

FUND OUR RED ROCK TRAILS

A statement of need and responsibility by the Red Rock Trails Sustainable Funding Work Group - June 30, 2017

The urgent need: Trail maintenance funding

The annual cost to maintain red rock country's world-famous trail system is roughly \$425,000. In 2016, federal funds covered only 25 percent of that cost; the 2017 budget was 13 percent lower. Fire control and other competing needs threaten federal trails funding.

- Red Rock trails in the Coconino National Forest are a local and national treasure, drawing 3 million visitors every year; over one million use the trails, providing significant employment and revenue for our community.
- Red Rock trails contribute to the physical and spiritual health of all who use them, including more than 60 percent of residents.
- **We face a critical choice.** To continue to enjoy the well-being and prosperity provided by a healthy, safe, and functional trail system we must accept greater financial responsibility for their maintenance. In addition to the volunteer work of residents, beneficiaries of the trail system must cooperate to raise the funds needed to maintain it.

Our coalition. The "Work Group" came together in 2016 in response to the urgent need to support the Red Rock Trail system. The group of community leaders, trail advocates, government entities and representatives of local organizations are committed to supporting our community's extraordinary trails and the benefits they provide.

Our solution: Work together on five funding strategies

- Expand mechanisms through which **visitors** can contribute financially to trail maintenance.
- Encourage **businesses and organizations** that benefit from local tourism to contribute funds to trail upkeep.
- Encourage **residents**, who enjoy and take pride in the trails, to make financial contributions and endowments and assist in fundraising.
- Encourage **all levels of government** to seek ways to contribute to the trail system's well-being.
- **Show our appreciation** by supporting the people, businesses and organizations who contribute to this effort.

Our endorsement: As an expression of how we value our red rock trails and want them maintained for the future enjoyment of residents and visitors, we, the undersigned endorse this statement, and will cooperate when we can with others' efforts and consider what our unique contribution might be.

/s/ Sandy Moriarty - *On behalf of City of Sedona*
/s/ Jennifer Burns - *On behalf of Sedona Red Rock Trail Fund*
/s/ Joanne Kendrick - *On behalf of Keep Sedona Beautiful*
/s/ Thomas Graham – *On behalf of the Big Park Regional Coordinating Council*
/s/ Birgit Loewenstein - *On behalf of Save Our Ancient Redrocks*
/s/ Marty Glinsky - *On behalf of Verde Valley Cycling Coalition*
/s/ Manny Romero - *On behalf of Sedona Friends of the Forest*
/s/ Jennifer Wesselhoff - *On behalf of Sedona Chamber of Commerce and Tourism Bureau*
/s/ Steven Segner – *On behalf of the Sedona Lodging Council*
/s/ Sharon Masek Lopez – *On behalf of Oak Creek Watershed Council*

Our vision

The community will financially assist the U.S Forest Service to sustain an inspiring, safe and environmentally healthy trail system.

Our goal

To generate long-term, sustainable funding sources for maintenance of the red rock trails near Sedona and the Village of Oak Creek.

**We ask you to endorse the communities vision to care for Red Rock Trails.
Please contact www.redrocktrailfund.org to join this effort!**