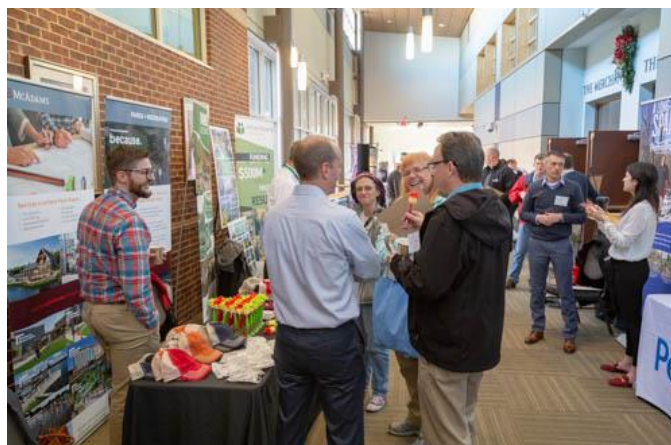




# TRAIL FORUM SPONSORSHIP

Since 2007, Trail Forum has been this region's premiere trail conference bringing together industry innovators, trail enthusiasts and community leaders from across 15 counties in North and South Carolina to share their expertise and to network as they advance the Carolina Thread Trail. This information-packed, day-long conference features 11 learning sessions covering all aspects of the trail, greenway and blueway business and offers professional continuing credits.

Thursday, December 5, 2019  
Charles Mack Citizen Center  
Mooresville, NC



## PAST TRAIL FORUM SPONSORS



## CAROLINA THREAD TRAIL

The Carolina Thread Trail is a **15-county, two-state initiative** designed to foster and facilitate the creation and development of a regional network of trails, blueways and conservation corridors that will link more than 2.3 million citizens via 1,600 miles in NC and SC. Currently, over 260 miles of trail and 170 miles of blueway are open to the public.

4530 PARK ROAD | SUITE 420 | CHARLOTTE, NC 28209 | [WWW.CAROLINATHREADTRAIL.ORG](http://WWW.CAROLINATHREADTRAIL.ORG)

Photos by Nancy Pierce



## 12<sup>TH</sup> ANNUAL TRAIL FORUM AGENDA

Charles Mack Citizen Center  
Mooreville, NC  
Thursday, December 5, 2019

- 8:30-9:00      **Registration**
- 9:00-9:30      **Welcome and Introduction (Lowrance Room)**
- 9:40-10:40      **Concurrent Session #1**
- ***Trail Construction and Archaeological Surveys: Assessment Methodologies and Discovery Protocols (Merchant Room)***  
Brittany Prinz, Long Range Planner II, York County Planning and Zoning Department  
L.M. Drucker, Ph.D., RPA, Adjunct Faculty, University of South Carolina & Columbia College, AF Consultants
  - ***Water Resource Planning and Design for Resilient Trail and Recreational Facilities (Cedars Room)***  
Jacob McLean, PE, CFM, Wildlands Engineering  
Aaron Earley, PE, CFM, Wildlands Engineering
  - ***Emerging Technology - Emerging Trail Users: How EBikes and Electric and Autonomous Vehicles are Affecting Trail Development (Peddler Room)***  
John Cock, AICP, Vice President Planning/Southeast Region, Alta Planning + Design  
Joe Michel, Chief eBike Officer, eBike Central  
Ross Atherton, VP/GM, Ingersoll Rand/Club Car  
Will Washam, Bicycle Program Coordinator, Charlotte Department of Transportation
- 10:40-11:00      **Break**
- 11:00-12:00      **Concurrent Session #2**
- ***Taking the Path Towards Mobile Mapping for Trail Data (Merchant Room)***  
Sean Bloom, Biologist and GIS Director, Catawba Lands Conservancy and Carolina Thread Trail
  - ***Sustainable Natural Surface Trail Maintenance (Cedars Room)***  
Scott Brown, Managing Partner, Blue Ridge Trail Works Inc.  
Bob Karriker, Lead Trail Supervisor, Blue Ridge Trail Works Inc.
  - ***Sticker Shock! How Investing in Feasibility Studies Reduce Risk, Cost, Schedules and Stress (Peddler Room)***  
Iona Thomas, AICP, McAdams, Director, Public  
Jason Pauling, AICP, Senior Planner, City of Concord Parks and Recreation Department
- 12:00-1:30      **Lunch - Gary Vernon, Program Officer, Head of Trail Development, Walton Family Foundation (Lowrance Room)**
- 1:30-2:30      **Concurrent Session #3**
- ***Creating Historically Themed Trails Through Unique Collaboration (Merchant Room)***  
Jeff Ashbaugh, PLA, Senior Project Manager, Alfred Benesch & Company  
Jon Wood, PLA, Senior Park Planner, Alfred Benesch & Company  
Ben Richardson, Chief of Planning and Partnerships for the Southern Campaign of the American Revolution Parks Group, National Park Service  
Paul LaFrancios, Ph.D., Professor of Economic and Chair of Professional Studies, Limestone College
  - ***Harnessing the Power of Volunteers (Cedars Room)***  
Vanessa Covington, Engagement and Volunteer Manager, Catawba Lands Conservancy and Carolina Thread Trail  
Karen Howard, LRT/CTRS, Volunteer Services/Commemorative Events, Mecklenburg County Park & Recreation Department
  - ***2020: A New Frontier for Greenway Costs (Peddler Room)***  
Gabe Dobbs, PE, Senior Active Transportation Planner, LandDesign  
Brian Bennett, PLA, ASLA, Project Manager, Mecklenburg County Asset & Facility Management  
Katie Lloyd, PLA, ASLA, Planner, Mecklenburg County Park and Recreation Department  
Curtis Bridges, AICP, Principal Planner, Charlotte Regional Transportation Planning Organization
- 2:30-2:50      **Break**
- 2:50-3:50      **Closing Session**
- ***Noah Wilson, Program Director, Growing Outdoors Partnership, Board Secretary, NC Outdoor Recreation Coalition & Advisory Council (Lowrance Room)***
- 3:50-4:30      **Wrap up - Trail Forum survey and raffle**



**Trail Construction and Archaeological Surveys: Assessment Methodologies and Artifact Discovery Protocols** Archaeological assessments are common requirements for state or federal construction grant monies, even local governments can require a survey in a culturally significant area. The Founders Trail, in Fort Mill, South Carolina, was required to conduct an archaeological survey not only for the South Carolina Parks, Recreation, and Tourism Grant requirements, but also because of the trail's proximity to a prehistoric, Catawba Indian, fish weir. This presentation will explain the methodologies used in archaeological assessments, especially those used in trail construction, and the protocol to follow if cultural artifacts are discovered.

**Water Resource Planning and Design for Resilient Trail and Recreational Facilities** Natural waterway corridors are a common setting for trail and recreational facility development. In urban areas, these corridors are already stressed to provide the "green" or "ecosystem" services that we rely on. In less densely developed areas, there are likewise both challenges and opportunities associated with trails alongside or across waterway corridors. This presentation will focus on what has been learned from working on projects in these settings. The session will explore greenway planning and design, along with complimentary stream and stormwater projects in Asheville, Charlotte, Greenville, SC, and other locales.

**Emerging Technology - Emerging Trail Users: How EBikes and Electric and Autonomous Vehicles are Effecting Trail Development** Emerging technologies such as e-bikes, e-scooters, neighborhood electric vehicles, and autonomous vehicles represent a new group of trail users that we must consider for trail design and management. These new modes of trail use introduce challenges such as increasing the speed differential between users on the trail, creating potential trail user group conflicts, and requiring different trail design and amenities. Some trail managers are working to develop trails that incorporate these new modes to provide a trail system for all users, embracing these emerging technologies. This presentation will discuss the unique aspects and challenges to designing for these emerging technologies.

**Taking the Path Towards Mobile Mapping for Trail Data** Moving from trail data collection with GPS units, paper and pen to online mobile mapping tools can be daunting, but Catawba Lands Conservancy (CLC) recently made the change. This session will explore the mobile mapping tools CLC created with ESRI's ArcGIS Online and ArcGIS Pro platforms. Specifically, the presenter will discuss how CLC is utilizing Collector, Survey 123, Dashboard, and StoryMaps to create more efficient workflows, reduce the risk of data loss, and collect trail data from the public. The presenter will also discuss how the tools were developed and how other non-profits and municipalities can begin developing their own tools.

**Sustainable Natural Surface Trail Maintenance** This session will discuss the different components needed in the maintenance of natural surface trails. The presentation will examine the two types of trail maintenance, basic/light maintenance and advanced/heavy maintenance. While both types of trail maintenance require differing levels of thought, effort, and time, they are both necessary for the continued sustainability of natural surface trails. This discussion will also consider the impacts of flooding on trails and trail bridges, as well as determine ways to assess rising water levels and potential effects of flowing water.

**Sticker Shock! How Investing in Feasibility Studies Reduce Risk, Cost, Schedules and Stress** Communities struggle to accurately scope the design and construction phases of bicycle and pedestrian projects during the prioritization and budgeting process. This discussion will provide recommendations for the right questions to ask during scoping to develop more accurate project budgets and avoid underfunding. This session will address feasibility methodology and cost estimating as well as provide the municipal perspective on investing in feasibility analysis, the action items associated with executing the plan, and working with City Councils and community action groups.

**Transformation Through Trails** Many know Bentonville, Arkansas as the home of Wal-Mart. However, did you know that through the transformational vision of Wal-Mart's philanthropic organization, the Walton Family Foundation, NW Arkansas is being internationally recognized as a trail destination? Hear the story of how a passion for mountain biking inspired the Foundation to lead, assist, and collaborate to create a world-class network of mountain bike trails and greenways. In sharing this story, the presenter will discuss the celebration of success and the overcoming of challenges in this project, all aimed at keeping us motivated to continue pursuing our trail initiatives

**Historical Trails: Bridging the Past, Present, and Future** This session will present an overview of unique historical trails with a highly collaborative planning element. The presentation will include the Yadkin River Trail in Davidson County, NC, and the Overmountain Victory National Historic Trail in Cherokee County, SC. These historical trails were developed for tourists and the public to experience the historical importance of an area, to provide educational destinations for teachers and students, to re-connect people to riverfronts, and to attract economic activity in small town communities.

**Harnessing the Power of Volunteers** Volunteers make community happen! Learn how two different outdoor entities utilize volunteers to support our local outdoors. Carolina Thread Trail has utilized volunteers since 2007 to serve on advisory committees, increase community awareness, implement trail construction and maintenance, and support special events and programming. Mecklenburg County Parks and Recreation has a robust year-round volunteer program that includes opportunities to support its staff in park projects and maintenance. Get an insight into how this municipality harnesses the power of its residents to aid in their natural spaces.

**2020: A New Frontier for Greenway Costs** This session will focus on presenting information about greenway costs, showing a variety of tools developed by professionals in the public and private industry. Presenters will share a bid item cost analysis tool developed in the private industry and rolled out at LandDesign. Using cost of construction information across multiple County greenway projects, they will assess trends in material costs and generalized percent of overall construction costs across disciplines. Presenters will discuss greenway construction cost implications in long-range County capital planning and present a demonstration of a new cost estimator tool being used at the regional level.

**Outdoor Recreation Driving Economic & Community Development** This presentation will bring both a statewide perspective on how NC is investing in its recreation economy (and the benefits that recreation brings to the state), as well as a national perspective from the presenters experience working with other recreation coalitions and organizations across the US as a consultant and collaborator. The discussion will highlight thriving local economies that are growing thanks to outdoor recreation, strong regional coalitions that cross all sectors both public & private, and what makes our shared investments in recreation infrastructure so critical to our state's 21st century economy & communities.

## \$5,000 - PRESENTING SPONSOR

Gold level benefits *plus*

- Exclusive Presenting Sponsor for Trail Forum
  - Invitation to welcome guests to Trail Forum during the Welcome or Lunch
  - Lead logo recognition on event website, invitation and event detail emails, social media, on-site signage, eNews and newsletter article.
  - Company name mention in all media related to the conference
  - Total admissions: 4 exhibitor, 10 general
- 

## \$3,000 - GOLD SPONSOR

Silver level benefits *plus*

- Verbal recognition at breakfast and logo on welcome presentation
  - Breakfast or Lunch Sponsor—Two large sponsor signs in front of presentation stage. Exclusive logo and company description on table signage.
  - Logo recognition on event registration webpage, emails, social media (9,500 followers), on-site signage, eNews (8,000 subscribers) and newsletter article (2,500 households)
  - Total admissions: 4 exhibitor, 5 general
- 

## \$1,500 - SILVER SPONSOR

Bronze level benefits *plus*

- Snack Sponsor—Table signs in three session rooms on the snack table
  - Company logo and link (where applicable) on all previous sponsor package benefits in place of text listing
  - Company logo prominently featured with conference feature in mailed newsletters: December and Annual Report (2,500 households)
  - Total admissions: 2 exhibitor, 3 general
- 

## \$500 - BRONZE SPONSOR

- On-site exhibitor table at the conference
  - Logo on sponsor board at check-in
  - Text listing as sponsor in attendee event folder, event website, 3 emails: save the date, invitation and reminder, and November and December eNews (8,000 subscribers)
  - Text listing as a Corporate Sponsor in Annual Report (2,500 households)
  - Total admissions: 2 exhibitor, 1 general
- 

## \$300 - MAIN HALL EXHIBITOR

Side Hall Exhibitor benefits *plus*

- On-site exhibitor table along the session room hallway
- 

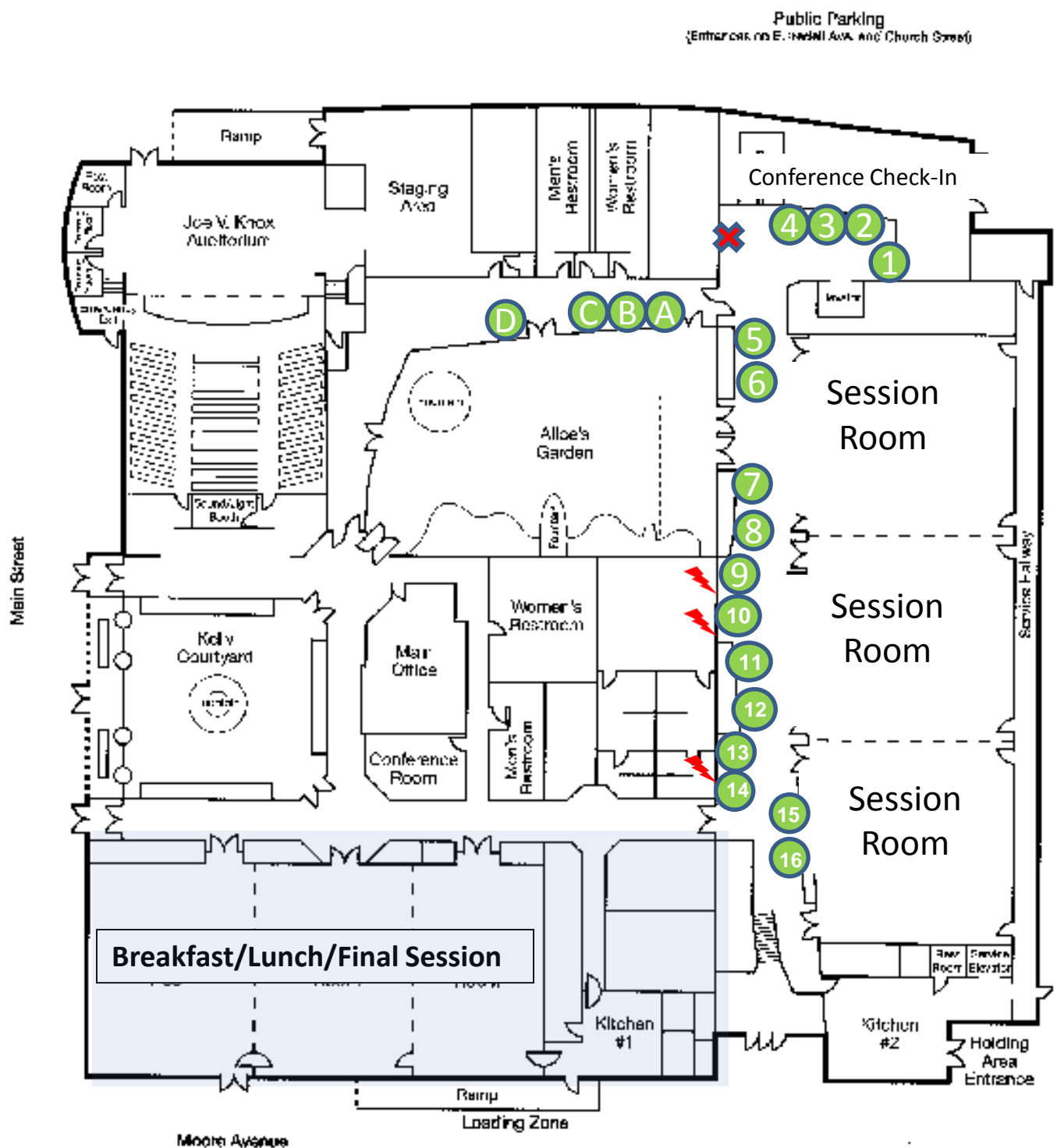
## \$150 - SIDE HALL EXHIBITOR

- Text listing as an exhibitor in attendee event folder
  - Text listing on event website
  - Text listing in event details email to all registrants
  - Text listing as a Corporate Sponsor in Annual Report (2,500 households)
  - Total admissions: 2 exhibitor
- 



# CITIZEN CENTER FLOOR PLAN

The Charles Mack Citizen Center • 215 North Main Street • Mankato, MN 56001 • www.ci.mankato.mn.us • Office 704.662.3534 • Fax 704.662.3535





# 2019 TRAIL FORUM SPONSORSHIP FORM

COMPANY NAME: \_\_\_\_\_  
(please print as it should be listed for donor recognition purposes)

LOCAL ADDRESS: \_\_\_\_\_  
CITY / STATE / ZIP

CONTACT NAME: \_\_\_\_\_ CONTACT PHONE: \_\_\_\_\_

CONTACT EMAIL: \_\_\_\_\_

EXHIBITOR NAMES (2 max): \_\_\_\_\_

EXHIBITOR EMAILS: \_\_\_\_\_

## SPONSORSHIP LEVEL:

(please select one)

- ☐ ~~Presenting | \$5,000~~ - Duke Energy
- ☐ Gold | \$3,000
- ☐ ~~Lunch Sponsor title (limited to one company)~~ - Arboguard Tree Specialists
- ☐ ~~Breakfast Sponsor title (limited to one company)~~ - McAdams
- ☐ Silver | \$1,500
- ☐ Snack Sponsor title (limited to one company)
- ☐ Bronze | \$500
- ☐ Main Hall Exhibitor | \$300      Exhibitor Table Preference: 1st \_\_\_\_\_ 2nd \_\_\_\_\_  
Please note power outlet access on diagram.
- ☐ Side Hall Exhibitor | \$150      Exhibitor Table Preference: 1st \_\_\_\_\_ 2nd \_\_\_\_\_

## METHOD OF PAYMENT:

(please select one)

- ☐ Check enclosed (please make payable to Carolina Thread Trail)
- ☐ Credit Card (call 704-342-3330 x210 to pay by credit card)
- ☐ Please send invoice to address listed above

TOTAL DONATION: \$ \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

THANK YOU FOR YOUR GENEROUS SUPPORT!

Please return this form and payment to:  
Carolina Thread Trail: 4530 Park Road, Suite 420, Charlotte, NC 28209  
Or email [vanessa@carolinathreadtrail.org](mailto:vanessa@carolinathreadtrail.org)  
Carolina Thread Trail is a 501(c)(3) charitable organization





# FACT SHEET

**THE CAROLINA THREAD TRAIL** is a network of trails, greenways, blueways and conserved corridors that links 15 counties in North and South Carolina and is a collaborative project of unprecedented scale. The Thread Trail connects our region and places of interest, and conserves our most significant natural areas.

**BACKGROUND** In 2005, Foundation For The Carolinas and more than 40 community and business leaders participated in a discovery process to identify our region's most pressing environmental need. The process produced the vision of the Carolina Thread Trail, which launched in 2007.

**PROJECT PARTNERS** Catawba Lands Conservancy serves as the lead agency and Foundation For The Carolinas is the Thread Trail's philanthropic partner. The Thread Trail is a model for regional collaboration involving local governments, businesses, community groups and the region's land trusts.

**FUNDING MODEL** The Carolina Thread Trail was launched with a private capital campaign that continues to leverage local, state and federal funds. From this funding, implementation grants have been awarded and momentum is being created in communities across our footprint. Currently, there are 88 communities with connected, adopted master plans averaging 100 miles per county.



## THE THREAD'S ROLE

The Thread Trail plays three roles to support its community partners:

- 1. COMMUNITY SUPPORT** Our team engages our communities in the planning and implementation of the Thread Trail, starting with countywide master planning. Once plans are adopted, we actively partner with communities on priority corridors to help them realize their vision for the Thread Trail.
- 2. FUNDING** Through private fundraising efforts, the Thread Trail grants funds to communities for planning, design, land acquisition and construction of trail segments. We also assist communities in attracting public funding and other private grants.
- 3. EXPERTISE** We enhance trail-building capacity across the region through our annual trail forum, a day of learning from experts and sharing best practices. We also provide mapping expertise to support the design and implementation of trails. By training volunteer leaders in sustainable trail building, The Thread coordinates a core of volunteers in building and maintaining natural surface trails.

## QUICK FACTS

\$4.9 million in private grant awards to communities

15 counties with adopted Thread Trail master plans

88 local governments collaborating

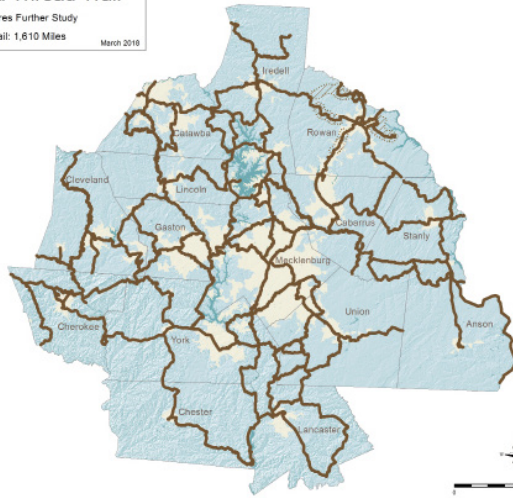
260+ miles of trail and 170 miles of blueway open

## Carolina Thread Trail

Area Requires Further Study  
Adopted Trail: 1,610 Miles March 2010



CAROLINA  
THREAD  
TRAIL



### North Carolina

#### Anson

Pee Dee River Blueway  
Rocky River Blueway

#### Cabarrus

Bakers Creek/Eighth Street Greenway  
Buffalo Creek Preserve Trail  
Hector H. Henry II Greenway  
Harold B. McEachern Greenway  
Irish Buffalo Creek Greenway  
Pharr Family Preserve Trail  
Riverbend Farm Trail  
Rocky River Blueway  
Rocky River Greenway - Waterford Section  
Walter Satirif Park Trail

#### Catawba

Bakers Mountain Park Trail  
Bunker Hill Covered Bridge Trail  
Catawba River Blueway  
Claremont City Park Trail  
Conover City Park Trail  
Gateway Park Trail  
Heritage Trail Greenway  
Heritage Trail Connector  
Hickory Greenway  
Lyle Creek Trail  
Murray's Mill Trail  
Southside Park Trail

#### Cleveland

First Broad River Trail  
Kings Mountain Gateway Trail  
Ridgeline Trail  
River Trail and Cottonwood Trail

#### Gaston

Avon/Catawba Creek Greenway  
Backside Trail  
Bessemer City Park Trail  
Catawba River Blueway  
Catawba Riverfront Greenway  
Crowders Mountain Trail  
Coat Island Greenway  
Highland Rail Trail  
Mount Holly Linear Park Trail  
Mountain Island Park Trail  
Pinnacle Trail  
Ridgeline Trail  
Riverside Greenway  
South Fork River Blueway  
South Fork Trail  
Seven Oaks Preserve Trail  
Stuart Cramer High School Trail

#### Iredell

Catawba River Blueway  
Dye Creek Greenway  
Girl Scouts, Hornets' Nest Council Trail  
Love Valley Trail  
Richardson Greenway  
Statesville Greenway  
Tomlison-Moore Park Trail

#### Lincoln

Carolinas Medical Center Trail- Lincoln  
Catwba River Blueway  
Forney Creek Trail  
Marcia H. Cloninger Rail Trail  
Ramsour's Mill Trail  
Rock Springs Preserve Trail  
South Fork Rail Trail

#### Mecklenburg

Bailey Road Park Trail  
Blythe Landing Park Trail  
Catawba River Blueway  
Clark's Creek and Mallard Creek Greenway

#### Mecklenburg (cont.)

Four Mile Creek Greenway - Matthews  
Independence Park Trail  
Irwin Creek and Stewart Creek Greenways  
Little Sugar Creek Greenway  
Long Creek Preserve Trail  
Lower McAlpine Creek Greenway/McMullen Creek  
Greenway/Four Mile Creek Greenway  
McAlpine Creek/Campbell Creek Greenway  
McDowell Creek Greenway  
South Prong Rocky River Greenway/Southeast Greenway/  
Davidson Greenway  
Toby Creek Greenway and Ruth G. Shaw Trail  
Torrence Creek Greenway  
West Branch Nature Preserve Trail  
West Branch Rocky River Greenway  
Uptown Charlotte Sidewalk Connector

#### Stanly

Darrel Almond Community Park Trail  
The Falcon Trail  
Morrow Mountain State Park Trail  
Oakboro Rail Trail  
Rock Hole Creek Trail  
Rocky River Blueway  
Roger F. Snyder Greenway

#### Rowan

Dan Nicholas Park Trail  
Ellis Park Trail  
Gold Hill Rail Trail  
Granite Civic Park Trail  
Granite Lake Park Trail  
Lake Corriher Wilderness Trail  
Salisbury Community Park Trail  
Salisbury Greenway  
Union  
Cane Park Trail  
Mineral Springs Greenway  
Monroe Country Club Trail  
Twelve Mile Creek Greenway - Town of Waxhaw  
Rocky River Blueway

### South Carolina

#### Cherokee

Kings Mountain State Park National Battlefield Trail  
Limestone College Quarry Trail  
Overmountain Victory Trail at Lake Whelchel and Cowpens  
National Battlefield

#### Chester

Landsford Canal Trail  
Rocky Creek Trail  
Wylie Park Trail

#### York

Baxter Village Trail  
Blue Star Trail  
Catawba Nation Greenway Trail  
Catawba River Blueway  
Hood Center Trail  
Kings Mountain State Park Trail - National Recreation Trail  
Manchester Meadows Trail  
Nation Ford Greenway  
Northside Greenway  
Ridgeline Trail  
Riverwalk: Piedmont Medical Center Trail  
River Park Trail  
River Park Wetlands Trail  
Tech Park Lakeshore Trail  
Waterford Golf Course Trail  
York Greenway

#### Lancaster

Andrew Jackson State Park Trail  
Catawba River Blueway  
Forty Acre Rock Heritage Preserve Trail  
Twelve Mile Creek Trail

## BENEFITS

The Thread Trail offers communities and more than two million people the benefits of:

Alternative Transportation  
Economic Development  
Recreation  
Connectivity  
Health and Wellness  
Water Quality and Quantity  
Conservation Corridors  
Public Access  
Wildlife Habitat

## LEARN MORE

[carolinathreadtrail.org](http://carolinathreadtrail.org)

To learn more about the Carolina Thread Trail go to our website, call 704.376.2556 or connect with us via social media.



@carolinathreadtrail



@threadtrail



Become a member! Donate \$50, \$100 or \$250 today for exclusive benefits

## FIND TRAILS

[carolinathreadtrailmap.org](http://carolinathreadtrailmap.org)

## LAND TRUST PARTNERS

Catawba Lands Conservancy is the lead agency for the Carolina Thread Trail



**- CATAWBA -**  
LANDS CONSERVANCY

LAND | WATER | FARMS | NATURE

Other land trust partners:

Davidson Lands Conservancy  
Foothills Conservancy  
Katawba Valley Land Trust  
Land Trust for Central NC  
Nation Ford Land Trust