



# EBBETTS PASS SCENIC BYWAY ASSOCIATION

Preserving, Enhancing and Promoting the  
Ebbetts Pass National Scenic Byway  
2022 Annual Report of the Board of Directors

## Accomplishments of the Past Year

- ✓ The EPSBA gained two new board members, Jan Hovey & June Andona, accepted the resignation of an inactive board member, and resumed monthly board/membership meetings and other activities via Zoom.
- ✓ The EPSBA planned and hosted our annual Scenic Celebration/Hermitfest Music Festival in cooperation with our partners along the Byway and with the generous donations of our sponsors and local musicians. This was our first event in several years. After much discussion and encouragement by the Bear Valley community, the board agreed to move the event to the ballfield in Bear Valley and dubbed it Hermitfest West. The new venue was a huge success with attendees and sponsors encouraging us to move the event to Bear Valley more permanently. The location proved to be much more convenient, less vulnerable to cancellation due to wildfires, and conducive to expansion. We are planning on Hermitfest West at the ballfield next year and new volunteers have come forward to help with event planning and management.
- ✓ The EPSBA participated in the Aspen Festival in Markleeville with a booth and the sponsoring of live music in the Markleeville Library Parking lot.
- ✓ The EPSBA continues to work with CalTrans on our Clean California signage project which will design & install new signage identifying the Ebbetts Pass National Scenic Byway and replacing lost and damaged "poppy signs" along the length of the Byway. This project is being entirely funded by CalTrans.
- ✓ The EPSBA continued to work on the enhancement of our website, Facebook page, and Instagram account to provide timely information to travelers and help promote local businesses and events. We also continued to promote and sell our very popular guidebook.
- ✓ The EPSBA partnered with other California Scenic Byways to apply for funding through a Federal Highways program that recently became available to scenic byways. The funding, if received, would be used to reimagine our organization, establish new priorities, and identify and develop sustainable funding sources.

## Future Projects

- ✓ The EPSBA will continue to implement the high priority projects identified in our Corridor Management plan, consisting primarily of the expansion of promotion and partnership efforts, and will solicit additional ideas from our members, local community, business owners and visitors.

## Financial Report

This report reflects our posted transactions through November 9, 2022. The EPSBA was successful in beginning to rebuild our finances after several years of very little income & declining balances.

|                                    |    |             |          |                               |
|------------------------------------|----|-------------|----------|-------------------------------|
| January 1 Checking Account Balance |    | \$          | 9,594.00 |                               |
| 2022 Income                        |    |             |          |                               |
| Donation Income                    | \$ | 155.61      |          |                               |
| Event Income                       | \$ | 10,522.00   |          |                               |
| Membership Income                  | \$ | 725.00      |          |                               |
| Merchandise Sales                  | \$ | 658.23      |          | wholesale and retail          |
| Total                              | \$ | 12,060.84   |          |                               |
| 2022 Expenses                      |    |             |          |                               |
| Admin Expenses                     | \$ | (2,124.39)  |          |                               |
| Event Expenses                     | \$ | (5,798.53)  |          | Musicians, Sanitation, etc    |
| Project Expenses                   | \$ | (800.00)    |          | Insurance, Postage & Supplies |
| Marketing                          | \$ | (2,559.38)  |          | Printing, Newsletter, etc.    |
| Total                              | \$ | (11,282.30) |          |                               |
| Current Balance                    | \$ | 10,372.54   |          |                               |
| Outstanding Obligations            | \$ | -           |          | ongoing expenses only         |
| Outstanding Receivables            | \$ | 500.00      |          | sponsorships                  |