



blackrockdesert.org

When the pavement ends the experience begins. Protect. Respect. Survive.

Formed in 1999, The Friends of Black Rock High Rock (FBRHR) is a 501 (c)(3) organization which helps manage the resources of the Black Rock Desert region and educates the public to foster stewardship and preserve its unique character. We work in partnership with other organizations, vested individuals, and local agencies such as the Bureau of Land Management (BLM) to provide an array of services and support for the Black Rock Desert High Rock Canyon Emigrant Trails National Conservation Area (NCA).

FBRHR represents and is comprised of various user groups including: Off Highway Vehicle Enthusiasts, Burning Man, Trail Historians, Amateur Rocketeers, Rock Hounds, Ranchers, Hunters, Outdoor Explorers and Hot Spring Enthusiasts.

FBRHR consists of a 13 member Board of Directors, an Executive Director, IT Director, Volunteer Coordinator and various Local Independent Contractors. Membership as of June 21, 2010 was 486. Outreach efforts in the past two years, which were virtually non-existent prior to this, are the primary reason for the steady increase in support.

Gerlach Museum & Office

Our office is located at 380 Main Street, in Gerlach NV, and is open year-round Monday - Friday. There is a small collection of historical and geological artifacts, maps, images, news clippings, etc. We welcome donations for our collections and volunteers to help staff the museum.

Visitor Contact Station

FBRHR works in partnership with the BLM to manage and staff a mobile visitor contact located just outside of Gerlach, NV. The trailer is open seasonally and is staffed by volunteers who provide information and maps, educating the public about survival and safety in the National Conservation Area (NCA). Books, topo maps and other items are available for purchase.

Outreach & Events

In addition to educational events in the region (Black Rock Rendezvous, Emigrant Experience tour, Persieds Meteor Shower Star Party, Hot Spring Tours, etc.) we take our show on the road to such events as Reno and Tahoe Earth Days, X-nights at the Nevada Museum of Art, retail stores and organizational events, the Nevada Day Parade in Carson City and more. We are continually looking to extend our outreach opportunities.

Direct Service & Restoration

We work with the BLM and partner groups such as the Friends of Nevada Wilderness, Oregon California Trails Association, Nevada Outdoor School and local ranchers on a variety of projects from spring restoration and protection, Adopt a Highway cleanup, campsite and other restoration/clean up projects, National Public Lands Day and more.

Media & Public Relations

We work with the BLM to produce visitor guides to the NCA, brochures, interpretive brochures and a comprehensive website. We sell guides to the desert and Emigrant trails. We post our events, news, and concerns to regional and national lists, send a monthly e-newsletter to over 600 recipients. Online and print advertising includes Google pay-per-click, Nevada Magazine, High Country News, Reno Passport, Reno News & Review, social media (Facebook/Twitter) among others.

BOARD MEETINGS

FBRHR board meetings are held quarterly-- March, June, September, and December-- and are open to the public. Locations may vary, but generally meetings are held at 6 p.m. the third Thursday of the month in Reno. Please see our website calendar for specific information about the place and time.

CONTACT

P.O. Box 224 - 380 Main St., Gerlach, NV 89412 • 775.557.2900 • info@blackrockdesert.org • <http://blackrockdesert.org>