



BLACK HILLS
**PARKS &
FORESTS**
ASSOCIATION



2019 Annual Report

Supporting **Wonder & Exploration** Since 1946



FOR SEVENTY-THREE YEARS Black Hills Parks & Forests Association has brought together public lands in the Black Hills and Nebraska area to better serve and educate the numerous amounts of adventurers flocking to the region for its beautiful scenery and vast cultural history.

Since 1946, we have been a voice for our partners through the production of site-specific products, distributing educational and scientific publications, donating materials for use in interpretive programs and exhibits, and working to secure grants and funding.

Our membership has grown significantly in the past year and we have an even stronger devotion to preserving our treasured public lands and truly creating a one of a kind visitor experience.

We are proud to promote the **Wonder & Exploration** of our partner public lands.

Now and for future generations!



**73 YEARS
SUPPORTING
PUBLIC LANDS!**

Letter From the President of the Board

2019 was an exciting year for BHPFA. It was a year that saw us have many good things happen, some challenging issues to endure, the welcoming of some new faces, and the departure of some others we had a long relationship with.

Business wise we continue to work on our product lines and be responsive to our partners, our members, and customers. Stop on in and check out what we have to offer. We continue to plan ways to expand our online sales to increase our business, and help weather unforeseen challenges. Along with our online catalog we continue to work on our social media footprint and presence. This area saw us lose Tzeidel — but gain Andrea. She is working on some interactive Ranger programs that we really look forward to collaborating on with our partners and releasing in 2020.

All of this is with keeping with our mission: increase the public's enjoyment of their National Parks, Forests and Grasslands, and help us financially support those agency partners with contributions to their projects and interpretation. Look for our plaques throughout our partner's locations to see some of the ways we have collaborated.

BHPFA would like to welcome JECA Superintendent Michelle Wheatley, new to the park in late 2018. She has been fantastic to work with as a partner and we are excited to continue working with her and her great Monument. WICA Superintendent Vidal Davila retired at the end of 2019. He was a champion of the partnership between WICA and BHPFA and we will miss him and wish him the best in his retirement.

- And of course BHPFA lost some Board members as well. Cheyenne McGriff completed her three year term on the Board. Cheyenne brought great marketing experience and we thank her for her service.
- We would extend **a great big thank you** to long time Board member, Colleen Hennessy, who served on the Board for 13 years. She contributed greatly to the stabilization and growth of BHPFA and we will be ever grateful.
- And that left us two positions open on the Board which we filled with Christine McCart and Jaima Knutson-Colson. The Board is excited to work with them in 2020 with all they will bring to our organization, our partner agencies, and members and visitors.

We look forward to seeing you in our Parks, Forests, Grasslands, Monuments and stores. Get out and explore!

Bob Preuss

Letter From the Executive Director

Black Hills Parks & Forests Association (BHPFA) has experienced several changes and numerous ups and downs in its 70-plus year history. Fiscal year 2019 was no exception. The year started full of hope and excitement with these activities:

- Helped Jewel Cave National Monument staff and explorers celebrate mapping their 200th mile in December, 2018, cementing it as the 3rd longest cave in the world. After several months of planning, that accomplishment was celebrated during a 3-day event in June, 2019.
- All three of our U.S. Forest Service partners celebrated Smokey Bear's 75th birthday throughout the year with each of them hosting a historic Smokey art exhibit and birthday celebrations on August 9.
- Wind Cave National Park reached a milestone of 150 explored miles and celebrated with a one-day event in November. More discoveries were made the weekend of the event as explorers found never before seen animal bones.

BHPFA was experiencing record sales numbers at many of our locations until the end of June when both Wind Cave and Jewel Cave experienced elevator malfunctions. Jewel Cave elevators were operating for a portion of the summer, but Wind Cave elevators were inoperable for the remainder of the year and are still not operating. As a result, BHPFA suffered significant revenue losses. We were able to counter a portion of the losses by decreasing staff and reducing inventory and managed to end the fiscal year in the black.

You, our members, helped us get through this year celebrating successes and dealing with adversity. Thank you so much for continuing your Support of **Wonder and Exploration!** You will see in this report the value of your membership and the programs and number of people who have benefited. You are the backbone of this organization and we look forward to showing you more successes in 2020!

Patty Ressler



We are a proud partner of the National Park Service and U.S. Forest Service, selling a curated selection of books, toys and games that help people of all ages engage and interpret the natural world.

Thanks to the support of our members and customers, a portion of those sales is provided to our partners allowing them to further their critical missions of sustaining and preserving our natural legacies.

Since 1946, BHPFA has provided over \$1,560,000 to our partners.

Photo by: NPS

Mission

Black Hills Parks and Forests Association (BHPFA) is a nonprofit organization supporting interpretive programs, educational activities and research efforts to protect and preserve the cultural and natural resources of the Black Hills and surrounding areas.

Vision

Black Hills Parks and Forests Association uses proceeds from store sales to fund projects such as printing educational literature, funding intern positions, research, educational supplies or equipment and interpretive displays for our partner agencies.



BOARD OF DIRECTORS

Bob Preuss-President
Cheyenne McGriff-Vice President
Mary Laycock-Secretary
Rick Hudson-Treasurer
Joanne Sutton
Julie Brazell
Lynn Kolund
Dale Anderson
Colleen Hennessy



BHPFA STAFF

Patty Ressler
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605-745-1264
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Matthew White
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Andrea Fountain
Media/Membership Manager
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bhpf@blackhillsparks.org

Joanna Marshaus
Store Manager/Graphic Designer
jmarshaus@blackhillsparks.org

Designed by: Joanna Marshaus

NETWORKING AND OUTREACH

PUBLIC LANDS ALLIANCE CONVENTION

PLA is a networking organization for public lands partners. By attending their annual convention and trade show BHPFA staff, board and partners connect with the greater public lands community.

TRADE SHOWS AND PUBLIC EVENTS

Attendance at events allows BHPFA to connect with the public and tell our story. It's a great opportunity to reach the people who live on and use public lands the most.

BLACK HILLS SPORTS SHOW

YOUTH & FAMILY SERVICES KIDS FAIR

HOT SPRINGS BALLOON FESTIVAL

SMOKEY'S 75TH BIRTHDAY-HOT SPRINGS FARMERS MARKET

CUSTER STATE PARK BUFFALO ROUND-UP ARTS FESTIVAL

CUSTER MERCHANTS TRICK OR TREAT

HOT SPRINGS MERCHANTS TRICK OR TREAT

PARTNER EVENTS & ACTIVITIES

BHPFA volunteers and staff assist our partners in their missions to inspire future generations!

LITTLE WINGS ON THE PRAIRIE - FORT PIERRE

Nebraska National Forests and Grasslands

200-MILE EVENT

Jewel Cave National Monument

150-MILE EVENT

Wind Cave National Park

MOONWALK PROGRAMS

Black Hills National Forest





Volunteers



Dale Anderson
 Tziedel Black
 Julie Brazell
 Cheyenne McGriff
 Jennifer Fowler
 Martin Friedel
 Colleen Hennessy

Pam Howe
 Rick Hudson
 Lynn Kolund
 Mary Laycock
 Sandi Lickteig
 Bob Preuss
 Scott Marshaus

Paul Menard
 Chris Pelczarski
 David Ressler
 Joanne Sutton
 Adam Weaver
 Emily White
 Jennifer White

Over 600 Hours Logged!



ADOPT-A-BAT

JEWEL CAVE NATIONAL MONUMENT

196 Adoptions
\$6,818 Donated

Jewel Cave National Monument will use their donations to fund an intern position that will directly benefit their current bat population. A Geoscientists-in-the-Parks Intern would study the 9 different bat species currently found at the monument. Donations will be used to purchase educational materials to better help their visitors understand White Nose Syndrome and the impacts it has on the bats at the cave.



ADOPT-A-BISON

WIND CAVE NATIONAL PARK

207 Adoptions
\$7,112 Donated
7 Limited Edition Prints Sold
\$700 Donated

In 2019, BHPFA partnered with The Nature Conservancy, Charley Harper Art Studio, and Wind Cave National Park to introduce "American Bison" by Charley Harper. This limited edition, numbered print showcases America's national mammal. As with all Bison Adoption products, the proceeds from sales of this print go directly to protect the Wind Cave Bison herd.



"The GPS information gathered with these collars will enable us to learn in great detail how the bison utilize the resources available to them within the park. But even greater, we will be able to combine our data with bison data from Badlands National Park and Theodore Roosevelt National Park and compare resource utilization across 3 landscapes."

Greg Schroeder, Chief of Resource Management
Wind Cave National Park

TOTAL AID
ALLOCATED
\$80,400



BLACK HILLS
**PARKS &
FORESTS**
ASSOCIATION

JEWEL CAVE NATIONAL MONUMENT

2 STUDENT CONSERVATION INTERNS - Gained career experience conducting programs and cave tours - OVER 10,000 PEOPLE SERVED

ENVIRONMENTAL EDUCATION INTERN - Conducted over 30 programs in area schools and participated in the Women in Science conference at SD School of Mines - OVER 1,000 STUDENTS REACHED

REPLACEMENT LED FLASHLIGHTS FOR ALL INTERPRETIVE STAFF - Better quality for a safer visitor experience

PEWEE & JR. RANGER BOOKS & BADGES - Over 5,000 visitors annually participate in the programs

MICROBIAL LAKE STUDY - Set baseline data for JECA lakes discovered in 2015

VISITOR PROGRAMS - Black Hills Raptor Center & Gib Young - Teddy Roosevelt reenactor - AROUND 500 VISITORS SERVED



WIND CAVE NATIONAL PARK

SPECIAL PROJECT COORDINATOR - Worked on new WICA exhibit plan and Emergence Sculpture project

ADVENTURES IN NATURE - Supplies for 7 programs - 300 KIDS/PARENTS SERVED

EDUCATION NEEDS ASSESSMENT - Stipends for 10 area educators to assess & provide feedback on education program opportunities

JR. RANGER BADGES - Over 2,000 given out in 2019

2 VIP (VOLUNTEERS IN PARKS) INTERNS - Conducted programs - OVER 3,000 VISITORS REACHED



BLACK HILLS NATIONAL FOREST - 6 RETAIL LOCATIONS

SMOKEY BEAR 75TH BIRTHDAY - Hosted historic art exhibit at Supervisor's Office, birthday activities at district offices and Pactola Lake Visitor Center - AROUND 500 PEOPLE SERVED

MOONWALK PROGRAM - Print brochures and provide pins for 5 monthly programs - 375 PEOPLE SERVED (AVERAGE OF 75 PEOPLE PER PROGRAM)

CAVESIM PROGRAM AT PACTOLA LAKE VISITOR CENTER - Interactive cave and climbing simulator - 200 PEOPLE SERVED

NATIVE PLANT GARDEN - Supplied materials for garden & plant markers at Pactola - OVER 10,000 PEOPLE HAD ACCESS



NATIONAL GRASSLANDS VISITOR CENTER

SMOKEY BEAR 75TH BIRTHDAY - Hosted historic art exhibit - AROUND 300 PEOPLE SERVED

STAFF & VOLUNTEER THANK YOU GIFTS



NEBRASKA NATIONAL FORESTS & GRASSLANDS - 5 RETAIL LOCATIONS

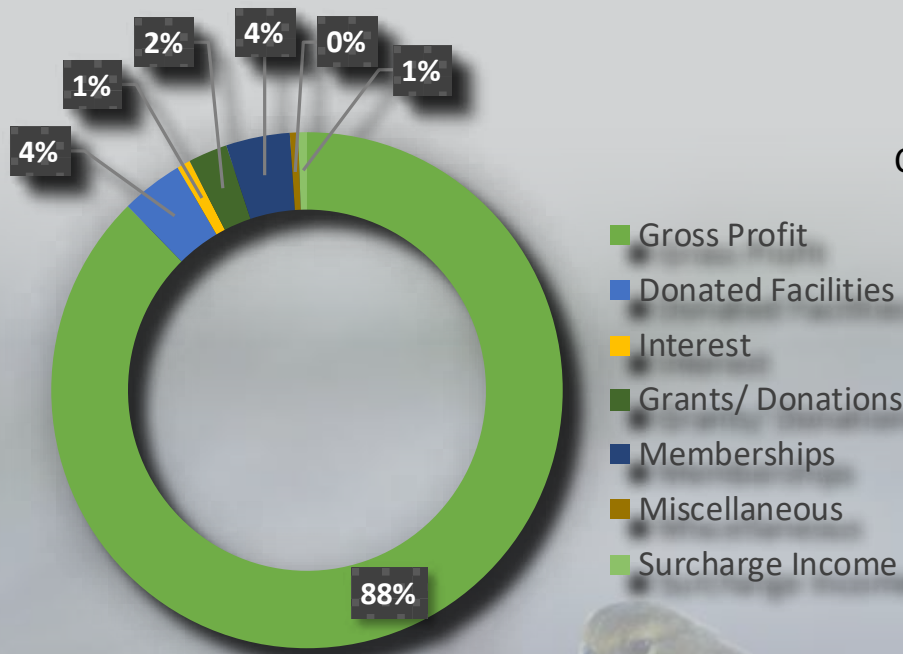
LITTLE WINGS ON THE PRAIRIE PROGRAM - Provided volunteers and supplies - OVER 200 PEOPLE SERVED

SMOKEY BEAR 75TH BIRTHDAY - Hosted historic art exhibit at Hudson Meng Education & Research Visitor Center as well as birthday activities at district offices and Visitor Centers - AROUND 1,000 PEOPLE SERVED



FINANCIALS

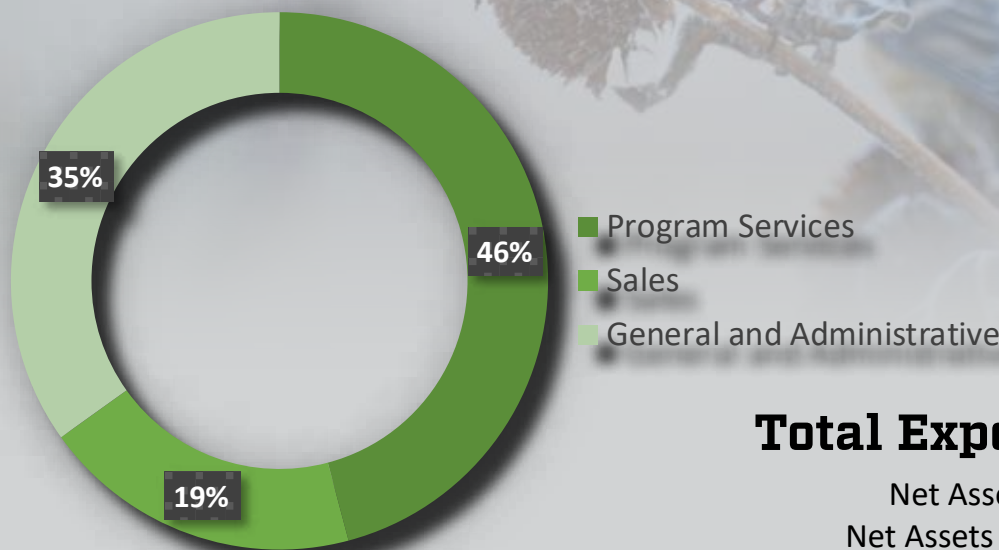
Income



Sales	\$ 808,939
Cost of Goods Sold	- \$ 367,991
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Gross Profit	\$ 440,948
Donated Facilities	\$ 19,740
Interest	\$ 4,281
Grants/Donations	\$ 12,446
Memberships	\$ 20,320
Miscellaneous	\$ 2,608
Surcharge Income	\$ 2,793
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Total Operating Support and Revenue \$ 503,136

Expenses



Program Services	\$ 225,648
Sales	\$ 94,730
General and Administrative	\$ 171,647
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Total Expenses	\$ 491,488

Net Assets Ending	\$ 645,642
Net Assets Beginning	- \$ 633,995
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Increase in Net Assets	\$ 11,647

The amounts presented here are derived from Black Hills Parks & Forests Association's audited financial statements for the year ending October 31, 2019. Please contact us with any questions.

Black Hills Parks & Forests Association is a federally tax-exempt, non-profit 501(c)(3) charitable organization

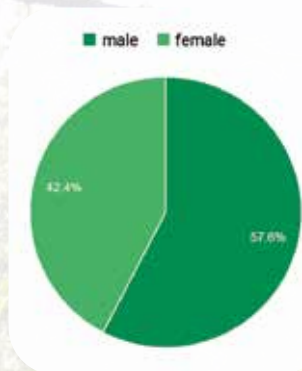


BHPFA WEBSITE

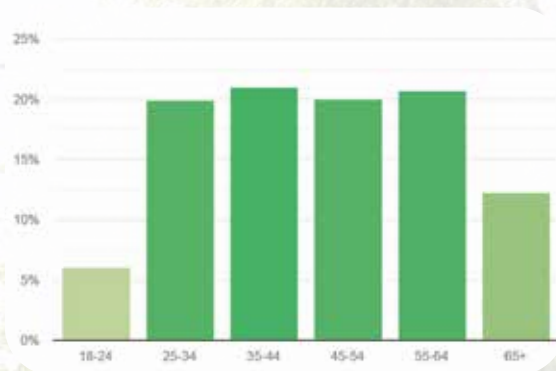
Total Users
22,780

Page Views
95,938

Gender



Age



Users by Month



Facebook

3,000 Followers
70% Increase From 2018

@blackhillsparks



Instagram

1,400 Followers
77% Increase From 2018

@blackhillsparksnforests



Check Out Our YouTube Channel!

We are proud to announce the launch of our YouTube Channel. It will serve as a hub of educational information about our public land partners. Along with the YouTube launch, our Facebook series "Ask a Jr. Ranger" is evolving as we work with teachers at Custer Elementary to reconfigure the format and bring local natural history to the classrooms. Become a subscriber, and stay tuned for new content!



Check Out Our LinkedIn Page!

We are proud to announce the launch of our LinkedIn Page. Please check us out and stay tuned for more content!

@blackhillsparks&forestsassociation

A Special Thank You to Our Partners & Members!

National Park Service

Wind Cave National Park | Hot Springs, SD
Jewel Cave National Monument | Custer, SD

Black Hills National Forest

Black Hills National Forest Visitor Center | Pactola Lake
Supervisors Office | Custer, SD
Mystic Ranger District | Rapid City, SD
Northern Hills Ranger District | Spearfish, SD
Bearlodge Ranger District | Sundance, WY
Hell Canyon Ranger District | Newcastle, WY

Nebraska National Forests and Grasslands

Buffalo Gap National Grasslands Visitor Center | Hot Springs, SD
Hudson-Meng Education & Research Center | Crawford, NE
Bessey Tree Nursery & Ranger District Office | Halsey, NE
Ft. Pierre National Grasslands Visitor Center | Ft. Pierre, SD
Pine Ridge Ranger District Office- NNFG & Oglala National Grassland | Chadron, NE

National Grasslands Visitor Center | Wall, SD



Not pictured above: Lone Elk Gallery

Membership

Annual Memberships

716

6% RENEWAL RATE

Business Memberships

12

57% RENEWAL RATE

**46% INCREASE OF
INDIVIDUAL MEMBERS!**

Why am I a BHPFA member?

I am a member of BHPFA because I want to support our great public lands in the Black Hills region as much as possible.-Marcus Heerdt, SD

National Parks need all the help they can get. I am proud to be a member of BHPFA, because I know that they help provide important funding for conservation!-Toni Fountain, MI





New Products



2019 Moonwalk Pin

2019 Buffalo Round-Up Pin



Smokey Bear Products



NEW CONTENT!

The Jewel Cave Adventure - 3rd Edition



Food/ Vending at Jewel Cave



"American Bison" Adoption Print



12" Bat Adoption



Trekking Pole Stickers



150 & 200 Mile Merchandise



Bat Sketch Sticker & Magnet



Bobblehead Pins



Wind & Jewel Cave Hoodies



Wind & Jewel Cave Blankets



Wind & Jewel Cave Hand Thrown Mugs

Become A Member Today!

Already a member?

Memberships make great gifts for the public land lovers in your life!

\$30 ANNUAL

One member card and 15% off our website and at all participating cooperating association locations.

\$100 BUSINESS

Five member cards to share with staff, and 15% off our website and at all participating cooperating association locations.

Your logo and link to your website on our website home page.

**JOIN ONLINE
OR CALL!**

Plus!

**ONE OF A KIND BHPFA SWAG
MEMBER ONLY SPECIALS
EXCLUSIVE DISCOUNTS
QUARTERLY NEWSLETTERS**

**DON'T FORGET
TO RENEW!**

BLACKHILLSPARKS.ORG

Photo by: Marcus Heerd



Please detach and mail with payment to:
26611 US HWY 385 | Hot Springs, SD 57747

Annual \$30

Business \$100

Donation _____

Total _____

• Date _____
• Name _____
• Address _____
• _____
• Phone _____
• Email _____

Make Checks Payable to BHPFA
605 | 745 | 7020



BHPFA



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