



YEAR OF THE TRAIL

◀ 2023 ★ NC ▶



**GREAT
TRAILS
STATE
COALITION**

BUILDING THE GREAT TRAILS STATE





HIKE • WALK • RUN • RIDE • PADDLE

The Year of the Trail celebrates trails across North Carolina.



[Why is 2023 "Year of the Trail" in North Carolina? - YouTube](#)
[North Carolina Year of the Trail on Vimeo](#)





YEAR OF THE TRAIL IS BIG NEWS FOR NORTH CAROLINA!

Highlights:

- Host events in all 100 counties
- Inspire people of all ages, abilities and backgrounds to try trails
- Create new trail users
- Boost outdoor recreation tourism across the state
- Promote safe and responsible use of trails



GOALS

- **Inspire people** of all ages, abilities, and backgrounds to try trails
- **Demonstrate the importance of trails** to elected officials
- **Boost outdoor recreation tourism** across the state
- **Promote safe and responsible** use of trails, aligning with Outdoor NC Leave No Trace principles.
- **Advance diversity & inclusion** on trails.



THE CAMPAIGN

- Engagement and events in all 100 counties
- Website/Social media
- Local **toolkits** for communities with Year of the Trail assets
- **Advertising** - outdoor, radio, print media
- **Call for Artists** program
- **Merchandise**
- **PBS NC Partnership** – 30-minute documentary titled “Ten to Try” and 10 short trail profiles
- Presenting at **conferences**
- **Measurement** and reporting



2023
YEAR OF THE TRAIL

#NCFirstDayOutdoors



NORTH CAROLINA
YEAR of the TRAIL
• 2 0 2 3 •

FIRST DAY
OUTDOORS

Discover your trail

January 1, 2023 • Hike | Bike | Walk | Run | Paddle | Ride | Roll

On your own, with a friend or your family, with your community

Join or organize a group outing on a local trail. Use this kickoff event to spread the word about Year of the Trail! Follow @greattrailsnc and share your adventure by tagging #yearofthetrail for a chance to win prizes!

greattrailsnc.com



THE GREAT TRAILS STATE COALITION



Image by Piedmont Fat Tire Society



Image by Piedmont Legacy Trails



Image by Carolina Thread Trail



Image by NCDOT

WHO WE ARE

- A broad, diverse coalition committed to bringing the benefits of trails to all of North Carolina – nonprofits/local government/industry partners
- All trail types: Hike / Bike / Walk / Run / Paddle / Ride
- All 100 Counties
- State agency partners





THE GOAL OF THE COALITION

- Secure sustained state funding for trails
- Brand North Carolina as “The Great Trails State”

WHY

- Historically, NC has had very little direct state investment in trails and greenways





WHO WE ARE



NON-PROFITS



INDUSTRY



LOCAL GOVERNMENT



PARTNERS

LOCAL GOVERNMENT MEMBERS



**Goal: Build the Cities, Towns and Counties for
Trails Working Group**



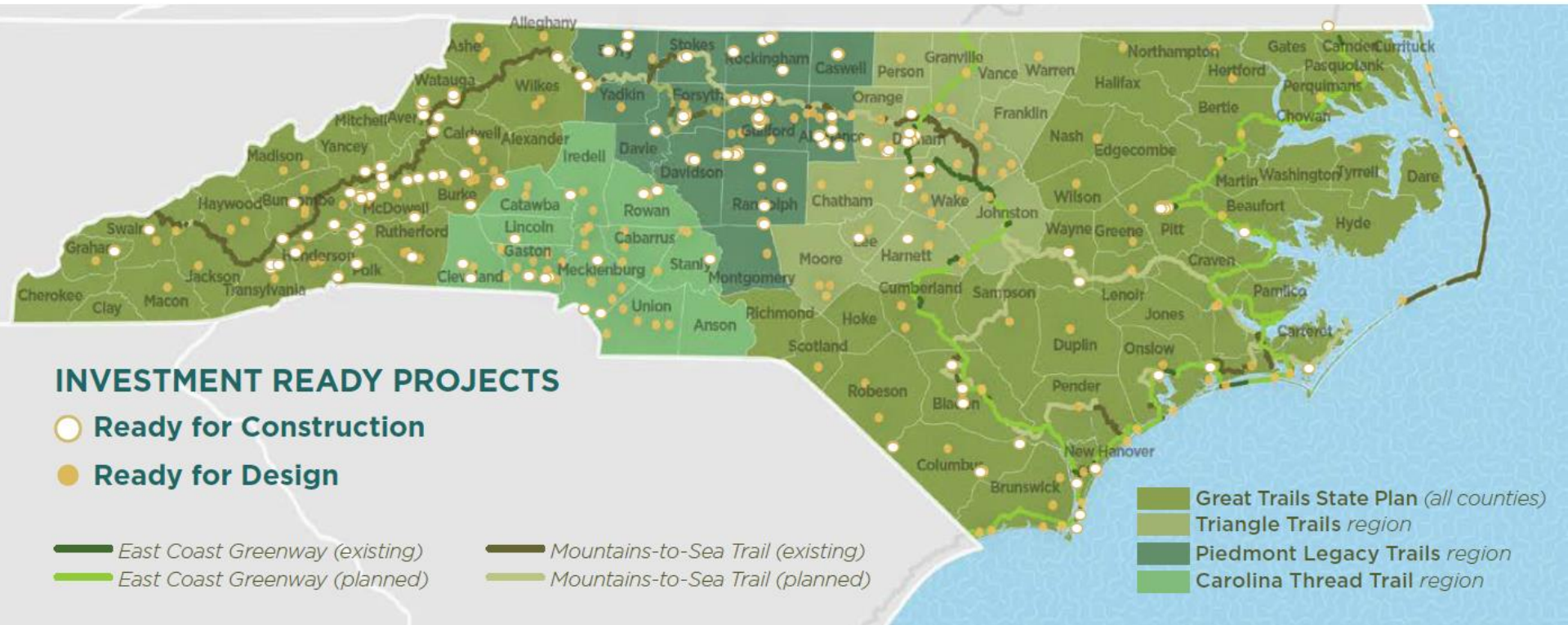
North Carolina State Trails





INVESTMENT READY

Communities have invested in planning and identified trail projects in all 100 counties.



Looking Toward 2023 Long Session

- **Working Platform**
 - **Great Trails State Fund** – competitive grant fund
 - **Recurring Capacity Building Funds** for State Trail Nonprofit Partners (\$50,000/year/nonprofit)
- **Legislative Champions**
 - Representative Dean Arp
 - Representative Hugh Blackwell
- **Lobby Day** in March 2023





WHY INVEST IN TRAILS?

- Trails are the foundation of North Carolina's growing brand as "The Great Trails State."
- State investment in local and regional trails will strengthen North Carolina's growing \$11.8B outdoor recreation industry and boost tourism, especially in rural communities.





ENGAGE

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