

STATE OF COLORADO
DEPARTMENT OF NATURAL RESOURCES
DIVISION OF PARKS AND OUTDOOR RECREATION

Policy No. C-252

SUBJECT: Retail Products and Marina Service Pricing

I. PURPOSE

To establish a policy for the reasonable pricing of Retail Products and Services offered to the public in consideration of a monetary payment. 33-10-107 CRS, entitled Powers of the Board states " The board has power to: (1)(c) ...establish conveniences at any site or on any land controlled by the board or in which it holds an interest, ...operate and maintain any such...conveniences, and, when appropriate make reasonable charges for their use. Further, 33-10-111.5 (4) CRS, creates a stores revolving fund to acquire stock for warehousing and distributing supplies for retail sales to visitors.

II. POLICY

It shall be the policy of the Division of Parks and Outdoor Recreation to set reasonable pricing for retail services and products offered to the public in consideration of monetary payment. Pricing will be set based on the following criteria.

A. Services

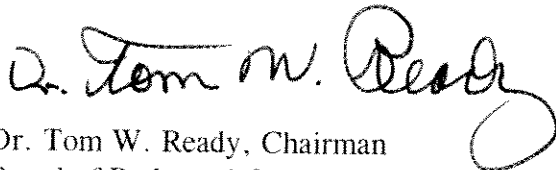
1. Pricing for services will be based on an analysis of comparable services provided by other government entities and/or the private sector. If comparable services are offered by the private sector in Colorado, prices will be set so as to not create an unfair competitive advantage to the State.

B. Retail Sales

1. Pricing for retail products will be based on Manufacture Suggest Retail Price (MSRP). Retail products will not be priced to exceed MSRP without conducting a comparative market analysis.
2. Pricing shall be publicly posted (price tags, signs, webpages, etc.).

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Policy No. C-252 is approved this 15th day of April, 2005 by:



Dr. Tom W. Ready, Chairman
Board of Parks and Outdoor Recreation