will schedule the training either before or after Visitor Center Hours of Operation.

**Special Events/Programming**

List a calendar of significant dates through the year and programs planned that would indicate a product or sales opportunity for the Association.

**Imaginary Days 2018**

* Scheduled rain or shine May 22-25, 2018

**IMLA Centennial**

* Scheduled rain or shine July 5-12, 2018

**Business Interruption**

Schedule for NPS actions that might affect Association operations – construction, building renovations, utility repairs. Schedule for Association actions that might affect NPS operations – store remodeling, inventory, and staff shortages.

**NPS actions:**

* New visitor center desk will be installed in May. A temporary desk will be in the front entry for about 2 weeks.
* Installation of the new VC exhibits is scheduled in June 2018. The VC will be open to the public, but some areas will be inaccessible during construction. Anticipate early museum store closures for 2-4 days.

**Association actions:**

* Store will close early at 3pm on April 30 and October 31 for physical inventory.

**Long Term Planning**

Involve the Association, in a manner befitting its role in supporting interpretation, in long-range or comprehensive interpretive planning and other NPS interpretation and education initiatives. Association activities should also be considered in any park commercial services strategies or plans. Substantially involve the Association in the planning and design of new government facilities that house Association facilities including the opportunity to review and comment on preliminary and final design plans.

**IMLA anticipates a long range interpretive planning session in late 2018.**

* EN will be notified in any changes to the interpretive plan
* We recommend updating the scope of sales early 2019.

**Interpretive Services**

When it is deemed appropriate for the Association to conduct formal interpretive or educational activities in support of the NPS mission, the park is responsible for defining the role of Association in the park’s Long-Range Interpretive Plan. In addition, DO-32 requires a “legal instrument” to authorize an Association to provide interpretation and education services to the public. See “General Agreement for I&E Services” in RM – 32, Section 6, as well as additional guidance in Section 12.

**Non-Retail Services**

* I & E Service Agreement is attached to the Annual Park Operating Plan.
* Based on agreement, EN staff will continue to lead the Imaginary Hike that departs from the museum store every Friday morning @ 10am during the month of July.
* EN will collect all fees associated with the Imaginary Hike at the museum store, as indicated in the Fee Agreement.

It is our understanding that all information included in the Annual Park Operating Plan is subject to change, and should be documented by both NPS and Association representatives and shared in accordance with RM-32 standards. This document promotes independence and effectiveness by both Associations and the NPS which is needed to ensure cooperation and collaboration. Frequent communication, mutual respect, shared vision, and collaborative goal setting characterize the most successful partnerships.

John Brown – Imaginary Regional Manager December 1, 2017

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Eastern National Representative Date

Jane Smith – Imaginary Superintendent December 1, 2017

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NPS Superintendent Date