

2021 Impact Report



MESSAGE FROM THE EXECUTIVE DIRECTOR



April Landale

Executive Director

As we entered the second year of the Covid-19 pandemic, Grand Teton Association (GTA) continued to lean in to support agency partners and visitors to public lands. Prioritizing employee health and wellness amid evolving operational guidelines and a continued interest in visiting public lands kept the Grand Teton Association team responsive and nimble.

Many retail locations were not able to be open to the public during 2021. This included USFS locations where retail locations were located in administrative office suites and the Jackson Hole and Greater Yellowstone Visitor Center. These locations transformed and set up interpretive stations outside where visitors could still access valuable information, while keeping everyone safe.

Our work didn't stop with interpretative product support. In 2021, GTA;

- **Committed** to a culture of care by prioritizing an employee wellness program and reducing work hours.
- **Implemented** health and safety guidelines with masks, plexi barriers, and occupancy restrictions at all open locations.
- **Visioned** a multi-agency communication poster to provide visitors with information on the most relevant recreational differences between public land use in the Teton Region.
- **Supported** agency partners with seasonal and full-time staff salary support at a time when boots on the ground was a priority.
- **Innovated** to support visitors where they needed it most. Our mobile interp van was a steady presence on Mormon Row and at Jackson Hole Mountain Resort, supporting thousands of visitors.
- **Deepened** our commitment to our values of stewardship, collaboration, integrity, in partnership, products, and employee support.

As a result of adaptability and innovation, Grand Teton Association sales hit a record high and just as importantly, revolutionized the way we support our agency partners and visitors. We are dedicated and inspired as we envision the pathway of possibilities that lie ahead.

Sincerely,
April and the GTA team



"It has been our privilege to have worked with the Grand Teton Association for the past eight years. Over the last two years, we have seen a commitment and resilience by this association to continue its support of our public lands in the midst of the pandemic. We commend and will continue to support GTA in any way we can. But more importantly, we thank the Grand Teton Association for the opportunity to do so."

YONG & DARRELL GALLOWAY
GTA ASSOCIATES

2021 By the Numbers

REVENUE

\$4.43M

2020 \$2.2M
2019 \$4.17M
2018 \$4.22M

DIRECT AID GIVEN TO OUR PARTNERS

\$529,112

GTNP \$393,414
NER \$120,259
BTNF \$15,439

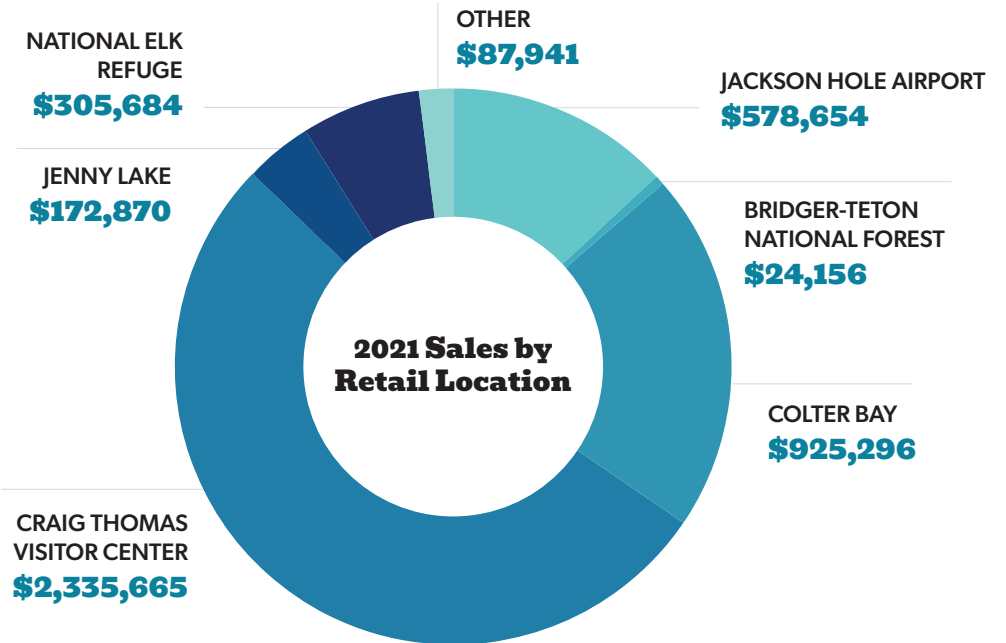
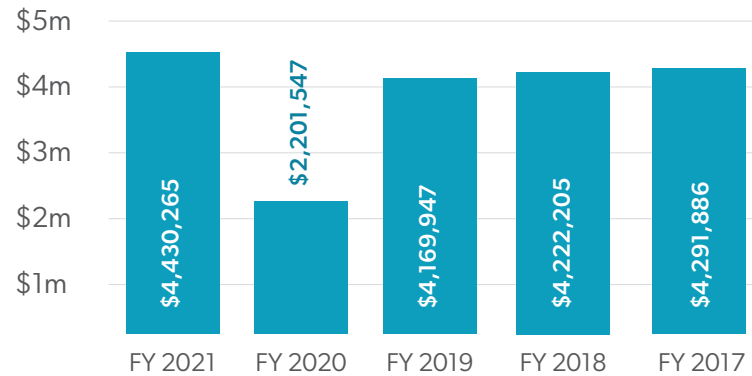
INDIRECT AID GIVEN TO OUR PARTNERS

\$541,448

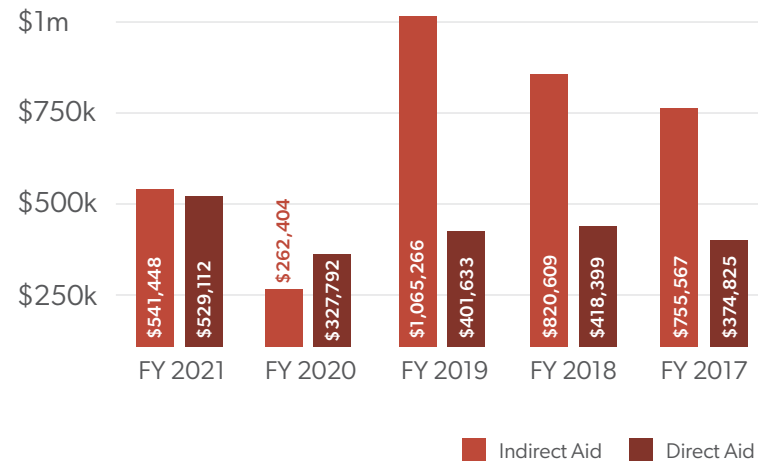
GTNP \$446,899
NER \$94,549



5-year Revenue



Aid to Partners



Type of Direct Aid to Partners



SEASONAL INTERPRETIVE
SUPPORT

\$188,934



INTERPRETIVE MATERIALS
SUPPORT

\$41,830



OUR IMPACT

Supporting public lands with every mile

In response to increased visitation, a second summer of managing the impacts of COVID-19 and changes in visitor use patterns, GTA collaborated with agency partners to pilot a mobile unit to provide essential information and interpretive products at high use public land sites.

Staffed with enthusiastic GTA volunteers, this van spent much of the summer at Mormon Row in Grand Teton National Park. Settled there, thousands of visitors could learn the history of the Mormon settlers and gain essential information to support their visit.

During the month of August, the van was located at the base of the clock tower at Jackson Hole Mountain Resort where Bridger-Teton National Forest volunteers joined GTA to support visitors.

The van was a huge success meeting visitors in popular places, with over 1500 hours of volunteer support. Grand Teton Association looks forward to providing another inspiring year of support in 2022.





Luxianna Watkins

OUR IMPACT

Interpretive support for the busiest season on record

In 2021, GTA Associate Luxianna Watkins joined the Grand Teton Association full time as a media associate for Grand Teton National Park. In this role, she works on a variety of print and digital projects to create engaging, informative, and enjoyable media for the park and help visitors create memories for a lifetime.

The communications she produces are also important to help share safety messaging, especially during fluctuations in COVID-19 protocol and during time periods with high fire danger. In her work, she also draws from her 2017 experiences as a NPS Academy intern in Grand Teton National Park and previous experiences at Craters of the Moon, Canyonlands, and the National Capital Region. Grand Teton Association and Grand Teton National Park are excited to have Luxianna as part of the team!

2021 GTA SEASONAL INTERPRETIVE SUPPORT

NPS
\$117,000

BTNF
\$25,434

NER
\$46,500



"During these last few years, the pandemic has forced everyone to communicate, collaborate, and persevere in new and dynamic ways. Partnerships and operations were put to the test and at every turn, Grand Teton Association and Grand Teton National Park became stronger together. The park team is deeply appreciative for the creativity and flexibility GTA exuded during these constantly changing times. Together, we continued to change young lives, greeted and supported millions of visitors, and protected the spectacular natural and cultural resources in the park."

VICKIE MATES
CHIEF OF INTERPRETATION AND PARTNERSHIPS
GRAND TETON NATIONAL PARK



OUR IMPACT

Supporting the education and interpretive needs of increased visitation

GTA supports the publication of educational and interpretive materials for all our partner agencies to meet the evolving needs of visitors.

During the Covid-19 pandemic, visitation increased dramatically with a record number of first time visitors to public lands. In response, Grand Teton Association developed the multi-agency resource use map to deepen visitors' understanding of the differences in land use regulations between our three agency partners.

2021 GTA INTERPRETIVE MATERIALS SUPPORT

NPS
\$40,288

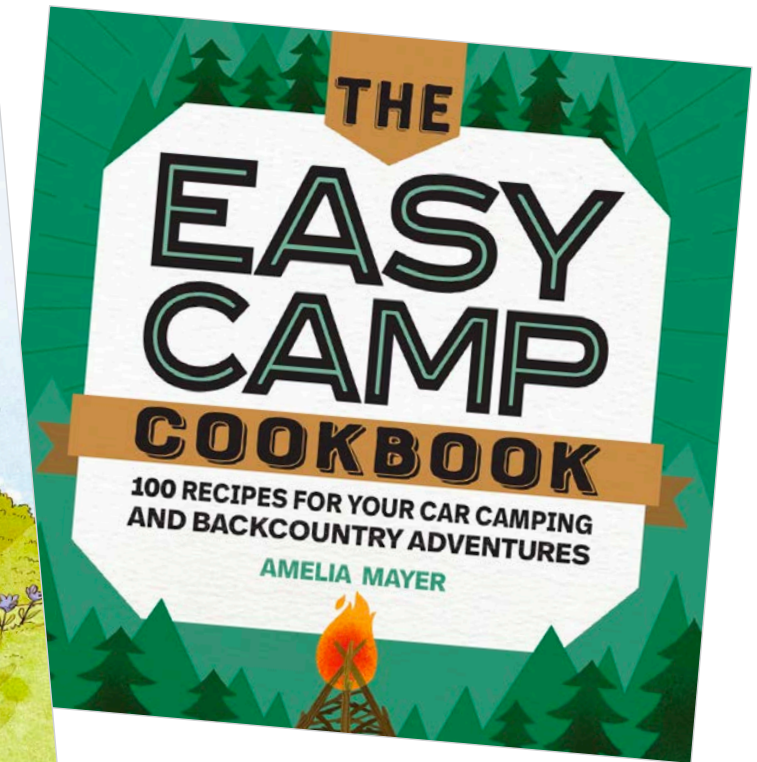
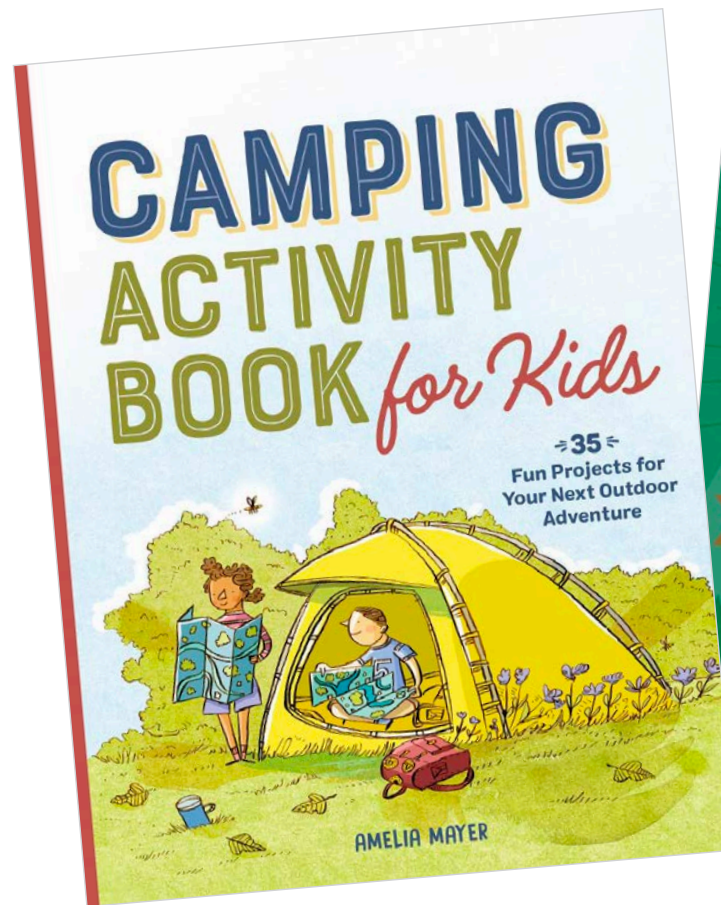
BTNF
\$131

NER
\$1,411



"GTA staff and volunteers carried the refuge through that tough COVID-19 transition and provided wonderful opportunities for the public to continue to engage with the refuge. The flexibility and out-of-the-box thinking from those working in the visitor center meant we were still able to provide a fulfilling refuge experience for visitors, even when the center was closed."

RAENA PARSONS
VISITOR CENTER MANAGER,
NATIONAL ELK REFUGE



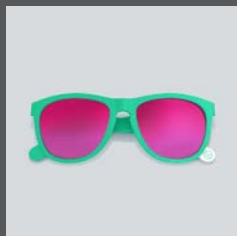
PRODUCT INSIGHTS

GTA Product Partner Highlight

Grand Teton Association is proud to work with local artists and writers who share our passion for public lands. Amelia Meyer is a local author who draws on her experiences living and adventuring in Grand Teton National Park with her five children, husband, and dog. She works to educate, inspire, and share even the rough moments in her books, on her website, and via social media. Her publications highlight activities that connect kids to natural landscapes and also provide valuable insights for parents too. A perfect gift for someone in your family!

Amelia's books can be found in most GTA bookstore locations.

Sustainable Products



Tikos Sunglasses

Introducing Tikós Sunnies - made with 100% recycled ocean plastic frames and polarized lenses. 15% of profits support the National Park Foundation helping protect our oceans and parks.



Night Sky Water Bottle Sling

Did you leave your water bottle at home because you ran out of pockets or didn't want to carry it? Keep both hands free while you are adventuring, with this GTNP night sky water bottle sling.



ChicoBag Bamboo Utensil Set

These sustainable bamboo utensils provide a lightweight, long-lasting alternative to disposable silverware.



Night Sky Backpack

It's a walking hydration station, with two pockets for water bottles and storage area for a hydration reservoir—not to mention ample room in its top-loading pack for snacks and your gear.

SUSTAINABILITY INITIATIVES

Grand Teton Association strives to incorporate sustainability into everything we do.

We stand on the shoulders of giants. Grand Teton National Park (GRTE) 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 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. Grand Teton Association is proud to be a part of this team advancing sustainability and stewardship in all we do.



GRAND TETON

ASSOCIATION

100 Headquarters Loop - Box 70
Moose, WY 83012
307.739.3606

grandtetonassociation.org