



**ZION
NATL PARK
FOREVER
PROJECT**

STRATEGIC PLAN 2019 - 2024

Photo by R.J. Hooper



Dear Friends of Zion –

The Zion National Park Forever Project is pleased to share its 2019 – 2024 Strategic Plan. The importance of this plan for Zion National Park, Cedar Breaks and Pipe Spring National Monuments and the Zion Forever Project is the spirit from which it was developed.

The emerging vision and our Greater Zion Landscape approach was derived from a series of workshops and face to face discussions with more than forty-five stakeholders representing park staff, business leaders, land-owners, tourism officials from Kane, Iron and Washington Counties, BLM district managers, University officials, and the division chiefs from Zion National Park, Cedar Breaks and Pipe Spring National Monuments.

The implementation of this plan will take many partners. With deep commitment, and with your help, the Zion Forever Project is preparing for Zion's next 100 years of awe.



John Taylor
Chairman, Board of Directors
Zion Forever Project



Lyman Hafen
Executive Director
Zion Forever Project



Mark Preiss
Director
Zion Forever Project

"The sanctuary of Zion and its surrounding lands has been tended by residents and travelers for thousands of years. The Forever Project's work continues that legacy of stewardship, and I invite you to roll up your sleeves and join in."

Jeff Bradybaugh
Superintendent
Zion National Park



A NEW AGENCY

The National Park Service was created by Congress via the Organic Act of 1916.

The new agency's mission as managers of national parks and monuments was clearly stated –

“... to conserve the scenery and the natural and historic objects and the wild life therein and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations.”

WHO WE ARE

**The Zion Forever Project,
est. 1929 - Forever**

The Zion National Park Forever Project traces its roots back to 1929 when a group of citizens living at the gateway to the park formed the Zion Natural History Association and focused their efforts to chronicling the canyon's past and ensuring its future. Reflecting their love and passion for the park, they began providing visitors with accurate and inspiring information. Their pamphlets, maps, books, post cards, and other interpretive materials were designed to enhance the visitor experience in Zion and to educate visitors about the unique flora, fauna, geology, and human history of the canyon. Proceeds generated from sales in the visitor center bookstores went back into producing more and better interpretive products and funding important projects in the park.

Through the decades the width and breadth of Zion Natural History Association's work expanded as the park's annual visitor count has grown from tens to hundreds of thousands, and finally, millions. The organization has become one of the leading official non-profit park partners in the nation funding iconic programs in the park and helping visitors not only have a more meaningful visit but to truly connect with Zion and return home as life-long advocates.

The love and passion that drove those original citizens to form this organization has recently grown into a much deeper sense of stewardship and responsibility. The tenacity and commitment to Zion's future has brought the park's partner to a place where all its efforts in publishing, park stores, philanthropy, and field programs are now fully integrated under the banner of the Zion National Park Forever Project.

The Forever Project is here to address and help provide solutions to the park's greatest challenges in the seasons ahead and to ensure a margin of excellence so that all people have the opportunity to experience Zion Forever.

The Zion National Park Forever Project was launched in May and June of 2017 through a series of public receptions and programs in three of Zion's gateway communities: Springdale, St. George and Salt Lake City.



Zion National Park

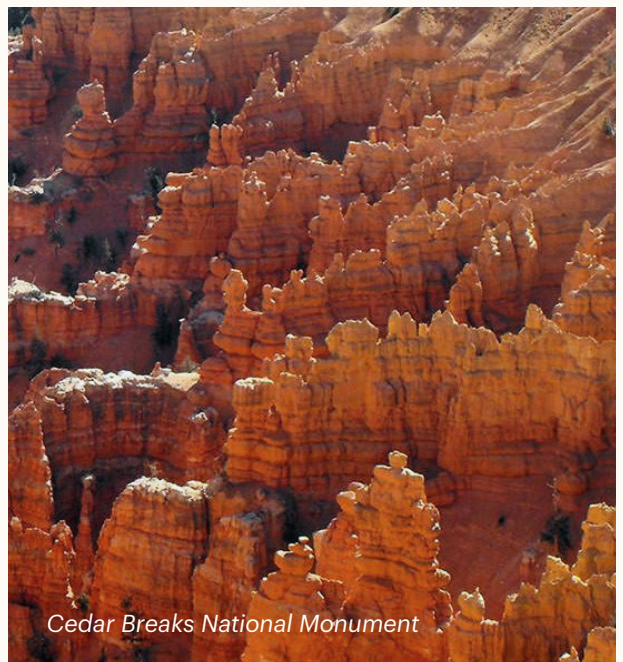


Greater Zion Landscape

Zion National Park preserves some of the most sacred and important canyon country in the world and has been a sanctuary for 10,000 years. It is the sacred center of a cultural landscape that connects north to Cedar Breaks National Monument, east and west to Color Country Public Lands managed by the Bureau of Land Management, and south to Pipe Spring National Monument, the Arizona Strip, and the Shivwits Plateau.



Pipe Spring National Monument



Cedar Breaks National Monument




Photo by Seth Hamel

Mission

The Zion National Park Forever Project believes these sacred and significant landscapes and resources do not take care of themselves, and in order to prosper and remain vital, they must have a community of supporters reflecting all walks of life, experience, and circumstance who care deeply for their future.

Vision

The Zion National Park Forever Project engages in collaborative efforts with federal agencies, gateway communities, and guests to create connections to the Greater Zion Landscape that will lead to lifelong stewardship. By establishing business and agency partnerships, encouraging collaborative innovation, expanding educational opportunities, funding tangible projects, and leveraging resources, the Zion Forever Project is building the next generation of leaders and stewards.

“It doesn’t take much instinct to realize the Forever Project can unify us to create actions that can be transformative. We need to become more than beneficiaries here in Utah, we need to embrace a new sentiment towards our uniquely endowed landscape – we can lead in changing the narrative of stewardship and quality within, and surrounding, Zion National Park.”

Kevin McLaws
Owner, Zion Mountain Ranch

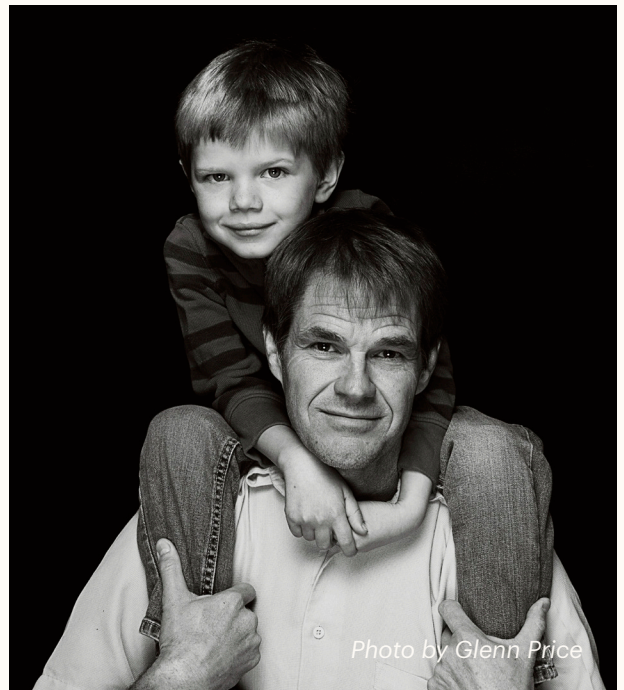


Photo by Glenn Price

Brand

The Zion National Park Forever Project helps people and businesses understand the issues of land and resource protection within the Greater Zion Landscape by presenting opportunities, initiating action to take responsibility, and identifying and promoting strategies for stewardship that will protect the resources and benefit the communities now and forever.

Brand Platform: Stewardship and Responsibility

Our Charge: Ensure forever with optimistic vigilance today

- To be a model of innovation
- To tackle the big issues facing our treasured landscapes and their adjacent communities
- To understand the connectivity of resources within the Greater Zion Landscape





MISSION AT WORK

Zion National Park Forever Project will provide strategic investment in natural and cultural resource preservation and protection, ensure exemplary guest experiences, deliver education programs empowering the next generations of park stewards, and work towards a sustainable future.

Towers of the Virgin, Zion National Park



IMPROVING TODAY

Improving Today by providing exemplary experiences across the Greater Zion Landscape.

Key future actions will:

- Enrich the visitor experience through trail restoration and improvements, exhibits, park films, publications, accessibility, recreation, interpretive signs, and digital applications.
- Create opportunities for hands-on engagement and service that lead to advocacy and stewardship.
- Enrich the visitor experience prior and during visitation through accurate, dynamic accessible messages that connect the guest to the landscape, cultural, historical, and conservation opportunities on the Greater Zion Landscape.



INFORMING TOMORROW

Informing Tomorrow by building a community of shared stewardship for the Greater Zion Landscape that is a model for the world.

Key future actions will:

- Create a sense of passion and stewardship for the Greater Zion Landscape through experience-based curricula and programming.
- Inspire a shared vision of environmental stewardship.
- Provide compelling curriculum and experience-based programs, engaging and connecting all guests as stewards of the Greater Zion Landscape.
- Provide educational opportunities for everyone from school age kids to decision makers.
- Encourage all voices to be heard and served including underserved and tribal voices.
- Share and connect the Greater Zion Landscape stories to a global audience.



PROTECTING FOREVER

Protecting Forever the natural and cultural resources of the Greater Zion Landscape with particular focus on Zion National Park, Cedar Breaks National Monument, and Pipe Spring National Monument.

Key future actions will:

- Preserve the dramatic geology including Zion Canyon and the labyrinth of deep Navajo sandstone canyons formed by extraordinary erosion at the margin of the Colorado Plateau; to safeguard the Greater Zion Landscape, its wilderness integrity, and its wild and scenic river values.
- Protect the natural and cultural heritage, rare, endangered, and endemic species, and support scientific research that leads the world.
- Increase operational efficiency and engage gateway community partners to provide exceptional sustainability practices for the world.

CORE ELEMENTS

Organizational Excellence: The Zion National Park Forever Project maintains strong leadership across the Forever Project board, staff and volunteer leadership to ensure that the organization will effectively fulfill its mission. The Forever Project will develop and sustain appropriate internal systems and facilities to fulfill its mission as an official National Park Service (NPS) non-profit partner. The Forever Project will continue to maintain communications and a culture of trust with all working partners and educational institutions.

Visibility, Message, and Brand: The Zion National Park Forever Project raises awareness of the Greater Zion Landscape needs by increasing the public profile of the Forever Project, thereby increasing fundraising and securing resources for the park and its agency partners. The Forever Project embraces and promotes a stewardship message to protect the natural and cultural resources of the Greater Zion Landscape.

Fundraising: The Zion National Park Forever Project uses special events and four primary strategies for raising funds and resources to advance its mission: Major Gifts, Corporate Partners, Annual Giving, Foundations, and other grant sources.

Park Stores: The Zion National Park Forever Project has curated and operated the park stores in Zion National Park since 1929. The park stores connect visitors to its parks by providing essential educational and interpretive support through books, maps, outdoor gear, safety equipment, educational games, and souvenirs. Proceeds support prioritized education, research and preservation initiatives in the parks.

Publishing: The Zion National Park Forever Project has a rich history in publishing award-winning books, guides, and other materials which deepen and enrich the visitor's connection to the park and that are a respected and credible resource for researchers, scientists, and other subject matter experts.

Education, Events, and Experiences: The Zion National Park Forever Project hosts signature education, events, and experiences that provide deeper connections and stewardship to the Greater Zion Landscape through curated field courses, workshops, lectures, and other special events tied to park themes, gateway partners, and resources.

FUTURE GOALS AND ACTIONS

Strategic planning assesses existing conditions and formulates recommendations that will provide direction and focus to achieve the desired future program and services. During the 2018 workshops, participant discussions, ideas, and drawings were documented and form the basis for the recommended goals and actions outlined in this plan. The Core Elements provide the framework for the future goals and associated actions.

Organizational Excellence:

- Develop Leaders in Operations, Partnerships, and Community Service
- Address Staffing and Physical Infrastructure Needs
- Strengthen Existing and Establish New Partnerships
- Create a Culture of Documentation and Analysis where Findings Illuminate Proof of Impact

Visibility, Message, and Brand:

- Increase Visibility of Zion Forever Project (ZFP) Brand
- Develop and Distribute Greater Landscape Public Lands Stewardship Messages

Fundraising:

- Increase Fundraising
- Develop and Assess Additional Fund Sources including an Endowment

Park Stores:

- Sustain Retail Excellence through Product Selection, Park Store Displays and Integrated Brand
- Assess Potential Retail Opportunities across the Greater Zion Landscape, Other Gateways, and Online

Publishing:

- Develop Publishing Strategy that Drives ZFP Brand and Integrates with Other Programs
- Develop/Consider New Content Platforms in Addition to Traditional Printed Publications

Education, Events, Experiences

- Strengthen and Expand Education, Events, and Experiences across the Greater Zion Landscape



Plein Air artist Ellie Wilson.
Photo by Shane Bumgarner

SAVE
WHAT
YOU
LOVE



ZION NATL PARK
FOREVER PROJECT

STING
WITH THE
UTAH SYMPHONY
PRESENTED BY ZIONS BANK

TO BENEFIT

 ZION
NATL PARK
FOREVER
PROJECT

SATURDAY AUGUST 31
USANA AMPHITHEATRE

TICKETS AVAILABLE AT SMITH'S TIX LOCATIONS
SMITHSTIX.COM OR 800.888.TIXX

TICKETS ON SALE THIS FRIDAY AT 10AM

STING.COM    

 Smith's **TIX** ZIONS BANK  

IMPLEMENTATION PLAN

The measure of success of any plan is the extent to which it is implemented. Initial implementation of strategies needs to be both realistic and flexible. Because funding opportunities and priorities often change, the implementation strategies may need to be adjusted to adapt to changing conditions. Recognizing that collaboration is a key feature of this plan, flexibility is extremely important to allow everyone the opportunity to try new and different ideas and make adjustments as necessary.

Zion National Park Forever Project board members and staff, federal agencies' leadership, and key local and regional stakeholders should meet annually to review the goals of this plan, to measure its progress, to modify implementation timeframes if needed, and to coordinate the approved projects based on available funding.

During the planning workshops, the participants agreed to divide the actions necessary to implement the recommendations into on-going and short-term (1-2 years), mid-term (3-4 years), long-term (5+ years) categories.



Organizational Excellence

Actions to Develop Leaders in Operations, Partnerships, and Community Service

On-going:

- Continue to ensure that all Zion National Park Forever Project (ZFP) front-line Sales Associates/Ambassadors have the most current, accurate, and appropriate training.
- Build ZFP Board effectiveness and capacity based on best practices.
- Participate in Public Lands Alliance (PLA), Friends Alliance (NPF), Peaks, Plateaus, and Canyons Association (PPCA), and similar programs. Provide leadership and support.

Short-term:

- Empower Zion National Park Forever Project staff and partners to become conservation stewards and leaders within the organization and community.
- Develop and formalize ZFP orientation program for NPS and other agency partners.
- Create a culture of documentation and analysis where findings illuminate proof of impact, build messaging and fundraising capacity, and enable action-oriented improvement.
- Develop limited scope pilot evaluation plans for three highly strategic multi-year funded projects. Determine program objectives and embed data collection processes. Conduct preliminary analyses and use findings to strengthen grant applications, Form 990 narrative, GuideStar profile, and development discourse.

Mid-term:

- Establish an online/on-site joint training and orientation course for "Gateway Community Leaders and Ambassadors".
- Implement year 2 evaluation plan for three pilot projects, refining indicators, and determining areas for process improvement. Create and implement three new evaluation plans. Develop and deliver internal best practices training for ZFP and NPS project leads.



Salt Lake Businessman Scott Anderson introduces Gov. Herbert & First Lady at SLC Launch Event

Actions to Strengthen Existing and Establish New Partnerships

On-going:

- Establish strategic partnerships with key community businesses and agencies (working partners) to deepen support and activate new constituents.
- Establish/implement partnership best practice collaborative framework between ZFP and NPS partners.

Short-term:

- Develop and implement a coordinated communication and outreach strategy with the NPS to support the Visitor Use Management planning process.
- Host/facilitate on-going Greater Zion Landscape meetings with working partners to discuss strategy assessments, promote sharing of resources, and build sustainable collaborative spirit.
- Investigate and pursue partnership/relationships with academic partners to leverage resources and expertise.
- Develop process to assess partnership potential of federal agencies, tribes, and others.
- Begin to explore potential Southern Paiute relationships and opportunities with NPS guidance and support.

Mid-term:

- Leverage expertise of corporate and working partners to accomplish goals including a seamless visitor experience across the Greater Zion Landscape.

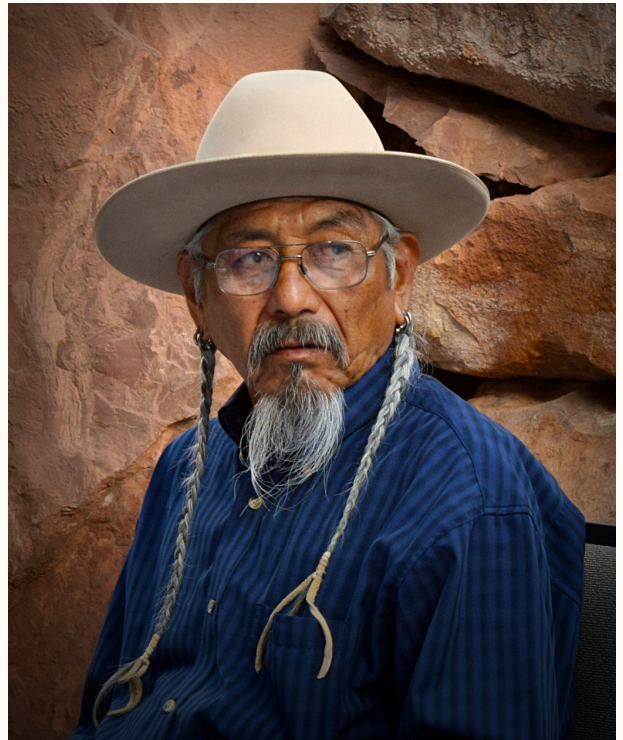
Long-term:

- Assess feasibility of partnering with Bureau of Land Management (BLM) including identification of agency and ZFP needs, shared messaging and communications, and potential retail, preservation, experience, and education opportunities.



Proud Partners at Springhill Suites Marriott

This page: Pipe Spring National Monument



Visibility, Message, and Brand:

Actions to Increase Visibility of ZFP Brand

Short-term:

- Define the ZFP East Gateway presence including function, role, responsibilities, and resources required.
- Define the ZFP South Gateway presence including function, role, responsibilities, and resources required.
- Develop consistent Zion Forever Project brand/logo design and elements for uniforms (ZFP, NPS, volunteers, interns).
- Ensure consistent and appropriate use of ZFP brand at all NPS locations.
- Develop and implement 2019 Zion NP Centennial Events.

Mid-term:

- Define the ZFP Cedar Breaks presence including function, role, responsibilities, and resources required.
- Develop content that tells ZFP story and elevates partnership across the Greater Zion Landscape.

Long-term:

- Establish ZFP brand presence (literal, digital) within strategic regional, national, and international locations.
- Support potential regional visitor contact points and possible transportation hubs with gateway partners.
- Support efforts to develop a cohesive interagency/partnership-based visitor experience plan for the Greater Zion Landscape.

Actions to Develop and Distribute Greater Landscape Public Lands Stewardship Messages

Short-term:

- Help create a seamless message for the Greater Zion Landscape and use ZFP generated content to drive this landscape stewardship message across relevant platforms.
- Produce and distribute a series of narrative messages to target audiences/markets that establishes the expectations of stewardship for the Greater Zion Landscape.

Mid-term:

- Distribute stewardship message across the Greater Zion Landscape using local, national, and international media channels including social media and websites.
- Leverage ZFP messages with Utah Office of Tourism strategies.

Long-term:

- Produce short videos to communicate stewardship message to be distributed to and shown in gateway businesses and lodging properties as part of the ZFP corporate partner program.



Photo by Andy Porter

Fundraising

Actions to Increase Fundraising

On-going:

- Meet and exceed annual fundraising goals in the following areas: Major Gifts, Corporate Partners (short-term), Annual Giving, Foundations (mid-term), and other grant sources.
- Secure funds and in-kind resources to support the parks' highest project priorities identified and featured in the annual ZFP Field Guide.

Short-term:

- Develop and implement annual ZFP Development Plan.
- Establish and conduct capital campaign for new Cedar Breaks NM Education Center including Centennial Challenge Match.
- Develop appropriate, consistent, and compatible donor recognition consistent with NPS Director's Order 21 guidelines.
- Develop funding strategy that leverages ZFP base support to the parks with project fundraising strategies and outreach.
- Conduct market assessment for Fundraising and Donor Management system for Zion Forever Project.
- Implement Fundraising and Donor Management system based on market assessment.

Actions to Develop and Assess Additional Fund Sources including an Endowment

Short-term:

- Update and improve ZFP Grant Program across the Greater Zion Landscape. Refine funding criteria and establish best practices funding framework.

Mid-term:

- Conduct market research and consider proposed uses for potential ZFP endowments. Any and all endowments would reference the Mission at Work and the larger landscape.
- Connect with philanthropists in extended gateway communities within US as well as international locations; cultivate philanthropic connections with both landscape residents and pass-through visitors.

Resources Needed:

- Support needed from NPS, Public Lands Alliance, and market consultants to implement actions.

Long-term:

- Conduct market research on opportunities for planned giving.





Park Stores

Actions to Sustain Retail Excellence through Product Selection, Park Store Displays and Integrated Brand

On-going:

- Provide tools and training necessary for all ZFP employees and front-line Sales Associates/Ambassadors to share the park and brand message. Communicate regularly with front-line Sales Associates/Ambassadors to stay informed and use their experiences and knowledge as a platform for new ideas.
- Assess yearly needs and opportunities for retail growth.

Short-term:

- Develop and promote signature line of ZFP product/brand merchandise.
- Develop new Park Store presence, including layout, fixtures, and product selection for new Cedar Breaks NM Education Center based on target 2021 opening.

- Assess and define Park Store presence for East Side Visitor Contact Station.

Mid-term:

- Implement phase II of signature line of ZFP products.
- Open new Park Store in Cedar Breaks NM Education Center.
- Assess, update Pipe Spring NM and Zion NP (Visitor Center, Museum, Kolob) Park Stores

Long-term:

- Develop larger retail message to educate public about how proceeds help park partners.

Actions to Assess Potential Retail Opportunities across the Greater Zion Landscape, Other Gateways, and Online

Mid-term:

- Prioritize and consider future possible locations and define retail experiences.
- Assess strategic creation of retail presence outside of parks (e.g. store presence in airports, Las Vegas, Los Angeles, I-15 Corridor).
- Assess online shopping experience through strategic platforms including ZFP partner benefits.



Publishing

Actions to Develop Publishing Strategy that Drives ZFP Brand and Integrates with Other Programs

Short-term:

- Develop publishing strategies for print and digital media.

Mid-term:

- Implement publishing strategies for print and digital media.

Long-term:

- Add Greater Zion Landscape stewardship messages to print and digital ZFP publications.

Actions to Develop/Consider New Content Platforms in Addition to Traditional Printed Publications

Short-term:

- Consider creating a Z-podcast series.
- Develop a series of (ZTV) video shorts that feature ZFP content and the Greater Zion Landscape to increase brand awareness, encourage stewardship and advocacy, and raise philanthropic support across target markets.



Field Class: Cedar Breaks Wildflowers

Education, Events, Experiences

Actions to Strengthen and Expand Education, Events, and Experiences across the Greater Zion Landscape

On-going:

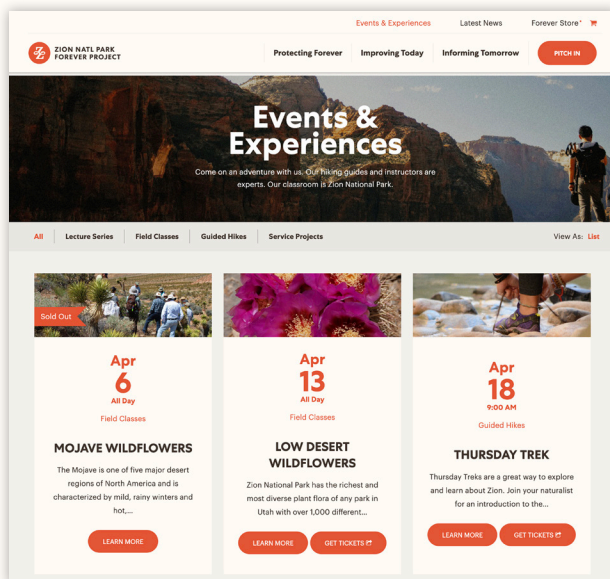
- Integrate ZFP brand into all events, field programs, and experiences.
- Assess current events, including Plein Air and Field Programs. Based on analysis, develop and align all events and experiences (field programs and lectures) to the ZFP Mission at Work and Greater Zion Landscape.

Short-term:

- Develop events and experiences that integrate and create awareness of Zion Forever Project's Mission at Work including creating connections to annual Field Guide projects and the most significant resource issues affirmed on annual basis with NPS partner.

Mid-term:

- Determine the need for and use of a volunteer and/or service learning program.
- Assess feasibility of an annual ZFP summit or gathering.



This page: Cedar Breaks National Monument





A series of workshops, facilitated by Harpers Ferry Center staff, were held on April 4, May 15-16, and June 19, 2018. Attended by an interdisciplinary team of Zion National Park Forever Project board members and staff, federal agencies' leadership, and local and regional stakeholders, this team engaged in a series of interactive sessions to develop each section of the plan. The planning team also devised an implementation plan and timeline for recommended actions that will occur over the next five years.

Appendix A: The Planning Process

The Zion National Park Forever Project Strategic Plan outlines recommendations for the next five years. The ultimate outcome of utilizing this Strategic Plan is a cost-effective, focused, high-quality organization that achieves management goals, supports appropriate visitor experiences, and protects the integrity of landscape and resources for future generations.

Our goals with this planning process:

- Describe a vision that is specific to the organization's efforts to improve, sustain, and support a cohesive future visitor experience within Zion National Park,



Cedar Breaks and Pipe Spring National Monuments, adjacent public lands (Bureau of Land Management, US Forest Service), and gateway communities and counties.

- Recommend a portfolio of options to expand capacity for telling the stories of the landscape to make them accessible and relevant to all.
- Review existing and consider potential new opportunities for fundraising, park stores, and education programs.
- Recommend educational programs, special events and experiences, youth engagement, media, publications, and personal services, where appropriate, that reflect Zion National Park Forever's mission and complement NPS and partner programs.
- Develop strategies to raise local, regional, and national visibility and identity of Zion National Park Forever as an official nonprofit partner of Zion National Park, Cedar Breaks National Monument, and Pipe Spring National Monument.
- Strategically prioritize the actions necessary to offer these experiences, programs, and services.

The Planning Team

Strategic Planning Lead, Toni Dufficy

The Forever Project gratefully acknowledges the leadership provided by Toni Dufficy, Interpretive Planner at the Harpers Ferry Center. Her contribution was essential to both the planning process and strategic plan development.

Zion Forever Project Board Members

- Scott Gubler
- Mary Kippen
- Greg Last
- Dave Mortensen
- Billy Rayford
- Julie Saemisch
- John Taylor
- David Clove
- Kathy LaFave

Zion National Park Forever Project

- Lyman Hafen, Executive Director
- Mark Preiss, Director of Forever Project
- Tracy Jones, Director of Finance
- Jill Burt, Dir. of Operations and Retail Sales
- Michael Plyler, Director of Field Programs
- Savannah Dunn, Assistant Director of Retail
- Wade Wixom, Graphic Arts Specialist
- Zachary Almaguer, Warehouse Manager
- Kacey Jones, Asst. Director of Development
- Karolee Dennett, Dev. Program Specialist

National Park Service

- Toni Dufficy, Interpretive Planner, HARP
- Jeff Bradybaugh, Superintendent, ZION
- Aly Baltrus, Chief of Interpretation, ZION
- Jack Burns, Concessions Manager, ZION
- Cassity Bromley, Chief of Res. Mgt., ZION
- Treacy Stone, Chief of Facility Mgt., ZION
- Fred Armstrong, Superintendent, PISP
- Paul Roelandt, Superintendent, CEBR
- Ken Watson, Acting Superintendent, CEBR
- Sarah Horton, Cultural Resource Mgr. ZION

Local and Regional Stakeholders

- Paul Barker, Owner, Zion Park Holding, LLC, Springdale
- Zeke Dumke III, Managing Partner, Zion Park Holding, LLC, Springdale
- Rob Bishop, GM, Springhill Suites Marriott, Springdale

- Maria Twitchell, Iron County Tourism/ VB
- Camille Johnson, Kane County Tourism/ VB
- Breck Dockstader, Owner, Cliffrose Lodge and Gardens, Springdale
- Jolene Pace, Owner, Zion Brew Pub, Springdale
- Leslie Smith, Public Policy Dir., Vulcan Inc.
- Nate Wells, Visitors Bureau, Springdale; GM, Cable Mountain Lodge, Springdale
- Kevin McLaws, Zion Mountain Ranch, East Zion
- Hal Cannon, Founder, National Cowboy Poetry Gathering, WFC, Elko, NV
- Daisy Hobbs, GM, Holiday Inn Express, Springdale
- Larry McKown, Owner, Flanigan's Inn, Springdale
- Mark Chambers, Owner, Under the Eaves, Springdale
- Joyce Kelley, St. George Area Visitor Bureau
- Mike Marriott, Switchback Grill
- Richard B. Williams, President, Dixie State U.
- Christopher Blake, Pres., Virgin River Land P.A.
- Tom Adams, Dir., Utah Office of Outdoor Rec.
- Mike Herder, District Mgr., Arizona Strip BLM
- Ahmed Mohsen, District Mgr., Color Country BLM
- Glenn Price, Owner, Bondir, St. George

The Peer Review Team

Members of the Peer Review Team provided invaluable insight and field expertise that informed and strengthened the Strategic Plan. The Forever Project is thankful for their participation.

- Monique Van Landingham, Program Director for Nonprofit and University Engagement, National Park Service
- Dan Puskar, CEO, Public Lands Alliance
- Joanne Blacoe, Interp. Planner, NPS NE Region
- Jeff Reinbold, Acting Supt, NAMA
- Krista Muddle, Regional Partnership Coord. NPS
- NPS Superintendents at ZION, CEBR, & PISP





Paiute Youth Camp



The outdoor classroom



Concrete-to-Canyons volunteer and students

"I loved all of the hikes in Zion. I also loved the view. Morning, noon, and night, all the time the view was just beautiful! I learned about elevation, Zion History, wildlife. I tell my family 'It's a memory that will carry on with me.' "

– Concrete to Canyons 5th grader





ZIONPARK.ORG



The Forever Project is the official nonprofit partner of Zion National Park, Cedar Breaks and Pipe Spring National Monuments