

A Message from the Executive Director

Every time I run into a landowner at the post office and chat, step foot in a local café or bike shop to a warm greeting, cook with fresh zucchini given to me by a generous neighbor, and especially when I ride up Heaven's Bench, I know I am in the right place. I am truly grateful to be a part of the Kingdom Trail's team and member of my new community.

Through this new leadership position I recognize KT's role in providing safe and inspiring recreation and education opportunities that highlight the stunning values surrounding us and commit to the progress and development of our community. I am in awe that this is made possible through our 90+ landowners, supportive local businesses, welcoming community, and dedicated staff, Board of Directors and volunteers. It is a true communal effort.

I was pleased to learn when I arrived that the KT Board of Directors engaged the community in creating a strategic plan, with key areas of focus being a solid organization, maintenance and development of trails, connecting with our community, and growing our economic impact. I also inherited a financially sound and stable organization, learning that KT exceeded their financial projections for the prior fiscal year. Growing membership has enabled us to achieve some of our planned objectives.

We are investing \$100,000 in new trails. We are proud to be opening trails in the Town of East Haven, crossing county lines for the first time and extending our economic impact to our neighbors.

KT has also taken part in collaborative efforts to address much needed community infrastructure projects. One such effort is improvements on East Darling Hill Rd. KT and the Town of Burke were co-applicants, pursuing a Northern Border Regional Commission Grant. We were thrilled to be awarded \$438,426! KT will be partially matching this award with \$135,000 for the purchase of adjacent land to build trails, encouraging users to travel off the road, safer for all.

We used some of the surplus from membership sales to fund and enact our first ever 'local discount.' We offer 33% off Annual Memberships to residents of all 3 NEK Counties. Another community benefit is our support of education efforts such as the new Bike Tech Program at Lyndon Institute, the MTB School Program for all area schools to take advantage of the 20 youth bikes awarded by the Specialized Foundation Grant, and the first annual Race Back to School event, raising over \$2,500 for local classrooms.

Lastly, for the first time in its 24-year history, KT created a reserve fund with the goal of becoming a more sustainable organization and furthering our resources to dedicate toward community outreach and support.

This report celebrates the incredible impact that our trails, landowners, members, and donors have on our community. Thank you all for committing to a successful future.

Abby Long
Abby Long,
Executive Director



OUR PEOPLE

Kingdom Trails Board of Directors

Matt Langlais, President
Rob Elmes, Vice President
Tabitha Bowling, Treasurer
Jodi Flanagan, Secretary
Mike Michaud
Katie Story
Harry Morrison
Ann Nygard
Jake Wheeler

Kingdom Trails Staff

Abigail Long, Executive Director
CJ Scott, Trail Manager
Lilias Ide, Marketing & Events Manager
Erin Donnelly, Operations Manager

Kingdom Trails has four full-time, year round employees, 21 seasonal employees (trail crew and welcome center) and one marketing and events intern.

DONATIONS

We are thankful to all those who donated to Kingdom Trails this past year! Your contribution allows us to continue striving toward our mission of providing recreation and education opportunities to foster the health of our local community and regional economy.

If you would like to donate in the future please visit our website, www.KingdomTrails.org or you are welcome to send a check to Kingdom Trails, PO Box 204, East Burke, VT 05832.



KINGDOM TRAILS ASSOCIATION

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2018 COMMUNITY REPORT





MOUNTAIN BIKE



RUN



HIKE

4 Season Recreation

100+ Miles of Multi-Use, Non-Motorized Trails

92 Private Landowners

The mission of the Kingdom Trail Association is to provide recreation and education opportunities for local residents and visitors while working to conserve natural resources and create economic stimulation. We strive to accomplish this mission by providing a network of quality non-motorized trails for all level of abilities incorporating the best of our surrounding local scenery and natural diversity. We have permission of 90+ landowners and businesses that make this possible.

The Kingdom Trail Association is a 501(c)3 charitable organization, established in 1994 by a group of visionary residents and business leaders in the area. Their goal was to encourage recreational use in the Northeast Kingdom, that is ecologically sensitive and promotes the natural beauty of the region.



FAT BIKE



NORDIC



SNOWSHOE

IMPACT

ECONOMIC

\$10

MILLION estimated economic impact/direct spending

\$115

SPENT EACH DAY, on average, by out of state visitors

2.75

DAYS. Average length of stay in the area by out of state visitors.



4 TOWNS

The Kingdom Trails system spans these towns



WHO USES KINGDOM TRAILS?

1,363

Family Annual Memberships

1,956

Individual Annual Memberships

115,137

Annual Visits (2017)



3,303

kids under age 15 use the trails.



660

kids age 7 and younger use the trails.



84%

of visitors are from out of state.

38%

of visitors are from Canada.

33% OFF!

Annual Membership discount for residents of the NEK



EVENTS

NEMBAfest



NEMBAfest, co-hosted by Kingdom Trails, NEMBA (New England Mountain Bike Association), and the Wildflower Inn, is a fun-filled, family-friendly weekend of riding, camping, demo-ing the latest mountain bikes, checking out all the gadgets and gear, rockin' to great music, and enjoying yummy local food & drink in Vermont's Northeast Kingdom! In 2018 4,300 people attended the 3 day event. Next year's event will be held June 28-30, 2019.



The Circumburke Challenge unites the trifecta, Kingdom Trails, Victory Hill, and Burke Mountain Resort. Together the 26.2 mile route and combination of their singletrack and doubletrack trails take you over Burke Mountain to the wilds of Victory and back. This year's event will be held October 13, 2018.

Race Back to School: In its inaugural year, Race Back to School celebrates our wonderful schools and educators, enjoying KTA's trails during the last days of summer vacation. Kiddos will raise money for their classrooms taking part in fitness challenges for bikers, runners, and walkers! Next year's event will be held August 18, 2019.



WINTERBIKE

Winterbike, a deep winter celebration of cycling culture produced by Kingdom Trails and MTBVT, includes groomed trails, group rides, fatbike demos, lunch, beverages, music, fire, games, race spectation, and swag! Next year's event will be held March 1 and 2, 2019.

COMMUNITY AND EDUCATIONAL OUTREACH



Kingdom Trails is always seeking new ways, as well as strengthen our existing ways, to meaningfully connect and engage with our local community. Through education and outreach we believe we can sustain and grow participation on our trails in order for future generations to enjoy the unique benefits of our surrounding area. Each year Kingdom Trails works with 1,000+ youth participants through programming, camps, and events.

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| Vermont Land Trust | LINK |
| Northwoods Stewardship Center | Newark School |
| St. Johnsbury Academy | Kingdom Career Connect |
| Lyndon Institute | Green Mountain College |
| Burke Town School | Northeast Kingdom Human Services |
| Riverside School | Kingdom Kids |
| Northern Vermont University | National Inter-scholastic Cycling Association (NICA) |
| University of Vermont | Green Mountain Running Camp |
| Burke Mountain Academy | |

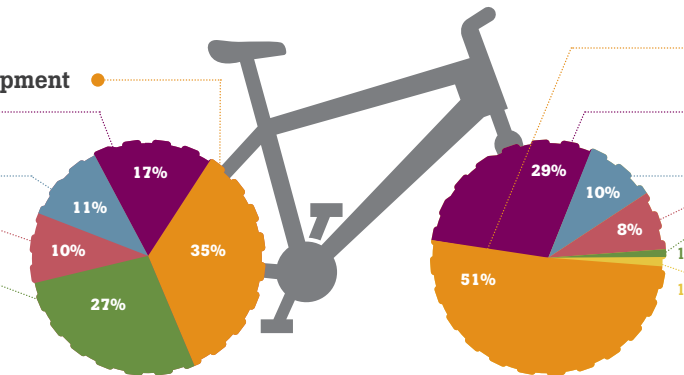


FINANCIALS

For the fiscal year ended October 31, 2017

Expenses

\$ 226,000	Trail Management & Development
107,000	Community Outreach, Programming & Events
70,000	Administration
65,000	Publications & Memberships
172,000	Facilities & Operations
\$ 640,000	TOTAL



In FY 2017 Kingdom Trails generated over \$1M in gross revenue — for the first time ever!

Revenue and Support

Day Memberships	\$ 577,000
Annual Memberships	326,000
Retail Sales	110,000
Events	90,000
Advertising	15,000
Donations	14,000
TOTAL	\$1,132,000