WINTER WILDLANDS ALLIANCE FY11 ANNUAL REPORT

Protecting Winter Recreation Opportunities on National Forest Lands

The Okanogan-Wenatchee National Forest

The Northern Cascades in Washington State is a popular destination for the oldest, most popular, and oldest growing forms of winter recreation: human-powered snowsports. The region’s abundant snowfall and diverse terrain (boreal backcountry skiers, backcountry snowboarders, cross-country skiers, and snowshoers) to get outdoors is the winter and enjoy their public lands. The Okanogan-Wenatchee National Forest, which has begun the three-year process of revising its Land and Resource Management Plan, working closely with local and regional members of both the conservation and recreation community, Winter Wildlands Alliance is raising awareness of the need to protect areas for traditional winter recreation activities such as backcountry skiing, snowboarding and snowmobiling. The result has been multifaceted support for addressing winter recreation during Forest Plan Revision.

The Okanogan-Wenatchee National Forest Planning Team has proposed new guidelines for recreation areas such as backcountry management areas. This process, unfortunately, leaves these areas open to winter motorized uses and as a result traditional forms of non-motorized winter recreation would continue to be displaced. WWA is advocating for a revised plan that creates opportunities for quality human-powered recreation by designating non-motorized winter recreation areas and trails; protects the wilderness character of designated wilderness areas; prohibits snowmobile use, and fully considers the environmental impact of motorized winter recreation on wildlife, water quality, air quality, soundscapes and the experience of other visitors.

White River National Forest’s Peak 6

The growing popularity of human-powered winter recreation is also prevalent in Colorado’s White River National Forest, the most visited National Forest in the United States. This trend is acknowledged in the White River’s recent Travel Management Plan that states “cross-country skiing and snowshoeing is also growing faster than snowmobiling and much more so than downhill skiing.” The undeveloped backcountry terrain on Peak 6 near Breckenridge is perfectly suited for this significant and growing demographic of winter recreationists. WWA has joined a coalition of Colorado groups working to protect this backcountry terrain threatened by development on Peak 6 and to preserve opportunities to experience Colorado’s legendary wild snow.

Viva La Nina! Viva The Backcountry Film Festival!

Yet it’s back and bigger than ever. The Winter Wildlands Alliance Backcountry Film Festival made its world premiere 11-11-11 and the tour follows with more than 70 stops worldwide, including Kyrgyzstan and Antarctica. Whether you are a fan of the white powder and Purple Orange. It’s a chalk-in-hand daydream about the abundant snow and diverse terrain of the White River National Forest.

Backcountry Film Festival!

The seventh annual Winter Wildlands Alliance Backcountry Film Festival – Celebrating the Human-Powered Experience.

This year’s film schedule is packed with films from around the globe. Among the films you won’t want to miss are:

• Best of Festival: “Solitaire” (festival cut) from Sweetgrass Productions. Two years in the making, this film from the wilderness of South America is worth the wait.

• Best Short: “Chalk and Ice” produced by Chris Dickoy and Purple Orange. It’s a chalk-in-hand daydream about skiing and winter.

Celebrating the Human-Powered Experience

My Backcountry Film Festival t-shirt is well-worn and well-loved. I love the shirt for its simple message: “Winter Wildlands. Celebrating the Human-Powered Experience.

The key word for me is celebrating. I understand, of course, that celebrating in itself doesn’t accomplish our mission of protecting winter wildlands. Celebrating doesn’t replace the need for strategic advocacy or for engaging in controversy, after encouraging public processes. Indeed, without the give-and-take work we have precious little to celebrate. But celebrating helps all of us remember why we do this work.

At WWA we try to define all that we do with a sense of celebration. Nowhere is this more evident than in our National Snowmobile program where, last winter, we took more than 27,000 grade school students out for a day of winter fun on snowmobiles. Along the way we taught them some winter safety lessons and worked to instill a sense of stewardship. Our kids don’t let us forget — that the main objective is winter fun.

Even in the midst of fight, during our policy work we find ways to celebrate. At Yellowstone National Park officials delay, yet agree, a final winter use plan for the park. WWA and our supporters celebrate the remarkable recovery the park has undergone as a direct result of our decade-long effort to reduce snowmobile vehicle traffic in the park. We hope, soon, to be able to celebrate new national guidelines for managing over-snow vehicle use for national forest lands (more on that front). The fact that WWA continues to thrive is certainly cause for celebration.

And celebration, as the t-shirt says, is the whole reason we created the Backcountry Film Festival seven years ago. This winter the Festival will provide a venue for more than 70 communities throughout the winter world to celebrate the backcountry skiers, snowboarders, snowshoers and others to gather in celebration of their shared love of winter.

For us, our members, supporters and partners, I offer heartfelt thanks for making this celebration possible.

WINTER WILDLANDS ALLIANCE FY11 ACCOMPLISHMENTS AND HIGHLIGHTS

Winter Wildlands Alliance achieved concrete and measurable results during our fiscal year 2011 (July 1, 2010 – June 30, 2011) toward our vision of protecting and promoting winter wildlands and quality human-powered snowsports experience on public lands.

National Policy

• Attended White House meeting with President Obama for the release of America’s Great Outdoors report.

• Met with Interior Secretary Salazar and other top officials regarding conservation and public lands initiatives.

• Traveled to Washington DC on three separate occasions to provide winter management recommendations to US Forest Service leadership.

• Met with key Congressional staff and committee staff from both Senate and House Natural Resources Committee in support of winter management guidelines.

• Played lead role in ensuring winter management was highlighted in Outdoor Alliance comments on the proposed Forest Planning Rule and in recommended changes to the Forest Service Manual.

• Mailed individual constituent comments and prepared WWA organizational comments in support of protecting Yellowstone’s winter ecosystem through a new Long-term Winter Use Plan.

• Recruited and educated outdoor business owners to speak to Congress in support of Land and Water Conservation Fund.

• Led panel discussion on winter travel planning at the Public Interest Environmental Law Conference at Oregon State.

• Represented Outdoor Alliance and the human-powered recreation community in the Washington DC-based Climate Coalition.

FY11 Accomplishments and Highlights

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Grassroots

Winter Wildlands Alliance’s network of grassroots groups forms the foundation of our work. The network of committed and educated grassroots activists continues to expand, as does the scope of our work. The following is a list of specific accomplishments and actions that have supported our grassroots network:

- Participated in Mt Jefferson winter use monitoring task force and Met with key Congressional staff members in support of Idaho’s
- Crafted and submitted Congressional testimony in support of Organized a recreation sign-on letter in support of the White
- Submitted letter opposing the sale of historic backcountry and Authored joint comments in support of the Tumalo Mountain
- Drafted winter recreation and conservation language used by stakeholders to find winter management solutions on the Payette
- Participated in Payette Winter Forum, a monthly meeting among grassroots groups, Forest Service staff, elected officials and other stakeholders to find winter management solutions on the Payette National Forest.
- Gathered winter recreation and conservation language used by multiple conservation and recreation groups when commenting on the Okanogan-Wenatchee National Forest Land and Resource Management Plan revision.
- Authored joint comments in support of the Tamanaw Mountain Backcountry Recreation Zone near Bend, Oregon.
- Submitted comments to protect pristine backcountry as deemed threatened by Brockovich’s proposed Peak 5 expansion.
- Submitted letter opposing the sale of historic backcountry and Nordic skiing on Forest Service land at the base of Steamboat.
- Organized a recreation sign-off letter in support of the White River Travel Management Plan.
- Crafted and submitted Congressional testimony in support of Wilderness designations for Montana’s Mt Jefferson.
- Met with key Congressional staff members in support of Idaho’s Boulder White Clouds Wilderness bill.
- Participated in MT Jefferson winter use monitoring task force and strategic planning with US Forest Service and Montana conservation groups.
- Joined Snowmobile Network and Center for Biodiversity in legal challenge to California State over-snow vehicle grooming program.

Research and Publications

Winter Wildlands Alliance conducted research and prepared reports to provide concrete data and analysis to support land managers, elected officials and grassroots activists.

- Conducted Backcountry Scientist trainings in Driggs, Lander, Jackson, and Bozeman where skiiers learned how to identify, document and report rare carnivore tracks.
- Partnered with the Alpine and Arctic Research Center, Huxley College, and the Montana Science Schools to conduct sampling for winter quality research project to analyze the impact of two-stroke engine emissions on ice and water quality.
- Produced the Winter Wilderness Alliance Backcountry Field Guide and winter locals to educate winter recreationists about stewardship of the Jedediah Smith and Wallowa Hells Wilderness Areas.
- In collaboration with LightHawk and other partners, conducted aerial and ground surveys of winter containes tracks on the Caribo Targhees, and Beavershead-Dryhead National Forests.
- Produced a report on snowmobile intrusion on Montana’s Mt Jefferson non-motorized area.

Education and Outreach

Through media campaigns, action alerts, events and school programs, Winter Wildlands Alliance educates the public about issues affecting wilderness preservation and quality human-powered recreation on public lands. FY11 accomplishments include:

- Added 12 new SnowSchool sites bringing our total to 38 sites in 16 states.
- During the 2010-11 winter season SnowSchool reached 27,500 youth participants, 4,183 adult participants and 875 volunteer leaders who contributed 16,400 hours to the program.
- The Winter Wildlands Alliance Backcountry Biennial Film Festival was seen by more than 3000 outdoor enthusiasts in 53 cities, 4 countries, 16 states. The Festival collectively raised more than $80,000 for local human-powered winter recreation, education and awareness programs.
- WWA Backcountry Partners Program added seven new like-minded businesses committed to supporting quiet human-powered recreation in their communities.
- In partnership with the Targhee National Forest, WWA organized its first annual Day of Action sponsored by CLIF Bar WWA volunteers and Forest Service staff set 33 year-round boundary markers, two winter education kiosks and one wilderness entry sign on the Jedediah Smith and Wallowa Hells Wilderness areas.
- WWA staff and volunteers participated in the winter and summer Outdoor Retailer shows to build awareness of WWA and our issues within the outdoor industry.

Revenue and Expenses

Grants $365,416 (65%)
Contributions $145,120 (25%)
Membership dues $30,357 (4%)
Special Events $31,488 (6%)
T reatment income $1,102 (0.2%)

TOTAL REVENUE $545,847

Grants $362,124

Statement of Financial Position

ASSETS
Current Assets
Cash & cash equivalents $48,845
Temporary restricted $362,124
Fixed Assets
Unrestricted $248,298
T otal Net Assets $343,163
T otal Liabilities and Net Assets $343,163

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Accounts Payable $18,961
Current Liabilities
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$660
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Audited Financial Statements

Following are the audited Winter Wildlands Alliance financial statements for the year ending June 30, 2011 as presented by Harris & Co. PA Certified Public Accountants. For more information please email info@winterwildlands.org or call (208)336-4203.

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- Conducted on-site visits with 16 different grassroots groups in eight states to work on local winter management issues.
- Facilitated meetings and conference calls among grassroots groups regarding policy, outreach, and the Backcountry Film Festival.
- Participated in the Payette Winter Forum, a monthly meeting among snowmobile groups, Forest Service staff, elected officials and other stakeholders to find winter management solutions on the Payette National Forest.
- Created the Hansen West Fork Study Area
- Conducted public forums with state agencies on the future of the Yellowstone Slide. State agencies were concerned with the future of the area and the possibility of ski lifts being installed.

Research and Publications

Winter Wildlands Alliance conducts research and prepared reports to provide concrete data and analysis to public land managers, elected officials and grassroots activists.

- Conducted Backcountry Scientist trainings in Driggs, Lander, Jackson, and Bozeman where skiers learned how to identify and monitor rare carnivore tracks.
- Partnered with the Alpine and Arco Research Center, Huxley College, and the Rain Science School to conduct sampling for water quality research projects to analyze the impact of two-stroke engines on ice and water quality.
- WWA Backcountry Partners Program added seven new like-minded businesses committed to supporting quiet human-powered recreation in their communities.
- In partnership with the Tagheg National Forest, WWA conducted research and prepared reports to provide concrete data and analysis to public land managers, elected officials and grassroots activists.

Education and Outreach

Through media campaigns, action alerts, events and school programs, Winter Wildlands Alliance educates the public about issues affecting wilderness quality and human-powered recreation on public lands.

- Added six new SnowSchool site bringing our total to 38 sites in 16 states.
- During the 2010-11 winter season Snowschool reached 27,500 youth participants, 4,983 adult participants and 755 volunteer leaders who contributed 15,400 hours to the program.
- The Winter Wildlands Alliance Backcountry Film Festival was seen by more than 5000 outdoor enthusiasts in 53 cities, 4 continents, 5 countries, 16 states. The Festival collectively raised more than $80,000 for local human-powered winter recreation, education and awareness programs.
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Statement of Financial Position

ASSETS

- Current Assets
  - Cash and cash equivalents $2,239
  - Accounts receivable $14,045
  - Prepaid expenses $9,769
  - Total Current Assets $20,053

- Long-Term Investments
  - Bonds $1,428
  - Total Long-Term Investments $1,428

- Total Assets $20,481

LIABILITIES AND NET ASSETS

- Current Liabilities
  - Accounts Payable $5,400
  - Total Current Liabilities $10,800

- Unrestricted
  - Temporarily restricted $8,465
  - Net Assets $8,465

- Total Liabilities and Net Assets $20,481

Revenue and Expenses

- Grants $341,667
- Contributions $15,000
- Membership dues $2,067
- Special Events $1,488
- Total Revenue $364,166

- Cost of goods sold $15,000
- Salaries and benefits $15,000
- Other expenses $7,101
- Total Expenses $32,101

- Unrestricted $94
- Temporarily restricted $50
- Net Assets $144

- Total Liabilities and Net Assets $206
Thank You!

WWA thanks our supporters, volunteers and board members for their commitment and hard work in preserving the human-powered backcountry experience. Without your support, none of our fiscal-year 2011 accomplishments would have been possible. We are grateful to the more than 300 members who support our mission. We are proud to list the individuals, foundations and partners who contributed $100 or more during fiscal-year 2011.

Trends in Winter Recreation

In recent years multiple studies and reports have documented the growing popularity and economic contribution of human-powered snowsports. The Outdoor Industry Foundation’s 2010-2011 Winter Recreation Participation Report found that in 2009 national participation in snowshoeing increased by 74% and cross-country skiing by 6%. Of all forms of active outdoor recreation studied, snowshoeing and cross-country skiing had the second and third highest rates of growth. Furthermore, a 2010 Snowsports Industries of America found that 14% of skiers and snowboarders, 13% of cross-country skiers, 10% of skimo skiers, and 56% of snowboarders seek out the backcountry for an undiluted snowsports experience.

Keeping Winter Wildlands Alliance Strong

When you make a donation to Winter Wildlands Alliance, you help us increase awareness about issues impacting our winter wildlands, support our educational programs and keep our events and communities growing and partners strong. We are a small organization with a big presence that remains vital because of our commitment to protect the winter wildlands we play in and future generations. Whether you are reading this newsletter as a long-time individual donor, or picking it up for the first time, please consider contributing to Winter Wildlands Alliance today.

For more information on our giving program, contact Lana Weber at (208) 743-1626, lana@winterwildlands.org.