



Talking Points

1. The Friends of Black Rock High Rock (FBRHR) is a 501(c)(3) organization which promotes the health and welfare of the Black Rock Desert – High Rock Canyon – Emigrant Trails National Conservation Area and the neighboring region through direct volunteer management and conservation services, visitor contact, interpretive tours, events, websites, and publications.

We educate visitors about the safe, responsible use of sensitive resources, enlist and train volunteers from all interests to stabilize, improve, monitor, or enhance historical and natural resources, encourage the enjoyment and improvement of recreation opportunities, and develop programs for education and interpretation.

2. We currently have 162 members, and 668 entries in our database.
3. We have two staff members supported by the state Americorps program-- a program director and an IT coordinator. Starting in January 2008, we will have a volunteer coordinator, who will be supported by the Americorps VISTA program.
4. Outreach events-- In 2007, we have conducted outreach by attending 4 separate Earth Day events in Reno, Tahoe, and San Francisco. We also attended X-Night at the Nevada Museum of Art, the Jackpot of Gems rock and mineral show, the Lake of the Sky Festival, the San Francisco Decompression event, and the Nevada Day Parade in Carson City, NV. These events are an opportunity to promote membership, advertise our events, and get our message to a wider audience. They also help us to meet with partner organizations and potential funders.

Hot Spring Tours-- Since hot springs are a popular feature in the region, we conduct 4 different tours to hot springs within and adjacent to the NCA.

Black Rock Rendezvous-- This Memorial Day weekend event brings together the various recreation and conservation groups who are active in the region for presentations, demonstrations, trainings, field trips, and fun.

Visitor Contact Trailer-- FBRHR manages this facility for the BLM, which serves as the point of contact for visitors to the NCA. We provide free maps, interpretive displays and publications, directions and area information. We sell some merchandise including T-shirts, canteens, topographic maps, and area guidebooks. We record user data such as state of origin, destination, and type of resource use (e.g., camping, hunting, off-highway vehicles, and festivals). We provide an internet console for signing up members and researching specific resource information.

Emigrant Experience Tour-- As a leading reason for the establishment of the NCA, the Lassen/Applegate emigrant trail through the Black Rock Desert and High Rock

Canyon provides a unique opportunity to experience the original, undeveloped route established by thousands moving west. Interpretation for participants is provided by an experienced guide with emigrant diaries on this members-only trek.

Guru Road Restoration-- This drive-through folk-art experience, complete with installations built from desert materials and a series of homespun petroglyph aphorisms, is a local favorite and extols the simple virtues of rural Nevada life. We work with volunteers to preserve and repair this site from the ravages of weather and recent rock slides.

Perseid Meteor Shower Outing-- The Black Rock Desert dry lake surface, called the "playa," provides a stunning escape from light and noise pollution which is very conducive to amateur astronomy. We invite people to attend this outing to observe the frequent falling stars and investigate celestial wonders through telescopes.

Coyote Springs Restoration-- Off-highway vehicles are damaging these spring-fed dunes which provide habitat for kit foxes, reptiles, birds, and other fauna and flora. This project will employ volunteers to construct barriers to the most popular vehicle approaches with signs to alert users of the sensitive nature of the resource, plant native sprouts, and collect seeds for our germination project.

National Public Lands Day-- FBRHR and many other Black Rock user groups come together for various service projects in cooperation with the BLM for this very popular event with many substantial service projects.

BlackRockDesert.org – Our website provides current conditions, a comprehensive calendar of Black Rock events, gateway community and user group data, news, project and event information, a user-based resource for adding comments and media, and an on-line store for buying merchandise, memberships, or to make donations. Further development will include a volunteer tracking database for all NCA direct service projects among the various user groups, and integrated data collection matrices from the visitor station and remote instruments for use in distance learning applications.

91.5 FM broadcast facility – In October 2007, FBRHR submitted an application for a 9KW non-commercial educational broadcast license to the FCC. The proposed station would provide educational and community programming to the Black Rock – High Rock region and gateway communities.

5. Our BLM Assistance Agreement provides us with \$30,000 annually in support of VCT management, publication development, and direct service project in the NCA. The Nevada Commission on Tourism granted FBRHR \$22,200.00 in 2007 to develop our website and promote our event and programs. Total income from memberships, donations, and merchandise in 2007 was approximately \$10,000.00. Burning Man is expected to donate \$5,000.00 in 2008, up from \$3,500.00 in 2007. Other potential contributors include the National Conservation System Foundation, Union Pacific, and the Mental Insight Foundation.