



AID-TO-PARK

The reported aid-to-park for 2017 was \$2,357,024, marking another strong year of support. The association's contributions to Great Smoky Mountains National Park fall into three broad categories:

- cash donations, which are provided for a host of educational, historical, interpretive and scientific projects
- in-kind services, which is primarily labor expense
- publications and digital media, which include development costs and free publications

TOTAL AID-TO-PARK FOR 2017

In-Kind Services	\$840,807
<i>Includes salaries for staff at eight park visitor centers and publications development costs</i>	
Publications Development and Production	\$188,663
<i>Free publications, such as Smokies Guide newspaper, and pre-press costs for sales publications</i>	
Special Projects Funded by GSMA in 2017	\$1,067,536
SCA/Interns & Housing	\$199,683
<i>The interns help rangers manage wildlife and fisheries, develop GIS maps, save hemlock trees, monitor air and water quality, and many other tasks.</i>	
Cades Cove Fence Repair and Maintenance	\$52,600
<i>Repair of historic fencing to discourage vehicles from driving in Cades Cove fields</i>	
Cades Cove Field Restoration	\$15,000
<i>Mowing fields to maintain wildlife viewing and historic appearance of Cades Cove</i>	
Cades Cove Prescribed Fire Treatment for Field Management	\$10,000
<i>Preserve historic open character, provide diverse wildlife habitat and public access to unique sites and views</i>	
Centennial Ambassador Program	\$698
<i>Staff to communicate the park's Centennial messages to the public and neighboring communities</i>	
Centennial Outreach to Sister Park	\$5,269
<i>Exchange of expertise and management practices with GSM sister park in Thailand</i>	
Collections Preservation Center Maintenance and Utilities	\$19,000
<i>Upkeep and electricity generation for Collections Preservation Center</i>	

DLIA/ATBI Conference Sponsorship	\$2,500
<i>Discover Life in America is committed to conserving global biodiversity through funding research and scientists, public education, and making data available to everyone.</i>	
Experience Your Smokies TN	\$650
<i>Educational outreach to citizens in neighboring communities</i>	
GSM Institute at Tremont	\$50,840
<i>Funding for youth and adult environmental education at Tremont (includes proceeds from Tremont visitor center store)</i>	
GSMNP Podcast Upkeep	\$1,655
<i>Educational videos on the park</i>	
Hemlock Woolly Adelgid Control	\$35,000
<i>Treating hemlock trees to prevent attacks from the non-native hemlock woolly adelgid</i>	
Human-Bear Conflict Workshop	\$4,000
<i>Hosting a national conference to reduce human conflicts with bears</i>	
Information Technology Intern and Housing	\$6,400
Natural History Collections	\$69,200
<i>Staffing and supplies to help protect the park's artifact collection and archives</i>	
Oconaluftee Visitor Center and NPS Preservation Center	\$22,148
<i>Interest on construction loan</i>	
GSMNP Purchase Knob	\$32,000
<i>For the Appalachian Highlands Science Learning Center</i>	
Parks As Classrooms	\$70,400
<i>Provide Gatlinburg and Cherokee schools PAC liaisons and rangers to provide curriculum-based programming</i>	
Park Management Communications Interns and Housing	\$13,170
Re-point Stone Chimneys in Two Historic Buildings	\$22,700
Resource and Visitor Protection SCA Intern	\$13,170
Resource Education Chief Discretionary Funds	\$6,484
<i>For special events and outreach programs</i>	
Resource Education Division Training	\$2,000
<i>Training for park rangers</i>	
Resource Education SCA Parkwide Interns and Housing	\$184,991
<i>Cost of living stipends for student interns who help rangers with guided walks, talks, and junior ranger activities</i>	

Resource Education 2 SCA/Interns Interns and Housing	\$13,844
<i>Cost of living stipends for student interns who help rangers with guided walks, talks, and junior ranger activities</i>	
Stabilize Noah Bud Ogle Mill Tub	\$9,600
<i>Work on this historic water-powered grist mill</i>	
Superintendents Discretionary Funds	\$3,697
<i>For special events and meetings</i>	
Wildlife Seasonals Support	\$109,750
<i>Support for three staff members in the park's wildlife management division</i>	
Sugarlands Visitor Center Media Upkeep	\$1,374
<i>Maintenance costs of theater and exhibits</i>	
Utilities-Cades Cove Visitor Center	\$16,834
<i>Electricity generation for Cades Cove restrooms and visitor center</i>	
Utilities-Clingmans Dome	\$4,009
<i>Electricity generation for Clingmans Dome Visitor Center</i>	
Utilities-Oconaluftee Visitor Center	\$10,070
<i>Electricity for Oconaluftee Visitor Center</i>	
Vegetation Mapping Project	\$27,000
<i>Seasonal staff and intern to conduct mapping surveys</i>	
Volunteer Program Parkwide Support	\$7,221
<i>Supplies for volunteers</i>	
Volunteer Program Banquet Recognition	\$13,967
<i>Special event to honor the park's nearly 2,500 volunteers</i>	
VIP Program - CCVC	\$990
<i>Supplies for volunteers in Cades Cove</i>	
VIP Program - North District	\$1,023
<i>Supplies for volunteers in the north district of the park</i>	
VIP Program - South District	\$4,138
<i>Supplies for volunteers in the south district of the park</i>	
VIP Resource Education	\$245
<i>Support for volunteers in interpretation and education</i>	
VIP Student Interns and Housing	\$10,000
Visitor Center Door Counters	\$867
<i>For tracking visitation</i>	

Interpretive Operations	\$260,018
<i>Funds special events, festivals, and interpretive demonstrations, including the Spring Wildflower Pilgrimage, Music of the Mountains, Mountain Life Festival, sorghum molasses making and library supplies and materials.</i>	
Backcountry Information staff	\$47,940
Library staff	\$43,316
Living history demonstrators	\$50,292
Misc. and library operations	\$12,507
Parks as Classrooms Coordinator	\$74,057
Special events and demonstrations	\$31,906

HIGHLIGHTS OF BUSINESS ACTIVITY IN 2017

Total 2017 sales*	\$8,633,539
Total 2017 membership dues	\$872,664
Total 2017 maps and booklet sales	\$246,058
Total 2017 business membership dues	\$59,667
Total 2017 donations	\$801,120
Sales decrease over 2016	(\$190,822)
Sales % decrease over 2016	-2.16%
Total 2017 revenue	\$10,748,545
Revenue % increase over 2016	3.16%
Legacy Fund Campaign	\$107,882
Register Round-Up Program at Visitor Centers	\$126,358
Gross Margin as % of Sales	54.06%
<i>Percent difference between sales and cost of goods</i>	
Outstanding Bank Debt	\$305,000
Inventory Turnover	4.27
<i>(times/year)</i>	
Current ratio	3.98:1.00
<i>Current assets to current liabilities</i>	

Total Aid to GSMNP in 2017 \$2,357,024

* Total 2017 sales includes non-taxable sales items