

Rocky Branch Park Trail Enhancement Project

Success Stories with Local Trail “Champions” and Volunteer Groups



December 1, 2022



Presenters



David Baker
Tarheel Trailblazers

**RBP Committee
Chairman**



Sarah Kaufmann
Tarheel Trailblazers

**RBP Committee
Fundraising Lead**



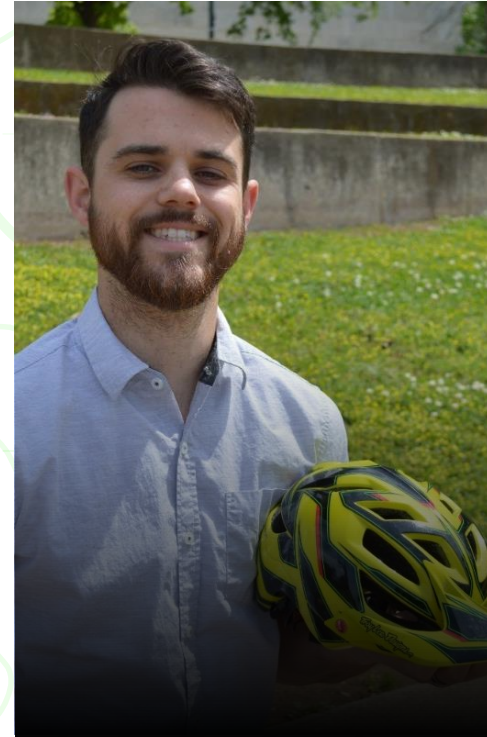
Craig Brickser
**Community Trail
Design**

**Professional Trail
Designer & Builder**



Eric Smallwood
Watauga County

**Parks & Rec Director
(Formally with the
Town of Cramerton)**

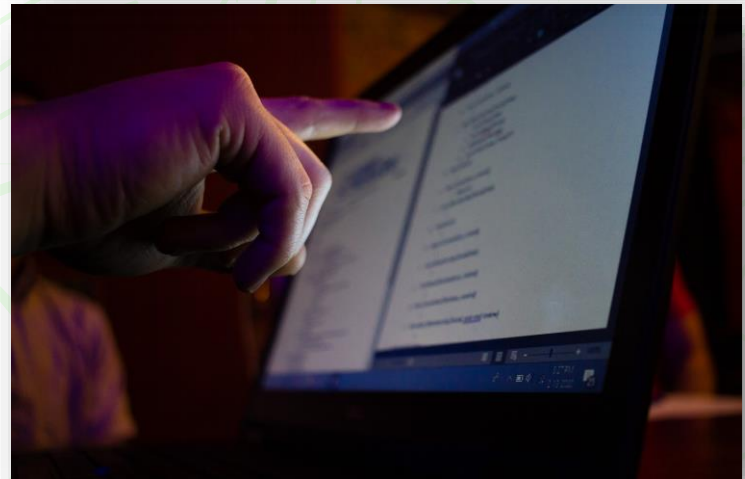


Will Washam
Tarheel Trailblazers

Land Access Chair

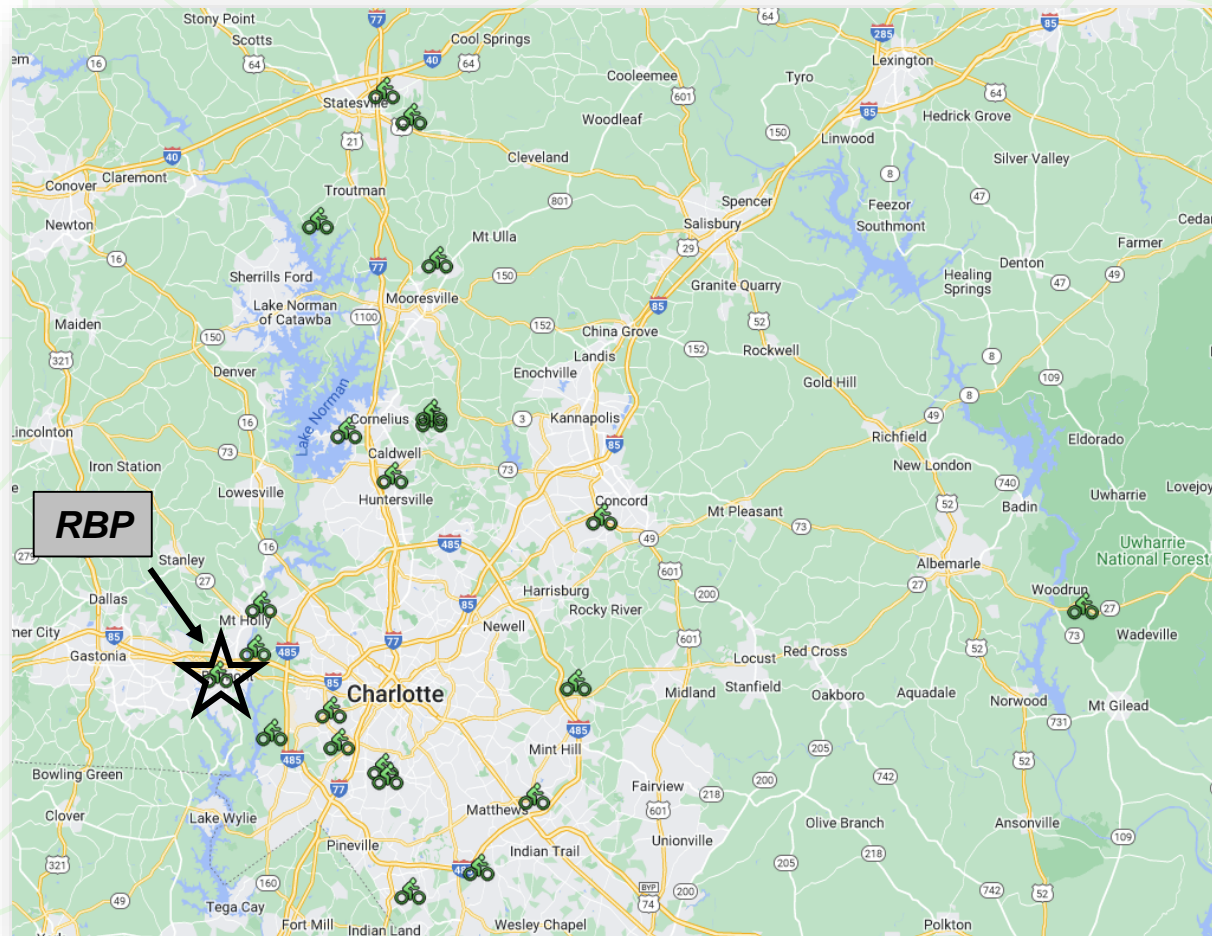


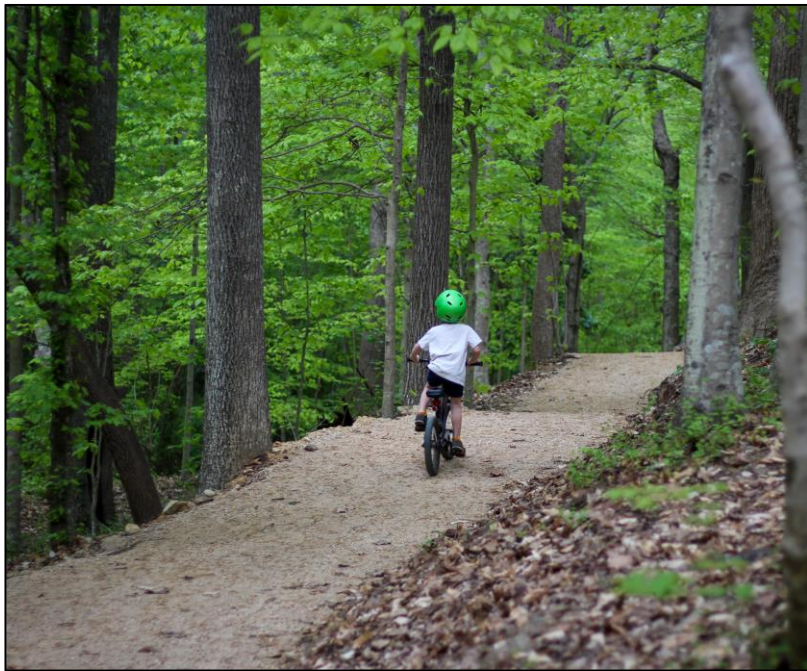
- **Access**
- **Advocacy**
- **Construction**
- **Maintenance**
- **32 years and counting**





- **5 Counties**
- **13 Land Managers**
- **Over 150 Miles of Trail**





Community Vision

Rocky Branch Park

Mission Statement:

“To enhance the park and it’s existing trail system in order to provide a safe, sustainable, fun and marketable outdoor experience for Belmont residents and visitors alike.”

Goals:

- **Include a more diverse group of users**
- **Create a broader range of trail difficulty**
- **Attract visitors to Belmont**
- **Connect with downtown Belmont and surrounding areas.**
- **Provide a venue for community events**

Challenges

- **Harnessing an Idea**
- **Community Buy-In**
- **Assembling the Team**
- **Identifying the Process**
- **Relationships**
- **Resources:**
 - **Volunteer Time**
 - **Funding**



History of the project



Private Donation
December 2018



CTT Board
Approves Master
Plan Amendment
February 2020



Belmont CTT Begins
Construction
January 2021



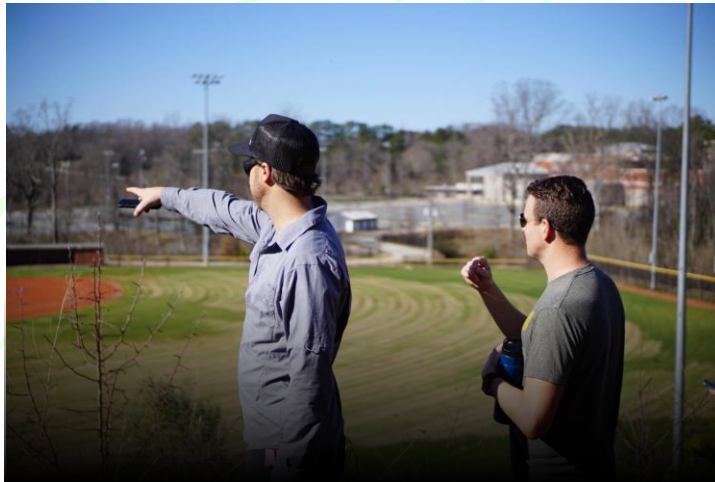
Rocky Branch Park
Reopens
August 2021



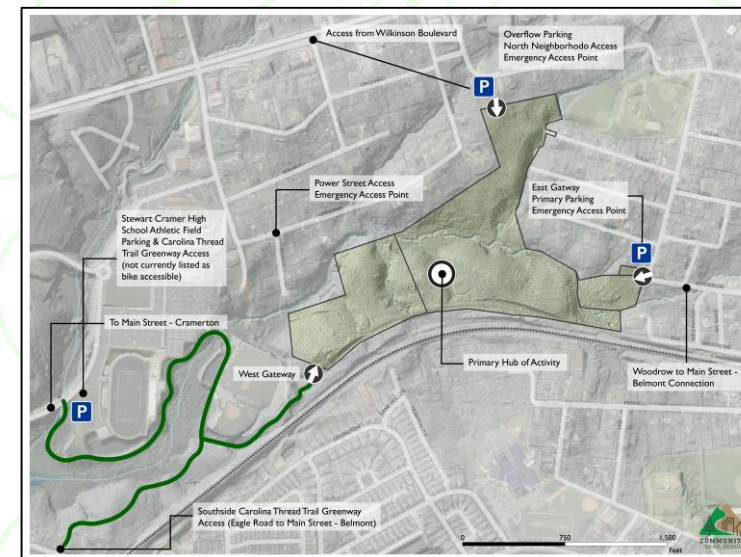
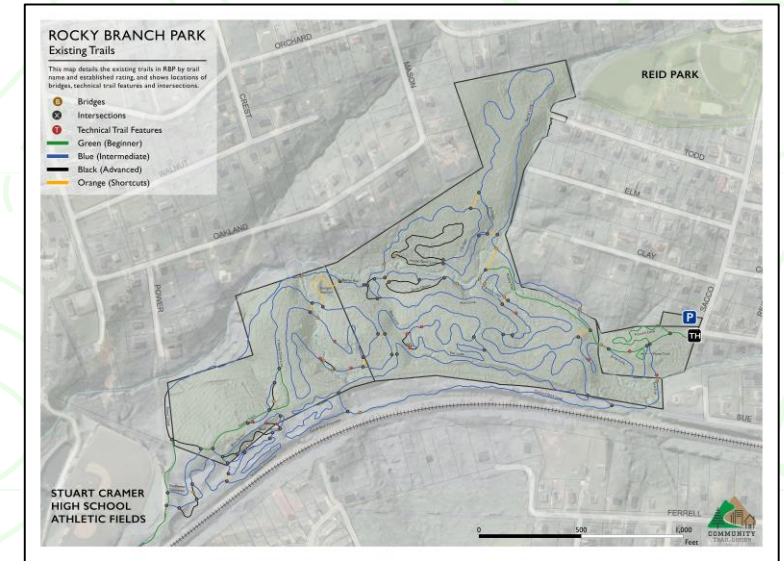
Secrets to Success



Hire a Trail Professional



Visualizing the Idea & Strategic Planning



ROCKY BRANCH PARK

Green Zone
Beginner Mountain Bike Trail (1.15 Miles)

Black Zone
Advanced Mountain Bike Trail (1.10 Miles)

Carolina Thread Trail
Multi-use Trail (1.25 Miles)

Blue Zone
Intermediate Mountain Bike Trail (1.35 Miles)

Green Zone
Beginner Mountain Bike Trail (0.6 Miles)

Stuart Cramer High School

Interlaken Pond

Rocky Branch Creek

Rocky Branch Railroad

Rocky Branch Park NC

City of Raleigh

Tarheel Trailblazers

BeMont

GO

www.rockybranchparknc.com

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Assembling the Right Team

“Leveraging our Professional Talents for our Roles”

The Engineering Manager

Build a Successful Team

Develop Relationships

Navigate Municipal Process

The Certified Public Accountant

Develop a Fundraising Plan

Submit Grant Proposals

Create a Donor Recognition Program

The Small Business Owner

Leverage Political Connections

Provide the Stoke

Spread the Word in the Community

The Technology Professional

Develop Website

Manage Social Media

Create Stimulating Graphics

The Director

Project Manager

Construction Administration

Review & Provide Feedback

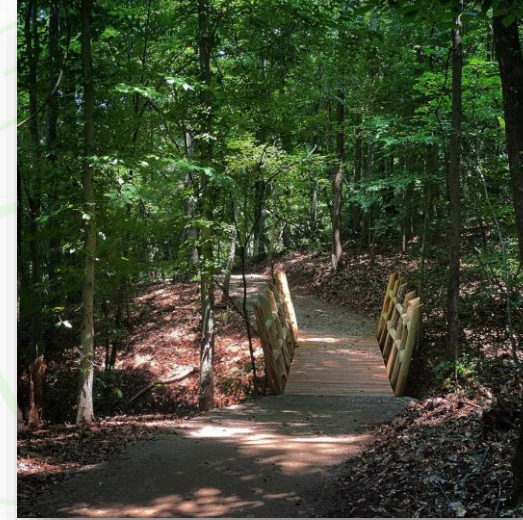
Developing Relationships



Developing Community Stakeholders



Building Momentum to Illustrate Results



Fundraising

Investing in the Community

- **Clear Vision and Benefit**
- **Diversity in Funding Approaches**
- **Being Bold to Make a Big Ask**
- **Community & Non-profit Support**

<u>Phase</u>	<u>Tarheel Trailblazers</u>	<u>City of Belmont</u>	<u>Town of Cramerton</u>	<u>Total</u>
Planning	\$6,000	\$0	\$0	\$6,000
Design	\$13,000	\$0	\$0	\$13,000
Phase 1A - Belmont CTT	\$38,000	\$59,990	\$0	\$97,990
Phase 1B - Cramerton CTT	\$0	\$0	\$78,300	\$78,300
Phase 2 - Belmont Green Zone	\$33,250	\$55,000	\$0	\$88,250
Phase 3 - Belmont Blue Zone	\$89,020	\$55,000	\$0	\$144,020
Phase 4 - Cramerton Green Zone	\$25,000	\$0	\$26,960	\$51,960
Totals	\$204,270	\$169,990	\$105,260	\$479,520

Future Impacts



The Trail Professional



The Municipality – Belmont & Cramerton

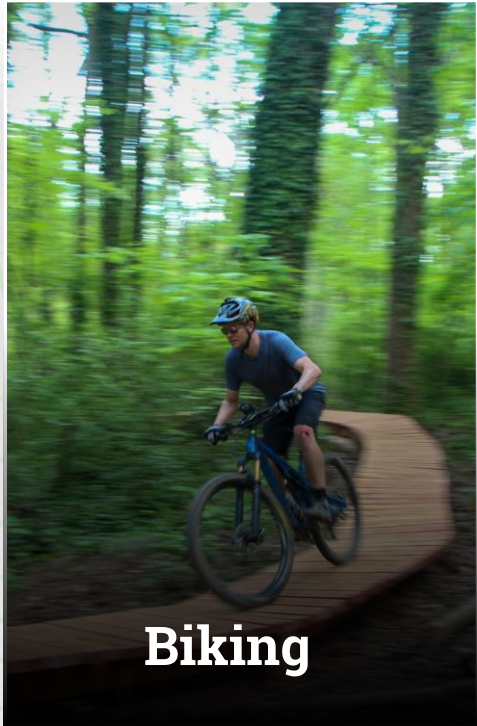


The Nonprofit – Tarheel Trailblazers

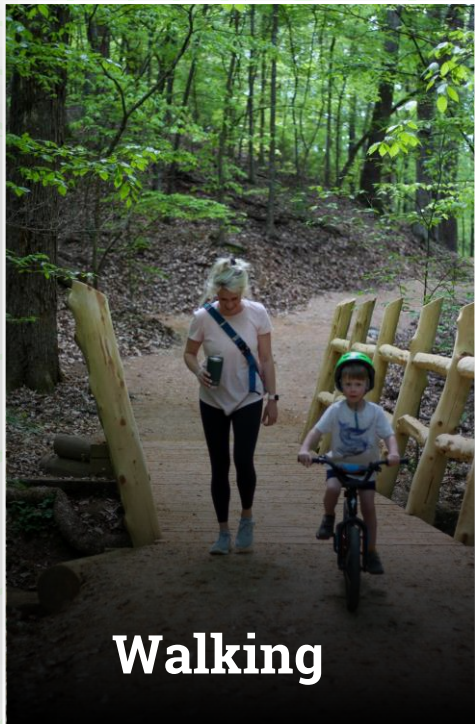


Rocky Branch Park

A Park For Everyone



Biking



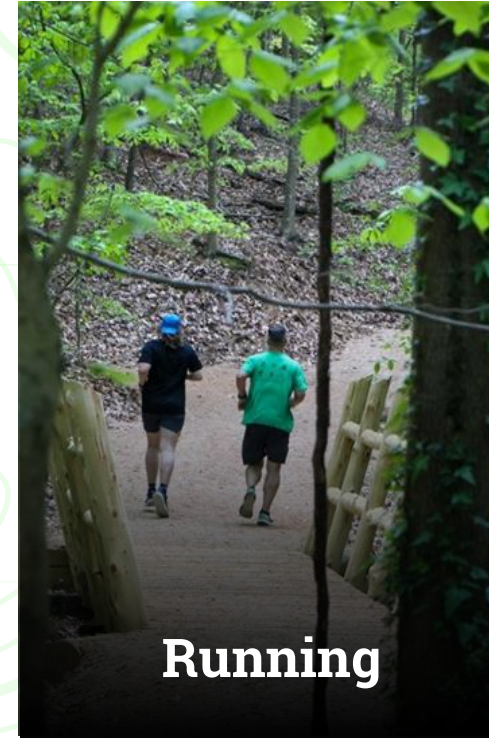
Walking



Hiking



Education



Running