



Community Trail Farm

“We in the United States are leading such busy, strenuous lives that recreation has become an absolute necessity. We are in a hurry all the time. If we are going to keep pace with our civilization, we must give the public an outlet in the great outdoors.”

- Louis H. Pammel, 1924



T R A I L S

ORA Trails is dedicated to building happy, healthy, resilient communities by providing access to equitable and sustainable outdoor recreation experiences.



ORA Trails is an organization where all members, employees, volunteers and leadership value diversity, and seek to foster inclusive, equitable and respectful treatment of all persons. ORA Trails respects and values diverse life experiences and heritages and acknowledges the impact that people and land have together in the past, present, and future. ORA Trails is aware that intention is not enough, and will further act and remain accountable by intentionally inviting and encouraging the perspectives and contributions of all individuals beyond social, political, and cultural boundaries.

We Will:



Respect the diverse voices and experiences of all people.



Be inspired and led by the needs and desires of our community.



Build meaningful relationships with community partners.



Make decisions rooted in environmental, social and economic sustainability.



Acknowledge the value of healthy ecosystems and use recreation as an instrument in raising awareness.



Community Trail Farm

The **Community Trail Farm** is a 277-acre **central resource** for the **community**, featuring extensive trails and outdoor educational opportunities through public and private partnerships. This initiative aims to foster a healthier and more resilient community by **enhancing access to nature and creating an inclusive environment** that encourages exploration and connection with the outdoors. With a focus on conservation, recreation, and education, the project will include a robust network of **15 miles of shared-use trails** for hiking, biking, and skiing, while promoting **community engagement** and **improving connections to natural areas**. By **lowering barriers** to outdoor access, the Community Trail Farm will strengthen La Crosse's outdoor ethos and **improve the quality of life** for residents, students, and visitors, ultimately supporting ORA Trails' mission for a happier, healthier community. ORA Trails will use this project to springboard the organization and our community **toward a better future**.



Why ORA Trails?

ORA Trails has built a progressive model of public/private partnerships that leverage community assets to cultivate growth. ORA Trails provides an innovative framework to make connections and fill gaps. We help communities improve quality of life and meet wellness, ecological, economic, and recreational goals through meaningful outdoor projects and programs. With knowledgeable and experienced staff and volunteers, we have become a regional leader in volunteer-led trail and forest work, making nature a part of everyone's life.



Benchmark Components

Advance the goals of the **The Blufflands** - *A Plan for Conservation and Recreation Throughout the La Crosse - La Crescent Region*.

Restore and **rewild** forests, streams, prairies, and bluffs for public enjoyment.

Build **15 miles** of world class trails to **connect** the La Crosse area community to nature and to **each other**.

Provide a platform to **welcome users** into **nature** and to provide **education** on cultural, historical, and ecological significance of the site and surrounding area.



How will this help our community?

The benefits of safe, outdoor recreation spaces that provide room for active movement and creativity are well known. We've all experienced that feeling in one way, shape, or form even if just once, for a brief moment. Increasing the amount of green space that's accessible to all bodies is a top priority for this project.

The inclusion of all abilities is a top consideration of all aspects of the project's infrastructure and programming improvements. Increased accessibility will remain at the front of mind throughout the design process. Natural Materials and sustainable practices will be required whenever possible.



Community
Trail Farm

Objectives



Equitable Access



Welcoming the full spectrum of the community.



Education Facility



Learning at the core of spaces and activities.



Restoration/ Recreation Laboratory



Develop and display best practices in land and recreation management.



Progressive Outdoor Gateway



Encourage discovery and exploration for new outdoor users while providing structured growth opportunities for skill development.



Food Sovereignty/ Incubator



Celebrate the various food-ways of our region.



Outdoor Recreation Economy



Demonstrate the power of the outdoor economy and leverage it for community growth.



Phases

Phase 1: Concept & Design & Campaign

Phase 2: Construction Initiation & Small Scale Programs & Events

Phase 3: Grand Opening & Expansion of Construction, Programs, and Events

Financial Sustainability



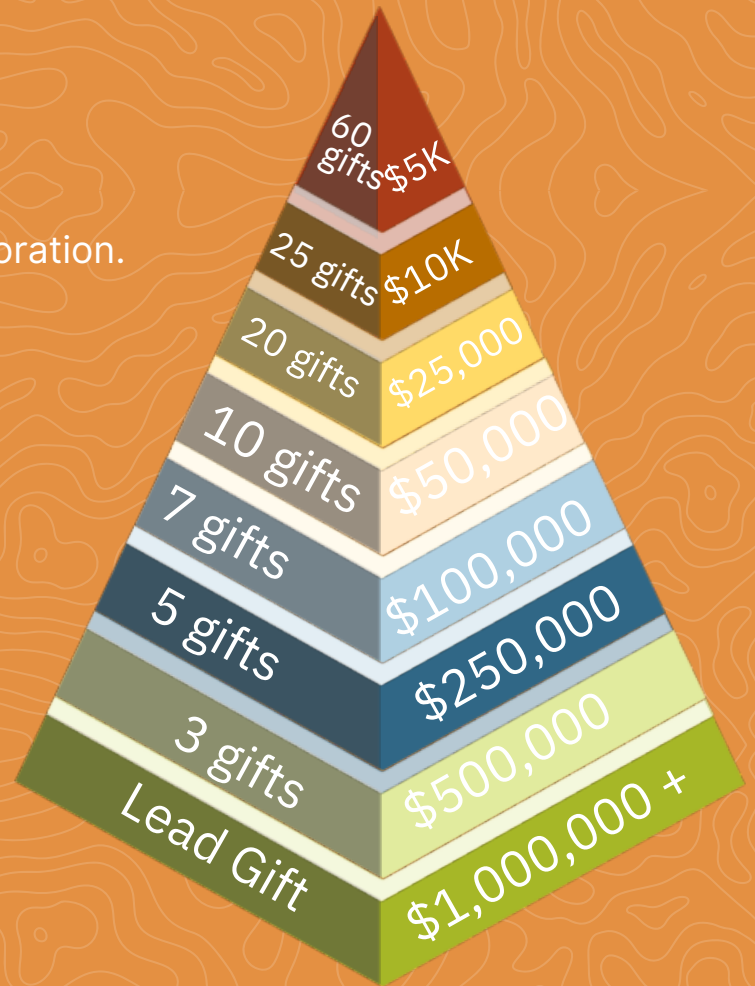
ORA Trails has demonstrated the value of public-private partnerships by effectively leveraging both private and public funding to advance community-strengthening initiatives. ORA Trails have developed a comprehensive business model to secure the long-term sustainability of the Community Trail Farm. This model integrates philanthropic contributions, grants, and earned income, creating a robust framework for continuous revenue generation, including commercial enterprises, service agreements, and programming revenue, ensuring the necessary funds for upkeep and expansion. The project has already garnered support from municipal partners, private businesses, individual donors, foundations, and grant-making entities, providing a solid foundation for its financial sustainability. By diversifying revenue sources and fostering strong community partnerships, the Community Trail Farm will thrive and serve the community for years to come.



Capital Milestones

The total working Capital Campaign goal is \$6M.

- 🌲 **\$2.5M** to secure site ownership.
- 🌲 **\$1.5M** for trail construction and restoration.
- 🌲 **\$1.2M** for site sustainability and amenity development.
- 🌲 **\$800,000** for project planning, management, and execution.



Capital Campaign Committee

Brittany and Dan Hensgen
Co-Chair

Neal Meier and Clara Gelatt
Co-Chair

Terry Erickson
Campaign Coach

Committee Members:

Augie Weber, Mark Schneider, George Parke IV, Sarah Smith, Rob Jordan, Emily Smith, Katie Woolover, Gabe Berendes, Chris Lowery

Ways to Give

One-Time Gift

Make a one-time donation to the Community Trail Farm to directly support infrastructure development and programming initiatives.



Make a Pledge

Pledge gifts involve committing to contribute a specific amount over a designated period, allowing you to support our long-term goals for the Community Trail Farm. This option enables you to plan for your giving while helping us secure funding for ongoing programs and projects.

Gifts of Stock

Donating appreciated stock can be a tax-efficient way to support the Community Trail Farm. By gifting stocks, you not only help fund our initiatives but also potentially avoid capital gains taxes, maximizing your contribution's impact.



Planned Giving

Planned giving allows you to include Community Trail Farm in your estate plans, ensuring your legacy supports future generations. Options such as wills or trusts help provide sustainable funding for our mission of connecting people with the outdoors and fostering community.

Corporate Sponsorships

Corporations or organizations can become a sponsor for specific events or programs at Community Trail Farm to showcase your support for local education and outdoor access.



Corporate Engagement

Corporate giving involves businesses supporting Community Trail Farm through financial contributions, matching gift programs, or volunteering, or service agreements. This partnership helps amplify our efforts in community programming and can enhance corporate social responsibility initiatives.

In-Kind

In-kind donations of goods or services directly benefit Community Trail Farm's programs and operations. Contributing items such as tools, machinery, supplies, or even volunteer expertise helps reduce costs and enables us to better serve the community.



Host Gatherings

You can host gatherings with friends and influential contacts to raise awareness and funds for Community Trail Farm. By creating a space for engagement and discussion, you can inspire others to give and support our mission of fostering community connections and outdoor accessibility.

Be Part of the **Community Trail Farm**



Consider a **donation** to the project.

Volunteer your time on the trails, on a committee, or assist with an event.

Share your excitement about the project with friends, family, your professional connections.

Remain engaged for updates and celebrate this project with us.

Check out the ORA Trails website to watch the Community Trail Farm video and discover more.



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www.oratrails.org/trail-farm/ | contact@oratrails.org