



2011 Report to Membership

# Friends of the Beartooth All-American Road (FBAAR)

October 1, 2011

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The Friends of the Beartooth All-American Road (FBAAR) was established in 2004 to help implement the 2002 Corridor Management Plan (CMP) and to help preserve, protect and promote the intrinsic qualities along the 53-mile scenic corridor. The FBAAR Board of Directors and supporting members represent the gateway communities of Cooke City and Red Lodge, MT and Cody, WY. We have been busy the past seven years implementing projects that enhance the premiere rooftop experience for those people living near and those traveling the BAAR.

This 2011 Report to Membership is a snapshot of FBAAR activities over the last year plus (May 1, 2010 through September, 2011). The report reflects the results of an organization working through local and regional partnerships that benefit local residents and area visitors. We thank our partners: Cody Country, Red Lodge Area and Cooke City Area Chambers of Commerce, Park County WY Travel Council, MT State Tourism, Yellowstone Country Tourism, Coleman Gallery and Studio Photographic Images, Carbon County Historical Society, the City of Red Lodge, Park County, Wyoming and Park County, Montana county commissioners, as well as numerous individuals who have volunteered time and energy to FBAAR . We are also indebted to our organizational partners: National Scenic Byways, Yellowstone National Park, Federal Highway Administration, Montana Department of Transportation, WY Department of Transportation, Custer National Forest, Gallatin National Forest and Shoshone National Forest for their continued coordination and commitment to maintaining a safe and enjoyable travel corridor. Congressional delegation field representatives in both Montana and Wyoming have provided invaluable support and encouragement to our organization and we are grateful for their assistance.

### FBAAR Board of Directors

FBAAR Board of Directors meet monthly. A majority of FBAAR board meetings take place via conference calling, with the remainder of the meetings taking place in one of the three Beartooth Highway gateway communities of Cody, WY and Cooke City and Red Lodge, MT.

FBAAR Board of Directors as of October 1, 2011:

- Glory Mahan – Chair (Red Lodge, MT)
- Nellie Israel – Vice Chair (Cooke City and Joliet, MT)
- Karen Miller – Secretary (Cody, WY)
- Donna Rowland – Treasurer (Cooke City, MT)
- Beverly Chatelain – At-large (Cooke City, MT)
- Corey Thompson – At-large (Red Lodge, MT)

Advisory Members represent the Custer National Forest, Gallatin National Forest and Shoshone National Forest.

## CMP Implementation Activities

During 2011, FBAAR continued efforts to help implement the 2002 Corridor Management Plan by focusing on the 2007 National Scenic Byways CMP Implementation Seed Grant.

### ***Building Partnership with CMP stakeholders - "A Highway Managed by Committee"***

Regional and national interest in the Beartooth All-American Road seems to grow each year. The Highway has three main access points from the communities of Cooke City and Red Lodge, Montana and Cody, Wyoming. The highway transects two states, three national forests, and its maintenance and repairs are managed by a committee of 3 federal and 2 state agencies. The Highway also provides access to Yellowstone National Park at its Northeast entrance. At varying times in its history the Beartooth All-American Road has been the topic of discussion for a variety of reasons.

This year FBAAR was asked to facilitate two community meetings in an effort to gather \*who\*what\*when\*where\*why\* information with regards to highway jurisdiction and responsibilities for plowing, maintenance, monitoring and opening and closing decisions. The meetings reinforced to the FBAAR board of directors the need to gather accurate information regarding use of the Beartooth Highway. FBAAR has asked Norma Nickerson, Ph.D., Research Professor and Director of the Institute for Tourism and Recreation Research, to develop an Economic Impact Study that can be used to gather information about Beartooth All-American Road users. Once the parameters for the study have been developed FBAAR will work to identify funding sources to implement the study. FBAAR hopes that accurate statistical data can be used in many ways by its partners to continue planning for the Highway's future and increase efforts to implement the All-American Road CMP.

FBAAR has been able to utilize its resources to provide support to partners in the form of meeting documents distribution, e-mail announcements, and photo gallery updates.

### ***Improving Interpretation of the Beartooth Highway in Gateway Communities***

Grant dollars from the 2007 NSB Grant, in the amount of \$4,000 per community, was made available to Cody, WY and Red Lodge and Cooke City, Montana to be used for Beartooth Highway interpretive projects that best suit each community's individual needs.

**Cooke City, Montana** applied their grant dollars toward continuing work on the Cooke City Montana Museum at the new Cooke City Visitor Center. An aggressive plan was put in place to complete the outdoor museum space that will house an extensive display of antique mining equipment, a restored mining cabin and outhouse, and a campfire area for presenting "Joe's Campfire" programs throughout the summer months. A majority of work has been completed on the project and FBAAR has reimbursed the Cooke City Montana Museum \$4,000 for their efforts.

**Red Lodge, Montana** is currently working on planning and development of an interpretive kiosk that will be located in the Red Lodge Visitor Center. NSB funding is being used for contract services for development of the kiosk plans. Both Red Lodge Area Chamber of Commerce and FBAAR will use finalized plans to raise additional funds for construction of the kiosk.

**Cody, Wyoming** is in the process of holding community discussions regarding the best use of funding dollars. The Cody Country Chamber of Commerce is leading the discussions and will provide FBAAR information once potential interpretive projects have been indentified.

### ***FBAAR contributions to regional tourism***

FBAAR maintains the official web site for the Beartooth All-American Road at [www.beartoothhighway.com](http://www.beartoothhighway.com). Between January and March of 2011 the web site was completely re-designed by FBAAR's project coordinator. The Driving and Wayfinding maps created in 2009 by FBAAR were added to the site and are now available on-line to travelers. Printed versions of the maps may also be downloaded. Other additions to the site include on-line membership registration, on-line newsletter access and signup, and a comprehensive photo gallery. The new site is easily edited and is being used to provide current and accurate road condition and construction information. The site includes a contact phone number for Highway travelers that is answered by the FBAAR Project Coordinator.

FBAAR incorporated several social media pieces to enhance its on-line presence and provide updated and accurate communication to members, area communities and travelers. Newsletters were distributed via a professional media marketing software utilizing a 524 strong distribution list. On-line registration for the e-newsletter is available from the FBAAR web site. An on-line blog is also available.

FBAAR's Project Coordinator attended both the Montana and Wyoming Governor's Conferences on Travel & Tourism. The Red Lodge Chamber of provided booth space for FBAAR to exhibit BAAR information and distribute Wayfinding and Driving maps. In 2011 FBAAR exhibited at the Wyoming Governor's Conference on Travel & Tourism in Cheyenne, Wyoming for the first time. The conference provided an excellent opportunity for FBAAR to tout the importance of the Highway to the State of Wyoming. Both conferences provided training seminars that proved valuable to our Project Coordinator.

### ***Beartooth Highway Steering Committee Participation***

Road construction on the Beartooth Highway continued through both the 2010 and 2011 summer season. Construction projects on the Beartooth Highway fall to the Beartooth Highway Steering Committee, a cooperative committee that includes members from Yellowstone National Park, National Forest, Federal Highway Administration, and both the Wyoming and Montana Departments of Transportation . Steering Committee meetings occur annually and FBAAR is an active participant at those meetings. FBAAR is currently working with the Steering Committee to secure letters of support for a second Transportation Investment Generating Economic Recovery (TIGER) grant being submitted for funding by the Wyoming Department of Transportation.

These construction and maintenance funds are crucial for maintaining the health of the Beartooth Highway. Without the on-going commitment of the Beartooth Highway Steering Committee the Beartooth Highway would not have an oversight agency to ensure road maintenance and repair.

### ***FBAAR Membership Activities***

Over the past couple of years, supporting membership has dwindled to a handful of interested businesses and area residents. For the third year in a row, FBAAR participated in the Red Lodge Fun Run for Charities sponsored by the Red Lodge Area Community Foundation and received donations for work accomplished in Carbon County, MT. Raising funds through the Fun Run benefits FBAAR greatly because contributions are matched by the Community Foundation. We are currently awaiting the results for the 2011 Fun Run.

### ***National Scenic Byways Partnerships***

FBAAR enjoys a strong relationship with the National Scenic Byways Program through the America's Byways Resource Center in Duluth, MN. The Resource Center provides information and training about managing byways. FBAAR's Project Coordinator was able to participate in several on-line webinars hosted by the NSB Resource Center. Webinar topics included byway organization sustainability and using GPS / Smartphone technology for byway wayfinding.

National debate continues over appropriate levels of funding for government agencies and the Federal Highway Administration is obviously affected in the same way as others. There is great concern in National Scenic Byway world that Scenic Byway funding as it has been known for more than a decade will be disappearing. It is not currently known if, or in what format Scenic Byway grant dollars will be available in the future. Additional funding through the National Scenic Byways program for organizational development is no longer available to FBAAR. Because this has been the only stable source of funding for FBAAR since its inception the future of the organization is tenuous at best.

### **Goals of FBAAR**

- Secure funding to sustain the Friends of the Beartooth All-American Road organization
- Interpret, showcase and preserve the BAAR as the nation's premiere rooftop scenic experience
- Plan, research, educate, fundraise and construct venues to educate the public regarding the intrinsic qualities of the BAAR
- Aid, support, and assist with gifts, contributions or otherwise, other corporations, community chests, funds and foundations organized and operated exclusively for charitable, scientific, or educational purposes

### **Report of Finances**

FBAAR is a non-profit Montana Corporation. A determination by the Internal Revenue Service on February 6, 2006 grants a tax-exempt status for FBAAR under IRS Code, Section 501 (c) 3. FBAAR

receives donations, grants and other contributions without incurring an income tax liability in fulfilling its educational and charitable purposes.

FBAAR's fiscal year (FY) is May 1 through April 30 as defined in Article V of its Articles of Incorporation. FBAAR's FY 2011 financial statement follows:

### FBAAR Statement of Financial Income and Expense May 1, 2010 through April 30, 2011

|                                       |                      |
|---------------------------------------|----------------------|
| Income                                |                      |
| Northern Rockies Top 10 Scenic Drives | 1,113.54             |
| Matching Grant Funds                  | 4,000.00             |
| Membership Dues                       | 2,077.22             |
| NSB Grant Reimbursements MTDOT        | 25,372.76            |
| Other/Special Events                  | 944.82               |
| Product Sales                         | 1,431.63             |
| <b>Total Income</b>                   | <b>34,939.97</b>     |
| Expenses                              |                      |
| Management                            |                      |
| Contract Services                     | 18,100.00            |
| Office Supplies/Postage               | 1,105.23             |
| Mileage/Travel                        | 1,705.70             |
| Workshops/Conferences/Dues            | 1,543.55             |
| Marketing                             |                      |
| Web site                              | 391.41               |
| Print/Publications                    | 2,762.00             |
| Corridor Projects                     |                      |
| Cooke City                            | 7,072.00             |
| General FBAAR                         | 5,252.00             |
| FBAAR Sustainability                  |                      |
| Membership                            | 80.00                |
| Events/Road Opening                   | 520.45               |
| <b>Total Expenses</b>                 | <b>38,532.34</b>     |
| <b>Net Income</b>                     | <b>(-\$3,592.37)</b> |

During FBAAR's fiscal year of May 1, 2010 – April 30, 2011 FBAAR did not apply for or receive any grants, agreements or contracts. FBAAR operated under previously procured grants and contracts.

A comprehensive table of all grants and agreements awarded to FBAAR for the Beartooth All-American Road since its inception (as of 4/30/2011) is provided below:

Friends of the Beartooth All-American Road  
Grants/Agreements Funding Since Inception as of 4/30/2011

| Grant   | Granting Entity  | Amount       |
|---|--|--------------|
| Top 10 Scenic Drives in Northern Rockies                                    | Sage Community Resources – Subcontract NSB Grant                                     | \$3,171      |
| 2007 Seed Grant**   | National Scenic Byways and Partner Match – CMP Implementation                        | \$47,660     |
| 2006 Seed Grant   | National Scenic Byways and Partner Match – CMP Implementation                        | \$47,500     |
| 2005 NSB Seed Grant   | National Scenic Byways and Partner Match – CMP Implementation                        | \$31,250     |
| USDA Forest Service and FBAAR Participating Agreement – Website Development | Custer NF Partnership with Friends of the Beartooth All-American Road – Cash Portion | \$10,000     |
| 2004 NSB Seed Grant   | National Scenic Byways and Partner Match – CMP Implementation                        | \$31,250     |
| TOTAL   |  | \$181,331.00 |

\*\* These grants have funds remaining as of April 30, 2011