



GRAND TETON  
ASSOCIATION

## **2019 Impact Report**





## Telling Our Story

For over eighty years GTA has been a partner in stewarding the future of the public lands we love. In 2019, we advanced a branding initiative to help visitors better understand the work that we do and the impact of their GTA purchase. We are proud of our impact and we wanted to share that with every visitor at every one of our locations.

### This has resulted in:

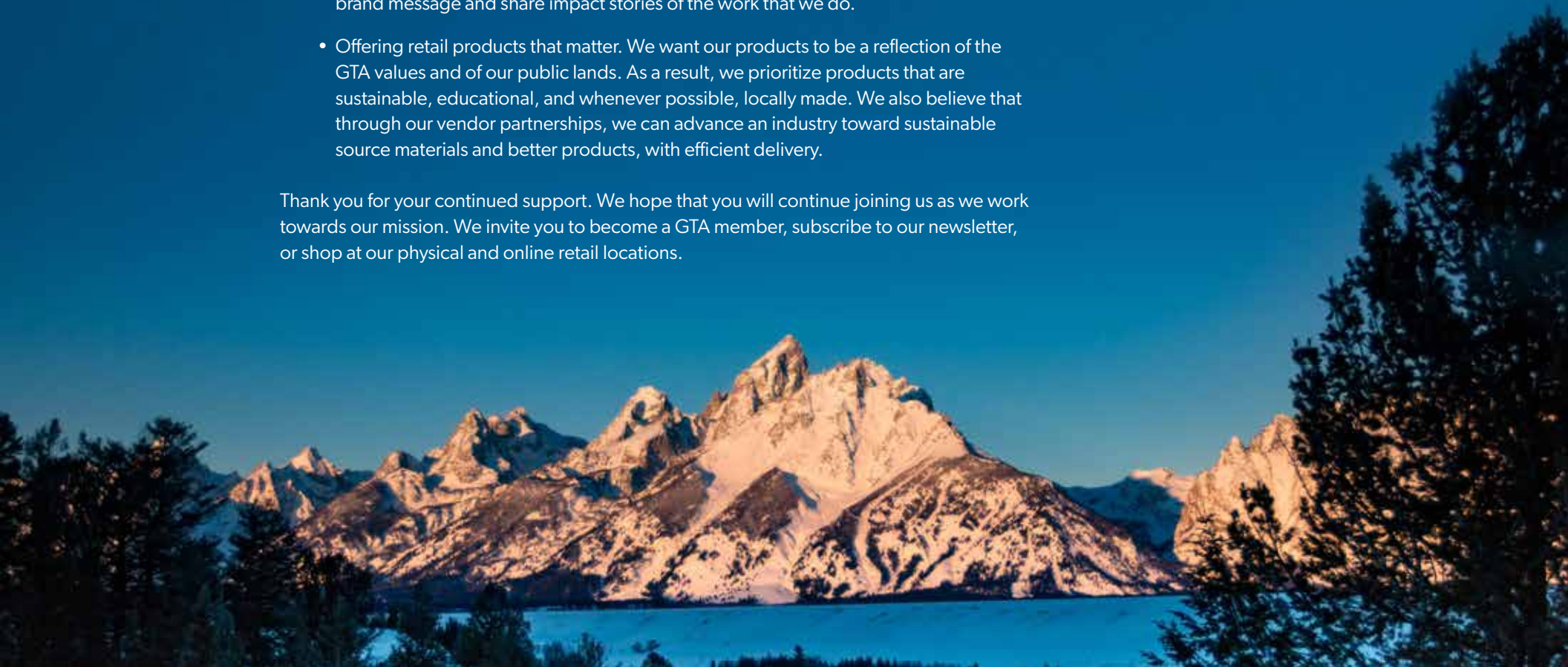
- Clearly defining our impact through “100% Profits to Public Lands.” We mean it, and are committed to making each retail dollar go to the program priorities of our agency partners at the highest level possible.
- Differentiating our brand to shoppers. Area visitors have a choice in retail, and we want all to know that when they shop GTA, they choose to put their money towards making a difference. To that extent, all of our large retail locations will highlight our brand message and share impact stories of the work that we do.
- Offering retail products that matter. We want our products to be a reflection of the GTA values and of our public lands. As a result, we prioritize products that are sustainable, educational, and whenever possible, locally made. We also believe that through our vendor partnerships, we can advance an industry toward sustainable source materials and better products, with efficient delivery.

Thank you for your continued support. We hope that you will continue joining us as we work towards our mission. We invite you to become a GTA member, subscribe to our newsletter, or shop at our physical and online retail locations.



**April Landale**

*Executive Director*



## Our Impact

# TELLING OUR STORY THROUGH THE GTA Brand

➤ **GTA takes big steps in speaking to its audience.**

For over 80 years, Grand Teton Association (GTA) has supported the educational initiatives of its agency partners by contributing 100% of sales profits from its retail locations. In 2019, GTA began working with local marketing and creative agency, Cultivate. These efforts identified an opportunity to increase organization impact by clarifying GTA's mission and strengthening its organizational brand. GTA firmly believes that when visitors better understand the positive impact their purchase has in support of public lands, they would choose a GTA retail location over other businesses.

Cultivate and GTA together began a large audit of all of GTA's marketing and communication efforts, as well as the current brand. After much research, a key component emerged: most of GTA's marketing talked about the projects they supported and the partnerships they had.

While these stories were important, they were leaving out a key component of how their audience could enter their story, which was their retail stores. Together they set forth a vision that shifted their organizational brand and marketing to optimize the support of public lands through retail operations. Once this shift occurred, it opened up a tremendous amount of growth and success potential by asking their public land visitors to join this effort by shopping at GTA retail locations. With this new awareness, visitors are becoming more inspired to support and shop!

Throughout the past year, marketing, signage, and countless other organizational pieces were updated to reflect this change, just in time for a new busy summer season.





**“ It’s refreshing to look to the right and left and find partners standing with you, supporting in meaningful ways. Grand Teton Association is just that partner, and provides support so together we can educate, interpret, and inspire.”**



**Clay Hanna**

Branch Chief of Visitor Engagement  
Grand Teton National Park



## ➤ Our Impact

# Spreading Teton Creativity Throughout the World



### ➤ GTA looks to its own backyard for inspiration.

Mountain towns often have a way of attracting fiercely independent creatives, and Jackson Hole is no exception. Grand Teton Association began to take note of the many local artists in the area, and to envision what it would look like to bring their creativity into their retail locations. Not only would this be more environmentally friendly, it would also support and help boost the local “makers” economy.

GTA decided to launch the *Grand Teton Art Project*, an initiative to begin featuring this local artwork in goods that could be purchased by many of the 2.6 million visitors the area receives every year. The first featured artist was illustrator and muralist Haley Badenhop. Haley had

begun making a name for herself through a number of murals that had graced a few blank walls on the streets of Jackson. She was excited to work on the assignment, which was to create an educational illustration of the Teton Range to help visitors learn the names of each peak. The beautiful resulting illustration was placed on a number of eco-friendly items, including organic cotton shirts, hats, and reusable drinkware, which were placed in a number of retail locations including the Jackson Hole airport. Not only did the pieces sell very well (748 products sold so far as of June, 2020), GTA was able to further environmental practices within the area, as well as put some money back into the pocket of a local artist. A win on all fronts!





**“At a time when funding for our local public land agencies is critical, I am proud of Grand Teton Association as it continues to adapt to provide enduring support for its partners.”**



**Nick Delmolino**

GTA Board Vice-Chair

Director of Advancement

Teton Raptor Center



## ➤ Our Impact



# GTA's Sustainability Efforts

## ➤ GTA steps up their environmental efforts.

Part of the privilege of supporting the vibrant future of this incredible landscape means that GTA's daily decisions have a great impact on the long term health of the area. GTA takes their stewardship role of this place very seriously. Partner Grand Teton National Park has long advanced environmental stewardship through programs such as the Zero Landfill Initiative, recycling education and outreach programs, and Green Your Visit promotion. Park partners such as the Grand Teton Lodge Company, Signal Mountain Lodge, and the Jackson Hole Airport have joined this effort by developing their own

highly impactful sustainability programs. These innovators are now industry leaders and form a collective that prioritizes the stewardship of Grand Teton National Park and the region's iconic landscapes and waterways. GTA is proud to be a part of this team advancing sustainability and stewardship in all they do.

While these efforts post daily challenges, GTA strives to incorporate sustainability into everything they do; by choosing retail partners who share our same values, products that educate and amplify sustainability messages, and organizational operations that tread lightly on the land.

## Making it happen.

We've been busy working to make our operations more green. Here are a few changes we've made:

- Re-using and recycling all GTA warehouse packaging materials
- Recognizing visitors and shoppers who use reusable bags by offering a special "Earth Heroes" sticker
- Prioritizing vendor partners who illustrate sustainable practices in their source material, production, and shipping
- Implementing zero waste practices
- Working towards a carbon neutral status for employee and business travel by 2021





**“ We have both admired the work done by the Grand Teton Association for many years. The educational information they offer provides visitors a basis on which to appreciate and enjoy the landscape, and we have found the stores in the visitors centers ideal for purchasing gifts, knowing that at the same time we were supporting the work of GTA.”**



**Pete & Jean Jorgensen**

Past GTA board representatives  
and lifelong members





## Our Mission



### PROJECT HIGHLIGHT:

## **BTNF Forest Friends Ambassador Program**

➤ **Partnership: Bridger-Teton National Forest**

➤ **2019 GTA Contribution: \$133,848**

Sponsored by Grand Teton Association, Friends of the Bridger-Teton became a free-standing 501(c)3 in 2019. Through education and community mobilization, Friends of the Bridger Teton partners closely with the BTNF staff to address increasing visitor use at areas like Spread Creek, Toppings Lake, and Shadow Mountain through signage, a volunteer camping ambassador program, and other infrastructure supports.



### PROJECT HIGHLIGHT:

## **Elk GPS Collar Research**

➤ **Partnership: National Elk Refuge**

➤ **2019 GTA Contribution: \$14,000**

Grand Teton Association continued its partnership with the National Elk Refuge by providing funds to purchase 44 GPS collars for cow elk in order to provide important location information. Elk location data collected from the collars help wildlife managers map elk movement and habitat use, design hunting seasons to meet objectives, monitor the effects of wolves on elk density, and evaluate the effects of elk density on potential disease transmission.



### PROJECT HIGHLIGHT:

## **Grand Teton Guide**

➤ **Partnership: Grand Teton National Park**

➤ **2019 GTA Contribution: \$35,000**

The Grand Teton Guide offers vital information to every visitor of the park. GTA helped produce 263,500 of these comprehensive guides to provide year-round single and multi-day visitors with up to date information on natural history, visitation considerations, and scheduled events. The Grand Teton Guide continues to be one of the best ways to reach everyday visitors and enhance their park visit.



## 2019 By the Numbers



**\$4.1 million**

TOTAL RETAIL SALES



**\$401,633**

DIRECT AID GIVEN  
TO OUR PARTNERS



**\$1.06 million**

IN-KIND AID GIVEN  
TO OUR PARTNERS

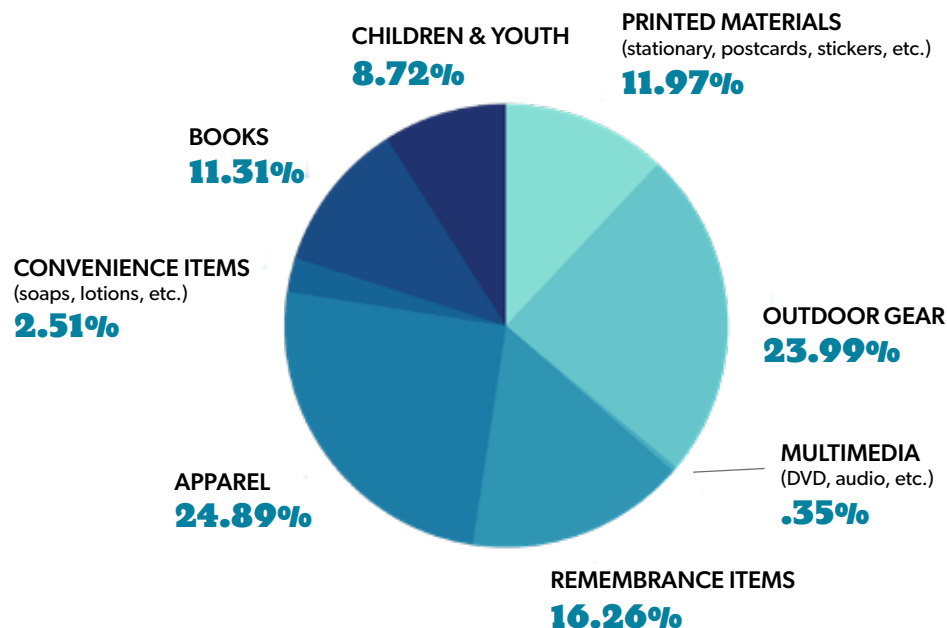






# ➤ 2019 Sales Trends

## Sales by Department



## Online Sales Growth

# \$26,500

ANNUAL SALES AVERAGE  
(based on last 3 years)

# ↑ 17.95%

SALES GROWTH 2017-19

## Product Insights

These were the items that seemed to resonate the best with our customers.



### Educational

Books, maps, and other education materials continued to be strong sellers, and continued to help us accomplish our mission of educating our visitors.



### Sustainable Goods

Items that incorporated sustainable materials, recycled packaging, and profits supporting good causes were all popular.



### Hydration Products

Items such as water bottles and mugs continued to be very popular.

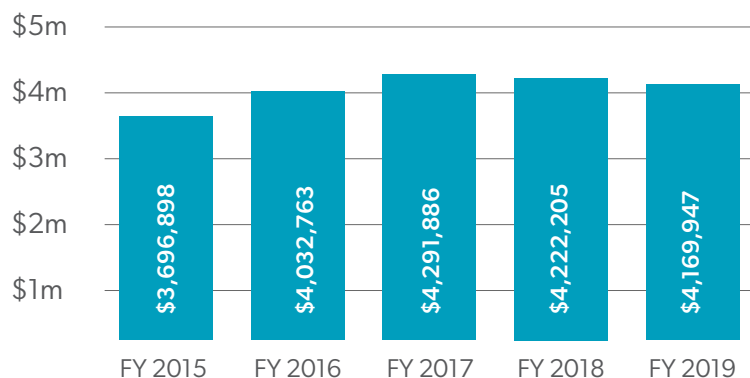


### Locally-sourced

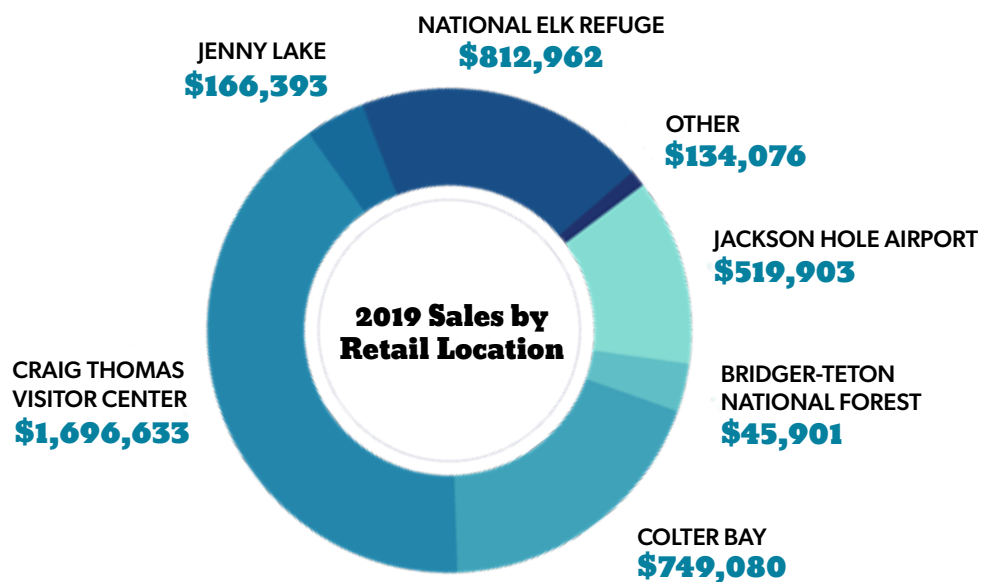
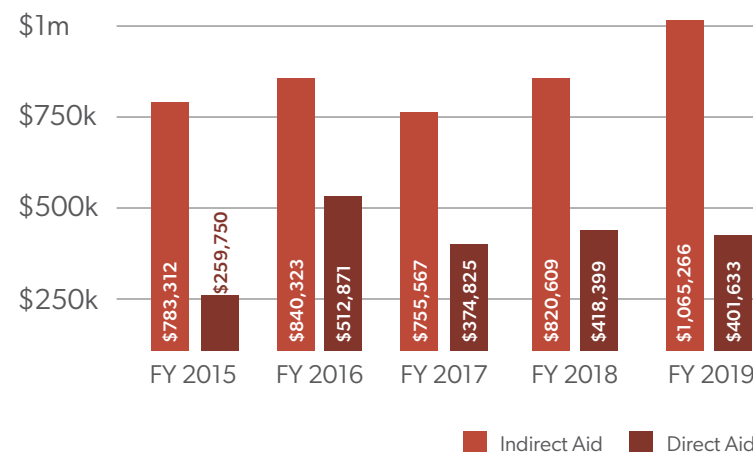
Items from local sources, such as honey, tea, and bitters also sold well.

# Revenue, Expense & Aid

## 5-year Revenue



## Aid to Partners



## Type of Direct Aid to Partners



INTERPRETATION &  
VISITOR EDUCATION  
**\$245,747**



FUTURE PROJECTS  
& PLANNING  
**\$86,886**



SALARIES & TRAINING  
**\$69,000**





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