



2018 Impact Report

From Grand Teton Association



GRAND TETON
ASSOCIATION

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Bridget Bottomley, Events and
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Elizabeth Gardner, Webstore Associate
Danielle Greuter, Warehouse Lead
Jeremiah Ramirez, Store Manager

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Hello | from Grand Teton Association



Grand Teton Association (GTA) had a productive and inspiring 2018! With record visitation in Grand Teton National Park and the surrounding region, the GTA team was busy supporting interpretive sales throughout our retail locations.

In addition, the GTA staff and board team recently completed a three-year strategic plan, which resulted in a revised mission statement and articulation of Grand Teton Association values. Themes of the plan include, enhancing support to agency partners, innovating Grand Teton Association's operational systems, and optimizing GTA's brand and profile. The end result of this work will provide new strategies and systems to increase the level of direct aid GTA provides its agency partners.

We are excited for 2019 as we continue to build, strengthen, and expand the work of Grand Teton Association. I invite you to join the GTA team; become a member, join our staff, or donate in support of GTA and our agency partners.

Sincerely,

A handwritten signature in black ink that reads "April Landale".

April Landale
Executive Director

Grand Teton Association's MISSION is to inspire deeper connection, better understanding, and enduring support for our public lands.

2018 by the Numbers

4.3 Million

In total sales

\$820,609

In-kind support*

\$369,000

Direct aid

Sixteen

Interpretive
retail locations

Three

Public agency
partners

One

Commitment to support
Education, Interpretation
and Research in Bridger-
Teton National Forest,
Grand Teton National
Park, and The National
Elk Refuge.



Cover photo: bison in Grand Teton National Park ©Cary Judd.

This Page: sunset on the Grand Teton ©Cary Judd.

*In-kind support mainly covers salaries at our interpretive retail locations.

Our Shared Values



Integrity

Lori Dreger works with intention and integrity for GTA. She leads by example and mentors new employees to support both their personal and professional growth.



Stewardship

Darrell Gallaway believes strongly in the stewardship of Grand Teton Association and public lands. His passion and commitment has convinced more than one visitor to the park to join the GTA team.

Collaboration

Jeremiah Ramirez illustrates collaboration everyday in his work as store supervisor at Jackson Hole Greater Yellowstone Visitor Center, working alongside over 50 staff and volunteers from the NPS, USFS, G &F, and Chamber of Commerce. His open and supportive spirit is a great addition to operations!



Growth Mindset

Erin O'Brien has demonstrated a growth mindset every day for over 20 years with GTA. During that time she has held 5 different positions which gives her perspective, experience, and a holistic understanding of GTA, which is invaluable.

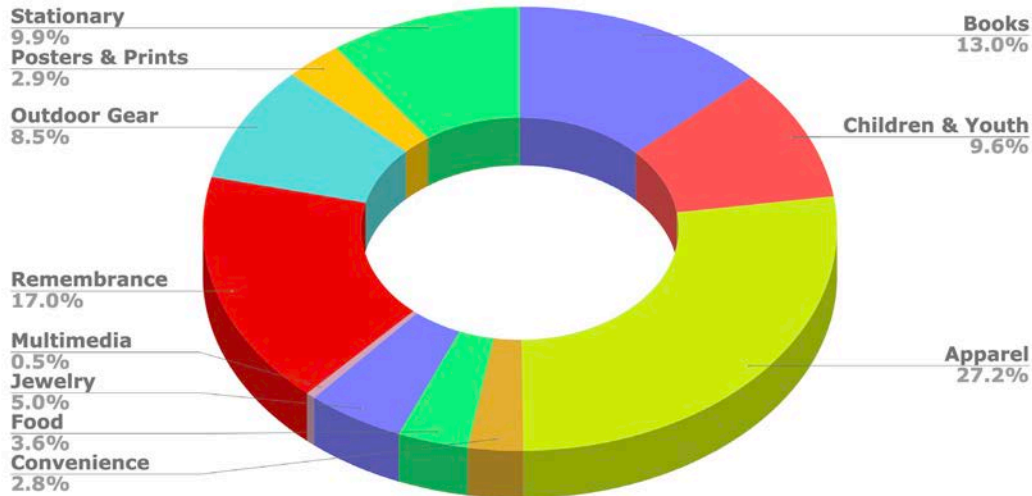


Vision Statement

Grand Teton Association's VISION is to inspire people of all ages through experiences to support and care for our public lands.

2018 Sales Trends

2018 Sales by Department



Total 2018 Sales:
\$4,246,553

Product Insights & Strategies

BOOKS

Book sales like field-guides continue to decrease as more visitors use their smart devices to get local information. This will influence our buying plan as we focus on high performing book categories such as coffee table books, children's books, and real life stories from the area.

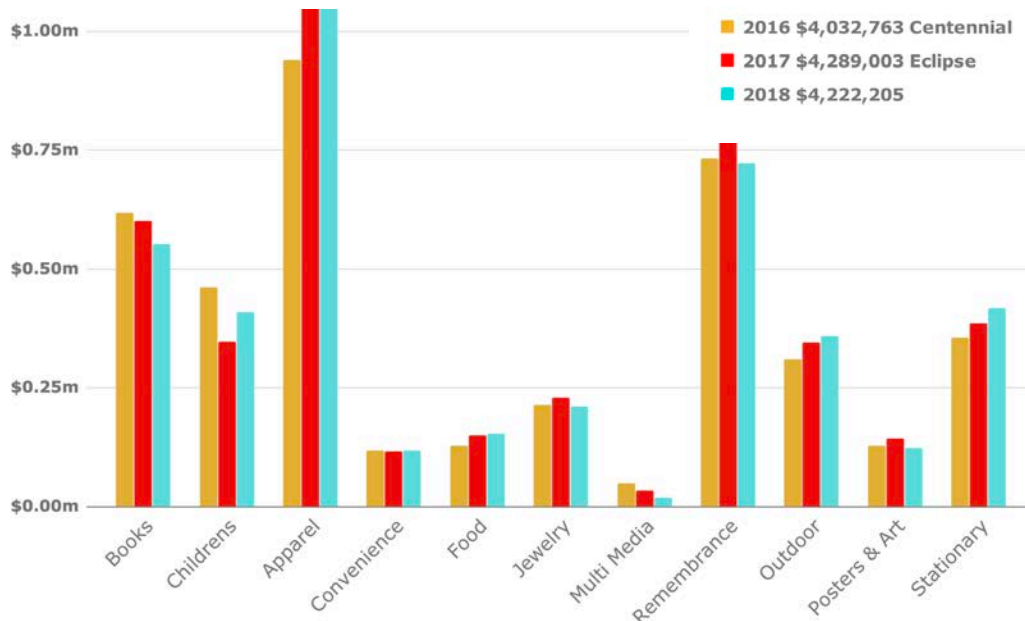
APPAREL

Higher price point apparel items were added to our clothing line resulting in an increase of sales.

STATIONARY

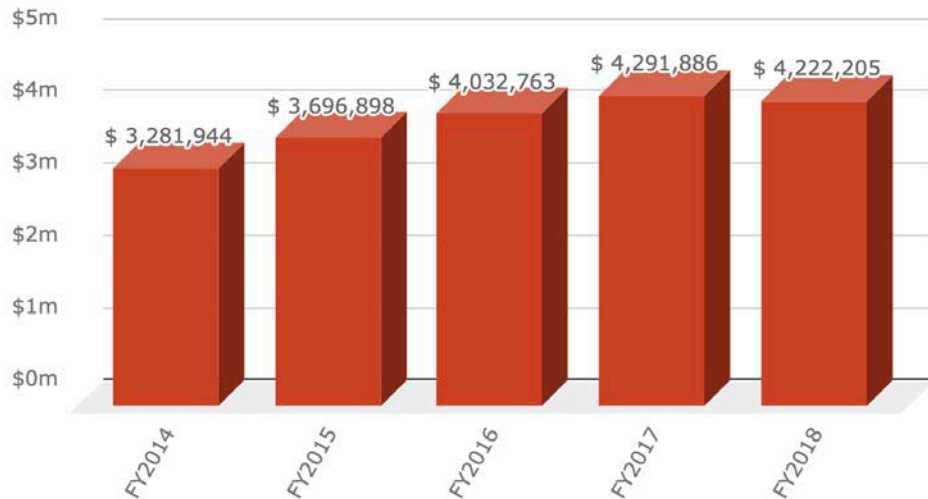
Stationary has the highest number of units sold. An increase in retail cost should result in an increase of revenue for 2019.

3-year Sales Comparison by Department

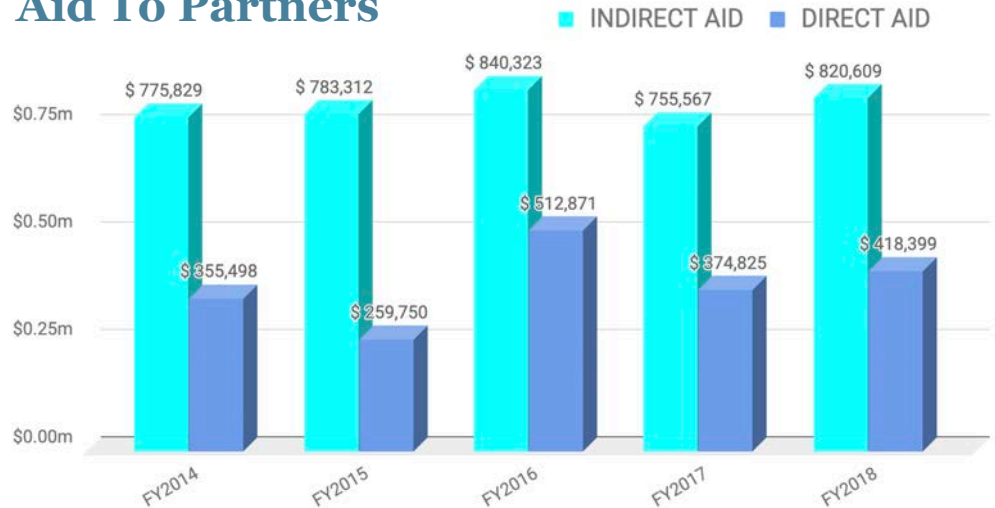


Revenue, Expenses & Aid

Revenue



Aid To Partners



Sales and Operating Expenses



2018 Categories of Aid to our Partners

- **\$418,399** in cash donations, which are provided for a host of educational, historical, interpretive, and scientific projects, including publications and digital media.
- **\$820,609** for in-kind services, which primarily cover salary expenses at visitor centers in Grand Teton National Park, the National Elk Refuge, and Bridger-Teton National Park.

Five Year Highlights

2016 was the NPS Centennial with record visitation to Grand Teton National Park.

2017 was the year of the total eclipse which resulted in record high sales but also higher operating expenses.

Events & Outreach



Plein Air for the Park

Grand Teton National Park served as both the location and inspiration for the seventh annual Plein Air for the Park fine art exhibition and sale. During the July, 2018 event, GTA welcomed thirty eight Rocky Mountain Plein Air Painters to Grand Teton. Artists from across the U.S. captured magnificent Teton landscapes on canvas and celebrated their work at an opening gala reception held in the gallery of the Craig Thomas Discovery and Visitor Center in Moose. The gala was followed by 3-day art sale where eighty pieces of plein air art were sold to benefit GTA.



Wild and Scenic Rivers Act 50th Anniversary

In October, GTA, in cooperation with the Teton Plein Air Painters, joined Bridger-Teton National Forest in commemorating the 50th Anniversary of the Wild & Scenic Rivers Act. Painting demonstrations took place along the Snake River, followed by a community open house and art sale.

Youth Paint Out

This one-day, free event engages youth with art to inspire a connection with the natural landscape. The focus of this third annual event was to provide younger artists an opportunity to receive one-on-one instruction from professional artists, and a chance to discuss their and improve their painting skills.



Artists, Writers & Photographers in the Environment Series

This free program series gives the public an opportunity to interpret the iconic Teton landscape through art, photography and writing. In the summer of 2018, over 200 people were mentored by renowned, local artists, writers, and photographers during nine community programs.



Over 1,500 Program Participants!

Impact Story

Great Gray Owl research supported by Grand Teton Association's Boyd Evison Fellowship.

Great Gray Owls are one of the Greater Yellowstone Ecosystem's most iconic bird species, but remain one of the least-studied raptors in North America.

Katherine Gura, this year's recipient of Grand Teton Association's Boyd Evison Graduate Research Fellowship, hopes to change that. Gura is master's student in the Department of Zoology and Physiology at the University of Wyoming.

The Boyd Evison Graduate Research Fellowship was established in honor of Boyd Evison's service to the National Park Service and Grand Teton Association. The fellowship provides financial assistance for conservation-related research in the Greater Yellowstone Ecosystem. In the past, the Fellowship has supported research on butterfly biodiversity, bison DNA, and the resilience of a unique spider species in the face of climate change.

Gura's study will be the first to collect detailed information on the habitat characteristics that

control Great Gray Owl (*Strix nebulosa*) territory selection and reproductive success. The research will help provide an understanding of resource needs for the species, enabling more successful management strategies.

The research study area lies between the Snake River Canyon and the southern boundary of Yellowstone National Park, and includes National Forest, National Park, and privately owned land.

Over the course of 2018 Gura has outfitted nine male Great Gray Owls with GPS transmitters. The data from the transmitters will allow her to establish the locations of the males and assess the habitat types and the range size used by the species.

Next year, Gura will capture and tag another eight male owls. She aims to complete her analysis in the spring of 2020, at which point her findings will be made available to researchers, wildlife managers and the general public.



Katherine Gura, this year's recipient of Grand Teton Association's Boyd Evison Graduate Research Fellowship studies Great Gray Owls in the Greater Yellowstone Ecosystem. Photo ©Katherine Gura.

A photograph of Katherine Gura, a woman with a headlamp, smiling and holding a Great Gray Owl. The owl has large yellow eyes and is perched on her hand. The background is dark, suggesting a nighttime setting.

**\$150,000 to support
16 research projects
since 2005**

Grand Teton National Park |

Impact Story

Grand Teton Association Education Associate becomes permanent staff member at Grand Teton National Park.

Katie Tozier first moved to Jackson Hole in the fall of 2013, with a volunteer position in Education and Outreach for Grand Teton National Park. Shortly into her first winter season, Katie's role changed to an Education Associate with Grand Teton Association (GTA), during which time she focused on curriculum-based educational programs in the park, local classrooms, and distance learning. For the next six winters, Katie reached thousands of students and adult learners alike through snowshoe hikes, snow science field trips, ranger reader programs, and the distance learning phenomena, Snow Desk!

In the subsequent six summers, Katie worked seasonally for the National Park Service (NPS) as an Interpretive Park Ranger at the Laurance S.



Katie leading a Ranger program ©Katie Tozier.

Rockefeller Preserve, an Interpretive Specialist for the Branch of Business Resources, and a Lead Interpreter at the Craig Thomas Discovery and Visitor Center, for two summers each, respectively. This August (2019), she'll begin a new, permanent, adventure with the NPS as the Secretary to the Superintendent's Office in Grand Teton National Park. She is incredibly grateful for her community in Grand Teton, and for the specific opportunities that Grand Teton Association provided her career ladder.

“GTA has been so generous to me and the larger Grand Teton National Park family by creating positions for interpretive and educational naturalists to do this good work year round.”

-Katie Tozier, Secretary to the Superintendent's Office, GTNP



50 GTA Associate positions over the last 5 years

Katie Tozier (top right), at Grand Teton National Park's Snow Desk; a GTA-funded program broadcasting live to schools across the country. Photo ©National Park Service.

National Elk Refuge |

Impact Story

Grand Teton Association Winter Naturalist becomes permanent staff member at the National Elk Refuge.

For over ten years, Grand Teton Association has supported winter naturalists at the National Elk Refuge. These naturalists provide environmental education programs for students and visitors to the National Elk Refuge. After five seasons as a winter naturalist, Kari Cieszkiewicz was selected as the permanent, full-time Environmental Education Specialist for the National Elk Refuge.

After graduating with a degree in History from Purdue University in 2011, Kari moved to Utah to work as an Interpretive Park Ranger for Natural Bridges National Monument. Kari loves being a voice for wildlife, especially predators. She moved to Wyoming and began working at the National Elk Refuge during the winter seasons in 2015. Kari has worked 12 seasons over the last seven years as an Environmental Educator and Interpreter. The focus of her professional career has been within the Greater Yellowstone Ecosystem.



In her new role, Kari will serve as the Environmental Education Specialist at the National Elk Refuge where she will be the lead on expanding the refuge's environmental education programming. This position is key to advancing our vision of ecological sustainability on NWRS lands, and using those lands as examples of successful conservation to effectively engage the public from Jackson and surrounding areas.

This job placement is an excellent example of the way in which Grand Teton Association is able to support young professionals in achieving career goals in working with federal agencies.



**354 programs for over
19,000 participants
with GTA support**

Kari Cieszkiewicz leading
a children's program at
the National Elk Refuge.
Photo ©US Fish &
Wildlife Service.

Bridger-Teton National Forest |

Impact Story

Grand Teton Association facilitates the creation of a Bridger-Teton National Forest Friends Group.

In October of 2018, vision became reality when Sarah Walker became the first Bridger Teton National Forest (BTNF) Friends Coordinator. This position, while formally hosted by Grand Teton Association in 2018, works with BTNF staff to identify forest wide priorities and coordinate, liaise, support and facilitate community based projects throughout the forest.

The Friends program is in the midst of securing 501(c)3 status to create a stand alone nonprofit by the end of 2019. The new group's plans for next year include support and expansion of the Dispersed Camping Ambassador Program, Support of the Wyoming Range National Recreation Trail Crew, and growing their Board and Community Advisor Program. We look forward to seeing what the future hold for this well-loved National Forest.

Since this initiative got off the ground in October of 2018, we are proud of the work accomplished so far including:

Hosted

6

Focus group meetings with each BTNF Ranger District.

Hosted

6

Community Forums to identify where community support and Forest need overlap.

Hosted

50+

meetings with invested individuals and partner organizations to better define the Friends group mission.

Built

1

website, donor database system, email system and social media presence to lay a strong foundation for communications.

Connected

200

volunteers with Forest Service staff for on-the-ground volunteer projects.

Organized

12+

Partners for a Forest Friends Wyoming Public Lands Day Celebration.



BTNF branches out with first Friends Coordinator

Sarah Walker is the first Bridger Teton National Forest
Friends Coordinator. Photo ©Sarah Walker.

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“With the Association’s critical support, millions of visitors have a suite of high-quality opportunities; and youth — who would never otherwise experience this place — get to discover its magic.”

-Megan Kohli, Acting Chief of Interpretation and Partnerships, GTNP



Sunrise over the Sleeping Indian from the National Elk Refuge. Photo ©Cary Judd.