

From: [Jim McNamara](#)
To: [emnrd-parkscomments, EMNRD](#)
Subject: [EXTERNAL] Response to State Parks Fees Study
Date: Friday, March 8, 2024 9:16:38 AM

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I was referred to as a loyal customer in the opening line of the fees study email that I received from Reserve America. I was visiting New Mexico State Parks when you could just drive up and there would be a walkup available. This has been eliminated and now you have to schedule months in advance. So I have to ask the question, with all of this increased business (4 fold?) hasn't your revenue stream increased dramatically? So why are you hurting for money now? Relative to the past, the \$ are rolling in way beyond inflation. Look at a supply and demand curve, as you raise effective prices trying to increase revenue you may find that your revenue decreases.

This seems to me like this is being proposed by individuals that want to run it as a business and not as a "serve the public - state park system" which presently enhances the local economy with tourism dollars. Elimination of the annual pass will stop me from staying in New Mexico for extended periods, patronizing the local stores, gas stations, movie theaters and restaurants and I'm sure other will decide the same. You will eliminate one of the few remaining good things that full time retired travelers, like myself, enjoy. Since you don't personally use the annual pass, the concept of eliminating the annual pass to try to make more money seems reasonable. You can try to pretend that your KOA and follow their business model, and when the pendulum swings, as it surely will, you will find yourself without a loyal annual customer base and realize that you killed the golden goose. That's an old time parable reference - it comes up if you google it.

Do as you will, my dollars vote for me.

I also noted the email came through Reserve America which is universally hated among campers, one of the most corrupt companies, not at all customer focused, profiting off public property owned by the people, no wonder the phrase "NM State Parks are decades behind surrounding states when it comes to our fees structure" (translation they are charging more so we should do the same - aka GREED-somebody wants a bigger paycheck?) reflective of the inherent cynicism/corruption in their corporation. Eliminating the annual pass will raise THEIR revenues tremendously and eliminating the annual passes will only increase their number of transactions, even if the parks don't make more - they will.

Rather than throw in on the big circle rat race, why not be the outlier? Run the reservations yourself, charge fees comparable to Reserve America and double your income off the business model you have right now, stop giving that money to Reserve America! If they make a profit off New Mexico Parks - so can you. Consider changing your focus from catering to the more affluent, for some, this is all they can afford.

All that said, I have enjoyed all the rangers and people working the parks over the years and I will miss seeing them and my thanks go to whomever made that possible. Sad to see you all go, but the golden rule prevails - sadly those with the gold make the rules.

Regards,

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