

RED RIVER GORGE CLIMBERS' COALITION

2016 ANNUAL REPORT

CURRENT BOARD OF DIRECTORS

Yasmeen Fowler... **President**
Scott Cooper... **Vice President**
Jereme Ransick... **Treasurer**
Joey Saeler... **Secretary**
David King, Jr.... **Director of Corporate Relations**
Curtis Gale-Dyer... **Land Manager**

Bryant McDonnell... **BOD Member**
Adam Gregory... **BOD Member**
Andrew Jones... **BOD Member**
Jeff Kayse... **BOD Member**

Ashlee Milanich... **Executive Director**
Bill Strachan... **Executive Director Emeritus**



A Letter from the President:

The RRGCC has developed a pattern that helps mark the beginning, middle, and end of each year. We start with our Open Board Meeting right around the time that Miguel's Pizza welcomes everyone back with their Red River Reunion, we mark the halfway point with a day spent working on our land and a night spent partying at Lago Linda Hideaway for Johnny & Alex Trail Day, and we culminate with the huge celebration that is Rocktoberfest.

In 2016, as we ran another lap on each of these familiar routes, we sent some serious long-term projects.

Spring: After years of wondering what kind of difference our community's presence makes in the local economy, Dr. James Maples, PhD, of ECU presented the results of his study: The Economic Impact of Rock Climbing in the Red River Gorge, KY. Attendees learned that rock climbers spend an estimated \$3.6 million in the regional economy each year (Maples et al, 2016). Rick Bost followed with a presentation on behalf of the RRGCC that communicated what rock climbers want: more rock climbing. These two presentations rekindled conversations with public lands representatives and set meetings in motion that continued throughout the year. The RRGCC and Access Fund met several times with the Forest Service with the ultimate goal of opening FS land to new route development. This in itself is another long-term project and we are optimistic about the eventual outcome.

Summer: With over a decade of unwavering dedication and support as Executive Director under his belt, Bill Strachan was ready to mentor the next ED. We hired Ashlee Milanich as our new Executive Director, soon after which she ticked off another of our long-term projects (the educational bag tags) and did a killer job as the Rocktoberfest Project Manager, and produced this exceptional Annual Report.

Fall/Winter: As the season came to a close, we wrapped up one of our proudest projects to date - a goal that has received the attention of each generation of the Board. The tract of land that secures access to the Motherlode, the Chocolate Factory, the Bear's Den, and the Unlode became available for purchase, and we acted upon it. Board members past and present united alongside our partners at the Access Fund and Trango to seize the opportunity to protect rock climbing at some of the Red's most treasured cliffs: Bald Rock Recreational Preserve was born.

Any climber who has sent a long-term project will tell you that along with celebrating the success comes the knowledge that the bar has been raised. We're thrilled about the projects ticked off the list this year and know that the exceptional Red River Gorge climbing community will meet the challenges that await: paying off the Miller Fork Recreational Preserve, making payments on the new Bald Rock Recreational Preserve, maintaining the 1,161 acres we now own, continuing positive discussions regarding climbing on public lands, and other projects as they're found.

Thank you to everyone who made 2016 such a uniquely successful year for the RRGCC.

Yasmeen Fowler

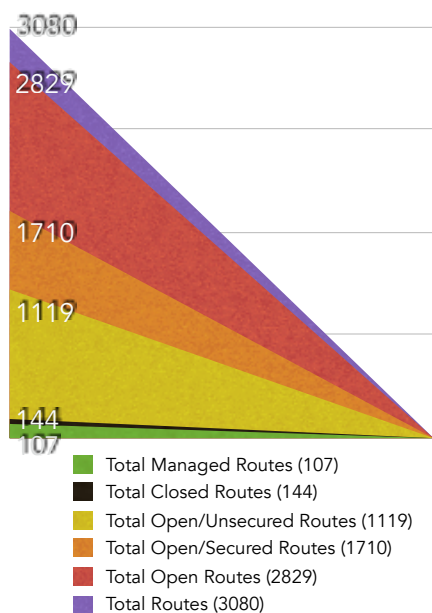
Yasmeen Fowler
President, RRGCC

CLIMBING IN THE RED

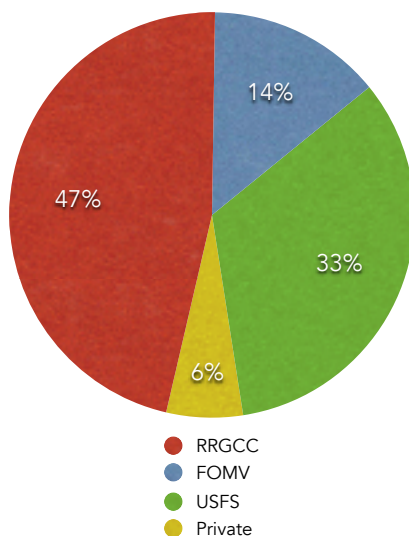
Number of Climbing Routes in 1998 Bronaugh Guidebook
 Number of Climbing Routes in 2005 Ellington Guidebook
 Number of Climbing Routes in redriverclimbing.com Online Guidebook

— ≈ 1,000
 — ≈ 1,300
 — ≈ 3,000

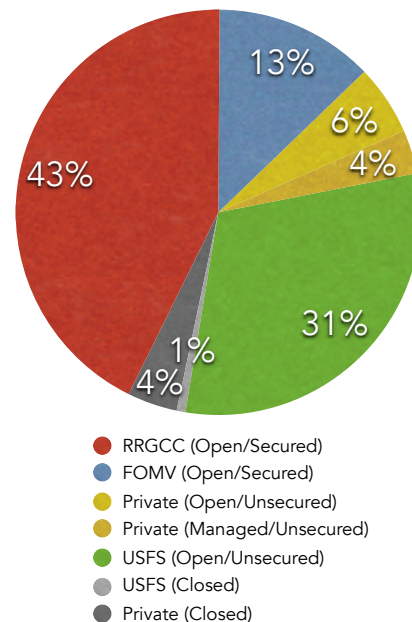
Route Composition



Open Climbing Routes



All Climbing Routes



LAND

Photos: Peter McDermott



the FACTs

7 major projects

Estimated Visitors:
2 per car: **24,860**
4 per car: **49,720**

Repaired Coal Bank Road

16 trail days, excluding JATD

1200+ hours of Volunteer Work

Completed Trails:

- Dark Side
- Bright Side
- Chaos
- Drainage on Bowman Fork Trail
- Volunteer Wall - major terracing to curb erosion, project supported by **Trango**

1161 acres

Two major bridges built utilizing telephone poles

Acquisitions: Bald Rock Recreational Preserve: 102 acres - secures access to the Motherlode, the Chocolate Factory the Bear's Den, and the Unlode

18 miles of trail

1.6 miles of road

5 parking lots

9,000 hours needed to complete/maintain **10.5mi/trails**



Our Amazing Volunteers:

Rocktoberfest: 97

Johnny & Alex Trail Day: 85

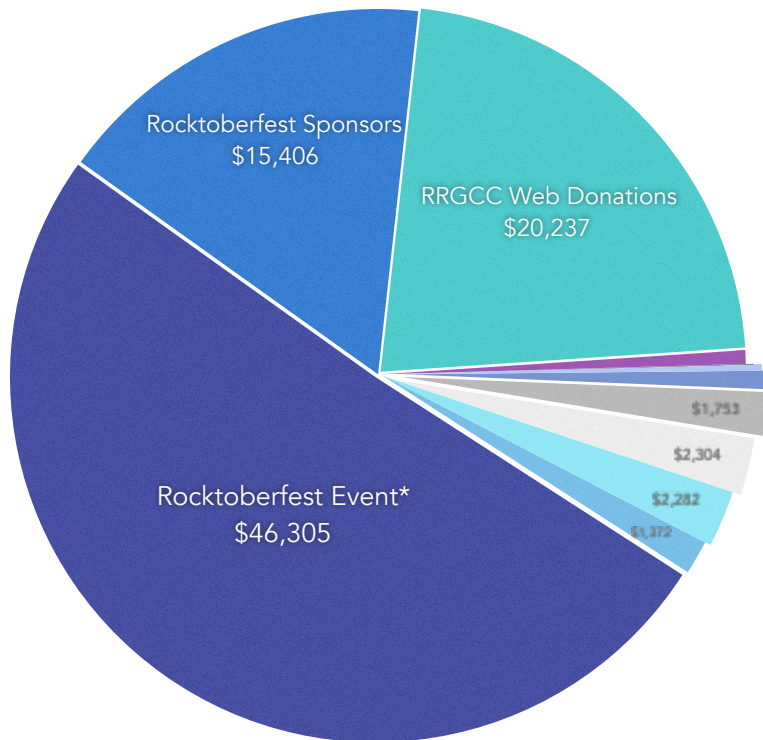
Other Trail Days: 102

From 5 Groups: 48

Individuals: 54

FINANCES

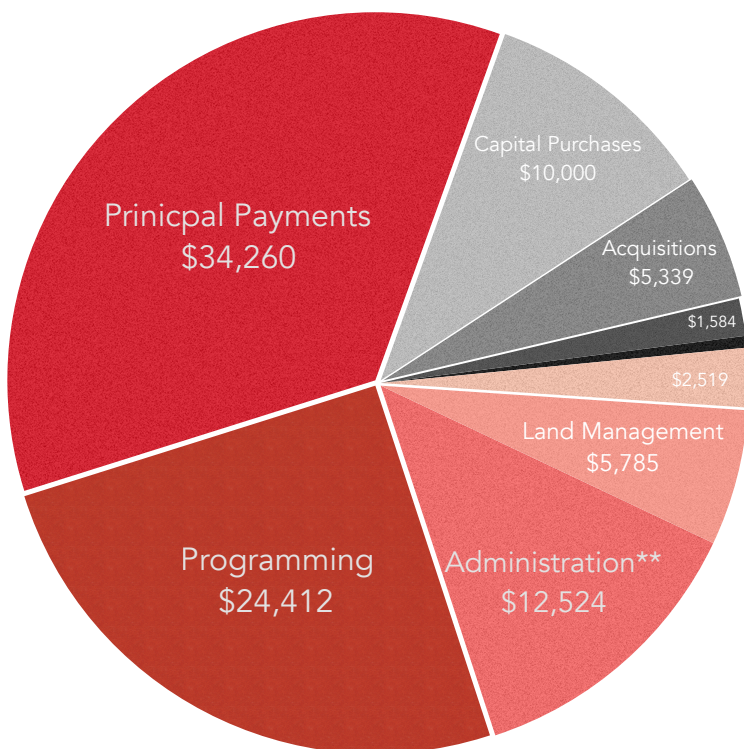
SUPPORT (\$91,222)



- Rocktoberfest Event*
- Rocktoberfest Sponsors
- RRGCC Web Donations
- Matching Contributions (\$550)
- RRGCC Branded Credit Card (\$17)
- Red River Reunion (\$251)
- Johnny & Alex Trail Day (\$744)
- Small Events (\$1753)
- Access Fund Joint Membership (\$2304)
- Payroll Contributions (\$2282)
- % of Sales (\$1372)

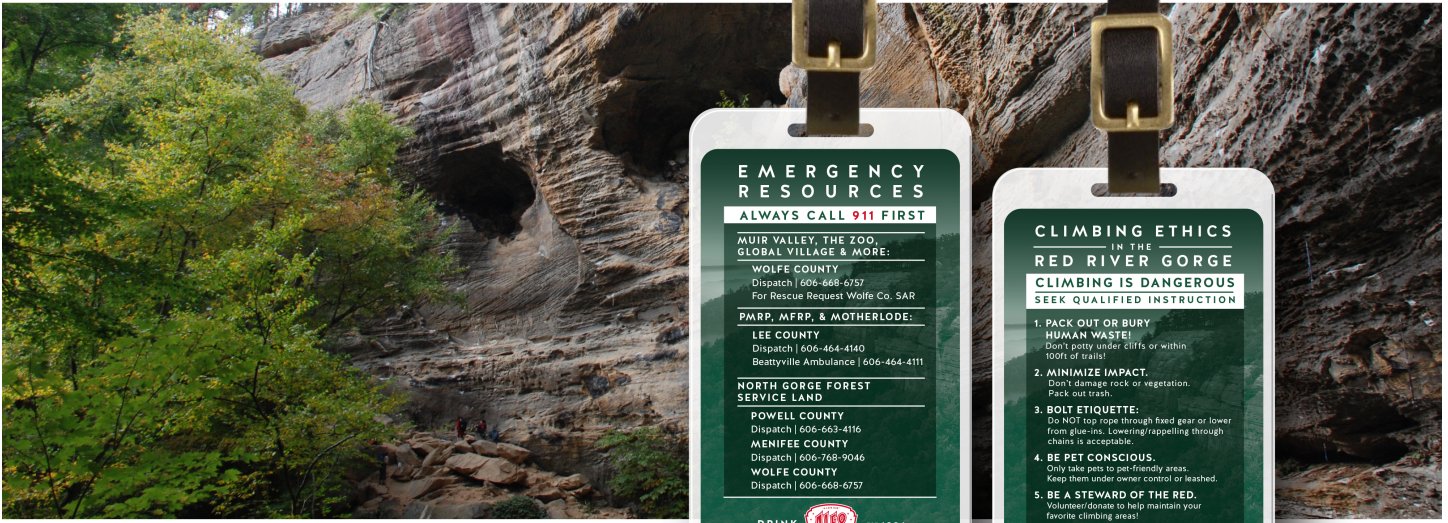
**Includes ticket sales, product sales, and single donations*

EXPENSE (\$87,356)



- Fundraising (\$2519)
- Land Management
- Administration**
- Programming
- Principal Payments
- Capital Purchases
- Acquisitions
- Mortgage Interest (\$1584)
- Grants (\$500)

***Includes advertising costs*



Educational Bag Tags featuring ethics in the Red & Emergency Resources, sponsored by Ale-8!

Photo: T. Travis Brown



New Creatures to Watch for:
Arrow Darter fish located in the Hell Creek area, mind the streams & creeks!

Always be aware of **White-haired Goldenrod** that grows near and under the cliffs!

Economic Impact Survey:

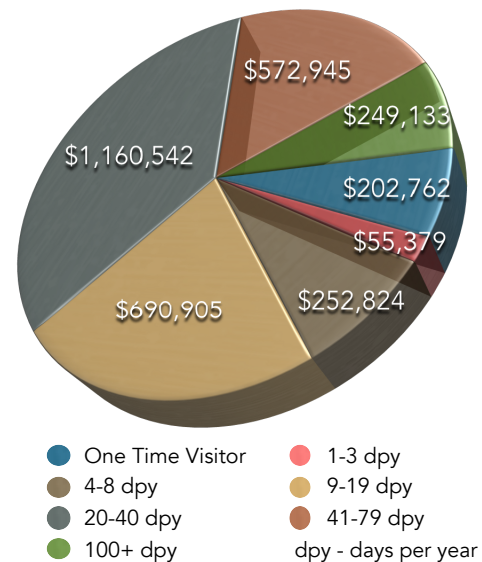
Eastern Kentucky University, Dept. of Anthropology, Sociology, and Social Work & Dept. of Recreation and Park Administration

Dr. Maples, PhD Brian G. Clark, MS Ryan Sharp, PhD
 Braylon Gillespie, BA Katherine Gerlaugh, MA

Climbers spend an estimated \$3.6 million/year in the regional economy

Climbers generate an estimated \$2.7 million in total revenues for local business owners and support an estimated 39 full time jobs in an economically depressed area

Climbers are strongly interested in selective economic development in the Red River Gorge utilizing locally owned businesses.



DONORS & DONATIONS

DONATIONS BY THE RRGCC

95lbs of
jackets/coats through
**Patagonia's Worn
Wear**

\$500
Beattyville
Christmas

\$500
Woolly Worm
Festival

Merchandise
to local climbing
organizations/
university
competitions

MAJOR DONORS

\$2500+

Outdoor Research
Petzl
Wolfe Co. Tourism

\$1000+

La Sportiva
Quest Outdoors
Roads, Rivers, and Trails

Mike Chung
Kelly Survant
Scott & Linda Cooper

\$500+

Omnific Life - RRG Project
Ale-8-One Bottling Co.
Anthem Insurance Companies, Inc.
Belay Specs
BlueWater Ropes
Edelrid North America, Inc.
Five Ten
Patagonia
Rab
Sterling Rope Company, Inc.

Mountain Gear
Trango
J&H Lanmark
West Sixth Brewing
Vertical Adventures

Keri & Doug Libbe/Bunce
Bryant McDonnell
Lover of the Red
Andrew Ramsey

Thank you 2016 - an awesome year of fulfilling long-term goals and beginning great new projects! We're striving for inspiration, community action, and YOUR thoughts - talk to us at rrgcc.org about how you can get involved.

*Until next time,
Executive Director, Ashlee Milanich*