

Rick Tadder

Subject: RE: Flagstaff Trails Initiative funding

From: Debbie McMahon

Sent: Wednesday, April 13, 2022 1:06 PM

To: Mayor and Council <council@flagstaffaz.gov>

Subject: Flagstaff Trails Initiative funding

April 13, 2022

Council Members,

I would like to reach out to you as the President of the Board of the [Flagstaff Trails Initiative](#) (FTI) to request the city to continue it's partnership with our non-profit organization.

The Flagstaff Trails Initiative, with other partners and organizations, created, through public process, the [Flagstaff Regional Trails Strategy](#) which was endorsed by Flagstaff City council in 2019. In late 2021, the council donated \$7,500 of funds for FY 2021 to FTI to assist the non-profit in developing and implementing the FRTS. FTI has come a long way since our presentation, here are some examples:

- Creation of a 7 member Board of Directors
- Achieved 501c3 tax status
- Organizing and coordinating a quarterly Regional Trails Coordination meeting, with partners both governmental and non-governmental involved in trails in the Flagstaff area. May 18, 2022 will be the first the first such meeting since 2020.
- Updated FTI website
 - Now includes a resource page for visitors to town
 - Links to volunteer opportunities with Flagstaff Biking Organization (FBO), US Forest Service (USFS) and the City of Flagstaff
 - Have a Facebook page with links to FBO, USFS
- Received a \$9,000 SEE grant from Arizona State Parks to...
 - Print trail etiquette signage for trailheads in the area
 - Establish a Trail Academy curriculum and volunteer events to help with backlogged trail maintenance needs
 - Will be hosting two Trail Academy events for students 13-17 year of age, one in May and one in June, 2022.
- Partnership with Discover Flagstaff to develop a cohesive image and marketing campaign for trails and trail tourism in Flagstaff.

FTI is reaching out to the City Council to ask for your continued support of taking Flagstaff's trail system from good to extraordinary. We hope the City can maintain its current level of support with a \$5,000 - \$10,000 donation to the organization.

Thank you for your time and service. If you have any questions, please reach out to me via phone or e-mail.

Regards

Debbie McMahon

Flagstaff Trails Initiative

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