

2022 National Park Partners

The national park partner community consists of 450+ private organizations that support the national park system with direct and indirect support.

Olympic National Park, Dawn Kish

Impact

Partners demonstrated remarkable resilience over the past two years, navigating the COVID-19 pandemic and related challenges to advance NPS's mission.

\$400+ MILLION

in estimated support was provided to NPS by partners in 2021

90% OF PARTNERS

expect financial contributions to NPS to meet or exceed pre-pandemic levels in 2022

\$600+ MILLION

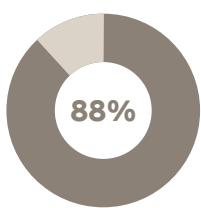
in park-related revenue was generated by partners in 2021

50%+ OF PARTNERS

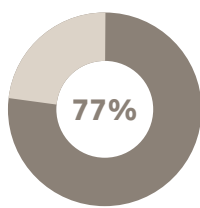
made innovative permanent changes due to COVID to provide virtual events or adopt remote work

How partners support parks

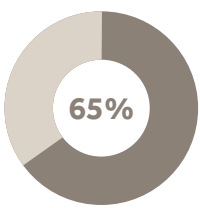
Partners support parks with a range of activities. The following shows the percentage of organizations participating in each activity.*



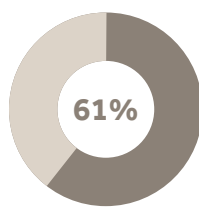
EDUCATION



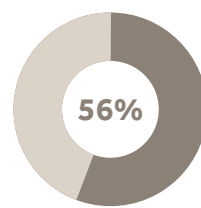
RESTORATION



CULTURE



CONSERVATION



CONSTRUCTION

And more: Partners are increasingly providing operational support, staffing visitor centers or taking on maintenance to ensure parks can continue serving the public

*Based on a survey of 125 partner organizations

What partners prioritize

21st century visitor experience: improving access and usability, restoring structures, and modernizing visitation.

EXAMPLES

Friends of Great Smoky Mountains National Park (TN, NC) established a \$9 million endowment for Historic Preservation – Forever Places to restore cabins and other historic structures

The Zion National Park Forever Project (UT) is investing in the East Zion Initiative: a new Visitor Center, trails, transportation hub, and interpretive educational experiences

Conservation and climate resiliency: adapting to climate change and protecting land, species, and habitat.

EXAMPLES

Trust for Public Land and the Friends of Hawai'i Volcanoes National Park added over 16,000 acres to the Hawai'i Volcanoes National Park through the Pōhū Bay Conservation project

Save the Dunes Conservation Fund (IN) plans to develop shoreline erosion resiliency and climate solutions with local surrounding communities in Northwest Indiana

Inspiring future park stewards: educating and welcoming youth to our national parks.

EXAMPLES

Great Basin National Park Foundation (NV) is expanding outreach to diverse and historically excluded youth, both tribal and non-tribal, in urban areas

The Student Conservation Association and Conservation Legacy engaged indigenous youth in service projects

Telling the history of America: inclusive storytelling, educating the public about our heritage.

EXAMPLES

Cache La Poudre River National Heritage Area (CO) is integrating inclusive storytelling of indigenous peoples and immigrants

The National Park Foundation launched an Inclusive Storytelling Grant designed to support projects that help the National Park Service share more inclusive and comprehensive narratives, reduce park storytelling backlogs, and invest in staff capacity to sustain transformative interpretation

Recommendations

What we heard from partners:

The #1 challenge faced is lack of capacity, internally and at NPS

Two-thirds of partners request fundraising support, with many interested in peer collaboration and diversity, equity, and inclusion

There are many pressing issues that affect the future of national parks

Our recommendations to the community:

Build NPS capacity

- Refresh Director's Order and Reference Manual 21 to empower partners through greater engagement and clarity
- Accelerate NPS workforce growth and targeted hiring practices to advance work with partners
- Expand public-private partnership opportunities to support park management, professional development, employee support structures (e.g., housing), and other services

Extend partner community support

- Amplify fundraising support for innovative projects and partner requests (e.g., digital fundraising)
- Support partners' work to create diverse, equitable, and inclusive organizations (e.g., expand equity-related programming, development of DEI plans, outreach to historically excluded communities)
- Extend the Friends Alliance's reach via strategic planning
- Pursue a national collective campaign with a set of national priorities that resonate locally with partners

Tackle tomorrow's big issues, today

- Explore establishing a "think and do" tank to anticipate the challenges of tomorrow, to monitor environmental, tourism, technological, and economic trends that are relevant to national parks, and to collaboratively develop, pilot, fund, and scale solutions



This is a companion to the full 2022 Park Partners Report
nationalparks.org/uploads/2022_ParkPartnersReport.pdf