



Naming Grants Program 2019

Long Trail Brewing Co. and Farrell Distributing Co. are excited to partner with a local VMBA chapter with a grant of \$5,000 to be put towards maintenance, signage, building materials, adaptive refurbishment, professional design work, a new trail build or trail permitting.

Long Trail Brewing pioneered early innovations in the craft beer that sparked one of Vermont's most progressive and impactful industries. Similarly, VMBA's innovations are unique to VT riding. A commitment to environmental responsibility and empowering Vermonters towards impactful community programs makes Long Trail and VMBA a great match. This grant is meant to lift up our shared values and express our connection to the world.

The chapter awarded this grant will be asked to work closely with the Long Trail Brewing and Farrell Distributing to meet criteria requirements.

What does success look like:

- Engagement between the accepting chapter and both Long Trail Brewing and Farrell Distributing with trail-work days.
- Visibility of Long Trail Brewing's values and willingness to support what is important to their members and Vermont. This will be accomplished through marketing channels.

Grant Criteria:

- Signage on trail entrance or kiosk showcasing maintenance sponsorship by Long Trail Brewery.
- Chapter is required to photo document the entire project for Long Trail Brewing's use.
- When chapter is hosting a trail day in the network that contains the trail(s) for which this grant is used, the chapter will mention Long Trail and tag Long Trail in social media.
- Chapter would work with Long Trail to host two Long Trail *employee* volunteer trail-work days. Tools and guidance would be provided by chapter.
- Chapter would work with Long Trail to host one Long Trail and *community* volunteer trail-work days. Tools and guidance would be provided by chapter. Trail-work days need to be appropriate for all levels of experience and ages.
- Work with Long Trail to create marketable content about the grant and partnership. For example, collaboration with Long Trail marketing team on developing a story, photo and video content that can be shared on Long Trail's blog and other digital channels.

Eligible Expenses

- Trail design/consultation
- Trail maintenance items (bridging, surfacing material, etc.)
- Tools, kiosks and signage
- Chapter trail staffing expenses
- Permits

Ineligible Expenses

- Administrative functions (computers, web hosting, paper, postage, etc.)
- Fees
- Mileage for commercial or chapter builders
- Promotion or subscriptions

All awarded funds must be spent in full by Dec. 31, 2020 and illustrated in physical receipts. Any unaccounted-for balance will be due back to Long Trail Brewery by Jan. 2, 2021.

Chapters are strongly encouraged to utilize the Rewards Volunteers Platform provided by Cabot. Chapters and volunteers are eligible for cash and prizes. The RV program is also a fantastic way to track volunteer time.

Proposals must include:

A plan to drive membership

- Chapter must submit contact information of membership coordinator as part of developing a membership campaign for the following year before grant funds are allocated
- Three trailhead sits – OR – membership-based event: shop sit, advertised sign up renewal BBQ, membership table at partner's event, etc. Please include your three scheduled events in the proposal
- Chapters agreeing to encourage membership at scheduled riding events and trail days:
 1. Gather participants and share a focused announcement about the importance of membership
 2. A point person, that is prepared, to handle memberships before and after the ride onsite

Project Description

- Briefly describe how this grant will help you make much needed improvements to one of your most popular trails
- Describe the type of work that needs to be done and how this grant will help make future efforts to maintain this trail a bit easier
- Will the work done with this grant help make the trail more accessible for diverse users?

Trail Management Plan/Documentation

- Is the trail shovel ready – are all required permits and landowner written permissions in place?
- Are there any outstanding administrative/permitting issues attached to the project? Funds will be contingent upon resolution of all encumbrances prior to the allocation of funds
- If on public land, with which officials has the chapter been in communication? Have approvals been granted? Please include any correspondence illustrating their support
- Will (or does) this popular trail need additional infrastructure support in the future in light of growing demand?

Ecological Sensitivities

- Describe how this trail project has been constructed and maintained to minimize impacts on water resources, shore lands, riparian zones, water quality and flood resiliency
- How does this work account for forestry planning, local/sensitive resources, unique ecological features, wetlands and any endangered species? Please be specific about any correspondence the chapter has had with the Dept. of Environmental Conservation about needed permits

Budget

- Please include an itemized budget for the project
- Chapters will be required to submit receipts for all project expenses before Dec. 31, 2020
- List any in-kind donations also being used for this project
- Please track all volunteer hours – particularly those spent on this trail
- List any additional fundraising planned for this project

Timeline

- Please list the timeline attached to any needed permitting or public land managers, or private landowner approvals needed for this work
- Please estimate the best times for volunteer work to be used on this project
- Please estimate the project completion date

Thank you for your amazing dedication to trails in Vermont. Please have your proposals to the VMBA office by Oct. 25th.

The Long Trail Brewing and Farrell Distributing Teams