



# Business Supporter Update



Sedona Red Rock Trail Fund

Summer 2023

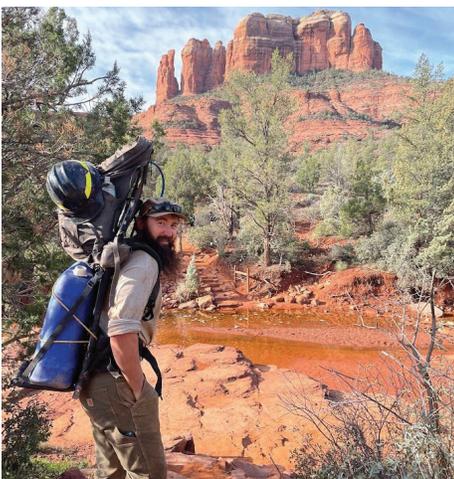
## Hello Business Supporter!

Your financial support is a critical ingredient to responsible stewardship of the Sedona Red Rock trails. We created this report to share recent accomplishments and progress on the projects that your support makes possible. Feel free to share the information with your co-workers and customers.

Did you notice something new in the masthead? We are introducing a new business sponsorship program called Trail Champions to augment the Trail Keepers and Trail Bucks programs. Each program is designed to offer a “right fit” so everyone has a way to contribute to the amazing trail system that provides so much to our community and guests. You can find details on all three of the programs on our website – [redrocktrailfund.org](http://redrocktrailfund.org).

You exemplify good business and good community citizenship with your participation in keeping the trails safe and sustainable. In our next Business Supporter Update we will reveal the new trail projects for FY24.

Thank you for your commitment!



*Crew member carrying gallons of water for rock saw, along with personal gear to Upper Cathedral worksite.*

## – Year to Date 2023 –

- 1,830 drains maintained or constructed
- 196.4 miles brushed/lopped
- 2,151 linear ft of rock work constructed or maintained
- 66 signs/cairns installed
- 183 trees logged out
- 29,237 sq ft of rehab/restoration
- 59 social trails closed
- 48 volunteer events
- 582 volunteers
- 3,384 volunteer hrs

**Sponsors like  
YOU  
Make this Possible**

## Ranger Report May 2023

By Kevin Kuhl, USFS Red Rock Ranger District

We got a lot of moisture this winter, maybe not record-breaking but certainly going down in the trail crew’s record book. Normally, this would have been well received, but the white fluffy stuff didn’t make our lives easy on the Cathedral Rock renewal project this season.

Even with the severe weather, our crews only missed a few days. The results were impressive – take a look at the stats!

On Cathedral, our Forest Service crew was assisted by eight weeks of support from American Conservation Experience (ACE) crews, funded by the Great American Outdoors Act. Additional trail work below “the crack” was completed by Summit to Sea Trails Specialists. Friends of the Forest and The Westerners Hiking Club provided user education during the trail closure in February and March. Their contribution was key to our success.

A silver lining to the weather was consistent soil moisture. This helped our crews accomplish 200 miles of maintenance in the Red Rock District, and also helped with public volunteer events. We held 48 public events – 582 volunteers contributing 3,384 hours of maintenance valued at ~\$107,000 of trail maintenance. \$10,000 of that was OHV related.

Another boost was diversifying our volunteer event sponsorship to include Sedona Red Rock Trail Fund, Verde Valley Cycling Coalition, Thunder Mountain Bikes, City of Sedona, Trail Lovers, Wildland Trekking, Santa Cruz Bicycles, Pink Jeep Tours, Enchantment Resort and Beaver Creek Trails Coalition. These additional sponsors provided awareness via their social media followers, customers and employees for deeper community engagement.

The Red Rock District is now working on a plan for the new Verde Valley Circle Trail along with the Verde Front Trails Working Group. The proposed trail includes roughly 100 miles of non-motorized, single-track trail for hikers, bikers and equestrians, that will circumnavigate the entire Verde Valley. The trail will connect users with the various communities and additional recreational opportunities in the Coconino and Prescott National Forests. Public scoping has not occurred yet.



*Trail Crew removing rock falls on Hiline Trail after heavy winter storms.*



## Red Rock Trails Partnership in the National Spotlight

Hikers and bikers on Red Rock trails the week of April 10th had an opportunity to watch the lights-camera-action of a professional film crew creating a documentary on the work of the Sedona Red Rock Trail Fund. The Los Angeles-based producer and an international marketing firm are creating short documentary-style showcases on land stewardship work being accomplished with volunteers.

The final piece will explain the unique partnership between US Forest Service, Sedona Red Rock Trail Fund and Friends of the Forest that supports the demanding maintenance needs of our remarkable 400-mile system of trails. With a 10-member board of directors and a single staff member, the SRRTF has raised in excess of \$2.4million since inception, all for the non-motorized trails in the Red Rock Ranger District.

“It was an exciting week working with our volunteers and local spokespersons to share our story in such a way that might inspire vision and volunteerism in other parts of the country”, says Kevin Adams, president of the Sedona Red Rock Trail Fund.

The 40+ person production and agency management team lodged at Sedona Real Inn & Suites and raved about meals enjoyed at Rascal, Rene’s, Mooney’s and Stagecoach Sedona. In appreciation, a \$10,000 grant was received for the trails.



*Flagline Trails trainers teaching the crew how to use string lines, line levels and tape measures to determine the rise and run of a project site*

## Learning to Stack Rocks - A Life Skill for Some

By Dick Williams, SRRTF Director

Before beginning the Cathedral Rock trail renovation project, the Sedona Red Rock Trail Fund and Forest Service discussed how best to get the work done with incoming work crews of varying levels of experience. Red Rock trail construction is nuanced, so we wanted to make sure the new crews had both the basic skills and knowledge of specialized rock craft needed to stabilize the new steps and harden the trails.

Turns out, there are different standards between Forest Service trails and National Park trails, the latter typically being more robust for higher usage and longer service life. National Park standards were specified for the Cathedral project. It was determined the trail crews would benefit from training to ensure safety and efficiency, and also provide crafting skills they could use later in life.

Flagline Trails was approached to provide a program on the fundamentals and specifics needed to source, shape and place red rocks. This training was estimated to cost about \$14,000.

The Langston Family Foundation, a long-time supporter of the SRRTF and other Sedona charities, learned of this training project and gravitated to the idea that young people would benefit from life skills learning while aiding the progress of the Cathedral project. The foundation provided an \$8,000 grant towards the training, with the SRRTF covering the balance.

The training was met with enthusiasm by the crews. District Ranger Amy Tinderholt relayed that the crews truly appreciated the education and felt that someone was investing in their future. This not only makes a worthwhile educational investment, but also bodes well for attracting crew members back for future assignments. The SRRTF and Forest Service are now looking to integrate this type of training on a regular basis.

Special thanks to the Langston Family Foundation for this show of generosity that will pay dividends for years to come.



## Stewardship of Cultural Assets Funded by SRRTF

By Kevin Adams, SRRTF President

Typically, when the Red Rock Ranger District plans a new construction project (e.g. building a new trail), the District’s archaeologist must determine how to protect Native American archeological sites and historic properties. This may require surveying the project area and then consulting with the State Historic Preservation Office on the findings.

*Continued*

With a slate of new trails proposed for 2024, the Forest Service asked the SRRTF to help fund the \$157,000 cost for the legally required archaeological surveys. Through our donors and sponsors, the full amount was raised.

Results of the surveys are expected in August and will be used to ensure the protection of any found cultural assets in the area.



### New Shuttle Station Maps

Sedona Red Rock Trail Fund provided the City of Sedona with trail maps for the three Park & Ride lots. They are in the same style as the trailhead maps throughout the District.

According to SRRTF Vice President Sandi Heysinger, “Providing shuttle patrons information to get oriented, consider different trail options and build excitement while waiting for the shuttle – just made good sense”.

As of this writing, the maps have been installed at the West SR-89A and North SR-179 Park & Ride lots. Installation should be soon at the Posse Grounds lot.



### City/Chamber Partnership Brings in \$104,000

The Sedona Trail Keepers are an elite group of 52 businesses and non-profits that have pledged \$5,000 over a 5-year period for the trails. In partnership, the City of Sedona backs those pledges dollar for dollar through bed tax collection. The Sedona Chamber of Commerce & Tourism Bureau and the SRRTF manage the program, and of course the funds all go to maintenance and enhancement of the trails.

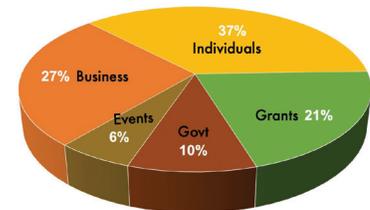
Since 2016, this program has provided a significant infusion of funding to keep the trails in top condition. In fiscal year 2023 this partnership brought in \$104,000!

This year’s celebration event was held at Sky Rock Sedona - yes, they are a Trail Keeper – catered by The Cabin. It was a pleasure to have so many business supporters come together along with elected officials from the City of Sedona, Chamber of Commerce & Tourism Bureau, representatives of the USFS and the SRRTF directors.

### Businesses Understand the Value of Safe, Sustainable Trails

Local and regional businesses understand the importance of stewardship of the trail system that provides intimate access to the natural beauty of Red Rock country. As a primary attraction for visitors and residents - the trails are an important asset for our vibrant economy.

Donations by Major Group  
2019-2022



Of \$638,000 raised by the Trail Fund last fiscal year – roughly 30% came from businesses. These contributors include businesses of all sizes, from corporate-owned hoteliers to small entrepreneurial business owners.

A quick look at our list of Trail Keepers, Trail Bucks partners and other business donors reflects a surprising variety of businesses who are playing an important role to ensure the sustainability of our trail system.

There’s no comparing our trails as a healthful mind-body-soul experience for residents and a top attraction for guests.

## Support the Business that Support the Trails 52 Sedona Trail Keepers

72 Sold  
Absolute Bikes  
Aiden By BW  
AWD Law  
Back Country Horsemen  
Bennali on Main  
Bennali Tlaquepaque  
Biermann Construction  
BW Plus Arroyo  
Canyon Outfitters  
Dahling Its You  
Enchantment Resort  
Eye Boutique of Sedona

Fairway Mortgage  
Famous Pizza  
Guidance Air  
Hale’s Roofing  
Holiday Inn Express  
Horse Mesa Ranch  
Indian Gardens  
Isn’t She Lovely  
L’Auberge  
L&M  
Lacuna Kava Bar  
Las Posades  
Pink Jeep Tours

Rick Wesselhoff Realty  
Raymond James  
Red Agave  
Roam Mountain Bike Festival  
Sedona Beer Company  
Sedona Crystal  
Sedona Dental  
Sedona Mountain Bike Festival  
Sedona Real  
Sedona Soul  
Sedona Westerners  
Singletracks  
Sky Rock Sedona

The Arabella  
The Hike House  
The Wilde  
The Wildland  
Thunder Mountain Bikes  
Tlaquepaque Arts & Crafts  
Unisource  
Village Yoga  
Vortex Pools  
VV Cycling Coalition  
VV WheelFun  
Wine Tours  
Zeus M Tours

## New! Trail Champions Sponsorship Program



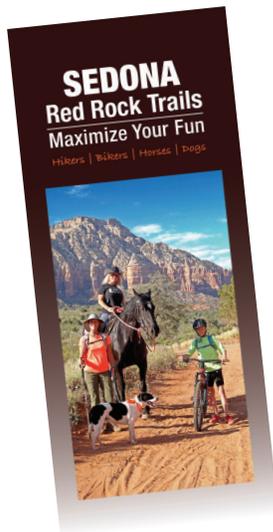
SRRTF has launched a new program for businesses who want to support our trails. Trail Champion sponsors receive a rich package of information materials, that were designed in concert with the Forest Service, to help their customers enjoy the safest, most pleasurable experience on the trails. The package also includes marketing materials to showcase their support for the trails.

The sponsorship provides a way for businesses to support Sedona's #1 attraction, enhance their customers' recreation experience and show their pride in our beautiful Red Rock Country, all at an affordable annual investment of \$600/year.

- Inventory of our new trail recreation guide for customers. "Maximize Your Fun on the Trails" is a fast track guide to help visitors and residents to plan, select and prepare for an epic experience. It also offers guidance on dog safety and Leave No Trace practices. SRRTF volunteers will keep sponsors' inventory replenished.
- Branded desktop holder to display the brochures at the business.
- Decals for window, door, point of sale to identify the business as a Trail Champion sponsor.
- Electronic files for online and print promotion of sponsorship.
- Inventory of the USFS Recreation Guide as soon as they become available from the Forest Service. Inventory will be replenished by SRRTF volunteers.

- Business Supporter Update reports that keep sponsors up to date on the trail work being accomplished with their sponsorship dollars.
- Recognition on the SRRTF website, media exposure and social media.

To learn more about sponsorship opportunities, send an email to [camille4trails@gmail.com](mailto:camille4trails@gmail.com).

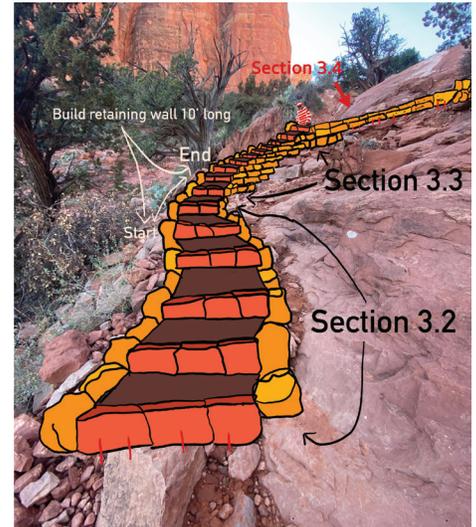


### Cathedral Rock Trail – Four Down, One to Go

By Jennifer Burns, SRRTF Director

How do you move 70,000 pounds of rock to build a trail with 740 ft of elevation gain? *Slowly* and on strong backs!

Trail crews working under the shadow of Cathedral Rock toiled for months this Spring – quarrying, splitting, moving and carefully placing tons of rock for Phase IV of the renovation of the Cathedral Rock Trail. Since the project kicked off in the Fall of 2021, it has involved more than 3,000 hours of trail crew work to move 35 tons of rock – the equivalent of 10 elephants!



Local sandstone and limestone (weighing around 160 lbs per square foot) was quarried onsite from local gullies, then hauled uphill using various methods, depending on the size and destination of the rocks. Several 300-pound boulders were hoisted 400 linear feet and 80 vertical feet uphill via a special grip hoist and gas winch.

One of the most critical segments of the project – the very top section that reaches the saddle, will commence in the Spring of 2024. Although planned for 2023, delays caused by weather, scheduling and a shortage of suitable rock at the upper reaches, set completion back by a work season. Phase 5 calls for six weeks to build another 20 giant rock check steps, retaining walls, drainage structures and fencing.

The Sedona Red Rock Trail Fund has submitted a grant application with the National Forest Foundation to fund a portion of the final phase. Work will be done by a combination of USFS, Summit to Sea Trails Specialists and youth Conservation Corp crews.



Our Trails are Calling

**Contact:** Camille Cox, Program Director  
928-284-4001 [Camille4trails@gmail.com](mailto:Camille4trails@gmail.com)  
[Redrocktrailfund.org](http://Redrocktrailfund.org)