



What Our Trails Need Beyond Dirt:
Cooperation, Collaboration & Leadership

Welcome

October 10, 2012

Santa Fe Conservation Trust



Protecting the Land beneath our feet, the
Dark Skies above and the Trails that
connect our communities.
Preserving our Quality of Life.

Land

SFCT is a practical, on-the-ground partner for private landowners and communities wishing to protect the conservation values of their land **PERMANENTLY.**

Dark Skies

In 2008, SFCT created our Dark Skies program, educating the community about the importance of the connection between land and sky conservation in New Mexico.



Trails

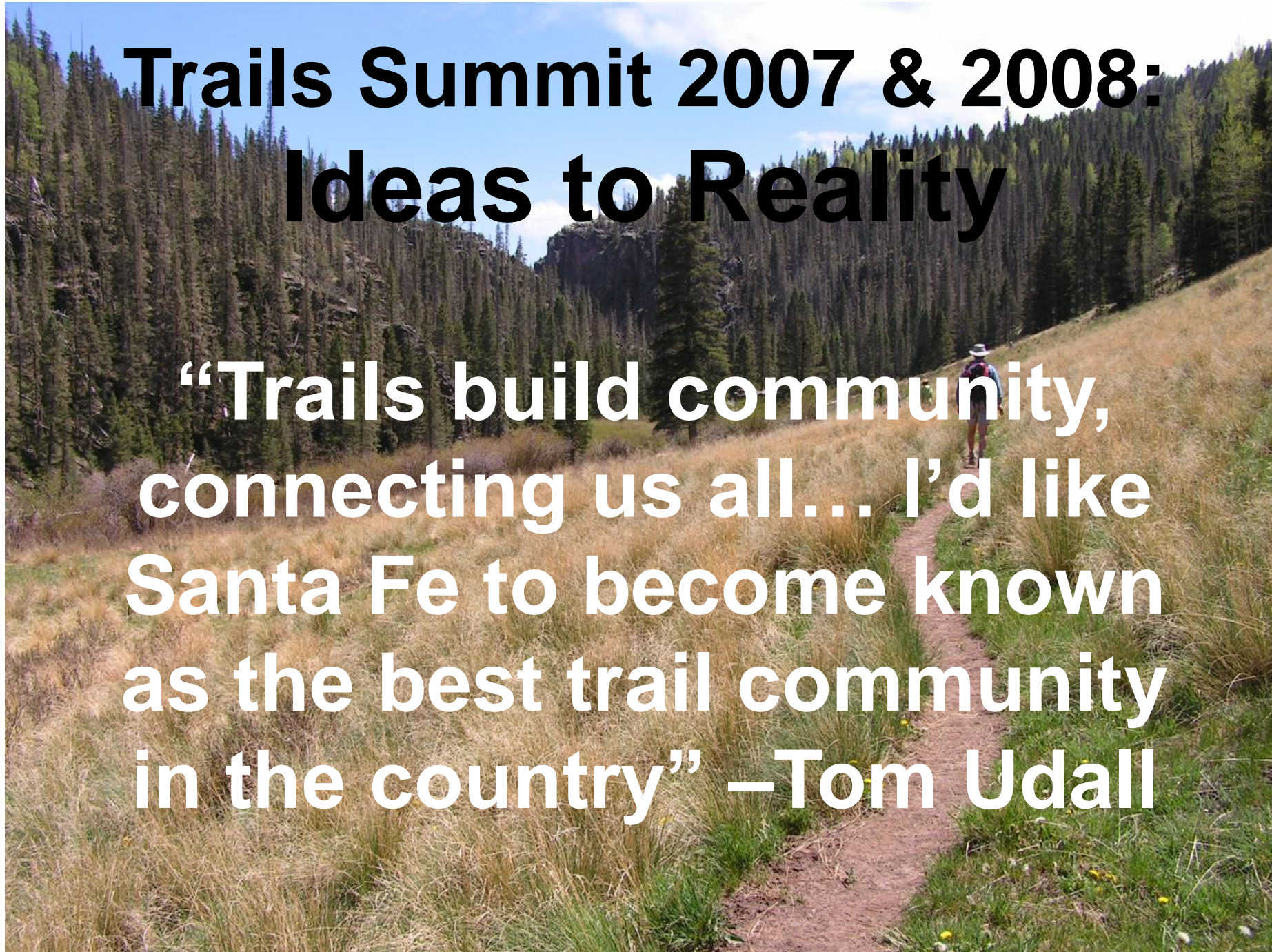
SFCT has had a hand in just about all the trails in Santa Fe throughout our history they are

- The Dale Ball & Santa Fe Foothills Trails
 - The Santa Fe Rail Trail
 - The Spur Trail
 - The La Tierra Trails
 - The Arroyo de Los Chamisos Trail system
 - The La Piedra Trail
 - The Galisteo Basin Preserve
- Trails with partners Commonweal Conservancy



Trails Summit 2007 & 2008: Ideas to Reality

**“Trails build community,
connecting us all... I’d like
Santa Fe to become known
as the best trail community
in the country” –Tom Udall**



SFCT created the



TAOSF Goals

- Maintain and build sustainable trails
- Promote and practice trail user education, etiquette, and respect
- Support land management agencies
- Provide information about area trails and trail resources
- Promote the benefits and importance of trails to the community

PARTNERS:



Trails for the People and Economy of Santa Fe



Community, Health, and Economic Benefits of Trails for Mountain Biking and Other Recreation in the Santa Fe Area

Prepared for the Santa Fe Conservation Trust
by
Ernest Atencio

Trails

- Part of the human experience
- Part of our history in New Mexico



Who Mountain Bikes

- More mountain bikers in the U.S. than golfers



Health Benefits

- 36% of American adults & 26% of New Mexican adults are **obese**
- Annual medical costs associated with obesity are **\$147 billion**
- **Every \$1 investment in trails led to almost \$3 in direct medical benefit**



Economics



- Outdoor recreation contributes \$730 billion a year and 6.5 million jobs to the U.S. economy
- Outdoor recreation contributes \$3.8 billion and 47,000 jobs to New Mexico, **4.6%** of our GDP.

Case Studies from around the Country

- Local trail systems generate between \$2 million and \$18 million a year in retail and service income
- Hundreds of new jobs and up to \$8.4 million in wages and salaries
- Local and state tax revenues between \$1.08 million and \$7.2 million
- Business and tax revenues increasing by as much as 40%, and up to 236% in one case
- Attracting prestigious national biking events and trail designations
- A majority of trail users say that well-maintained trails affect their travel decisions
- Long-term investments ranging between \$1.7 million and \$10 million

Destination Santa Fe

- Well-established name recognition makes Santa Fe easy to market
- Host of the 2012 Mountain Biking World Summit
- Added attraction of unique cultural diversity and cultural history
- Cultural tourism a burgeoning interest and New Mexico has the authentic experiences people crave
- Community benefits directly and indirectly from tourism and access to more and better trails
- Opportunity for local people to learn new skills, gain new experiences, enriches their lives
- Trail-based outdoor recreation encourages the protection of open space for everyone
- It only requires some public investment in trail building, infrastructure, and marketing

