

Partnership Opportunities

Support Our Trails,
Support Our Community



About Us

Our Mission

To connect our community to the outdoors through sustainable recreation.

Our Vision

The VVMTA's vision is a sustainable multi-use soft surface trail network connecting all communities in Eagle County to the outdoors. We envision a community of stewards striving to conserve our public lands through sustainable recreation opportunities. Through trail access and experiences, the community will improve its mental and physical health, quality of life, and economic vitality.

Our Actions

The VVMTA advocates for soft surface trails, manages trail stewardship programs, maintains and builds trails, coordinates and trains volunteers, educates outdoor recreational users, and creates opportunities to access the outdoors. We provide our expertise, resources, and experience to support local land managers in various soft surface trail initiatives.



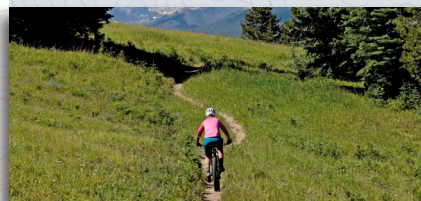
Why We Do It



Because trails are more important than ever

Trails contribute to our quality of life and improve our physical and mental health.

We encourage you to get outside, exercise, and connect with nature. But we need your help to ensure our trails and public lands are sustainable. Help us promote and maintain a balance between recreation opportunities and conservation needs.



**Experience,
exercise,
and enjoy!**

Our community values trails, public lands and cherishes the experience of connecting to nature.

**Connect,
learn, and
engage!**



With continual increasing trail use, it is more important than ever to care for our trails and public lands, educate trail users on "Leave No Trace" principles, and provide sustainable recreation opportunities.



**Join in, help
out, & have
fun!**

Your support creates sustainable trail experiences and protects our natural environment. Your support will allow us and our future generations to recreate outdoors and connect with nature.

How We Do It

Programs

Trail Conservation Crew

In 2021 the VVMTA launched the first seasonal full-time Trail Conservation Crew (TCC) to care for our trails and public lands. With support from our partners, we were able to create seasonal positions for six full-time TCC employees. The TCC's focus is on trail maintenance, trail building, protecting seasonal wildlife closures, training and leading volunteers, closing illegal/social trails, designating/rehabbing campsites, communicating fire restrictions, educating trail users at trailheads, removing garbage, and generally mitigating recreational impacts on trails and public lands. The TCC works across all public lands in Eagle County, functioning as an essential resource for all land managers, agencies, and partners.



Trail Conservation Crew 2021 by the numbers:

4,764 hours
4.15 miles of new trail
2.65 miles of trail closed
384 volunteers trained



94 trees removed
12 rehabbed campsites
1 extinguished smoldering campfire

Programs

Adopt A Trail

The Adopt A Trail (AAT) program completed its sixth successful year and grew to 75 local businesses, teams, and organizations adopting 66 trails. These 678 volunteers performed over 2,800 hours of volunteer trail maintenance across all public lands in Eagle County. AAT volunteers are the ones improving and caring for the trails we all know and love in our community.

Wildlife Trail Ambassadors

Wildlife Trail Ambassador (WTA) volunteers continue to have a significant on the ground impact protecting wildlife in Eagle County. They volunteer at trails closed for seasonal wildlife closures to educate trail users. WTA volunteers provided 327 shifts at closed trailheads with a total of 387 hours of education. These volunteers are vital to protecting wildlife during critical times of the year including harsh winters and the spring calving season.

Soul Dirt

Soul Dirt, created in partnership with Eagle Valley Behavioral Health, is the VVMTA's brand new program to encourage sustainable recreation for a healthy community. Through trail based experiences, we provide an opportunity for our community to connect, volunteer, and strengthen its stewardship of our trails and public lands.

With the power to improve our mental and physical health, trails are more important than ever. They connect us to the land and to each other. Trails give us space to move, have fun and challenge ourselves – all while providing an opportunity to volunteer and deepen our stewardship of our public lands. Trails are a valuable resource everyone deserves access to – Soul Dirt was created to address just that.

Soul Dirt provides free VVMTA Ambassador-led group hikes and mountain bike rides for people of all ages and abilities on soft surface trails across Eagle County. We hope to create more access to safe outdoor spaces in our community so that everyone can experience the transformative power of the mountains in our backyard.

VVMTA & HTC Volunteer Trail Crews

The VVMTA and Hardscrabble Trails Coalition Volunteer Trail Crews continued volunteer trail work nights from the spring and into the fall in 2021. These volunteer trail crews tackle more challenging and technical projects such as new trail builds, trail reroutes, switchbacks, stream crossings, and more. Over 300 volunteers provided 650 hours of their time to improve our trails and public lands!

Youth Trail Stewards

We believe it is necessary to invest in and educate our youth on how to care for our trails, become stewards of our public lands, and enjoy the outdoors.

Our youth are our next generation of stewards and users of our trails and public lands. We teach them trail maintenance basics, trail etiquette, and Leave No Trace Principles. In 2021, our Trail Conservation Crew led over 150 youth (18 & under) through partnerships and programs with:

- Adopt A Trail teams
- Eagle Valley Outdoor Movement
- The Cycle Effect
- YouthPower 365
- Rocky Mountain Youth Corps
- Berry Creek Middle School
- Vail Ski & Snowboard Academy
- Battle Mountain Cross Country Team

- Vail Mountain School
- Mountain Recreation
- Walking Mountains Science Center
- Eagle Valley Elementary School
- International Youth Conservation Corps

VVMTA Women's Volunteer Trail Crew

The VVMTA Women's volunteer trail crew meets once a month from May-September to tackle a bigger, more complex trail maintenance or trail building task. In 2021, on average, 25 local women showed up for each event! Projects included armoring Charlie Brown trail, tree clearing and tread work on Son of Middle Creek, retaining wall rebuild on Deluge Lake, uphill climbing trail build in the Minturn Bike Park, and rerouting a turn on Half Nelson. These ladies had a ton of fun all while successfully completing some solid trail work. Not to mention, the food and beverage spread after each event is quite impressive!

Trail Conditions

To help our community & guests understand what trails are open, dry, & to collect inventory of trail work that needs to be accomplished, the VVMTA launched the VVMTA Trail Conditions Facebook group. This group already has over 800 members providing updated trail conditions so we all can “know before we go” & have a great trail experience!

Trail Etiquette / LNT Principles

Part of our mission is to educate all trail users on proper trail etiquette which ensures a great experience for all & to minimize our impact on public lands. We continue to communicate “Leave No Trace” (LNT) Principles through various channels such as the radio & newspaper, & most importantly, on the ground at trailheads where we can contact trail users directly.

Soul Dirt

2022 by the numbers: (as of 9/15)

Participants

277

Miles

Covered

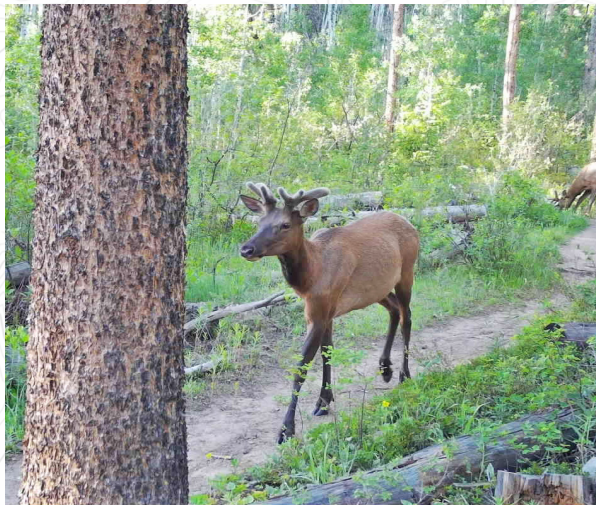
109

Hours on the
Trail

393

Bike Fleet
Rides

128



WTA

2021 by the numbers:

Volunteered
387+
hours

Engaged
with
448
people

WTA Shifts
327
at seasonal
wildlife closures





Adopt A Trail
2021 by the
numbers:

75 Teams
adopted
66 Trails

Over

678 Volunteers worked

2841 Hours
worth over **\$86k**



173 Miles
178 Trees
cleared

Removed
1386
lbs of trash



**Youth Trail
Stewards**
2021 by the
numbers:

150
Volunteers
under 18

398 Hours



**VVMTA & HTC
Trail Crew**
2021 by the
numbers:

254
Volunteers

638
Hours



Women's Trail Crew
2021 by the numbers:

84 Volunteers

237 Hours

Projects

Minturn Bike Park

Thanks to support from local businesses and foundations like Balance Point Construction, The Steadman Clinic, and the Harold & Mary Louise Shaw Foundation we were able to bring back FlowRide Concepts to complete the final phase of the Minturn Bike Park. The final phase includes a dual slalom course (races to start in 2022!) and an advanced/ high speed downhill jump line. An uphill climbing trail was also built by the VVMTA and Women's trail crews to allow easy access to the dual slalom and jump line.

Additionally, thanks to Senny Sauce, community partners, and Jerry Sibley Plumbing we installed a water filling station. Next to that, a bike repair stand was planned, funded, and installed by local Eagle Scout Phillip D'Andrea.

The Minturn Bike Park Ambassador program was also launched in 2021. This volunteer program trains our community of bike park users how to care for and maintain the park. These volunteers came out on Monday nights throughout the summer to water the trails, pull weeds, fix jumps, and educate other users on proper etiquette.

The bike park continues to be a free and favorite place for locals, visitors, families, and riders of all abilities to enjoy on a daily basis!



Projects

Meadow Mountain

In partnership with the National Forest Foundation and the Eagle-Holy Cross Ranger District, we planned, flagged, and executed the Meadow Mountain trail reroutes and heavy maintenance project. Funding from the National Forest Foundation's White River Ski Conservation Fund was awarded to McGill Trails to perform the work in partnership with the VVMTA. The upper and middle section of existing widening and eroding road was decommissioned and new singletrack

trail was built in the aspens. Additionally, the entire trail was rehabbed and narrowed to create a singletrack trail experience as opposed to a road. Drainage and grade reversals were installed to ensure long term sustainability of the trail. The new sustainable singletrack takes trail users off of the hot, sunny road and into the glorious aspen stands, improving the trail experience for all!



Projects

Game Creek Reroute

The Eagle-Holy Cross Ranger District identified numerous sections of the Game Creek Trail that continued to widen and erode year over year. Reroutes to rehab these sections and create new sustainable singletrack were identified, planned, and reviewed through the proper environmental processes. The reroutes performed by the Trail Conservation Crew in partnership with the Forest Service trail crew, VVMTA volunteers, and Rocky Mountain Youth Corps created a much more enjoyable experience for all trail users. The reroutes were completely dug by hand and took our crews over two months to complete! Additionally, we extended the Game Creek Trail to start/end near the Grand Traverse Trail, creating a networked trail system on Vail Mountain.



Colorado Trail Reroute

Similar to the Game Creek trail, the Eagle-Holy Cross Ranger District identified numerous sections of the Colorado Trail between Camp Hale and Kokomo Pass that continued to erode. Reroutes were identified and environmental reviews were approved to set this project in motion. The Trail Conservation Crew, Forest Service trail crew, and Rocky Mountain Youth Corps tackled this project over July and August. The new sustainable singletrack provides a much nicer grade and experience for the many hikers and bikepackers that travel on this trail throughout the summer!

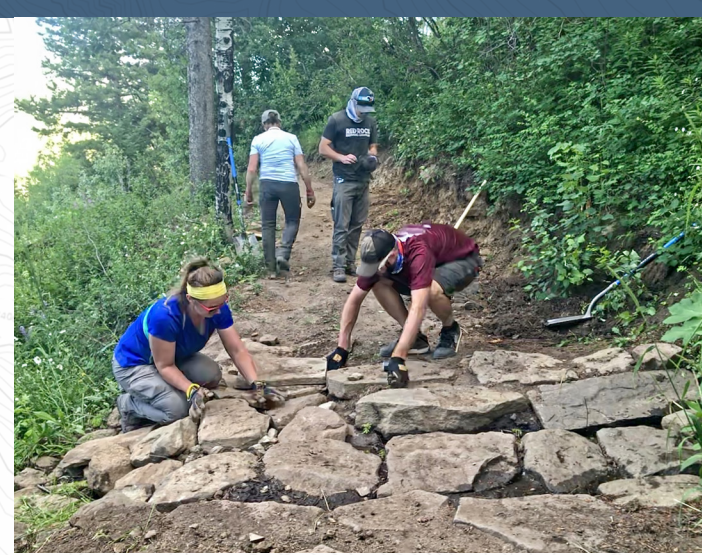


Projects

Everkrisp Trail

After 7 years of lobbying, planning, & fundraising, the VVMTA opened the Everkrisp Trail in July of 2019. It is the first new trail on the Eagle-Holy Cross Ranger District in over a decade. The Everkrisp Trail already has a lasting impact on our community; opening Whiskey Creek legally to bikes, connecting the communities of Minturn & EagleVail, & acting as the catalyst for the creation of the Wildlife Trail Ambassador program.

This intermediate 4-mile trail was built utilizing thousands of volunteer hours & the VVMTA mini excavator for less than \$50,000. This trail would have cost over \$125,000 for a professional trail builder to complete! It is now enjoyed by thousands of hikers, mountain bikers, & trail runners every year when it is open from June 21 to November 22.



Cougar Ridge Reroute

Cougar Ridge reroutes have been a project in the making for over four years. The VVMTA planned the reroutes with the Forest Service & hosted multiple volunteer trail work days with partners such as Volunteers for Outdoors Colorado (VOC). In 2017 & 2018, the lower 1.5 miles were rerouted completely by volunteers. Finally, in 2020 the VVMTA secured a grant from the National Forest Foundation to hire a professional trail builder to complete 1.75-mile reroutes on the upper steep, wide, & eroded trail. Cougar Ridge reroutes were officially complete in October of 2020 & the feedback from hikers & mountain bikers has been outstanding. The 5-mile trail now provides a great experience coming down from Vail Mountain or going up to Lionshead Rock!



North Trail Reroute

The VVMTA secured a grant from the National Forest Foundation & in partnership with the Forest Service, hired a professional trail builder to complete a 1.5-mile reroute of the North Trail. The furthest West section of the North Trail ending at the Davos trailhead was steep, eroded, & unsustainable. McGill Trails, hired & managed by the VVMTA, completed the reroute & opened a flowy, fun, & sustainable trail in July of 2019 for hikers & mountain bikers to enjoy!



Projects

Adam's Way

The Adam's Way trail helps connect Eagle, just like its namesake, Adam Palmer. We tragically lost Adam and two other beloved community members in an avalanche accident in 2021. But Adam's legacy will continue to live on through his contributions to trails in the Eagle area. Adam's Way has been a long vision of Adam's which he dubbed the "outer-ring" for Eagle's trail network. The 1.9 mile trail is located in Brush Creek Valley Ranch & Open Space and Town of Eagle Open Space. The trail connects the Riddle Trail to Hardscrabble Road, with a short jaunt to the 3 Sisters Trail. The trail build was a true collaboration between Eagle County Open Space, the Trail Conservation Crew, Rocky Mountain Youth Corps, and HTC volunteers. It officially opened on September 15th and is already a great addition to Eagle's trail network!



Belly Up

The VVMTA and HTC began discussions with the Bureau of Land Management (BLM) in early 2021 to create an uphill climbing trail in the Road Gulch area to meet the demand of trail users. The new, progressive Will's Thrill trail quickly became very popular and a return/uphill route became a high priority in Eagle's trail system. The route was identified, flagged, and underwent environmental review throughout the summer with the official approval to begin construction in October. The Trail Conservation Crew quickly jumped on the opportunity to build this trail before the snow began flying. Needless to say, the TCC crushed it and with some final help from HTC volunteers, the new 1.25 mile recommended uphill trail opened on October 23rd!



Projects

Half Nelson

We continued our partnership with Volunteer for Outdoors Colorado (VOC) and the Forest Service to provide some much needed maintenance on the lesser known Half Nelson Trail. This trail provides many loop opportunities by connecting Meadow Mountain , Grouse Creek, and the Town of Minturn. In September almost 30 volunteers spent two days improving the creek crossing, drainage, and minor turn reroutes to improve the overall sustainability and grade of the trail. The creek crossing armoring and improvements are in anticipation of a hopeful future bridge. The VVMTA Women's Trail Crew completed the project on their last trail day of 2021. They had over 20 women who beat the early sunset and build one final sweet turn.



West Avon Preserve

The VVMTA was the driving organization behind the creation of the West Avon Preserve in 2014. We continue to fill that role by strongly advocating for the re-establishment of impacted trails from Holy Cross Energy's powerline work in the spring. We spent countless hours driving the conversations with the Town of Avon, Holy Cross Energy, & the Singletree community. We successfully had over \$65,000 allocated to the trails being rebuilt by local trail builder Momentum Trail Concepts. In 2021, we finished off the reroutes off the road on our first Wednesday Night Volunteer Trail Crew of the year.

Also, ever wonder where all of the new legit trail signage comes from? Yes, the Wyse Family!



Projects

Will's Thrill

Will's Thrill is a one-of-a-kind trail on Bureau of Land Management (BLM) lands that does not exist anywhere else in the West. It is a progressive trail with optional lines including drops, gaps, & big tabletop jumps. The Hardscrabble Trails Coalition (HTC) committed reserve funds and were able to raise over \$11,000 via a GoFundMe campaign. After combining with additional funding from the VVMTA, hired Eagle-based Momentum Trail Concepts to complete the build. This downhill biking-only trail will draw mountain bikers from far & wide to test their riding ability & progression.



Hillbilly Trail

In partnership with the HTC, the VVMTA coordinated volunteer trail work days in the fall of 2019 & spring of 2020 to officially open this new connecting trail in Eagle. The 1.5-mile trail is a great addition to the popular & growing trail system in East Eagle & provides a great option to add on miles. In the future, this trail will be a key piece to the larger growth & expansion of trails in the East Eagle Special Recreation Management Area.



West Avon Preserve

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3 Sisters Trail

The 3 Sisters Trail is the first trail to be built in the Brush Creek Valley Ranch & Open Space. In partnership with Eagle County Open Space, the VVMTA & HTC's volunteer trail crews put in over 120 hours of trail work to get this trail open in late September. The VVMTA also led youth corps from the International Youth Conservation Coalition and educated Rocky Mountain Youth Corps to help get the trail built. This trail is one step towards creating a strategic connection between the East Eagle trail system & the Eagle Ranch loops.



Business Partnership Opportunities

BRONZE

\$500
ANNUALLY

- Digital Rewards Card to Access Business Partner Discounts (Two people of your choice)
- ExpertVoice & Outdoorly Pro Deals (Two people of your choice)
- Monthly Member Trail & Social Events
- VVMTA Swag Pack:
 - » Branded Koozie (x2)
 - » Branded Socks (x2)
 - » Branded Water Bottle (x2)
 - » VVMTA Hat (x2)
 - » Hawaiiin Party Shirt (x1)
 - » Stickers (x2)
- Logo Inclusion & Link on Website and Newsletter
- Thank You Social Media Post

SILVER

\$1,500
ANNUALLY

- Digital Rewards Card to Access Business Partner Discounts (Four people of your choice)
- ExpertVoice & Outdoorly Pro Deals (Four people of your choice)
- Monthly Member Trail & Social Events
- All Swag Benefits of Lower Level (Four people of your choice)
- Logo Inclusion & Link on Website and Newsletter
- Thank You Social Media Post
- Recognition at the Minturn Bike Park or Eagle Bike Park
- One (1) Custom Soul Dirt Event for Your Group

GOLD

\$2,500
ANNUALLY

- Digital Rewards Card to Access Business Partner Discounts (Six people of your choice)
- ExpertVoice & Outdoorly Pro Deals (Six people of your choice)
- Monthly Member Trail & Social Events
- All Swag Benefits of Lower Level (Six people of your choice)
- Logo Inclusion & Link on Website and Newsletter
- Thank You Social Media Post
- Custom recognition at the Minturn Bike Park and Eagle Bike Park
- Opportunity to Promote to Our Followers
- Two (2) Custom Soul Dirt Events for Your Group

PLATINUM

\$5,000
ANNUALLY

- Digital Rewards Card to Access Business Partner Discounts (Eight people of your choice)
- ExpertVoice & Outdoorly Pro Deals (Eight people of your choice)
- Monthly Member Trail & Social Events
- All Swag Benefits of Lower Level (Eight people of your choice)
- Logo Inclusion & Link on Website and Newsletter
- Thank You Social Media Post
- Custom & Targeted Promotions Opportunities
- Opportunity to Promote to our Audience
- Custom/Prominent Recognition at the Minturn Bike Park & Eagle Bike Park
- Three (3) Custom Soul Dirt Events for Your Group

1% for Trails

What Is It?

The 1% for Trails program is a collaborative effort launched by the VVMTA and the Hardscrabble Trails Coalition (HTC). The VVMTA and HTC share the same mission to build and maintain soft surface trails in Eagle County. All proceeds go directly to the Eagle County Trail Fund that supports soft surface trail and conservation initiatives.



How It Works

Businesses collect a voluntary 1% donation on the gross sales before taxes of products and services from their customers.

Add a line item that appears on the receipt indicating to the customer that a 1% voluntary donation is being collected.

We will provide you with informational materials to display at your business, on your website, social media feeds, forms, and all other materials to communicate the program.

The Customer

If a customer does not wish to donate, it is easy to remove the 1% donation from the sale.

The notifications clearly state that the 1% donation is entirely voluntary. We'd be happy to be put in touch with any customer to better explain the program.

Your staff is not expected to explain the program to each customer. The informational signage that we provide will do this.

The Finances

The customer is making the donation which makes it tax deductible for them, not your business.

We will work with you on a payment schedule; monthly, quarterly, etc. We want to make it easy! The amount of donations from each business is kept strictly confidential.

What We Do For You

We build and maintain the soft surface trails we know and love in Eagle County. We advocate for sustainable trails that consider wildlife, our environment, and our community.

Your business will be highlighted and promoted through all of our communication channels including Facebook, Instagram, website, and monthly eNewsletter.

We will constantly work with you to create unique and successful cross marketing campaigns.

Events & Program Partnerships

VVMTA EVENT TITLE

\$1,000

- Title Sponsorship of your Choice
 - » Spring Trail Season Kick Off
 - » Monthly Ride & Happy Hour
 - » Summer Fundraising Trail Bash (Coming soon!)
 - » Volunteer Trail Crew Events (VVMTA, HTC, or Ladies Trail Crew)
 - » Custom Trail Work Event
 - » End of Season Trails Celebration

MINI EXCAVATOR TITLE

\$5,000

- Title Sponsorship of the Mini Ex
 - » Custom wrap of the Mini Excavator
 - » Opportunity to “Name” the Mini Excavator
 - » Dedicated Social Media Posts of the Mini Excavator
 - » Creation of Custom Promotional Campaigns

PROGRAM TITLE

\$15,000

TITLE OF YOUR CHOICE

- Presenting Partner of one of our Programs:
- Adopt A Trail, Wildlife Trail Ambassadors, Soul Dirt, or Trail Conservation Crew
 - » “Program Name” Presented by “Your Company”
 - » All Program Communications to Include Business Name/ Logo
 - » Dedicated Social Media Posts
 - » Creation of Custom Program Recognition & Campaigns

BIKE PARK TITLE

\$25,000

TITLE OF THE MINTURN OR EAGLE BIEK PARK

- Title Sponsorship of the Minturn Bike Park
 - » Named the “Your Company - Minturn Bike Park or Eagle Bike Park”
 - » All Communications & Media to Include Business Name/ Logo
 - » Dedicated Social Media Posts, Press Releases, Community Events
 - » Opportunity to Have Your Company Name on a Community Asset
 - » Custom Promotion and Prominent Recognition at the Minturn Bike Park or Eagle Bike Park

Contact Us / Other Supporters

Platinum Level - \$5,000+



east west partners



Alpine Bank



Silver Level - \$1,000+



Bronze Level - \$500+



In-Kind Donations:



Gallegos

kind design



Partner Organizations:

The Vail Valley Mountain Trails Alliance (VVMTA) is a nonprofit 501c3 & the leading trail advocacy organization in Eagle County.

For more information, please contact us or visit our website and social media accounts:



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www.vvmta.org



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[vailvmta](https://www.instagram.com/vailvmta)

DONATE NOW

(CLICK HERE TO DONATE ONLINE)

