

# FUND OUR RED ROCK TRAILS

*A statement of need and responsibility by the Red Rock Trails Sustainable Funding Work Group - June 30, 2017*

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## Our urgent need: Trail maintenance funding

The annual cost to maintain red rock country's world-famous trail system is roughly \$425,000. In 2016, federal funds covered only 25 percent of that cost; the 2017 budget was 13 percent lower. Fire control and other competing needs threaten trails funding.

- Red Rock trails in the Coconino National Forest are a local and national treasure, drawing 3 million visitors every year, of whom one million use the trails, thereby providing significant employment and revenue for our community.
- Red Rock trails contribute to the physical and spiritual health of all who use them, including more than 60 percent of residents.
- **We face a critical choice.** To continue to enjoy the well-being and prosperity provided by a healthy, safe, and functional trail system we must accept greater financial responsibility for their maintenance. In addition to the volunteer work of residents, beneficiaries of the trail system must collaborate to raise the funds needed to maintain it.

**Our coalition.** The Red Rock Trails Sustainable Funding Work Group came together in 2016 in response to the urgent need to support the Red Rock Trail system. The group comprises two dozen community leaders, trail advocates, government entities and representatives of local organizations committed to supporting our community's extraordinary trails.

## Our solution: Work together on five funding strategies

- Expand mechanisms through which **visitors** can contribute financially to trail maintenance.
- Encourage **businesses and organizations** that benefit from local tourism to contribute financially to the upkeep of trails.
- Encourage **residents** who enjoy and take pride in the trails to make financial contributions and endowments, and assist in fundraising efforts.
- Encourage **all levels of government** to seek ways to contribute to the trail system's well-being.
- **Show our appreciation** by supporting the people, businesses and organizations who contribute to this effort.

## Our endorsement:

As an expression of how much we value our red rock trails and want them properly maintained for the future enjoyment of residents and visitors, we, the undersigned, (a) endorse this statement, and (b) cooperate when we can with others' efforts and consider what our unique contribution might be.

This statement was created by the task group below. We ask you to join us by signing on to it.

/s/ Sandy Moriarty  
*Signing as an individual and not as a representative  
of the city of Sedona or Sedona City Council.*

/s/ Dan Blaettler

/s/ Jennifer Burns

*Signing on behalf of the Sedona Red Rock Trail  
Fund*

/s/ Paul Friedman

/s/ Marty Glinsky

/s/ Curt Kommer

/s/ Birgit Lowenstein

*Signing on behalf of Save Our Ancient Redrocks*

### Our vision

The community will financially assist the U.S Forest Service to sustain an inspiring, safe and environmentally healthy trail system.

### Our goal

To generate long-term, sustainable funding sources for maintenance of the red rock trails near Sedona and the Village of Oak Creek.