



## Park Interpretive Store Sales Item Request Form

**District:** Orange Coast    **Park Unit:** Crystal Cove State Park    **Date:** \_\_\_\_\_

*Thank you for your interest in sales item opportunities at Crystal Cove State Park. The State Park Interpretive Store is operated pursuant to a cooperating association contract agreement between California State Parks and the Crystal Cove Alliance (Non-profit 501C3). State Park policy requires that all items sold or given away to the general public shall be of educational or interpretive value and must be approved of in writing by the Department. State Parks reserves the right to determine and control the nature and type of merchandise, service, and activities available on state park property. Please complete this form and return to: Crystal Cove Alliance, 45 Crystal Cove, Newport Coast, CA 92657 (FAX 949 376-0919).*

Item: \_\_\_\_\_  
Description: \_\_\_\_\_  
Educational / Interpretive Value: \_\_\_\_\_

Applicant / Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone: ( ) \_\_\_\_\_ - \_\_\_\_\_ FAX: ( ) \_\_\_\_\_ - \_\_\_\_\_ E-Mail: \_\_\_\_\_

*Note: Please attach sample of item to be considered. Samples will not be returned unless otherwise specified.*

Will item be donated (100%) to the Cooperating Association? YES / NO  
Are any conditions placed upon the donation of this item? YES / NO  
Cost per item to Cooperating Association: \$ \_\_\_\_\_ Per Quantity of \_\_\_\_\_  
Suggested retail price: \$ \_\_\_\_\_  
Is this item on consignment? YES / NO

### **This Section to Be Completed BY Cooperating Association**

Is this item consistent with DPR Policy (see reverse)? YES / NO  
Is this item consistent with the terms and conditions of your contract? YES / NO  
Is this item consistent with the park's Interpretive and General Plans? YES / NO

Recommended By: \_\_\_\_\_  
CCA Representative                      Coop. Assoc. Liaison (CAL)  
Approved By: \_\_\_\_\_  
District Superintendent                      Date: \_\_\_\_\_

## Cooperating Association Sales Item Selection Criteria

The state park District Superintendent will consider the following guidelines when determining the appropriateness of sales items on state park property.

1. Compliance with Department policies, rules and regulations.
2. Compliance with the terms and conditions of cooperating association contracts.
3. Comments provided by the Cooperating Association Liaison (CAL).
4. The educational / interpretive value of the item.
5. Quality, suitability, accuracy, appropriateness, and pricing of the item.
6. Specific relevancy of item to the park's interpretive plan and educational themes.
7. Uniqueness of item.
8. Benefit to park and park visitors.
9. Support and comments form park visitors and stakeholders.
10. Public safety concerns.
11. Park resource protection concerns.
12. Consistency with park resource management directives.
13. Is the item environmentally ethical?
14. Potential conflict with existing concession agreements or local business interest.
15. Are commercial advertising or sponsorship logos secondary to the educational and interpretive message and value of the item?
16. Does sale of the item further the Department's mission?
17. Are there outstanding or unresolved intellectual property rights, trademark, logo, or licensing issues?
18. Does the item appeal to the interest of park visitors from varied age, social, and economic backgrounds?
19. Does the item compliment the whole sales collection inventory for maximum appeal to a broad spectrum of age groups and audiences that use the park?