



VMBA Naming Grant 2019

Outdoor Gear Exchange is excited to partner with a local VMBA chapters with a grant of \$5,000 to be put towards one of the following:

- Trail maintenance or reroute work
- Surfacing or bridging material
- Professional trail design work
- Adaptive enhancements to an existing trail
- As part of a new trail building fundraising plan

The goal of this partnership is to create more opportunity for riding, ideally in one of three main program areas – trails in new areas to broaden access, connectivity and/or progressive trails that allow for riders of all abilities to work on their skills (this could include an additional trail that adds to a network's options too)

Success will be measured by:

- Engagement between the accepting chapter and OGE with trail-work days
- Visibility of the OGE brand in the mountain bike community as measured by the specifics outlined in the criteria below
- Visibility of partnership through OGE and chapter channels
- Increased ridership
- Increase in local chapter membership

Grant Criteria:

- OGE logo on trail entrance or kiosk showcasing maintenance support
- Chapter is required to photo document the entire project for OGE's use, and provide short narrative to compliment images (photo releases are the chapter's responsibility). All images and text may be used in blogs, social media and company newsletters

- 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 OGE's support and tag OGE in social media.
- Chapter will work with OGE to host two OGE employee volunteer trail-work days. Tools and guidance would be provided by chapter
- Partner with OGE to host at least one in-store activation at the beginning of the season announcing the partnership.

Eligible Expenses

- 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 (Your Company) 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 and 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

- 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 have has the chapter been in communication? Have approvals been granted? Please include any correspondents 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 correspondents 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

Next Steps:

1. Submit your proposals to Tom no later than Nov. 1st
2. OGE will gather their team and make final decisions by Nov. 15th
3. Grantees will be announced at the Annual Meeting Scheduled for Nov. 21st.

The OGE team is excited to review your proposal. Please submit your materials to Tom no later than Nov. 1st.

The OGE Team