



STRATEGIC PLANNING

Capital Investment Strategy



TASK

CHM Government Services specializes in enhancing operations through the recapitalization of assets.

APPROACH

CHM-GS leveraged its Best Practices in market, operational and financial analysis for campgrounds to improve this important state park visitor service.

KEY RESULTS

CHM-GS staff provided State Park officials with a comprehensive campground investment strategy.

CONTACT

Margaret Bailey
mbailey@chmhotel.com
978.522.7008

Corporate Office
548 Cabot Street
Beverly, MA 01915
www.chmgov.com

A state park agency had an inventory of campground assets which had not been reinvested in for over two decades. The agency sought external assistance in determining which campgrounds should be recapitalized. The work included evaluating the agency's campground portfolio of 31 campgrounds and developing a capital investment plan along with an estimate of the plans' financial benefit to the state.

The project team including Staves Consulting began by evaluating operating metrics to identify the top 10 campground performers within the portfolio. Following this, the team visited 17 sites to understand both global and site specific facility conditions and operating issues. After these site visits, our team worked collaboratively with representatives from the state to understand strategic goals and objectives. The culmination of our analysis, field work and team meetings resulted in the creation of a comprehensive campground recapitalization strategy complemented by an action plan for optimizing campground operations.

- Identified areas for campground operational improvements
- Developed three tier investment strategy allowing for balanced capital investment across the State
- Provided guidance for improved compliance for visitor services health and safety capital improvements
- Provided campground design and layout expertise

CHM Government Services partners with public agencies in the U.S. who are responsible for visitor-based facilities and services to develop and implement sustainable strategies to operate, maintain and improve these hospitality and recreation assets and programs. We achieve this result by applying our private sector experience, skills, tools and networks and our understanding of policy and funding frameworks.