

## California Trails Conference Foundation

A 501(c)(3) nonprofit organization #68-0343597

P.O. Box 1047

Yachats, OR 97498

[www.parks.ca.gov/trails/conference](http://www.parks.ca.gov/trails/conference)

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December 28, 2011

Ms. Rorie Skei  
Chief Deputy Executive Director  
Santa Monica Mountains Conservancy  
Ramirez Canyon Park  
5750 Ramirez Canyon Road  
Malibu, CA 90265

Dear Rorie:

I've heard great news from California State Parks Director Ruth Coleman that the Santa Monica Mountains Conservancy desires to be a major sponsor of the 2012 California Trails & Greenways Conference at the Woodland Hills Marriott! Please know that the California Trails Conference Foundation sincerely appreciates the generous and timely offer to match all other contributions up to \$40,000.

The 27<sup>th</sup> California Trails & Greenways Conference will be held at the Woodland Hills Marriott, April 18<sup>th</sup> through 20<sup>th</sup>. The Conference theme, "Navigating Radical Change -- The New Normal," was selected for the purpose of eliciting productive, stimulating and creative presentations and discussions. The Conference has become a crucial forum for networking and building support for accessible, inter-connected, quality trail systems; and serves as a venue for trail professionals and advocates to learn practical, up-to-date trail skills. The Conference's increasing popularity has benefited more and more public agencies and nonprofit organizations each year. This endeavor by California State Parks and the California Trails Conference Foundation helps ensure effective trail stewardship and leadership for generations to come.

Sponsorships have become increasingly essential to keeping registration costs low and aiding our efforts maintain a dynamic mix of large and small government and advocacy organizations. We plan to share this news immediately with other organizations to inspire their participation!

As a token of our appreciation, the Conservancy will receive:

- Fifteen (15) full conference registrations;
- Recognition as a sponsor of one of three major meal functions;
- Recognition as a sponsor of the "Creating Formalized Partnerships for the Management of Trails & Parks" Workshop;
- Recognition as a sponsor of a concurrent session;
- Complimentary preferred exhibit space;
- Acknowledgement on the Conference website, with a hot link to the Conservancy's website;

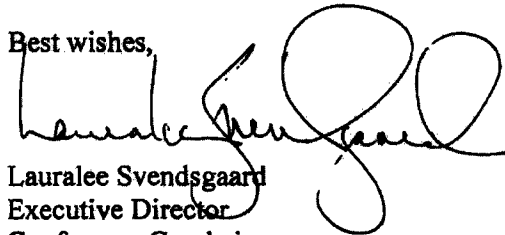
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- Acknowledgement on selected items; and
- A half-page ad or acknowledgement in the Conference program.

As SMMC's Grant Procedures require, we have attached a narrative description and history of the California Trails & Greenways Conference ("Overview"), a detailed scope of work and timeline (Conference Task Chart & Planning Schedule), the Conference budget, and the preliminary conference schedule. Should you have any questions regarding the information contained in these documents or wish additional information, please just let me know.

In the meantime, I look forward to working with your staff to finalize details of this offer; and thank you again (most sincerely) for your support of trails!

Best wishes,



Lauralee Svendsgaard  
Executive Director  
Conference Co-chair

Encl. Conference Budget  
Conference Overview  
Conference Schedule  
Conference Task Chart & Planning Schedule

2012 California Trails & Greenways Conference  
Preliminary Budget Estimate  
12.28.11

ITEM	2012 BUDGET				Comments
	Estimated Attendance	Per Person Cost	Extension	TOTAL	
<b>REVENUE</b>					
0.1 Donations					
0.2 Exhibits					
0.2.1 Commercial Exhibitors	10	\$325	\$3,250		
0.2.2 NPO Exhibitors	20	\$250	\$5,000		
				\$8,250	
0.3 Raffle				\$1,200	
0.4 Workshops					
Workshop 1	40	\$ 80.00	\$ 3,200.00		
Workshop 2	30	\$ 80.00	\$ 2,400.00		
Workshop 3	40	\$ 50.00	\$ 2,000.00		
Workshop 4 (Mechanized)	30	\$ 20.00	\$ 600.00		
Workshop 5					
Workshop 6					
	140			\$8,200	
0.5 Registrations					
0.5.1 Full Early	200	\$ 295.00	\$ 59,000.00		
0.5.1 Full Late	15	\$ 320.00	\$ 4,800.00		
0.5.2 Partial Early					
Day One Dinner	5	\$ 95.00	\$ 475.00		
All Day Two	50	\$ 240.00	\$ 12,000.00		
Day Two Lunch	15	\$ 55.00	\$ 825.00		
Day Two Dinner	5	\$ 95.00	\$ 475.00		
Half Day Three	10	\$ 75.00	\$ 750.00		
0.5.2 Partial Late					
Day One Dinner		\$ 110.00	\$		
All Day Tue	1	\$ 280.00	\$ 280.00		
Day Two Lunch		\$ 65.00	\$		
Day Two Dinner		\$ 105.00	\$		
Half Day Three	1	\$ 85.00	\$ 85.00		
0.5.3 Student	5	\$ 55.00	\$ 275.00		
0.5.4 Guest Meals	8	\$ 265.00	\$ 2,120.00		Requires one full reg
0.5.4 Guest Meals Late	0	\$ 275.00	\$		
0.5.5 Staff Meals	10	\$ 58.00	\$ 580.00		
	325			\$81,845	
0.6 Sales					
0.7 Sponsorships					
SMMC Match			\$40,000		Associated Comps:
Platinum (\$5,000)	1	\$5,000.00	\$5,000.00		15
Golden (\$3,500)	3	\$3,500.00	\$10,500.00		5
Silver (\$2,500)	5	\$2,500.00	\$12,500.00		12
Bronze (\$1,500)	8	\$1,500.00	\$12,000.00		15
Copper (\$1,000)	8	1000	\$8,000.00		16
Brass (\$500)	4	500	\$2,000.00		8
Brass NPO \$250	4	250	\$1,000.00		
	33			\$91,000.00	
0.8 Cash Carryover					76
<b>TOTAL REVENUE</b>				<b>\$180,295</b>	
<b>EXPENSES</b>					
1.0 Awards Program					
1.1 Plaques & trophies			300.00		
1.2 Printing			200.00		
1.9 Awards Other			100.00		
Comped lunches		See 5.3.1			
				\$600	
2.0 Exhibits					
2.1 Exhibitors					
2.1.1 Electricity					
2.1.2 Tabel rental	30	\$25	\$750.00		
2.1.3 Other					
2.2 Sponsors					
2.2.1 Electricity	22	\$25	\$550.00		
2.2.2 Tabel rental	44	\$25	\$1,100.00		

<b>6.0 Keynote &amp; Entertainment</b>								
	6.1 Fees - Keynote					\$1,000		
	6.2 Fees - Entertainment					\$0		
	Meals - Keynote	See 5.3					\$1,000	
<b>7.0 Presenters &amp; Speakers</b>								
	7.1 Travel & Hotel					\$500		
	7.2 Other							
	Meals	See 5.3					\$500	
<b>8.0 Promotion</b>								
	8.1 Advertising						\$0	
	8.2 Rack cards					\$500		
<b>9.0 Registration</b>								
	9.1 Credit Card Charges					\$3,000		
	9.2 Online Registration					\$1,250		
							\$4,250	
<b>10.0 Sales</b>								
	10.1 Product cost							
	10.2 Shipping/Postage							
	10.3 Taxes							
<b>11.0 Workshops</b>								
	11.1 Materials, copies					\$100		
	11.2 Transportation					\$1,000		
	11.3 Other							
	Food & Beverages	See 5.2 & 5.3					\$1,100	
<b>12.0 State Parks</b>								
	12.1 Conference Staff Meal Pkg.		10	\$207	\$2,070		Direct hotel meal cost less per diem.	
	12.1 Hotel		3x3	\$120	\$1,080			
	12.2 Meals						DPR staff hotel rooms. 3 rooms for 3 nights, plus the comps.	
	12.3 Transportation							
	12.4 Nat'l Trails Symposium				\$1,000			
	12.5 Other							
	12.6 Trail Coordinators Meals & Rooms		6	\$416	\$2,496		3 dbl rms/3nts + meals - per diem	
						\$8,646		
<b>13.0 Contingency</b>	5% Contingency						\$8,724	
<b>TOTAL EXPENSES</b>			500				\$166,160	
<b>NET*</b>	[50% of profits are applied to the next year's budget, with the balance applied to the security reserve. Current reserve is approx. \$25,000. Reserve goal is an amount equal contractual commitments.						\$134.88	
<b>5.4 Future Deposits</b>								



*Overview*  
**27th California Trails & Greenways Conference**  
Woodland Hills Marriott, April 18 to 20, 2012  
*Serving California's Trail Professionals & Advocates*

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The California Trails & Greenways Conference is a forum for networking and building support for accessible, inter-connected, quality trail systems; and a venue for trail professionals and advocates to learn practical, up-to-date, trail skills. This endeavor by California State Parks and the California Trails Conference Foundation helps ensure effective trail stewardship and leadership for generations to come.

The California Trails & Greenways Conference provides opportunities to:

- Network with, and talk directly to, California's leading trail experts
- Find collaborative partners to build support for trail endeavors
- Learn a full range of trail topics in high quality, innovative sessions
- Experience hands-on learning through day-long field workshops
- Address your specific concerns through our table topic sessions
- Explore exhibits featuring innovative trail-related products and services

All activities are designed to increase the knowledge of trail, recreation and wild land management professionals and advocates, both novice and expert, in order to improve non-motorized, recreational and heritage trail systems and programs throughout California.

**About the 2012 Conference.** The 27<sup>th</sup> California Trails & Greenways Conference will be held at the Woodland Hills Marriott in Los Angeles County from Wednesday, April 18<sup>th</sup> through Friday, April 20<sup>th</sup>. With attendance expected to exceed 500, this year's conference will provide valuable insights into linking desired trail improvements to transportation funding, the expanding role of trails in fostering health and well-being, and exploring a wide variety of partnership tools (such as joint powers authorities and cooperative agreements) in a dense urban environment.

The theme for the 2012 Conference is "*Navigating Radical Change – The New Normal*." This theme will elicit stimulating and creative discussions that will generate new ideas and partnerships. We live in a tumultuous time, unprecedented in many respects. Believing that "knowledge is power," the 2012 California Trails & Greenways Conference will explore the multiple challenges facing trails and public lands, what's known about the trends affecting those challenges, and how to pursue creative solutions while preserving the integrity of the resources we hold dear. We'll also explore innovative approaches and new collaborations that may inspire your own creative solutions for navigating the path ahead.

The preliminary schedule for this 3-day event is as follows:

- April 18th, Wednesday
  - Optional day-long workshops
  - Exhibits open at 4:00 p.m.
  - Opening reception, dinner, keynote presentation
- April 19th, Thursday
  - Breakfast
  - Concurrent sessions throughout the day (approx. 5 sets)
  - Awards & Remembrance Luncheon
  - Celebration reception, dinner, keynote presentation

- April 20th, Friday
  - Breakfast with Table Topic Discussions
  - Concurrent sessions (2 sets)
  - Closing plenary
  - Conference ends at 12noon

The Conference provides valuable opportunities for trail leaders through Sponsorships and our Exhibit Hall. Solicitations for conference session proposals and award nominations, as well as sponsor and exhibit information are available at [www.parks.ca.gov/trails/conference](http://www.parks.ca.gov/trails/conference). Conference registration will begin in late February. To be added to our contact list and for further inquiries email [trails@parks.ca.gov](mailto:trails@parks.ca.gov) or call **877.776.3619**.

**Conference History.** The Conference was developed by California State Parks and the California Recreational Trails Committee in 1984 to address the growing demand for technical assistance by trail professionals and volunteers throughout California. California State Parks' Planning Division (through the Statewide Trails Section) and other agencies and nonprofit organizations contribute valuable in-kind services, off-setting much of the Conference costs through their donations of staff time and services.

In 1995, the California Trails Conference Foundation [a 501(c)(3) nonprofit corporation] was formed to assist State Parks in carrying out the goals of the Conference. The Foundation's volunteer governing board is made up of two board members and one paid executive director. With the Foundation serving as the fiscal agent, the Conference is self-funded through sponsorships, exhibits and registration fees. Conference attendance has more than doubled over the past five years. In 2011, 95% of Conference attendees indicated complete satisfaction with their conference experience.

**Commitment to High Quality Training.** A large factor in the Conference's success is the donation of time and expertise in the preparation and delivery of workshop and session presentations. In 2011, over 40 concurrent sessions and day-long workshops were featured, involving over 100 trail experts. This tradition of "paying it forward" is a hallmark of the trails culture and has served as an essential means of fostering good-will and cultivating new ties among trail advocates.

California State Parks and the Statewide Trails Section are committed to planning and organizing the California Trails & Greenways Conference because trails serve a vital role in providing for the health, inspiration and education of the people of California, as well as significantly enhance Californians' understanding of the need to preserve the state's extraordinary biological diversity, protect its most valued natural and cultural resources, and create opportunities for high-quality outdoor recreation.

**Legislative Background.** California State Parks' support of this training meets the Department's legislative mandate under the Public Resources Code, as follows:

*5070.5. The Legislature hereby declares that it is the policy of the state to:*

*(a) Increase accessibility and enhance the use, enjoyment, and understanding of California's scenic, natural, historic, and cultural resources.*

*(b) Encourage hiking, horseback riding, and bicycling as important contributions to the health and welfare of the state's population.*

*(c) Provide for the use of recreational trails by physically disabled persons, the elderly, and others in need of graduated trails with special safety features, particularly in conjunction with heritage corridors.*

*(d) Increase opportunities for recreational boating on designated waterways.*

(f) Provide for the development and maintenance of a statewide system of recreational and interpretive trails, including heritage corridors.

(g) Increase the recreational and educational use of public roads by developing guides, maps, and other interpretive materials concerning significant historical, agricultural, scenic, and other resource areas.

(h) Encourage the development by cities, counties, districts, and private groups of recreational and interpretive trails, including heritage corridors.

**Meeting State and Federal Goals.** Training trail professionals and community leaders also benefits state and federal programs, such as:

- The California Children's Outdoor Bill of Rights [www.calroundtable.org](http://www.calroundtable.org)
- California's Climate Plan AB 32/SB 375 Transportation Goals  
<http://www.climateplan.ca.org/resources.html>
- California State Parks Accessibility Program  
<http://www.parks.ca.gov/pages/21944/files/trailplandec2003updated.pdf>
- Strategic Growth Council SB 732 <http://www.sgc.ca.gov>
- Governor's Fitness Challenge  
[http://www.calgovcouncil.org/about\\_the\\_council/](http://www.calgovcouncil.org/about_the_council/)
- National Park Service National Trails System Act  
<http://www.nps.gov/nts/legislation.html>
- Facilities planning to meet The Americans with Disabilities Act  
<http://www.access-board.gov/adaag/html/adaag.htm>
- National Park Service Land and Water Conservation Fund  
<http://www.nps.gov/lwcf>
- US Fish and Wildlife Service National Wildlife Refuge System Roads and Trails Program <http://www.fws.gov/refuges/roads>
- Federal Department of Transportation Strategic Plan FY 2010-2015  
([http://www.dot.gov/stratplan/dot\\_strategic\\_plan\\_10-15.pdf](http://www.dot.gov/stratplan/dot_strategic_plan_10-15.pdf))
- Safe Routes to Schools <http://www.saferoutesinfo.org>
- National Park Service Rivers, Trails and Conservation Assistance Program  
<http://www.nps.gov/ncrc/programs/rtca>
- Federal Highway Administration's Recreational Trails Program  
<http://www.fhwa.dot.gov/environment/recretrails/index.htm>
- Bureau of Land Management National Scenic and Historic Trails  
[http://www.blm.gov/wo/st/en/prog/blm\\_special\\_areas/NLCS/Trails.html](http://www.blm.gov/wo/st/en/prog/blm_special_areas/NLCS/Trails.html)
- USDA Forest Service Recreation Programs <http://www.fs.fed.us/recreation/>
- US DOT, HUD and EPA Partnership for Sustainable Communities  
[http://www.epa.gov/smartgrowth/pdf/partnership\\_year1.pdf](http://www.epa.gov/smartgrowth/pdf/partnership_year1.pdf)
- First Lady Michelle Obama's Let's Move campaign  
<http://www.letsmove.gov/letsmoveoutside.php>

**California Trails Conference Foundation**

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**California State Parks Statewide Trails Section**

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[www.parks.ca.gov/trails/conference](http://www.parks.ca.gov/trails/conference)