

Sawtooth Interpretive & Historical Association

Outlets Update

Board Meeting Date: April 17, 2025

Sales Comparison

2025 first-quarter sales are \$3,178. For a comparison of 2025 sales to 2024 and 2023, please see page 3.

Obsidian Property

The Property Tax Exemption Application was submitted to the Board of Custer County Commissioners on March 27. The Commissioners have meetings on April 14 and 24 to review submissions. Hopefully, I will know by our board meeting if we meet their requirements for property tax exemption at 1 Sessions Drive.

Thank you, Lin, for reviewing and editing the application before submission!

Caribou-Targhee Outlets

As requested in February's Board Meeting, Lin and I met with the Caribou-Targhee Bookstore Team in March to discuss bookstore operations at the Ashton, Island Park, Palisades, and Teton Basin offices. We reviewed the 2024 C/T sales and discussed strategies for 2025. Here is a summary of topics we explored:

- Determine SIHA's price point to make it profitable to continue our partnership.
- Offer new products: t-shirts, hats, stickers, guidebooks.
- Teton Basin: sell WY Snowmobile Registration stickers to bring more visitors into the building.
- Negotiate the 50/50 split if SIHA agrees to renew the participating agreement with the Caribou-Targhee National Forest after it expires in June 2026.
- Identify associations to take over the Caribou-Targhee outlets in June 2026.

2024 Products

To take advantage of the Public Lands Alliance (PLA) discounts offered by vendors, orders have been placed with AdventureKeen, FarCountry, Mountaineers Books, National Book Network, Nature Planet, Wild Republic, and The Petting Zoo.

Shout out to Lin and Sarin! Thank you for all your help in choosing new books, plush, and games!

Please feel free to share your new product ideas with me. I can be reached at 208-993-1315 or books@discoversawtooth.org.

New Products in 2025

Reference

Bird Trivia: Funny, Strange and Incredible Facts about North American Birds by Stan Tekiela
Botany in a Day by Thomas Elpel

Rocks & Minerals of US Quick Guide

Rocky Mountain Field Guide: A Trailside Natural History by Daniel Mathews

Rocky Mountains Native Plant Gardening for Birds, Bees & Butterflies by George Miller

Staying Safe: Backyard to Backcountry by Patrick Brighton MD

Adult Books

Birds of the West: An Artist's Guide by Molly Hashimoto
Good Time Girls of the Rocky Mountains by Jan MacKell Collins
Moving Mountains by Marie Osborn and John Osborn

Kids Books

3 Board Books: Funny Animals, Marmot Babies, and Pronghorn Babies, Ages 2 – 3
Do Princesses Make Happy Campers by Carmela Coyle, Ages 3 – 8
Something Spectacular by Carmela Coyle, Ages 6 – 10
Where Do Mountains Come From, Momma? by Catherine Weyerhaeuser Morley, Ages 4 – 8

Misc Items

Night Sky Playing Cards
Sticks, Stones and Pinecones: Games to Play in Nature by Jen Ball

Plush

- ✓ 5" and 9" Skunk
- ✓ 5" River Otter and Sockeye Salmon Clips
- ✓ 5" Bee
- ✓ 5" and 8" Porcupine
- ✓ 8" Little Brown Bat
- ✓ 8" Hummingbird
- ✓ 12" Mule
- ✓ 18" River Otter

Submitted by Erica Cole

Sales by Location as of March 31

Sawtooth Outlets	2025	2024	2023
Fairfield Ranger District	\$8.44	\$105.60	\$0.00
Ketchum Ranger District	\$335.60	\$139.50	\$101.19
Lost River Ranger District	\$0.00	\$37.71	\$0.00
Online Store	\$59.90	\$0.00	\$0.00
Redfish Visitor Center	\$0.00	\$0.00	\$0.00
SNRA Headquarters	\$1,623.80	\$1,221.01	\$2,401.81
Stanley Museum	\$0.00	\$0.00	\$0.00
Stanley Ranger Station	\$297.13	\$388.17	\$124.04
Sawtooth Outlets Total	\$2,324.87	\$1,891.99	\$2,627.04
Gallery Sales at Redfish VC			
Gallery Sales			
Less 65% Commission Paid to Artists			
35% SIHA Commission	\$0.00	\$0.00	\$0.00
Caribou/Targhee Outlets			
Ashton Ranger District	\$52.75	\$130.93	\$252.05
Island Park Ranger Station	\$0.00	\$0.00	\$0.00
Palisades Ranger District	\$0.00	\$105.94	\$38.84
Teton Basin Ranger District	\$256.31	\$97.58	\$77.88
Caribou/Targhee Outlets Total	\$309.06	\$334.45	\$368.77
Misc Outlets			
Made in Idaho Store	\$0.00	\$0.00	\$112.06
Mountain Village Merc	\$543.69	\$555.83	\$838.53
Recreation Resource Management of America (trail map sales only)	\$0.00	\$0.00	\$0.00
Stanley Chamber of Commerce (trail map sales only)	\$0.00	\$0.00	\$0.00
Wholesale Trail Map	\$0.00	\$0.00	\$125.00
Misc Outlets Total	\$543.69	\$555.83	\$1,075.59
Grand Totals	\$3,177.62	\$2,782.27	\$4,071.40