

APPENDIX K:

Financial & Marketing Concepts

Financial and Marketing Concepts (developed by Ron Blakemore)

Goal:

Make the program sustainable on its own by the fifth year of operation

Areas of Financial Concern

1. Administration
2. Marketing
3. User services
4. Capital improvement program
5. Operation and maintenance
6. Planning and design standards and guidelines

Potential Source of Funding

1. Administration: day-to-day operations required to develop public programs, manage the program, maintain the Master Plan and fulfill the mission.
 - a. BLM/CC
 - b. SSRP Enterprise Fund (Silver Saddle Recreation Enterprise)
 - c. Shared resources and costs among govern agencies
 - d. Lease revenue
 - e. Bicycle registration revenue
 - f. SSRP Foundation (501c3 not-for-profit)
2. Marketing: capitalize on financial opportunities by identifying opportunities to create and sell the products and services produces by the program.
 - a. Private sector sources
 - b. Grants-in-aid
 - c. Private not-for-profit foundation
 - d. Product marketing and licensing program
 - e. Standards and design criteria
3. User Services: a full range of programs intended to foster public support and give back value to all segments of the community served.
 - a. SSRP Foundation
 - b. Pilot program grants
 - c. Volunteer efforts through a Stewardship Program
 - d. Cooperative agency contributions
 - e. Cooperative interagency projects
 - f. Cooperative Transportation projects
4. Capital Improvement Program: combination of facility drive and conservation/preservation driven facilities
 - a. Grant funding sources (conservation, preservation, historic, transportation, sustainable resource, design/energy, etc.)
 - b. Stewardship program
 - c. Corporate donor program
 - d. Public/private ventures (PPVs)

5. Operation and maintenance: necessary for the care of facilities and protection of the resources, user safety and security, upkeep and repair, and incentives to attract public participation.
 - a. Grants-in-aid
 - b. Endowment program
 - c. Stewardship program
 - d. Agencies cooperative of Joint Powers Authority (JPA)
6. Planning and design standards and guidelines: resolve inconsistencies among regional systems/adjacent jurisdictions, develop seamless transitions
 - a. Grants-in-aid
 - b. Corporate sponsorship
 - c. Agencies cooperative or Joint Powers Authority (JPA)

Sample Funding/Support Sources

1. Federal and State Programs such as ISTEPA, Federal land exchange programs, National Recreation Trails Fund, RPPA, transit related grants (DOT), watershed and flood prevention programs, economic development programs, historic preservation funds, endowment for the arts programs, SCS, agricultural extension programs, CDBG, environmental quality programs, state bikeway programs, regional transportation programs, habitat conservation programs, vanity license plate program, Correction Services programs (youth and adults), permits, fees and tax funds, National Bicycle and Pedestrian Advocacy program, Rails to Trails Conservancy.
2. Other sources:
 - a. Local business like bike shops, equestrian centers, food and beverage concessions, equipment sales, equipment sales and repair services, shuttle services, bike lockers.
 - b. Exchange sources such as staging space for area safety patrol, archeological display/office space for onsite work, green demonstration improvements for working display, etc.
 - c. Enhanced fee based services might include audio/visual program as an educational tool, photo album resources, first-class animal overnight services for horses (cows, sheep or?)
 - d. Intellectual services and product licensing
 - e. Property leasing revenue (or service exchange)