

DINOSAUR RIDGE



RIDGE REPORT

2020 Annual Report



2020

HOW WE SURVIVED

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2020 STAFF

Jeff Lamontagne.....	Executive Director
Robin Morris.....	Operations Director
Barbara Farley.....	Director of Volunteers & Program Growth
Erin LaCount.....	Education Programs Director
Kat Rivers.....	Education Assistant
Sue Kaberline.....	Gift Shop and Office Manager
Libby Landen.....	Marketing Director
Libby Prueher.....	Education Assistant and Outreach Coordinator
Emily Palmer.....	Gift Shop Assistant Manager
Dennis Tesar.....	Maintenance Lead

MISSION STATEMENT

The mission of the Friends of Dinosaur Ridge is to educate the public about, and ensure the preservation of, the natural and historic resources of Dinosaur Ridge, Triceratops Trail, and the surrounding areas.



2020 DINOSAUR RIDGE BOARD OF DIRECTORS

Marsha Barber (Board Chair): Retired, Science Coordinator, Jefferson County Public Schools*

Stephen Strachan (Board Vice-Chair): Owner, Strachan Exploration*

Trey Harrison (Board Treasurer): Portfolio Manager, Assistant Vice President, U.S. Bank*

Lorraine Alcott (Board Secretary): Retired Geologist*

Amy Boulas: CEO, Cupid's Charity

Pallavi Jhaveri: Retired, City of Lakewood

Bob Raynolds: Denver Museum of Nature and Science, Geologist/Research Associate

Bill Savage: Retired, Managing Director, NITEC LLC

Kermit Shields: Retired, Geologist, Exxon Mobil

Alexander Nelson: Attorney, Lupine Law, PLLC

Marlene Pickett: Accountant, ALCAM Metals

*Member of the Executive Committee

ADVISORY BOARD

The Dinosaur Ridge Advisory Board is a group of subject field experts that relate to our mission. They are leaders in their fields and have demonstrated their commitment to our organization and/or mission. We turn to them for periodic advice and review of our programmatic work.

Brent Breithaupt, Curator/Director, University of Wyoming Geological Museum (Retired)

Joan Chavez-Lee, Principal (multiple schools) and teacher (multiple schools) in Jefferson County, Colorado (Retired)

Dr. Martin Lockley, Professor Emeritus Geology, University of Colorado Denver; Associate Curator University of Colorado Museum; Associate Curator Museum of Western Colorado; Co-Founder, Friends of Dinosaur Ridge

Linda Morris, Elementary Science Coordinator, Denver Public Schools; Elementary Science Specialist, Jefferson County Public Schools (Retired)

Matthew Mossbrucker, Executive Director, Morrison Natural History Museum

Dr. Nicole Peavey, Staff Paleontologist, Colorado Department of Transportation

Dr. Joe Sertich, Curator of Dinosaurs, Denver Museum of Nature & Science

Joe Tempel, Co-Founder and First Executive Director, Friends of Dinosaur Ridge (Retired)

Dr. Beth Simmons, Paleontologist (Retired); former Secretary of Friends of Dinosaur Ridge

Dr. Louis H. Taylor, Ph.D., Vertebrate Paleontologist/Geologist

EXECUTIVE COMMITTEES

Development Committee: Steve Strachan (Committee Chair)

Education Committee: Marsha Barber (Committee Chair)

Finance Committee: Trey Harrison (Committee Chair)

Governance Committee: Kermit Shields (Committee Chair)

Preservation Committee: Marlene Pickett, (Committee Chair)

Master Plan Committee: Pallavi Jhaveri, (Committee Chair)

Executive Director's Report

What. A. Year. When most people think about businesses heavily impacted by the pandemic in 2020, they naturally think of restaurants, theaters, and performing arts centers. Because most people think of Dinosaur Ridge as a 'place' rather than a business, we often get left out of that train of thought. Yet, with more than half of our revenue coming from our gift shop and bus tours, and fewer people coming to our site, and limitations on indoor (and in-vehicle) numbers, we took a harder hit in 2020 than most nonprofits.

In the end, outside of our Small Business Administration (SBA) loan, our budget shrunk fully by 1/3 (and the SBA loan only covered about a third of that loss). Sadly, we had to furlough every staff member or cut their hourly wages. The facility was closed at times, and we even had to induce layoffs. We also lost staff because they couldn't afford to lose hours or be furloughed. For the first time in at least the last 15 years, our attendance dropped precipitously in some areas.

While it's important to note these difficulties here for posterity, I want to especially shine a light on how some of our friends rallied to help us:

- several staff and contractors voluntarily offered pay cuts;
- our Board of Directors rallied by giving more hours, holding more meetings, and making more and larger donations than ever;
- our other donors combined to provide us with more donations—for more dollars—than on any previous Colorado Gives Day;
- our staff has developed a suite of new virtual programming and an audio tour, enjoyed by thousands;
- on a dime, our staff re-imagined and hosted a summer camp with vastly changed logistics given a week's notice: a summer camp full of happy kids and no COVID cases while many other camps did suffer outbreaks or even closed.

All along, our staff and volunteers have often been working under challenging conditions, with new safety protocols, and changing rules.

I will remember this year as challenging, to be sure. But, more than that, I will remember that the best of human nature came through to help get us through the challenges that threatened our organization. I won't forget—we won't forget—the sacrifices of our Board, staff, volunteers, and community to save this unique and globally significant place.



Jeff Lamontagne, Executive Director



Board Chair Report

Dinosaur Ridge's future looked very hopeful at the start of 2020 as we came off a record-breaking year of attendance and our 30th Anniversary. Our visitation and programs had been steadily growing over the last decade, and we were poised to improve on those achievements, but then the pandemic hit.

As the staff and Board faced unprecedented challenges in 2020, we attacked the unknown with great vigor and perseverance. The staff jumped in with both feet and videotaped a virtual tour of the Ridge for school children, conducted ten weeks of summer camps outdoors successfully and safely, and produced an audio tour for all those folks who wanted to walk the trail on their own. The staff and volunteers also expanded the walking tour to compensate for reduced numbers on guided bus tours. They developed live virtual tours of the Ridge for school children that were tested this past Fall. As we move into 2021, we look forward to our visitation numbers returning to previous levels and beyond. Thank you, staff!

Thanks to the Board and staff for adjusting to the "virtual" world so quickly. All Board, Staff, and Committee meetings are currently being conducted virtually on Zoom. The good news is that most of us had the technology to participate—although the learning curve for some of us was steeper than others! The Board held its postponed Retreat on November 7, 2020, virtually and re-evaluated the Strategic Plan, looking at achievable objectives in the next 12 to 18 months. The Board also engaged in fundraising training

that started before the pandemic, and it helped as the Board raised more funds during the past year than ever before. Thank you, Board!

That does not mean that the staff has not sacrificed. Even with a Payroll Protection Plan loan, the staff took a pay cut, which is currently still in effect. The Board realizes that the uncertainty of the future can be stressful. Still, as we persevere toward a brighter future, we are confident that preserving our fossils and rocks will keep us in business. Thanks, staff, for your dedication and hard work in persevering to keep us in operation!

We know that the Crocodile Creek Project will help us continue to preserve the famous dinosaur tracks that are natural resources we keep for future generations. The Crocodile Creek Project Phase 1 was completed in 2020 with restricted funds that were raised specifically for that project. Our preservation projects will help us continue to preserve our rocks and fossils for a brighter future. Finally, thanks to all the volunteers and community members who come to the Ridge to help us continue the vital work of educating the public about and preserving the significant dinosaur fossils we treasure at Dinosaur Ridge.

Marsha Barber, Board Chair



Marsha Barber, Kermit Shields

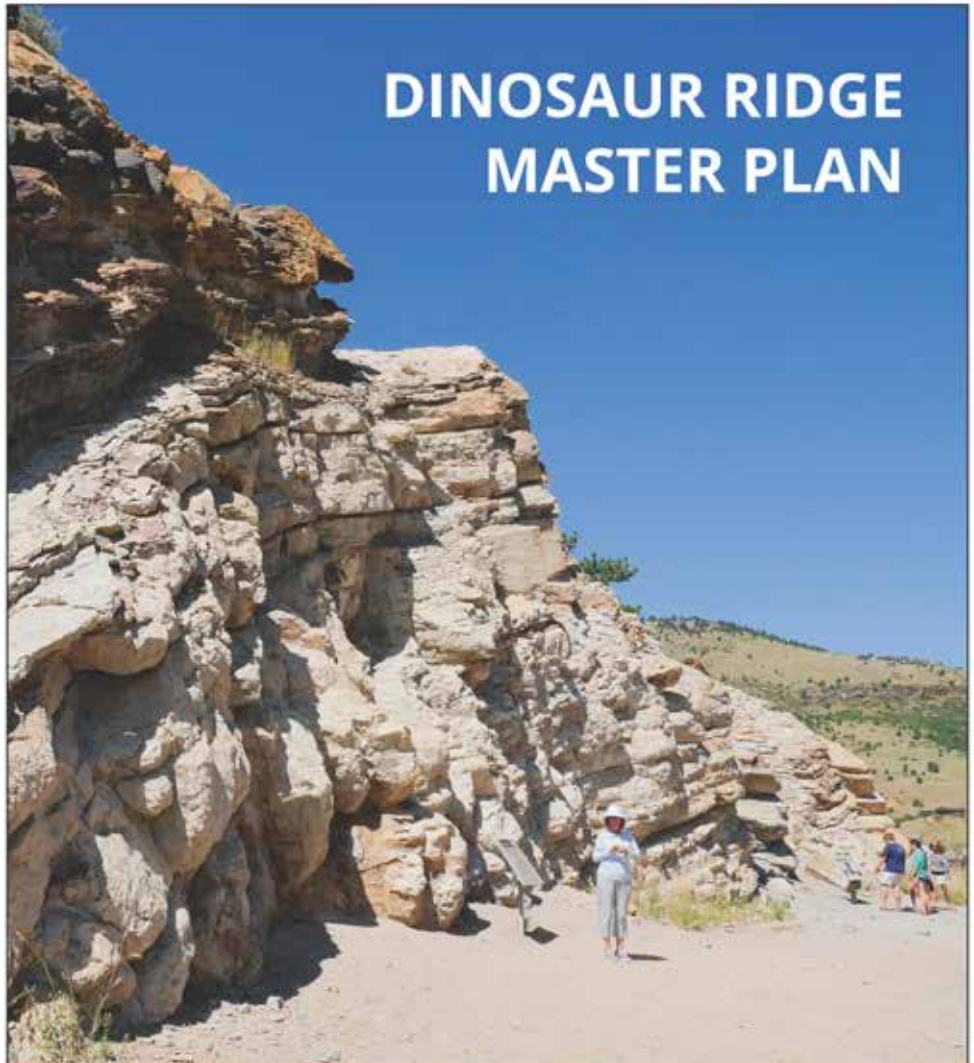
Master Plan

In 2019, Jefferson County Open Space published a Master Plan for Dinosaur Ridge after nine months of collaborative work. The end result presented a robust vision for Dinosaur Ridge, addressing many of our wants and needs. You can view the Master Plan on our website at dinoridge.org/dinosaur-ridge-master-plan/.

Unfortunately, our work on the Master Plan was seriously disrupted by the pandemic. Capacity at both Jefferson County Open Space (JCOS) and at Dinosaur Ridge to work on Master Plan-related initiatives was significantly reduced. However, Dinosaur Ridge and JCOS were able to accomplish the following Master Plan items:

- Phase 1 of the Crocodile Creek project: upslope rock slab stabilization, drainage diversion, and placing the posts for the eventual stairway and viewing deck
- Repaving the road, including a bus turnaround area
- Restriping the road
- Contracting out work to stabilize rock masses overhanging the curve was conducted in January and February 2021

Jeff Lamontagne
Executive Director



DINOSAUR RIDGE MASTER PLAN

With an estimated 230,000 annual visitors at this globally significant site, a unified guiding document is long overdue. The Master Plan demonstrates a stakeholder-driven process that incorporates many facets of management, preservation and education into a cohesive product with strategic goals. Accompanying each goal are clear, agreed-upon objectives that map an immediate path forward toward improved cooperation, preservation, education, and visitor services on the Ridge and in the Westtracks Recreation Area.



Preservation Report

At the end of 2019, we formed a new "Preservation and Protection Committee" (PCC) of staff and volunteers to oversee work related to fossil preservation on Dinosaur Ridge, as well as safety issues related to the Ridge's rocky slope.

The committee began the year by completing the cataloging and ranking of approximately 40 projects, including those on our to-do list for many years and many others that were identified just this past year. Although the top priority continues to be a cover over the main Track Site, Jefferson County has continued to require that we first conclude the Crocodile Creek project. Finishing "Croc Creek" will allow visitors to see dinosaur tracks while the Track Site cover is being built, and also for us to work together on an effective process for designing, engineering, and acquiring regulatory approval for significant projects.

In 2020, the committee gave input on the Crocodile Creek Phase 1 Project but also weighed in on and started making headway in other areas:

- assessing replacement of and fixing the struts at the Bulges and Bone Bed
- scouting out boulder placement at the north ends of the Bone Bed and Bulges sites
- assisting in the placement and language for regulatory signs on the Ridge related to discouraging climbing and rock collecting
- continuing to work on the track staining at the main Track Site and other locations

We continue to evaluate these projects and more when we're able to address them post-pandemic more aggressively.

Jeff Lamontagne
Executive Director



Education Report

The Dinosaur Ridge Education Staff worked with perseverance and dedication to adjust to the new "virtual" nature of 2020. The team continued to provide education programs to school children and evaluate their impact under challenging circumstances. Erin LaCount and Barbara Farley took the lead in Spring 2020 by video recording educational tour segments on the Ridge, creating an Earth Science Curriculum for educators, and developing a self-guided audio tour for visitors. While waiting for safety guidance for our summer camps, Camp Director Erin LaCount made

numerous changes to the summer camp program. Safety changes included hand-washing stations built by volunteers (kids needed to wash hands after every activity), social distancing, and wearing masks. Our camps were successful because they were held outdoors, and we responded quickly with creative modifications to the camp program. In the fall, the staff went above and beyond with developing live virtual tours and programs for K-12 school children to watch and engage online.



"Dinosaur Ridge could not function without our great volunteers, and the thousands of hours they dedicate to our organization."

The staff persevered to continually change our education programs to meet new pandemic safety protocols. Walking tours with staff or volunteers and audio tours for those wanting to walk on their own and listen to a guided tour have helped offset the lower attendance on scheduled bus tours. Two of the Wild Wanderer Field Trips were held safely and adventured to Garden Park Canon City, CO in August and the Sternberg Museum in Kansas in September. Participants evaluated the trips as well-organized, professionally managed, fun, and educational.

Thanks to all the volunteers who continue to come out to Dinosaur Ridge and safely lead walking tours, docent in *Trek through Time*,

and perform other Visitor Center tasks. Dinosaur Ridge could not function without our great volunteers, and the thousands of hours they dedicate to our organization.

Looking towards 2021, the Education staff will host a teacher focus group to help guide the future of our virtual programs. Seventeen interpretive signs have been updated and redesigned and will be installed in the early months of 2021. The new signs were designed and developed in partnership with Jefferson County Open Space. Marketing our virtual programs beyond Colorado will be emphasized in the future.

***Marsha Barber,
Education Committee Chair***

Education Programs

Early into 2020, our education team dove into improving our programs for utilization in ways never done by our organization. Whatever tours and programs could be delivered in a virtual format, were transitioned online. TriceraTOTs, school tours, and Everything Dinosaur Lectures were presented via pre-recorded content on Facebook or live using Zoom, and the creative new formats we explored in 2020 will broaden our educational horizons for years to come!

"Whatever tours and programs could be delivered in a virtual format, were transitioned online"

Virtual tours and curriculum are available to all educators and bring Dinosaur Ridge, our knowledgeable volunteers, and our staff into classrooms and student's homes. As we market these programs, we're thinking farther and further and will be crossing state lines to take our National Natural Landmark into as many classrooms as possible.

One of the only programs that couldn't be done virtually was our summer camp, and we're happy to report that 175 campers and their families, six camp leaders, and four junior counselors had a completely safe, COVID-free season!

As we approach 2021, we are excited yet cautious, floored yet reserved. We'll move into the future with a brand-new understanding and respect for where our programs exist within the revised world of informal museum-based education.



"We'll move into the future with a brand-new understanding and respect..."



Volunteer Report

In 2020, 85 courageous and dedicated volunteers provided more than 5,733 hours of service. Their work helped Dinosaur Ridge continue its mission despite limited operations and safety constraints.

- 2,030 hours were given by docents and greeters who welcomed visitors, explained safety guidelines and provided interpretation of our limited exhibits
- Our dedicated volunteer Board of Directors was kept very busy, often meeting twice a week and contributing more than 920 hours of guidance, governance, and fundraising for the organization
- 680 hours were donated by volunteer seamstresses sewing dinosaur fabric masks for use by volunteers and generated much-needed income through the gift shop
- 324 hours were spent casting mini fossils (mostly from home) to give as educational souvenirs to visiting children
- 310 hours were given by volunteer guides who conducted engaging outdoor and virtual science-based school programs and new public walking tours for hundreds of children, families, and adults
- 12 new volunteers joined Dinosaur Ridge in 2020 and continue to serve in various roles



Volunteer of the Year

Sue Zuehlke

Sue started volunteering with Dinosaur Ridge in 2019, and discovered she most enjoyed helping with “behind-the-scenes” roles such as gardening, maintaining the greenhouse, and assisting with track staining. In 2020, she offered her sewing skills making dinosaur-fabric masks for staff, volunteers and our gift shop. Since May, Sue has used over 9 miles of thread to sew hundreds of colorful masks as well as tote bags, bandanas, and other items! In the fall, Sue created a landscape plan for the north garden at the Main Visitor Center and cheerfully supervised a group of 10 volunteers to transform this neglected space into a beautiful garden area. While much of Sue’s work was done quietly on her own, she logged a whopping 445 hours of service (highest total of volunteer hours in 2020)! When the many bulbs she planted come to bloom this spring, please take a moment to thank Sue Zuehlke.



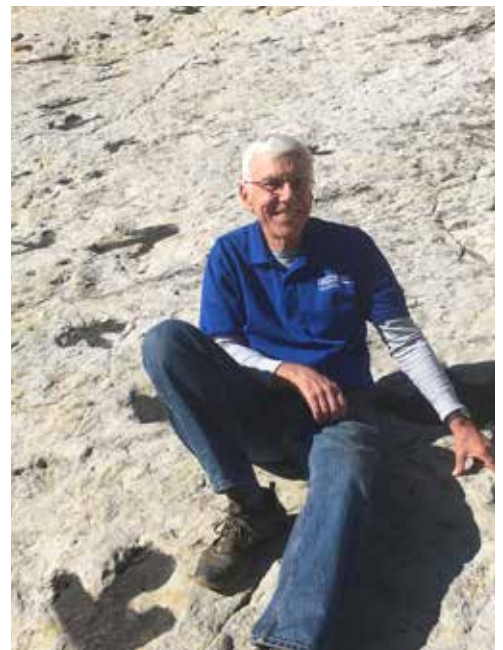
Main Visitor Center North Garden Revitalization

Distinguished Service Award 2020 - Kermit Shields

Kermit has been a dedicated volunteer since 2005 and has been on the Board of Directors for approximately 15 years. He has served in various leadership roles ranging from Board Chair to Governance Chair. Despite the challenges in 2020, his commitment to and concern for the organization did not falter, contributing more than 376 volunteer hours to Dinosaur Ridge during the year. A great deal of this time was spent in board meetings and board-related work including interviewing and on-boarding new board directors and serving as Chair of the Governance Committee and as an active member of the Education Committee. However, he also helped with filming geology video segments, leading in-person and virtual tours throughout the year, organizing two field excursions (masked) for volunteers to the Hawks Nest, and assisting with creating a



360-degree virtual tour. Above all, Kermit was constantly thinking of ways to bring in more visitors and volunteers by providing them an extraordinary educational experience. Kermit also made several significant financial contributions to Dinosaur Ridge and the Employee Assistance Fund. Finally, all of this support in 2020 is on top of many years of selfless service to the organization, volunteering a cumulative total of several thousand hours, not just in formal roles but as an informal resource and voice of experience for the staff and for other board members.



Marketing Report

Marketing continued to develop strategies and tactics to promote the Dinosaur Ridge brand as well as programs and experiences. In 2020, digital engagement and promotion was more important than ever.

Digital marketing efforts included 12 e-Tracks newsletters marketing Dinosaur Ridge news to almost 5,000 subscribers. In 2020, the website was updated regularly with new content and hosted more than 111,102 visitors. There were 399,830 page views, and visitors spent an average of 1:25 minutes on the site averaging 1.4 pages per visit. After the homepage, the Hours & Directions and Plan Your Visit pages were the most popular.

Facebook continued to be a strong driver of engagement. We created 295 posts promoting Dinosaur Ridge events, programs, gift shop promotions, and overall outdoor experiences. We received more than 11,000 likes on those posts. Our following increased by 10%, and just surpassed 11,000 followers! Our Instagram following has more than tripled in the past 2 years, jumping from 325 followers to 1,136. Due to the pandemic, we migrated the normally in-person TriceraTOTs Preschool Program to video and created eight videos, garnering more than 2,500 views. Three additional videos for Colorado Gives Day 2020 provided almost 1,000 views.

111,102 website visitors

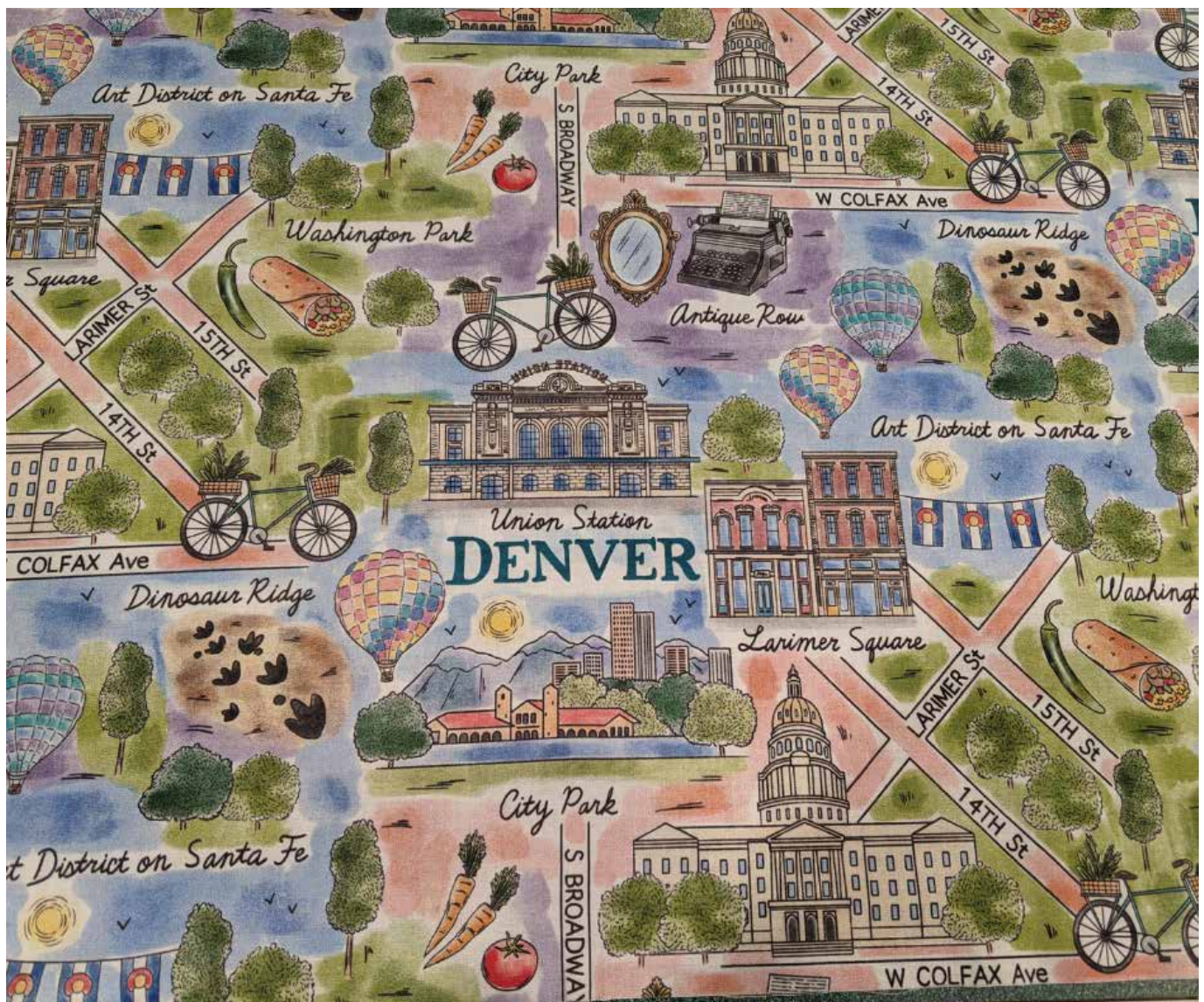
11,054 Facebook likes



1,136 Instagram Followers



A bright spot for Dinosaur Ridge was being included in JOANN Fabrics regional fabric roll-out that highlighted iconic locations in and around Denver, Colorado. Tiffany Chessar, Product Designer with JOANN said, "we found that Dinosaur Ridge was one of the great 'gems' of Denver and wanted to make sure it was included. Dinosaur Ridge is a very unique place to visit that we wanted to showcase!"

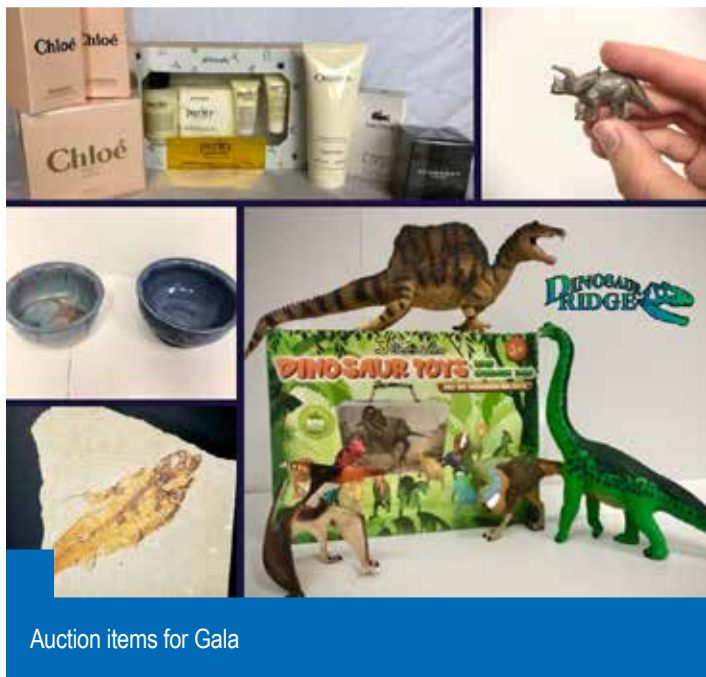


Development Report

Not surprisingly, the Development landscape was very different than what we imagined going into 2020. Less local spending at restaurants, hotels, and the like meant a significantly lower sum from the Science and Cultural Facilities District (SCFD). Of course, our earned revenue from bus tours and our gift shop was down dramatically as well, given closures and State restrictions.

However, our Board of Directors stepped up, donating more than twice the amount they had collectively the year before. And, Our Colorado Gives Day totaled over \$25,000, beating last year's total (\$18,000). Also, and maybe most importantly, we did receive a Payroll Protection Program (PPP) loan that looks like it will be entirely forgivable, thankfully.

Amazingly, the one thing that stayed the same (sort of!) was our annual gala. In most years, we have about 120-150 people attend and raise about \$30,000. This year, thanks to even more pivoting by our staff, 96 logins (many with two or more viewers) to our July virtual gala were noted, and we raised about \$33,000! After a transition period during the pandemic, we have a new Development Director starting in January 2021 and look forward to a renewed focus on our financial sustainability.



Auction items for Gala



Social Media promotion for Colorado Gives Day

Operations Report

New challenges spark creativity and spur change. COVID restrictions on occupancy levels inspired several additions to the guided public tour offerings this summer. Priced at only \$6, the Walk and Talk tour was ideally suited for families with young children or guests with a limited amount of time to visit the Track Site. At \$10, the one-way guided Full Walking Tour gave guests more time to learn about points of interest between the three main stops at the Ridge. Advance ticket reservations reduced crowd sizes by distributing visitors throughout the week, and private bus tours allowed households to reduce exposure outside their parties.

With less people allowed to come in the gift shop, the team brought the gift store out to our visitors this summer. The repurposed Snack Shack sold tickets for public tours and served as the main point of information for visitors from June through September. On warm weekends, the pop-up sale tent on the patio attracted bargain hunters and provided an opportunity for guests to shop in open spaces.

Pulling together to pivot and persevere through 2020 generated innovative ideas that allowed Dinosaur Ridge to continue to serve our visitors safely and with the same level of service we pride ourselves in.



It was truly an unprecedented summer, but our staff rose to the challenge. They adapted to every change and overcame every trial, all in an effort to continue our organization's mission to educate the public about the natural and historic resources of Dinosaur Ridge. ~ Will Bottoms



2020 Financial Statement & Donors

FUND BALANCES AS OF 9/30/2020

Cash and Cash Equivalents:	\$231,990
Total Assets, Including Cash and Cash Equivalents:	\$1,176,411

INCOME AND EXPENSES

INCOME

Individual/Special/Membership:	\$653,197
Tours and Program Fees:	\$262,970
Merch Sales:	\$244,591
Investment and Other Income:	\$4,555
TOTAL FISCAL YEAR 2020 INCOME:	\$ 1,165,313

EXPENSES

Salaries Plus Payroll Taxes, Benefits, and Payroll Processing:	\$684,340
Cost of Sales:	\$98,900
Contract Services:	\$63,183
Utilities:	\$26,143
Vehicles:	\$25,978
Insurance:	\$22,219
Program Supplies:	\$22,060
Special Event Expenses:	\$21,663
Telephone:	\$17,109
Office Supplies:	\$15,824
Rent:	\$15,750
Repairs and Maintenance:	\$13,429
Bank Fees:	\$12,448
Information Technology:	\$9,857
Advertising and Promotion:	\$5,248
Interest Expense:	\$3,969
Travel:	\$3,510
Printing:	\$3,114
Dues and Subscriptions:	\$2,976
Postage:	\$2,099
Other:	\$11,953
Depreciation and Amortization:	\$53,798
TOTAL FISCAL YEAR 2020 EXPENSES:	\$1,135,610
NET GAIN:	\$29,703

2020 Donors

Al Kleeb	Kathleen Lamontagne
Alameda Connects	Kay Bridges
Allen Scoggan	Kermit Shields
American Association of Petroleum Geologists Foundation	Kim Vickery
Amy Hankins Hood	Laurie Sanderson-Walcott
Baker Family Foundation	Leslie Ziegenbein
Bob Raynolds	Louis Taylor
Bob's Atomic Burgers LLC	Marsha Barber
Bruce and Mary Davis	Martin Lockley
CARES Act Nonprofit Stability Fund	Mary Ann Bonnell
Claudia Poole	Michelle Davis
CoBank	Nancy Lesan
Colorado Chemistry Teachers Association	North Ranch Resources
Colorado Garden Foundation	Paul Wilson
Colorado Mining Exhibit Foundation	Peg O'Keefe
Considine Family Foundation	Peter Martin
Country Financial	Phil and Janet Heppard
Dauer-Wyre Charity Fund @ Fidelity Charitable Donor Advised Fund	Rocky Mountain Association of Geologists Foundation
David Jenne	Rocky Mountain Section-AAPG Foundation
Dennis Gertenbach	Rudi Hartmann
Donna S Anderson	Sandy Terhark
Exxon Mobil Foundation	Schwab Charitable @ Steve & Susanne Leininger Charitable Fund
FirstBank	Sherri Klipowicz
FirstBank	Shields Family Fund @ The Denver Foundation
Golden Civic Foundation	Stephen M. Strachan
Growing More Opportunities	The Denver Foundation
Harvey Family Foundation	The Gibbet Hill Foundation
Holly Tempel	The Greg and Laurel Cudney Donor Advised Fund
Janet Miller	Torrey Davis
Jeff Lamontagne	Trace Martin
JeffCo Cares Act	Trey Harrison
Joe Tempel	U.S. Bank Foundation
John Dolson	Vladimir Petunin
Jon Charles Graff	Western Interior Paleontological Society
Joy Gottschall	William Savage
Juke and KK Landen	

Friends of Dinosaur Ridge
16831 W Alameda Parkway
Morrison, CO 80465
Return Service Requested

BECOME A MEMBER OF DINOSAUR RIDGE

Enjoy your own Jurassic (and Cretaceous) Park year-around! Support education and preservation of amazing fossils and geology at Dinosaur Ridge, Triceratops Trail, and nearby designated areas.

- Be eligible for discounts and free tours
- Learn about special events and programs
- Support education and preservation programs

Visit dinoridge.org or stop by the gift shop at the Main Visitor Center.

