

Guiding Principles – Engaging with the Private Sector

Saskatchewan Provincial Parks’ current and future engagement with the private sector will be based on the following guiding principles:

1) Desirable and Appropriate

Through operating agreements, Saskatchewan Provincial Parks will provide commercial visitor services that are desirable and appropriate for public use and enjoyment.

A service that is “desirable” accomplishes one or more of the following:

- Answers the question, “Why is this service important in the park?”;
- Provides benefits to park visitors; and
- Identifies services that are otherwise unavailable in or around the park.

A service that is “appropriate” accomplishes the following:

- Answers the question, “Can the park approve this commercial service without compromising the unique park mandate of the individual park as identified via its classification?”;
- It is not in conflict with existing policies, procedures or planning; and
- It assists in promoting the park.

2) Demand Driven

Facilities, services, information, partnerships and relationships are informed by an understanding of customers and participants. This framework focuses on the need to identify and prioritize park system-specific needs and deliver products and services that meet those needs.

3) Strike a Balance

Park users have differing views on the amount of land that should be designated for development. The approach moving forward will find the right balance between development and the natural setting to meet the dual mandate of Saskatchewan Provincial Parks

4) Complement Rather Than Compete

Based on the philosophy of minimizing duplication and optimizing investment in services, commercial businesses will complement rather than compete with offerings provided internally by Parks.

5) Alignment of Plans and Strategies

Continue to seek opportunities for the Parks Division to collaborate internally. Continue to seek opportunities to increase the integration among the participants involved in the park business development process such as: Landscape Protection Unit, Infrastructure and Capital Planning, Visitor Experiences, Heritage Conservation, Park Planning and Park Operations.

Plan alignment and cross-division collaboration will ensure a common drive towards a shared vision. The Parks Division is working on and has adopted a number of important plans and strategies that will shape how parks will be managed. Aligning these initiatives is important for moving forward with a comprehensive 'big picture' approach to planning in Saskatchewan Provincial Parks.

6) Stay Relevant

Engage the private sector to determine potential future business opportunities. Take advantage of available research internally and within the business community to ensure the creation of exciting places to visit.

7) Communication

Managing the commercial lease program requires frequent interaction between Saskatchewan Provincial Parks and the commercial business. The relationship should be viewed as a partnership in which each party stands to benefit from working together. By understanding each other's business needs and working together towards a common goal, both parties will have the best opportunity for a mutually rewarding relationship.

8) Continuous Improvement

Apply a refreshed approach to commercial business development in parks, measure the impact to determine success and adjust future direction to expand business partnerships with the private sector.