

I. FUNDING AND SUSTAINING SLV RECREATION

This tool kit offers strategies and resources for funding and sustaining recreation improvements in the SLV. Historically the efforts to develop a comprehensive trails and recreation network have been conducted by individual communities and organizations. This tool kit and its implementation strategies suggest a more cohesive, Valley-wide approach facilitated and supported by the SLVGO Coalition. The overarching goal of the strategies compiled in this tool kit is to ensure a sustainable long-range program to achieve the SLVGO Coalition's priority initiatives.

Historically, capital investment and maintenance efforts in the SLV have been funded through local agency budgets and grants. These resources are becoming scarcer as they are relied on more heavily to address a host of needs identified in the region. New funding sources must be developed at the local level to supplement the traditional sources.

Current Financial Situation

The SLVGO Coalition is comprised of representatives from public agencies, local governments, and organizations as well as interested individuals. Coalition members and the agencies, governments, and organizations they represent bring differing levels of resources to devote to trails and recreation. Each contributes annually to maintenance and capital expenditures for specific trail sections and recreation facilities and improvements within their respective jurisdictions. Discussions with Public Works and Finance Directors revealed an overall feeling that present levels of funding available for trails and recreation facilities will continue to decrease with ever increasing demands for public services.

Traditional capital funding in the form of grants and taxes is becoming more difficult to obtain. Citizens in many cases are not able to absorb any additional taxes. Pools of available monies are decreasing while the demand is increasing. Grant cash match and management requirements have become more burdensome for small rural government entities. And, revenue-limiting measures such as Tabor, affect the ability of local governments to seek grant funding. These complications give rise to the need for grass root innovative approaches to funding new trail and recreation amenities.

Available resources

Funding for recreation facility operations and maintenance is provided primarily through traditional taxing mechanisms and fee structures

administered by member agencies and/or local governments. In the past, funding for recreation-oriented planning, design and new construction projects have been obtained primarily through grants from Great Outdoors Colorado (GOCO), Colorado State Trails Program, Colorado State Parks and Division of Wildlife, Colorado department of Transportation (CDOT), and the Land and Water Conservation Fund (LWCF). In recent years the competition for grants has become very intense and reporting and management requirements have become increasingly complex and burdensome.

Best Practices For Funding and Sustaining Recreation

In order to accomplish the priority initiatives of the SLVGO Coalition, funding will need to be obtained from both traditional sources as well as through unconventional and innovative strategies developed through interaction between the stakeholders in the region.

Suggested alternatives to commonly used grant programs are listed below:

SLVGO Funding Task Force

In order to acquire the funding necessary to plan, engineer, construct and maintain the recreational facilities and trails envisioned for the SLV, it is strongly suggested that a fundraising task force be assembled. This group should be comprised of 7-13 people who are passionate about the SLVGO initiative and should represent each major stakeholder interest. The Task Force could also seek input from specialized groups from the private sector and government to accomplish specific tasks. The primary functions of the Task Force would be to identify and develop funding opportunities and pair them with the most feasible projects. The Task Force would work independently, but would report its progress and seek direction from the SLVGO Coalition.

Potential projects for the Funding Task Force could involve:

- Setting up the SLVGO Coalition as a 501(c)(3), a charitable organization, or nonprofit organization. A 501(c)(3) organization is focused on charitable causes, but restricted in how much political and legislative (lobbying) activities it may conduct. A 501(c)(3) organization is exempt from federal taxes and allows federal tax income deduction for donors who make charitable contributions to the nonprofit. A 501(c)(3) must receive at least one-third of its donated revenue from a fairly broad

base of public support (individuals, companies and/or other public charities).

- Spearheading fundraising campaigns
- If deemed an appropriate funding mechanism, the task force could promote development of special recreation and culture taxing district or dedicated sales tax. The task force could be charged with devising a strategy and implementing an educational campaign to develop informed consent.
- Regularly brainstorm ideas for new types of funding.
- If the SLVGO Coalition becomes a non-profit, the task force could promote the tax incentives available to those wishing to donate monies, land and services to help accomplish the priority initiatives.
- Pursue dedications of land. Landowners within and around SLV communities may be interested in dedicating a portion of their land holdings to the SLVGO Coalition in order to see it preserved and dedicated to a beneficial community use such as recreation.
- For additional ideas related to specific types of fundraising activities and events, see the “Fundraising Checklist” at the end of this section.



Parks throughout the SLV have been partially funded by GOCO grants including Center's Community Park (Courtesy of Root House Studio)

Recreation Sales Tax

Another possibility would be to explore the creation of a special sales tax for the focused purpose of recreation capital improvements and maintenance. Often, citizens that object to increased taxes will be the first to support this form of funding if they are confident the funds will be used for the stated purposes. The same outreach strategy used to develop this plan could be again implemented as a means of gaining input and allaying fears. While many citizens of the SLV during public outreach indicated an aversion to any additional taxes to fund capital construction, this form of revenue generation has historically been the most dependable and sustainable over time. It is suggested that strong consideration be given to continuing with an open dialog for the purpose of developing an ongoing revenue source acceptable to the public. A recreation sales taxes could be implemented on a community, county or Valley-wide basis.

Marijuana sales taxes and fees in Colorado are estimated to add at least \$100 million to Colorado's budget. The majority of this tax revenue is dedicated to substance-abuse treatment, preventing marijuana use by children and teenagers, public health and law enforcement. Local governments (cities or towns) receive 15% of the 10% retail marijuana state sales tax, divided based on the amount of retail marijuana sales taxes in the local jurisdiction and directed for use in assisting the state in regulating and enforcing the marijuana industry. Counties do not receive retail marijuana sales tax unless there is a retail marijuana store in an unincorporated area. The 15% retail marijuana excise tax goes to Colorado public school construction (first \$40 million). It is not completely clear how the remainder of the taxes and fees will be used, although some cities are considering using the revenue for non-marijuana-related projects, such as road repairs. There is still ambiguity about how much revenue cities will receive, and how it can be spent.

Special Districts

One way to raise money to support recreational improvements would be to form a special district under Title 32 of the Colorado Revised Statutes. The services a district can provide are limited by the law and include funding parks and recreation. The area covered by the district could encompass all of or parts of the six counties in the SLV. A special district can utilize a number of ways to raise revenues, including issuing debt, levying taxes, and imposing fees and charges. The formation of the district must be approved by the voters within its boundaries.

FUNDING AND SUSTAINING SLV RECREATION

To create a district to provide services not explicitly authorized by Title 32, for example the Denver Metro Area's Scientific Cultural Facilities District, would require new legislation at the state level in addition to the approval of the voters living within that district.

Federal & State Assistance

Although the idea of pursuing federal assistance in the form of an "earmark" is not attractive to some, it is a very commonly used practice to acquire substantial funding awards. There are between 15,000-20,000 awards averaging \$1M written into legislation annually. SLVGO Coalition should discuss potential opportunities with the congressional delegation representing the SLV. State funded assistance is also available from the Governor's Office and Colorado State Parks.

Funding Maintenance

A benefit of a dedicated sales tax or the establishment of a special district is that these mechanisms would result in a steady flow of money, some of which can be allocated for existing facility maintenance and general upkeep. Alternatively, local governments and agencies would have to absorb the cost of maintaining recreation facilities, and this may not be feasible if the number of recreation facilities is expanded substantially. Volunteers, local recreation clubs, and partner organizations like Volunteers for Outdoor Colorado and the Southwest Youth Conservation Corps are also valuable resources for trail maintenance. Therefore it will be important for the SLVGO Coalition to maintain relationships with these and other stewardship groups.

Crowd Funding

By pooling small contributions of money, typically via the Internet, from groups of people who share common interest, crowd funding is a powerful tool for achieving financial goals. For SLVGO Coalition and its partners, a donation-based crowd funding platform like Indiegogo, GoFundMe, Kickstarter, Citizinvestor (created specifically for municipal government agencies), or Community Funded would be the best option. In donation-based crowd funding, pledgers receive incentives to give money to support a cause, community event, project, or anything else. In addition to raising money, a crowd funding campaign is a way to increase SLVGO's exposure and build its support base. It is also a way to increase community interest and ownership in the project – by giving stakeholders an "option to invest" they invest in a piece of helping the SLVGO

Coalition realize its objectives. Individuals, especially in smaller communities, tend to be civic minded and want to support their communities.

The downside of this funding mechanism is that a crowd funding campaign requires a substantial time commitment to oversee the campaign and to use social marketing tools to spread the word about the campaign and ask as many people as possible to donate. Additionally, the platforms do take a portion of the funds raised, typically 4-6%.

Crowd funded efforts are most successful when tied to a specific ask. For example, a crowd funding effort to develop a mapping system, or build a section of new trail, or build a facility. Efforts that are more vague or do not have measurable outcomes do not perform as well. Citizinvestor is specifically designed for government agencies to raise public funds for public projects. There are some examples of successful projects developed through crowd funding.

Revenue Generation

The SLVGO Coalition and its partners could implement revenue generating activities in addition to fundraising. While these require some labor and some material costs, they can often times result in a healthy return on investment. Potential revenue generating activities for the SLVGO Coalition could include:

- SLVGO Coalition membership. Charge \$10-50 to become a member of SLVGO. This will require providing "benefits" to members (e.g. access to local "beta", pair of socks, monthly newsletter featuring SLV recreation opportunities, discounts at local gear shops, etc.).
- Charge for SLVGO-led tours, classes, and recreation programming.
- Host SLVGO competitions, races, tournaments and charge entrance fees.
- Sell SLVGO swag (e.g., t-shirts, pint glasses, water bottle).

Best Practices For Building SLVGO's Capacity and Impact

The SLVGO Coalition is a new group that has generated substantial momentum and already accomplished a number of projects. In this section, ideas for formalizing the organization and increasing its organizational capacity and impact are outlined.

Become a Not For Profit Corporation (a 501(c)(3))

Formalizing the SLVGO Coalition into a not for profit organization would lend credibility to the group and help ensure its operational sustainability over the long-term in order implement the initiatives over many years. Becoming a 501(c)(3) has advantages, but would require considerable time commitment on the part of the SLVGO Coalition members to accomplish. Pros and cons of this move are offered below:

Pros:

- More credibility – recognized business entity
- Eligible for tax deductible donation (appealing to high net worth individuals)
- Eligible for public and private grants and donations
- Formal structure as a legal entity in your own right, and separate from founders. Incorporation puts the nonprofit's mission and structure above the personal interests of individuals associated with it.
- The founders, directors, board members, and employees are not personally liable for the nonprofit's debts
- 501(c)(3) status often a requirement to apply for grants
- With time (and funding) could grow the SLVGO Coalition into a staffed coalition with current members serving as advisory board members.
- No taxes and eligible for state and federal tax exemptions.
- Increased capacity to fundraise and implement projects.

Cons:

- Time and expenses associated with 501(c)(3) application (+/- \$5k to pay an attorney to submit it our coalition members could take it on as a volunteer project)
- The time, labor, and skill required to apply for and then manage/administer grants; as well as managing the paperwork
- If there is a grant the SLVGO Coalition wants to apply for they could use another non-profit or local government partner as the fiscal agent
- As a loose coalition of partners representing counties, land management agencies, and organizations – and more interested in supporting grant applicants than applying for grants – becoming a nonprofit might not be the best use of resources.
- Political lobbying or campaigning is not allowed.
- Limited personal control in the nonprofit's actions.

Corporate Sponsorship

Sponsorships from corporate and business interests could be pursued by the SLVGO Coalition and its partners to support recreation special events of all types everything from races, to film festivals to trail projects. Often time's businesses will see the opportunity to contribute to a community event and serve as the "title sponsor" as a good way to build community relations and raise its visibility within the region. Sponsors could be asked to help fund a year-long series of events or an individual event. While this funding alternative doesn't often result in large sums, it can be used to offset costs of events and these events are important in building a recreation culture in the SLV and keeping the mission of the SLVGO Coalition in front of the public.

Utilizing Volunteers

By building a list of volunteers and employing their service on trail and recreation projects, the SLVGO Coalition and its partners can save money while building an ethic of stewardship and greater investment and awareness of SLV recreation. The SLVGO Coalition can assist existing stewardship organizations like Volunteers for Outdoor Colorado and the Southwest Conservation Corps by directing interested volunteers to the projects and programs that these groups have organized in the Valley. Similarly, the SLVGO Coalition and communities can work with these groups to identify projects and recreation areas that are most in need of volunteer support.

Inspiring and Supporting Entrepreneurialism

This planning effort and the SLVGO Coalition's meetings regularly inspire ideas for how both communities and the private sector could better serve SLV residents through recreation ventures, facilities, events and programs. The SLVGO Coalition should share these ideas for ways to better cater to residents and tourists (e.g. equipment rental, guided tours, food trucks at events). This exchange of ideas may inspire some entrepreneurial, recreation ventures that would result in more recreational services while also benefiting the local economy.

Information Exchange

The SLVGO Coalition's monthly meetings and social media provide excellent opportunities for sharing information about grant opportunities, recreation events and projects that are brewing. Similarly, the SLVGO Coalition can support its partners by using these outreach outlets (standing meetings and social media) to pass on call to actions and help

FUNDING AND SUSTAINING SLV RECREATION

build awareness and support for recreation projects across the SLV. By maintaining this exchange of information, the SLVGO Coalition will continue to facilitate partnerships between recreation providers and, thereby, escalate the rate at which of recreation enhancements take place.

Partnerships

The SLVGO Coalition already represents an impressive collection of partners, however, there is room for more. The SLVGO Coalition can build its outreach reach and capacity to implement by continuing to build relationships with partners in different sectors and geographic regions of the SLV. For example, the health care sector is likely to be very supportive of the SLVGO Coalition's initiative to promote community wellness and facilitate more people being active and enjoying outdoor recreation.

Explore Fail-Fast Initiatives

In their effort to achieve the priority initiatives listed in this plan, the SLVGO Coalition, SLV communities and its partners should not be afraid to try new ideas and tactics, some of which may end in failure. Pilot projects or spontaneous interventions—can serve as test cases at the local level. Failure should not be punished, merely discovered early and fixed quickly. Test new recreation programs, activities or facilities in one community, and if it's successful, scale it to other communities.



Rio Grande National Forest (courtesy of Root House Studio)

GRANTS AND FUNDING SOURCES FOR OUTDOOR RECREATION IMPROVEMENTS:

Recreation Improvements / Community Enhancements Funding Sources

Colorado Department of Transportation / Safe Routes to School Program

Safe routes to school grants through CDOT <http://www.coloradodot.info/programs/bikeped/safe-routes> CDOT also offers funding for Tourist Oriented Direction Signs www.coloradodot.info/programs/logos-tods.html

Colorado Division of Wildlife Fishing is Fun Grant

Focuses on angler access, habitat development and improvements, and fishing site improvements. Applications due March 5th, 2014
<http://wildlife.state.co.us/Fishing/ResourcesTips/FishingIsFunProgram/Pages/FishingIsFunProgram.aspx>

Colorado Gives Day

Colorado Gives Day is an initiative to increase philanthropy in Colorado through online giving. Through "Colorado Gives", you can fundraise for your organization through the tools they provide.
<https://www.coloradogives.org/COGIVESDAY>
<https://www.coloradogives.org/index.php?section=content&action=fundraising>

Colorado Health Foundation

Provides support to organizations that ensure access to the key components of Healthy Living, increase the number of Coloradans with Health Coverage and ensure access to quality, coordinated Health Care. Applications Deadlines are Feb. 15th, June 15th, and Oct. 15th
<http://www.coloradohealth.org/grantmaking.aspx>

Colorado Parks and Recreation Association

\$500.00 grants for tree planting and community gardens, with 50% match.
<http://www.cpra-web.org/displaycommon.cfm?an=1&subarticlenbr=26>

Colorado Physical Activity and Nutrition Program

Active Community Environment Grants, supports communities to be more active through community enhancements including design projects, sidewalks, parks, lighting, and other features.
<http://www.colorado.gov/cs/Satellite/CDPHE-PSD/CBON/1251617572559>
<http://activecommunityenvironment.org/>

Colorado Tree Coalition Grants

The CTC grant program is made possible by the support and funding of the USDA Forest Service and the Colorado State Forest Service through the Urban and Community Forestry Assistance Act, providing for urban forestry education, technical assistance, and research. This is an annual grant program with application period every October to November for the following year.
<http://www.coloradotrees.org/programs.php#grants>

Department of Local Affairs (DOLA) Office of Smart Growth Conservation Trust Fund

Funding available for outdoor recreation master plans, construction of parks, trails, river walks, open space, or recreation facilities. Must contact the program contact for info on what funds are available, deadlines, etc.
<http://www.colorado.gov/cs/Satellite/DOLA-Main/CBON/1251591547558>

El Pomar Foundation

Grant making foundation for Colorado, access to many local grants in the San Luis Valley. <http://www.elpomar.org/>
http://www.elpomar.org/grants/results?query=&x=24&y=5®ion_ids%5B%5D=8

Gates Family Foundation Grants

Recreation, parks, and conservation grants focused on protecting natural areas from development, youth education in recreation, and environmental education. Grants between \$25,000 to \$750,000.
<http://www.gatesfamilyfoundation.org/>

FUNDING AND SUSTAINING SLV RECREATION

GOCO (Great Outdoors Colorado)

Cities, counties, and park and recreation districts are eligible for GOCO grants to acquire, expand and improve local parks, outdoor recreation amenities, and environmental education facilities.

www.goco.org

GOCO Local Government Park and Outdoor Recreation Grants Maximum grant award is \$350,000, offered twice each year.
<http://www.goco.org/grants/apply/local-government-and-mini-grants/lpor-application>

GOCO Mini Grants For smaller projects costing \$60,000 or less, offered twice each year.
<http://www.goco.org/grants/apply/local-government-and-mini-grants>

GOCO Open Space Grant Program
Land along river corridors, urban parcels, agricultural lands, and wildlife habitat.
<http://www.goco.org/grants/apply/open-space>

GOCO Conservation Excellence Grant Program
Funding for conservation planning, staff training, open space assessment, public access and education, and other activities that allow an organization to achieve quality land conservation.
<http://www.goco.org/grants/apply/conservation-excellence>

Paths to Parks Trail Initiative In response to an ever-growing demand for trails and continued concern about rising childhood obesity rates, GOCO has allocated \$5 million dollars to its Paths to Parks program. The special initiative is designed to increase trail access for youth and families to existing parks, open spaces, natural areas and environmental education opportunities. By funding projects that provide free, safe, non-motorized access to local parks and other public areas, GOCO hopes to help encourage youth and families to explore outdoor recreation amenities in their communities. <http://www.goco.org/grants/spring-2014-grant-cycle/paths-parks-trails-initiative>.

School Play Yard Initiative GOCO Funds Can Revitalize Your School Yard! Entities eligible

to apply for Local Government funds include cities, towns, counties, and special park & rec districts that receive Conservation Trust Fund dollars (CTF) Schools must partner with an eligible entity to construct projects on school grounds. In 2013, \$1.5 million was awarded to 16 projects. More than 6,000 students participated in the design process and will benefit from new and improved school play yards. GOCO's School Play Yard Initiative aims to improve the health and wellness of Colorado's youth and families by creating or improving playgrounds and outdoor classrooms to encourage more outdoor physical activity and learning. <http://www.goco.org/grants/spring-2014-grant-cycle/school-play-yard-initiative-2014>

Greater South Fork Community Foundation

The Greater South Fork Community Foundation is a subsidiary of the Pikes Peak Community Foundation, which has initiated an emergency relief fund following the West Fork Complex Fire in the summer of 2013. The fund is geared toward future recovery and restoration but not long-term marketing efforts. GSFCF develops philanthropic resources to meet the needs of the greater South Fork region. www.southforkfoundation.org

The Keen Effect

Maker of outdoor foot ware, Keen, introduced grants in 2014 to support organizations, projects and individuals that are inspiring responsible outdoor participation and building strong communities. In 2014, Keen awarded \$100,000 to 25 organizations. For more information on grant cycles and requirements, visit the fund's website at: http://www.cybergrants.com/pls/cybergrants/quiz.display_question?x_gm_id=4494&x_quiz_id=5628&x_order_by=1

Live Well Colorado

LiveWell Colorado's community investments strategy funds community coalitions working on healthy eating and active living strategies at the local level. In 2013, LiveWell Colorado awarded \$2.5 million to 24 communities across the state. In addition to financial support, LiveWell Colorado provides technical assistance and opportunities for shared learnings and collaborations. <http://livewellcolorado.org/healthy-communities>

The North Face Explore Fund

The North Face company has created an “Explore Fund” which provides funding support to organizations that encourage youth outdoor participation. The North Face focuses primarily on 1. Creating more connections of youth to nature and providing an inspiration to explore, 2. Increasing access to close to home front and backcountry recreation opportunities, and 3. Engaging a new and diverse audience with the outdoors. Applications are typically accepted in the spring and can be found online at: <http://www.explorefund.org/>

Patagonia

Patagonia supports small, grassroots, activist organizations with provocative direct-action agendas, working on multi-pronged campaigns to preserve and protect the environment. To be eligible, an organization must have a 501(c)(3) status or a comparable fiscal sponsor. <http://www.patagonia.com/us/patagonia.go?assetid=2942>

PeopleForBikes Community Grant Program

Funding to build momentum for bicycling in communities across the U.S. Online applications open. <http://www.peopleforbikes.org/pages/apply-now>

Red Bull

Red Bull is currently not offering recreation-oriented grants, however, they have in the past and they are worth keeping an eye on. They could be a potential supporter of sports like BMX, mountain biking or hang gliding in the SLV. In 2009, they ran “Under My Wing,” a program to give the next generation of BMX athletes a competitive edge in the world of professional sport. With the help of current national champion Luke Madill, 20 junior BMX racers were given the opportunity to take part in this program. http://www.redbull.com/cs/Satellite/en_AU/Article/Red-Bull-Under-My-Wing-021242786445765

REI Foundation

Your non-profit can partner with a local REI store, and then in turn, can be endorsed for a REI grant. The process begins with the store teams, who endorse nonprofits with whom they’ve forged meaningful partnerships. REI does not accept unsolicited grant applications. <http://www.rei.com/stewardship/community/non-profit-partnerships-and-grants.html>

Robert Wood Johnson Foundation New Connections

Provides support and training to Midcareer Consultants to address priorities related to RWJF’s program areas: Childhood Obesity, Coverage, Human Capital, Pioneer, Public Health, Quality/Equality and Vulnerable Populations. <http://www.rwjf-newconnections.org/apply-for-grant> <http://www.rwjf.org/content/rwjf/en/grants.html#q/maptype/grants/ll/37.91,-96.38/z/4>

The Quick Foundation

The Edmund T. and Eleanor Quick Foundation is a small private foundation. The Quick Foundation is a private foundation benefiting general charitable groups Colorado. As a small private foundation, the Quick Foundation generally prefers to make grants to smaller organizations where such grant making activity will have an impact. Past grants have included historic preservation, education, elder care and services, religious organizations, music education, public recreation facilities, and animal care. The Quick Foundation has given over \$750,000 to over 100 different charitable organizations all over Colorado. <http://www.quickfoundation.org/>

Tony Hawk Foundation Skate Park Grants

The primary mission of the Tony Hawk Foundation is to promote high quality, public skateparks in low-income areas throughout the United States. <http://tonyhawkfoundation.org/skatepark-grants/apply>

Western Union Foundation

Support for disaster relief efforts due to Colorado flooding. www.fool.com/investing/businesswire/2013/09/16/the-western-union-foundation-responds-to-natural-d.aspx

Whole Foods

For questions about our donation policy or have a nonprofit or educational organization you would like us to support, please contact your local store. <http://www.wholefoodsmarket.com/mission-values/caring-communities/community-giving>

FUNDING AND SUSTAINING SLV RECREATION

Trails Funding Sources

Bell Built Grant

Annually, Bell Helmets offers up to \$100,000 in technical assistance grants to fund three mountain bike facilities built by IMBA Trail Solutions. <http://www.imba.com/grants/bell-built>

Colorado State Recreational Trails Grant Program

Large and small recreational trail grants, trail planning, and trail support grants. <http://www.parks.state.co.us/Trails/Grants/Pages/Grants.aspx>

Federal Highway Administration Recreational Trails Program

Provides funds to the States to develop and maintain recreational trails and trail-related facilities for both non-motorized and motorized recreational trail uses. Must Contact local state program rep for details.

http://www.fhwa.dot.gov/environment/recreational_trails/

http://www.fhwa.dot.gov/environment/recreational_trails/rtpstate.cfm

Colorado State Trails Program OHV Grants

Off Highway Vehicle grants for construction, maintenance, and operations of OHV trails.

<http://www.parks.state.co.us/OHVsandSnowmobiles/OHVProgram/Grants/Pages/Grants.aspx>

Federal Transit Administration - Transit in Parks Program

America's national parks, wildlife refuges, and national forests were created to protect unique environmental and cultural treasures, but are now facing traffic, pollution and crowding that diminishes the visitor experience and threatens the environment. To address these concerns, this program provides funding for alternative transportation systems, such as shuttle buses, rail connections and even bicycle trails.

http://www.fta.dot.gov/grants/13094_6106.html

International Mountain Bicycling Association (IMBA)

IMBA has a variety of grants available for mountain bicycling-related trail projects and related work. These grants support volunteerism, infrastructure improvements, design work, increasing responsible outdoor education, promoting access to the

outdoors, and also match local organizations with corporate donors. IMBA also offers the Subaru/IMBA Trail Care Crew, a team of professional trail experts who lead trail work sessions, meet with land managers and work with trail organizations to improve mountain biking opportunities. This program is available through a grant.

<http://www.imba.com/resources/grants>

Kodak American Greenways Awards Program

Combined effort of Eastman Kodak, The Conservation Fund, and The National Geographic Society; Grants from \$500 to \$2500, to cover marketing materials, interpretive signage, trail planning and construction, etc.

<http://rlch.org/funding/kodak-american-greenways-grants>

http://www.kodak.com/eknec/PageQuerier.jhtml?pq-path=2300595/2300598/2300617&pq-locale=en_US

MAP-21 Find It, Fund It!

A tool that helps find funding for transportation oriented projects. The Find It, Fund It! helps you find federal funding sources for 24 types of projects by centralizing and simplifying information about funding eligibility. It aims to connect people interested in getting infrastructure or other programs funded with all potential federal funding sources that can be utilized towards those interests. <http://www.advocacyadvance.org/MAP21/finditfundit#>



Great Outdoors Colorado (GOCO) funds recreation and conservation projects throughout Colorado (courtesy of Root House Studio)

Interpretation and Marketing Funding Sources

Colorado Tourism Office (CTO) Heritage Tourism funding

This grant seeks applicants who can advance heritage tourism in Colorado through regionally based projects that build on the strategies set forth in *A Strategic Plan for Colorado Heritage Tourism Enhancement* available at www.Colorado.com/industry-partners. Applicants are required to provide a minimum cash match of 25% of the total project budget.

www.colorado.com/ai/CTOheritagetourismprogramming.pdf

<http://www.colorado.com/overview-faq>

CTO Marketing Matching Grant Program

The CTO has a matching grant program that provides assistance to the tourism industry for marketing efforts. The Colorado Tourism Office will award grants up to \$25,000 this year. Funds will be awarded to organizations whose objective is to promote the state or the defined region. For every \$1 the organization allocates to the program, the Colorado Tourism Office will provide \$1 in

matching funds. Up to 20% of the match may be in-kind, which may include services such as staff time or donated services or materials relevant to the grant project. <http://www.colorado.com/marketing-matching-grant-program>

Sangre de Cristo National Heritage Area

These funds are available to local organizations working to promote the mission of the SdCNHA by restoring historic buildings, providing interpretation, restoring/promoting scenic and recreational resources or documenting culturally significant components of the way of life in the San Luis Valley. <http://sdcnha.org/js/grants-sangre-de-cristo-national-heritage-area.html>

State Historical Fund

Potential funding source for educational programming or interpretive signs/media along trails. <http://www.historycolorado.org/grants/apply-funding>



Old Spanish Trail monument and interpretive signs (courtesy of Root House Studio)

CASE STUDIES: Funding Recreation Improvements and Recreation Organizations

Recreation tax district (Evergreen, CO)

The Evergreen Park and Recreation District (EPRD) is a Special District was authorized with a public vote in 1969 to serve the parks and recreation needs of constituents. Through subsequent additional votes and bond measures, a recreation center was built and expanded, and further recreation properties were acquired. The EPRD is not part of any county, but a separate entity with its own taxing authority. All tax and revenue funds collected go to EPRD. A Board of Directors manages EPRD.

Dedicated sales tax for recreation improvements (Steamboat Springs, CO)

In November 2013, 71% of Steamboat Springs voters approved a new 1% lodging tax that will be dedicated to local trail projects. Driven by the local trails advocacy organization, the Steamboat Springs Trails Alliance, the tax revenue will be distributed by a steering committee and used to fund trail extensions, connectivity, and maintenance; as well as, in the longer term, civic improvement projects and pocket parks.

Trail fundraisers

The Sierra Buttes Trails Stewardship (SBTS) group (northern California) has a “\$1 for Sierra Trails” program where local businesses ask their customers for a small donation of \$1, which is added to their lodging or food bill, that goes toward trails. SBTS also has an “Adopt-A-Trail” program, for individuals and businesses to take leadership role in the maintenance of the trails in the Sierra

Buttes area, through both a monetary and/or time commitment. The organization also sells “feet of trail” to donors for \$5/foot, in exchange for raffle tickets for bikes, lifetime bike shuttle memberships, and other notably prizes.

Salida, CO has held a successful “pumpraiser”, a fundraiser for a new local pump track, a bike-specific recreation facility. With local sponsors, door prizes, and silent and live auction, the event successfully raised the remainder of the funding needed to break ground on the pumptrack.

Crowd Funding

In 2013, Pagosa Springs, CO’s Friends of Reservoir Hill raised \$5,400 (their goal) to build an Observation Deck on the top of Reservoir Hill, their downtown wilderness park. A local family trust pledged to match every \$1 raised on Citizeninvestor. Donors received a variety of gifts depending on their donation.

In the spring of 2013, the City of Philadelphia raised \$2,000 to plant a community garden at one of the city’s recreation centers, through its first crowd funding projects .

In October 2013, In October, “Gateway Green” became the first public works project in the state of Oregon to be successfully funded via crowd funding, raising more than \$100,000 for the planning of a bicycle recreation park in Portland. A charter school in Phoenix raised \$3,500 in 2013 to defray startup costs of its new youth sports program.



BUY ONE FOOT OF SINGLETRACK FOR \$5...

and you could WIN your choice of ANY complete **SANTA CRUZ** and one year of free Yuba shuttles in Downieville!

Visit sierratrails.org to enter.

equipped with: SHIMANO **FOX** **DAVE**

Sierra Buttes Trail Stewardship fundraising campaign. <http://sierratrails.org/about>

Recreation-based non-profits

The Colorado Plateau Mountain Bike Trail Association

[\(http://www.copmoba.com/\)](http://www.copmoba.com/)

COPMOBA is a western Colorado-based 501(c)(3) founded in 1989 to build, maintain, and advocate for sustainable singletrack trail and developmental features on the Colorado Plateau. Through community events, trail days, group rides; and a suite of businesses, fundraisers and even a 1% for trails program, the group is an effective agency partner and has the capacity and relationships to implement projects on any scale with a history of success.

Trails 2000

[\(http://www.trails2000.org/\)](http://www.trails2000.org/)

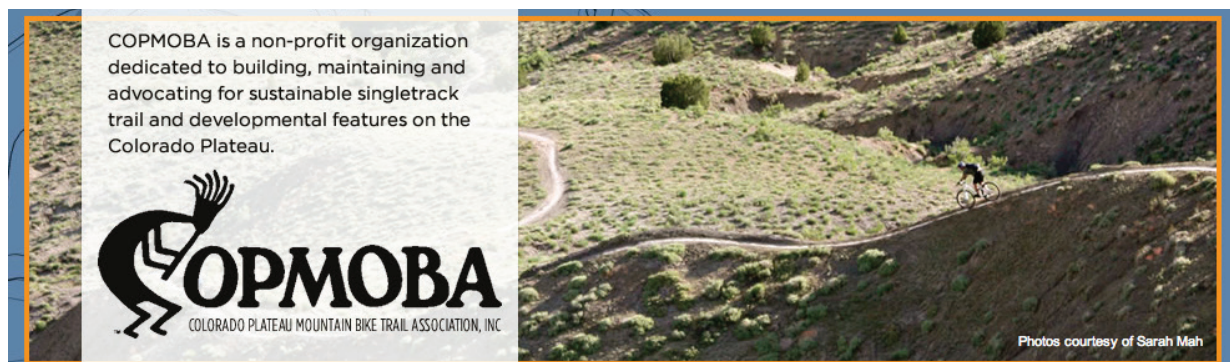
Based in Durango, Colorado, Trails 2000 is a multi-use trails advocacy organization founded in 1989 as a partnership between the private sector, the US Forest Service, and the BLM. It became a 501c3 shortly after its inception. The organization's goals were to connect communities, coordinate trail access across jurisdictions, modernize trail systems for recreation, organize volunteers, maintain trails, educate users, provide information, and help to coordinate trail connections and routes. With 2,000 dues-paying enthusiasts, Trails 2000 asks its community for general organization donations, or project-specific donations, for example the recent Peter Carver Memorial Forest at Chapman Hill, a joint project between the City of Durango and Trails 2000 to plant trees to provide erosion control,

summer shade, and increased snow retention (5% of every donation also goes to Trails 2000). The organization also raises funds through an annual fundraiser (which in 2014 netted \$50,000), film nights, private grants, land management agency partnerships, memberships (\$25 - \$1,000), and merchandise sales. Trails 2000 has only one paid staff, an Executive Director.



With support from Oskar Blues Brewery, a local bike shop and other sponsors, Salida, CO is raising money to build a pump track.

<http://salidacitizen.com/2010/03/salida-public-bike-park-and-pump-track-underway/>



Trails 2000 in Durango and the Colorado Plateau Mountain Bike Trail Association on Colorado's western slope are successful trail stewardship organizations that could be models for organizations in the SLV.