OUR MISSION
The mission of the Grand Teton Association is to increase public understanding, appreciation, and enjoyment of Grand Teton National Park and the surrounding public lands, through aid to the interpretive, educational and research programs of these partners.

OUR VISION
Our vision is to inspire an appreciation of the unique natural and cultural heritage found in Grand Teton National Park and the Greater Yellowstone Ecosystem. Through appreciation we seek to instill an understanding of how conservation and preservation of these components enhance the quality of life for current and future generations.

OUR PURPOSE
Publishing, buying and selling materials calculated to stimulate public interest in Grand Teton National Park and the Greater Yellowstone Ecosystem specifically, the national parks in general, western history and natural history.
In 2016, we celebrated 100 years of the National Park Service. The national parks, “America’s best idea,” fulfill a critical need in our country, for our citizens and for the world. These protected places enable visitors to connect with our nation’s history and the natural world. Being able to renew and reconnect with what makes our country special is a gift to everyone who visits, especially in these tumultuous times.

Grand Teton Association now also achieves a milestone. In 2017, we celebrate 80 years of supporting Grand Teton National Park, the National Elk Refuge, and our two forests, the Bridger-Teton National Forest, and until recently, the Caribou-Targhee National Forest.

These three areas are a critical part of the Greater Yellowstone Ecosystem, each essential for the others to thrive or survive. They share many of the same animals, vegetation, and geology, and of course, millions of visitors.

GTA has become critical in helping the agencies that manage these spaces by not only allowing them to provide the excellent services the public has come to expect, but now even the ability to provide the basics because of increased visitation and decreased federal budgets.

During the NPS Centennial year, visitor numbers rose from 4.3 million to 4.8 million, reaching a new record for Grand Teton National Park. The extra stress of more visitors makes the role of providing accurate information essential. GTA continues to provide funding for services and items that extend the reach of our park, forest, and refuge.

For the first time, GTA hit over $4 million in sales. This was achieved despite the Berry Creek Fire road closure, which shut down the road into Yellowstone for the August 25 Centennial Celebrations. Many thousands of visitors and tours had to leave GTNP and go another route to reach Yellowstone because of the largest wildfire in our park’s history. August is the largest sales volume month for our stores, yet even with this handicap, GTA had a record year.

GTA’s increasing revenue provided plentiful support in 2016, including the following projects:

- Support for search and rescue rangers by purchasing food for rescues, specialized equipment and training and education programs to reduce fatalities.
- Publishing trail guides, information brochures, the Park Guide handed out at the entrance stations, and publishing our book The Best of Grand Teton National Park in Mandarin to give our large influx of Asian visitors the necessary information to visit safely and get the best information on the park.
- Salaries for interpreters in our visitor centers and various free programs around the park.
- Support for the Junior Ranger Program.
- Research through the Boyd Evison Graduate Fellowship.
- Salaries and supplies for the Snake River Fund on the Bridger-Teton National Forest for river safety and interpretation.
- Over $80,000 in elk collars on the National Elk Refuge for research.
- GTA built an employee house in place of an old garage for GTA use, an important project in a housing market that has inhibited hiring and retaining employees to meet the growing demand brought on by visitation and a skyrocketing cost of living in Jackson Hole.
- GTA made a new style of donation boxes for our large visitor centers that dramatically increased the amount of money for programs like the Junior Ranger program.
- The 5-year financial plan that was put into place to fund all accounts made significant advances and will be completed now in 3 years. This puts GTA finances in an excellent position moving forward.

It has been an honor and a privilege to be the executive director of this great organization and to watch the growth, progress, and support that has been achieved, but there is much more work that needs to be done in the next 80 years.

“Tis year, Grand Teton Association achieved our greatest impact ever, offering 4.8 million visitors publications and products to enrich their Grand Teton experience during the National Park Service 2016 centennial.”

- Jan Lynch, Grand Teton Association Executive Director
Once again GTA demonstrated its support for the Jackson community by participating in local events. In addition to the Elk Fest, Eco Fair and Old Bill’s Fun Run for Charities, GTA had a booth at Wild Science, an event geared toward school-aged children and featuring information for the next generation of scientists, conservationists and rangers.

Local Artisan Day
Twenty vendors and authors showcased their work in the Moose visitor center for one day in August. Artisan Day enabled visitors to purchase locally made products ranging from peanut brittle to candles and soaps to clothing and jewelry. Authors offered insights about their books and provided autographs.

Artist in the Environment Workshop Series
The annual Artist in the Environment program kicked off June 11th and continued on the second Saturday of each month through September 10th. The workshops conducted at various locations within Grand Teton National Park, were by local artists, writers and photographers.

Plein Air for the Park
The 2016 Plein Air for the Park event featured 37 artists painting in open air between July 3rd and 16th. A gala was held on July 13th which formally opened the show. Revenue from sold paintings was split between Rocky Mountain Plein Air Painters (60%) and Grand Teton Association (40%). Gross revenue exceeded $60,000.

“The Grand Teton Association assisted in serving and connecting with a record number of visitors last year. We are extremely grateful for their efforts as they are an integral part of the Grand Teton experience.”

~ David Vela, Grand Teton National Park Superintendent
2016 marked an historic year for Grand Teton National Park. Grand Teton Association stood right by our side to celebrate the centennial year of the National Park Service. The collective Centennial goal of the NPS was to “…connect with and create the next generation of park visitors, supporters, and advocates.” Together we did and together we will continue to reach out and engage the global community in their parks. What follows are a few highlights of what we accomplished together.

With GTA’s help, the park designed and produced a Centennial exhibit at the Craig Thomas Discovery and Visitor Center. It displayed a timeline of NPS history, a place for participants to see themselves, and a board to share thoughts.

Visitor centers and the town of Jackson were decorated with NPS banners. Visitors could pose in a photo booth or Instagram frame with photo props, and participants had access to numerous special events. Junior Ranger Day, with an attendance of 800, offered special programs, family activities, and a live performance by The Okee Dokee Brothers. The Jackson High School senior class of 2016 participated in a field trip with leadership and teamwork lessons based on the documentary The Grand Rescue. Superintendent Vela gave the commencement address at their graduation ceremony.

Park staff, volunteers, and Junior Rangers participated in the Jackson 4th of July parade. Education programs provided park visitors, schoolchildren and other youth an enriched park experience. Distance learning programs continue to grow in popularity, reaching over 40 schools across the US and internationally. The park again hosted the NPS Academy spring break program, hiring 8 NPS Academy interns into summer positions.

During National Park Week, over 175 4th grade students attended a geology field trip. The Grand Rescue documentary held two screenings including a forum with the filmmakers. GTA sponsored one of these as a community stakeholder breakfast where 80 friends of the park joined to enjoy the film and share in the centennial celebration.

Not surprisingly, visitation hit a record high at 4.8 million visits for the park. GTA gracefully and effectively handled the increase in traffic in park bookstores and at programs and events.

A highlight was a park team (both park and partners) celebration dinner at Dornan’s, co-sponsored by GTA and GTNPF, to show meaningful appreciation to everyone who played a role in supporting the 100th birthday of the National Park Service.

We could not accomplish a fraction of what occurred during the centennial year of the National Park Service without the unwavering support of Grand Teton Association.

- Victoria Mates, Chief of Interpretation and Partnerships, Grand Teton National Park

Mountains to Main Street is a collaborative partnership between Groundwork USA, The Student Conservation Association, and Teton Science Schools, funded by Grand Teton Association.
National Elk Refuge

“Grand Teton Association’s funding to the National Elk Refuge allows and expands our educational and interpretive programs for visitors.”

- Lori Iverson, Outreach & Visitor Services, National Elk Refuge

The National Elk Refuge was able to make contributions to other organizations to support recreational activities, educational wildlife conferences. This includes:

- “22 in 21” Environmental Conference, focusing on issues within our community and Greater Yellowstone Ecosystem
- Rhy’s Fishing Day, organized by the Wyoming Game & Fish Department
- Don’t Poach the Pelican outreach campaign, developed by the Jackson Hole Conservation Alliance to reduce impacts to wintering wildlife
- Donation to the silent auction at the Rocky Mountain Elk Foundation’s annual banquet
- Donation to the silent auction at the Greater Yellowstone Coordinating Committee’s science conference

Grand Teton Association funds paid for an ad in both the Jackson Hole Picture Map and the Explorer magazine to highlight the Jackson Hole & Greater Yellowstone Visitor Center and the many services offered there. Additionally, GTA funds were used to print Jackson Hole & Yellowstone flip maps, a valuable resource disseminated at the visitor center for wayfinding.

GTA funds also paid for log repair work on the Historic Miller House, a homestead located on the refuge and open seasonally to the public from late May to mid-September. The project is highlighted in a feature story that is posted online at https://www.fws.gov/uploaded-Files/20_21_16_ShinkleLogWork.pdf

A local filmmaker was contracted to put together a short video that described the need for a new visitor center on the National Elk Refuge. The video included footage of congestion at the visitor center as well as interviews with representatives from each of the partnering agencies in the interagency building. A Refuge employee was able to attend both the Association of Partners for Public Lands conference in Spokane as well as the Greater Yellowstone Coordinating Committee’s science conference.

The Refuge used over $60,000 in 2016 to purchase GPS elk collars to monitor elk activity, migration patterns, and summer habitat use. The National Elk Refuge has the largest volunteer program in the U.S. Fish and Wildlife Service’s Mountain-Prairie region. However, the agency no longer receives additional funding to support the volunteer program. GTA funding allowed the Refuge to:

- Purchase recognition items
- Host an end-of-season recognition dinner and social
- Pay for USFWS volunteer uniforms

GTA funding also supported educational programming by purchasing or paying for:

- wildlife identification books to support the refuge’s second grade program
- prizes and promotional items for the winter sleigh ride bingo program and public events
- patches for the Refuge’s Jr. Blue Goose program
- registration to enter a float in Jackson’s July 4th parade
- additions to a staff resource library
- supplies for winter naturalist programs

Additionally, GTA funds allowed the Refuge to partner with the Teton Raptor Center to have live birds at the visitor center during the winter season. The popular Feathered Friday presentations attracted over 2,000 visitors during the inaugural season.

The Refuge used over $60,000 in 2016 to purchase GPS elk collars to monitor elk activity, migration patterns, and summer habitat use.

How busy is the Jackson Hole & Greater Yellowstone Visitor Center on the National Elk Refuge?

October 2016 = 17,448
- up 9.6% from 2015
- up 21.4% from 2014

Year-to-date visitation (January 1 - October 31) = 305,200
- up 5.8% from 2015
- up 12.9% from 2014
- 2013 was affected by October government shutdown
- up 8.3% from 2012
- up 6.0% from 2011

At 305,200 visitors so far this year, we have already surpassed the 12-month totals (January - December) for the following years:

- 2.6% ahead of 2014: 296,479 for the entire year
- 2.6% ahead of 2013: 297,472 for the entire year

Even if we have no increase in visitation for the remaining two months of November - December, and visitation for those two months is identical to last year, our projected year end totals for 2016 will be 336,325. That would be:

- up 9% from 2015
- up 13.4% from 2014
- 9% ahead of 2014
- 9% from 2013
- 8.5% from 2011

Most importantly, our projected visitation of 336,325 will make this the busiest year on record (since 1992) for the Visitor Center.

The above statistics indicate this year’s visitation is not an anomaly, but rather continues a steady trend to increased to the Jackson Hole & Greater Yellowstone Visitor Center.
Bridger-Teton and Caribou-Targhee National Forests

“The Grand Teton Association is helping us become a sustainable asset in the future, as we explore fee programs on the Snake River.”

- Mary Cernicek, Public Affairs Officer, Bridger-Teton National Forest

On the Bridger-Teton National Forest, Grand Teton Association dollars will be used to pay for additional help to begin the application and public process required to take the Snake Corridor into the Fee Demonstration Program. All current river funding beyond part of the river manager’s salary is from grants, outside revenue generation, outfitter donation and outfitter fees. Maintenance backlog, lack of needed infrastructure & safety concerns require this.

Monies from the Grand Teton Donation Account in 2016 made the following possible in the Snake River Headwaters Management Program:

- Over 700 hours of ranger wages for visitor assistance duties from checking in group permits, providing first aid to injured guest, monitoring use levels, inspecting safety equipment, patrolling ramp areas, maintaining facilities, and responding to information requests.
- Providing heavy equipment for a streambank repair project at Pritchard Boat Ramp where large trees from the former BTNF Headquarters were installed into the bank to provide a natural material solution for adding stability and preventing further erosion from occurring.
- Chip sealing the noncommercial parking area at West Table Boat Ramp by the forest river crew.
- The purchase of new rescue vests, specialized life jackets, for the Star Valley Search and Rescue.
- Data processing of monitoring counts collected on boats and people counts taken along the river.
- Pumping of over 3,000 gallons of waste from the Snake River Canyon vault toilets.
- Data processing of monitoring counts collected on boats and people counts taken along the river.
- Payment of over 3,000 gallons of waste from the Snake River Canyon vault toilets.
- Chip sealing the noncommercial parking area at West Table Boat Ramp by the forest river crew.
- Pumping of over 3,000 gallons of waste from the Snake River Canyon vault toilets.

Monies from the Grand Teton Donation Account in 2016 made the following possible in the Snake River Headwaters Management Program:

- Over 700 hours of ranger wages for visitor assistance duties from checking in group permits, providing first aid to injured guest, monitoring use levels, inspecting safety equipment, patrolling ramp areas, maintaining facilities, and responding to information requests.
- Providing heavy equipment for a streambank repair project at Pritchard Boat Ramp where large trees from the former BTNF Headquarters were installed into the bank to provide a natural material solution for adding stability and preventing further erosion from occurring.
- Chip sealing the noncommercial parking area at West Table Boat Ramp by the forest river crew.
- The purchase of new rescue vests, specialized life jackets, for the Star Valley Search and Rescue.
- Data processing of monitoring counts collected on boats and people counts taken along the river.
- Purchase & design of an interpretive sign detailing the partnership required to make the boat ramp repairs possible at Pritchard Boat Ramp completed in 2016.
- Contribution to the partnership dollars required to launch the critical boat ramp repairs required for the West Table and Sheep Gulch repairs to commence in the fall of 2017.

After many years as the interpretive association for the Caribou-Targhee National Forest, Grand Teton Association decided another association closer to their locations would better serve the CTNF. A search of other associations that could fill this need was conducted. Ultimately, the Sawtooth Interpretive Association was decided on, and meetings were held to facilitate a smooth transfer of the agreement. All store fixtures were left in place at the locations, and the Sawtooth and the forest choose which inventory items to keep and which to return. After the agreement was signed, the remaining fund balance of $35,392, held by GTA for the Caribou-Targhee NF, was transferred to the new association.
Craig Thomas
Discovery
Visitor Center
Colter
Bay
Visitor
Center
Jenny
Lake
Visitor
Center
Jackson
Hole
Airport
Menors
Ferry
Wholesale Internet/
Mail Order LSR
Preserve Flagg
Ranch

$1,623,627.53
$1,419,162.32
$728,848.61
$650,004.90
$152,621.55
$234,181.85
$478,841.08
$396,903.68
$47,620.42
$45,328.85
$46,562.27
$44,345.63
$39,162.97
$27,450.01
$8,091.74
$9,264.10
$13,702.68
$11,319.37

2016
2015
2016
2015

Sales

2016 Sales by Partner

2016 Sales by Grand Teton National Park location

Stationary, 1.88%
Print, 1.09%
Bumper, 2.04%
Audio, 0.73%
Flux, 1.08%

Outdoor Gear, 7.08%
Sternumbrace
Jewel, 0.70%
Sticker, 2.24%
Flip, 0.27%

Ornament, 4.19%
BackPack, 0.42%
Tiles, 0.84%
Ranch, 0.57%
Jewelry, 3.25%
Seed, 3.10%
Spy Chain, 1.18%

Wag, 4.43%
Convenience Item, 0.13%

Apparel, 23.09%
Passport Program, 1.31%
App, 2.04%
Maps, 1.86%

Apparel, 23.09%
Passport Program, 1.31%
App, 2.04%
Maps, 1.86%

Apparel, 23.09%
Passport Program, 1.31%
App, 2.04%
Maps, 1.86%

Apparel, 23.09%
Passport Program, 1.31%
App, 2.04%
Maps, 1.86%

Apparel, 23.09%
Passport Program, 1.31%
App, 2.04%
Maps, 1.86%
### Revenues, Gains, and Other Support

<table>
<thead>
<tr>
<th></th>
<th>October 31, 2016</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross sales of inventory</td>
<td>$4,032,763</td>
<td>$4,032,763</td>
<td>$8,065,526</td>
</tr>
<tr>
<td>Cost of goods sold</td>
<td>(1,902,685)</td>
<td>(1,902,685)</td>
<td>(3,805,370)</td>
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<tr>
<td>Gross margin</td>
<td>2,130,078</td>
<td>2,130,078</td>
<td>4,260,154</td>
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<tr>
<td>Contributions</td>
<td>110,100</td>
<td>315,796</td>
<td>425,906</td>
</tr>
<tr>
<td>Memberships</td>
<td>210,480</td>
<td>210,480</td>
<td>420,960</td>
</tr>
<tr>
<td>Other</td>
<td>116,639</td>
<td>116,639</td>
<td>233,278</td>
</tr>
<tr>
<td>Revenues</td>
<td>$3,256,887</td>
<td>$80,103</td>
<td>$3,336,990</td>
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### Expenses

<table>
<thead>
<tr>
<th></th>
<th>October 31, 2016</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Aid projects</td>
<td>$901,649</td>
<td>$901,649</td>
<td>522,407</td>
</tr>
<tr>
<td>Other program expenses</td>
<td>1,632,693</td>
<td>1,632,693</td>
<td>1,578,439</td>
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<tr>
<td>Total program expenses</td>
<td>2,564,342</td>
<td>2,564,342</td>
<td>2,101,046</td>
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<tr>
<td>Supporting services</td>
<td>462,233</td>
<td>462,233</td>
<td>443,474</td>
</tr>
<tr>
<td>Management and general</td>
<td>3,026,575</td>
<td>3,026,575</td>
<td>2,944,380</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>7,059,188</td>
<td>7,059,188</td>
<td>6,489,260</td>
</tr>
<tr>
<td>Change in net assets</td>
<td>230,312</td>
<td>80,103</td>
<td>310,415</td>
</tr>
<tr>
<td>Miller House 20% matching sales reallocation</td>
<td>(1,035)</td>
<td>1,035</td>
<td>469,201</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>7,289,503</td>
<td>7,289,503</td>
<td>6,859,471</td>
</tr>
</tbody>
</table>

### Liabilities And Net Assets

<table>
<thead>
<tr>
<th></th>
<th>October 31, 2016</th>
<th>Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable</td>
<td>$152,047</td>
<td>$99,991</td>
<td>$252,038</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>107,072</td>
<td>112,016</td>
<td>219,088</td>
</tr>
<tr>
<td>Current portion loans payable</td>
<td>2,533</td>
<td>5,853</td>
<td>8,386</td>
</tr>
<tr>
<td>Total Current Liabilities</td>
<td>284,652</td>
<td>227,960</td>
<td>512,612</td>
</tr>
<tr>
<td>Loans payable</td>
<td>119,999</td>
<td>9,554</td>
<td>129,553</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>404,651</td>
<td>227,414</td>
<td>632,065</td>
</tr>
<tr>
<td>Commitments and Contingencies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Assets Unrestricted</td>
<td>300,000</td>
<td>300,000</td>
<td>600,000</td>
</tr>
<tr>
<td>Board designated operating reserve</td>
<td>294,029</td>
<td>281,471</td>
<td>575,498</td>
</tr>
<tr>
<td>Board designated other</td>
<td>1,292,732</td>
<td>1,078,013</td>
<td>2,370,745</td>
</tr>
<tr>
<td>Total unrestricted</td>
<td>1,886,761</td>
<td>1,657,484</td>
<td>3,544,245</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>508,520</td>
<td>427,962</td>
<td>936,482</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>2,395,281</td>
<td>2,084,866</td>
<td>4,479,147</td>
</tr>
<tr>
<td>Total Liabilities and Net Assets</td>
<td>$2,799,902</td>
<td>2,312,280</td>
<td></td>
</tr>
</tbody>
</table>
The membership program was modified in an effort to reduce program expenses, decrease the amount of time required to become a member, free up valuable space in the GTA warehouse and enhance communication between GTA and its members. Program revisions include:

In 2016 the GTA Board voted to reduce the number of membership categories from six to three. GTA membership classifications are now: Annual membership for $40; Supporting membership (5 years) for $200; and Lifetime membership for $1000. The Board also voted to reduce the membership sales incentives available to employees. GTA will no longer give employees Visa gift cards for every $1500 of memberships sold. This will result in a $5000 and lower the amount of time spent on bookkeeping to track membership totals.

Visitors who purchased a GTA membership in 2016 were able to choose their membership gift. This was due to the fact that GTA is eliminating specially purchased premiums. By eliminating the mugs, plush, hats and bags previously given as premiums, approximately 320 square feet of shelving will be available for sales inventory. It will also reduce premium expenses by approximately $5700. Beginning in 2017 new members will receive the GTA publication "Best of Grand Teton National Park.”

### 2016 Membership Sales

<table>
<thead>
<tr>
<th>Membership Level</th>
<th>Gross Revenue</th>
<th>Membership Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>$35</td>
<td>$130,830</td>
<td>3738 memberships</td>
</tr>
<tr>
<td>$50</td>
<td>$56,150</td>
<td>1123 memberships</td>
</tr>
<tr>
<td>$100</td>
<td>$13,000</td>
<td>130 memberships</td>
</tr>
<tr>
<td>$250</td>
<td>$4,000</td>
<td>16 memberships</td>
</tr>
<tr>
<td>$500</td>
<td>$2,500</td>
<td>5 memberships</td>
</tr>
<tr>
<td>$1000</td>
<td>$4,000</td>
<td>4 memberships</td>
</tr>
<tr>
<td></td>
<td><strong>$210,480</strong></td>
<td><strong>TOTAL</strong></td>
</tr>
</tbody>
</table>
Board of Directors
Charles Craighead, Chair
Mark Aronowitz, Vice Chair
Sue Cedarholm, Secretary
Annie Band, Director
Ed Krajsky, Director
Mickey Babcock, Director
Franz Camenzind, Director
Amy McCarthy, Director
Kathryn Mapes Turner, Director

Grand Teton Association Staff
Jan Lynch, Executive Director
Marjie Pettus, Director of Operations
Erin O’Brien, Sales Manager
Judy duPied, Accounting Manager
Jacob Gampe, IT Specialist
Joe Meyer, Inventory Manager
Shauna Lockhart, Events and Outreach Coordinator
Bridget Bottomley, CTDVC Supervisor
Angelica Delgado, JHGYVC Supervisor
Pam Hawkes, Administrative Assistant

PO Box 170
Moose, WY 83012
Phone (307) 739-3606
Fax (307) 739 -3423
www.grandtetonpark.org

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Grand Teton Association
GTA Warehouse/1 Park HQ-170
Moose, WY 83012
email: grte_assoc@partner.nps.gov