

## 2019 High Peaks Information Center Report

### **High Peaks Information Center Staff:**

Bobby Clark, High Peaks Information Center Manager

Mary Dougherty, High Peaks Information Center Assistant Manager

The High Peaks Information Center (HPIC) is on the front lines educating visitors to the Heart Lake Program Center about safe and responsible recreation in a way that aims to instill an outdoor ethic and protect the resources of the Adirondack Park. In 2019 we garnered additional support for our education efforts through ADK's Trailhead Stewardship Program (formerly the HPIC Host Program). Also vital to the success of ADK's mission is the retail component of the High Peaks Information Center. This not only allows us to generate valuable revenue for ADK but ties in strongly with our education and preparedness messaging. We offer the ten essentials and other important gear items as well as a vast fleet of rental equipment such as: bear canisters, trekking poles, trail crampons, snowshoes and skis that ensures visitors have the right gear no matter what the season. In addition to that we offer a variety of technical and non-technical clothing and other ADK logoed souvenirs for visitors to remember their experience.

ADK's Trailhead Stewardship Program had a lofty goal of reaching 15,000 visitors (a 50% increase from 2018) which we were able to accomplish with just 18 volunteers. In 2019 we were also able to cover 92/100 scheduled days which is an almost 28% increase from 2018. Trailhead Stewards work in a fast paced often stressful environment dedicated to educating visitors with an average interaction time of less than 2 1/2 minutes. In addition to these responsibilities volunteers also help to monitor our parking lots in conjunction with parking booth staff and keep our property clean through regular trash pickups that helps to promote a litter free backcountry.

Every dollar the HPIC generates helps to fulfill ADK's mission and sales are at a historic high despite visitor numbers decreasing slightly. We've spent a lot of time in recent years redesigning clothing and offering more enticing souvenirs with those categories seeing a revenue increase of 19.4% and 22% respectively. Perhaps most important is our support of other departments such as Publications and Membership. We saw an 11.8% increase in Field Gear revenue and a 9.5% increase in the number of High Peak's maps sold which implies that folks are heading out on the trails better prepared. In 2019 we also saw a 9.5% increase in the number of memberships sold at the HPIC meaning we're doing a good job of encouraging others to support the important work ADK does and hopefully fostering further involvement through volunteering.