

**Stowe Trails  
Partnership**



**Donate Today**



# ANNUAL MEETING

THE 2025 SEASON

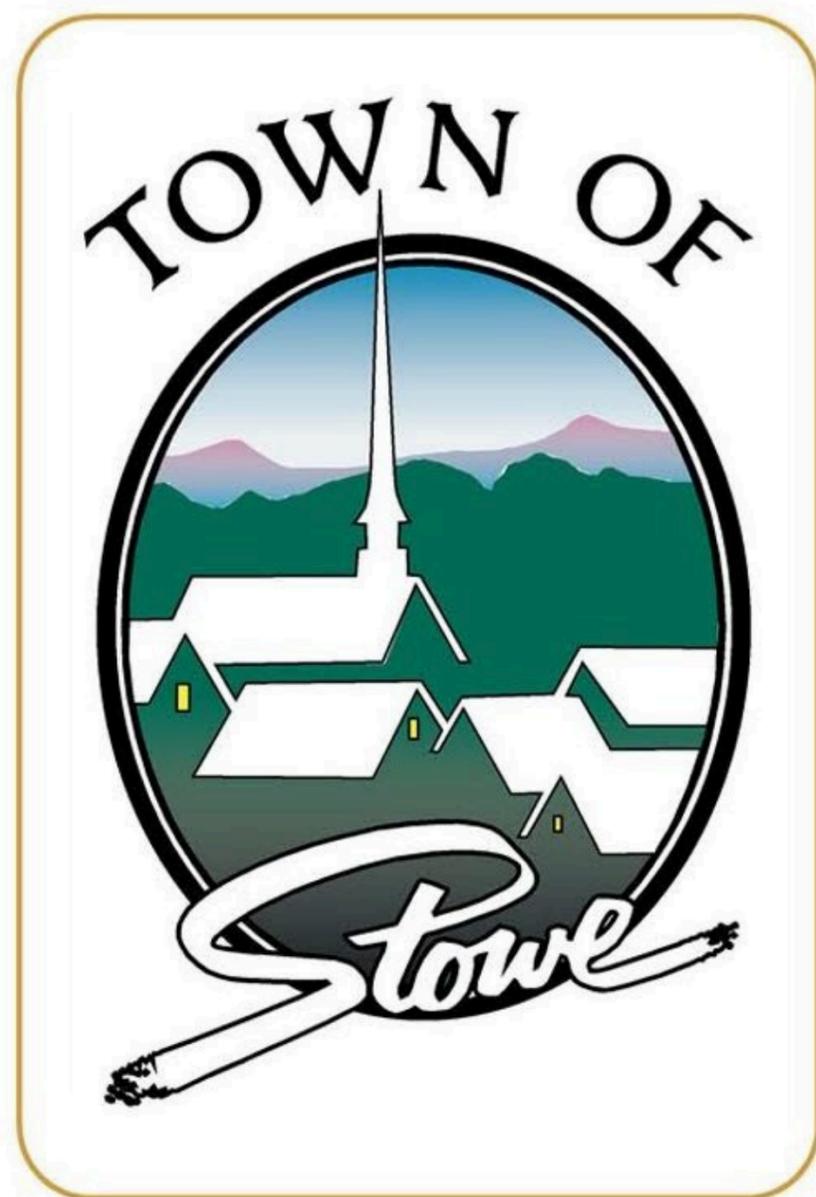




# Agenda:

- **2025:** Sponsor and Volunteer Shout-outs
- **2025:** Membership
- **2025:** Recap
- **2025:** Trails
- **2025:** Financials
- **2025:** Recap of Strategic Plan
  - Where we are on our strategic plan
- **2026:** Trails and projects
- **2026:** Sponsorship and Fundraising

# Thanks to Access Partners:



**STOWE**  
**LAND TRUST**



**von Trapp Family**  
LODGE & RESORT

**Strawberry Hill Farm**

# Thanks to Hammer Level

## (\$7,500) Sponsors:



**SPRUCE PEAK**

**BLUEBIRD**

*Cady Hill*

**LODGE**

# Thanks to Shredder Level

(\$5,000) Sponsors:



THE  
ALCHEMIST

BLUEBIRD  
TÄLTA  
LØDGE

# Thanks to Grinder Level (\$2,500) Sponsors:



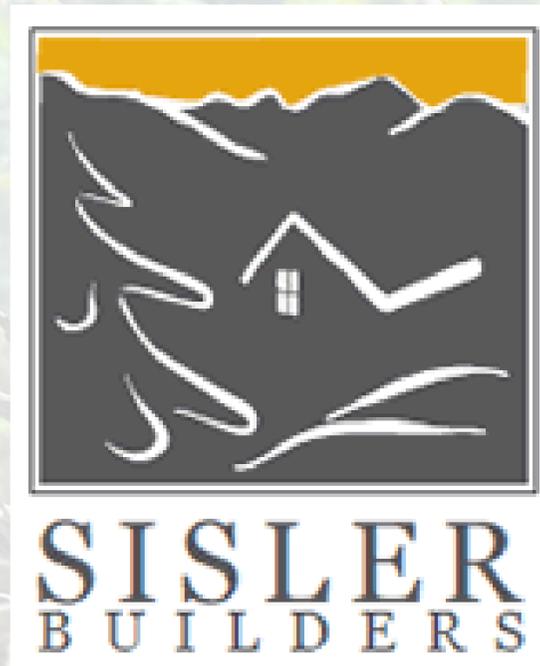
**COLDWELL BANKER**  
CARLSON  
REAL ESTATE



**LandVest®**



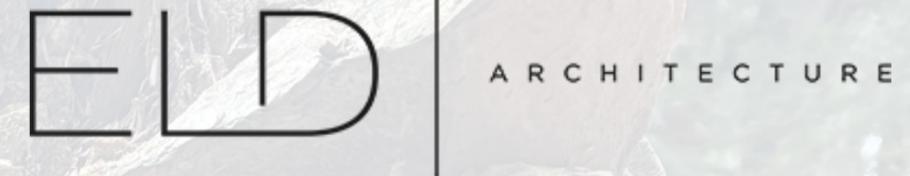
**Metropolitan Music**



# Thanks to Ripper Level (\$1,000)



## Sponsors:



# Thanks to Singletrack Level (\$600) Sponsors:



**4 POINTS**  
MOUNTAIN BIKE SCHOOL  
& GUIDES



802-253-9979



**BERLIN OPTICAL**  
EXPRESSIONS

**concept 2**

THE  
**GREEN MOUNTAIN**  
INN  
*Since 1833*  
Stowe, Vermont

**Julbo**



The  
**Round Hearth**  
Café & Marketplace

**ROME**  
**SDS**



Stowe Family  
**DENTISTRY**



**SUMMIT**  
PHYSICAL THERAPY



— The Stowe —  
**VILLAGE**  
INN



**STOWE DENTAL**  
ASSOCIATES

**Union Bank**

Member FDIC

# Thanks to our Community Supporters!



**Galen Arnot  
Sam and Annie Bartlett  
Sylvie Barlos  
James Baum  
Brian Bolger  
Barrett Brown  
Thom Brown  
Chess Brownell  
Christian Cerda  
Walter Chapin  
Gene Connell  
Suzanne Danzig  
William Delahunty  
Anthony DiScipio  
Art Dorfman**

**Jeff Elbaum  
Rand Eyberg  
Scott Fine and Karen  
Cartwright  
Arthur Felgar  
Frank Foti  
Leslie Gauff and Bruce Bell  
Robert Gianni  
Mike Giorgio  
Jesse and Tracy Goldfine  
Patricia Hart  
Nathan Hemmer  
John Holman, III  
Bryan Huber  
Kristin Hudson**

**Jeff and Meg Kauffman  
Michael Kazakoff  
Joseph Kuti  
Peter Livaditis  
Taylor Lloyd  
Ken Marin  
Deb and Mike Martin  
Jeffrey Nathan  
William Nutt  
Carrie Nourjian  
Jonathan Poole  
Richard Quinby  
James Reichert  
Franklin Todd Renz  
Caleb and Chandra Richter**

**Richie Rosenbloom  
Keith Rousseau  
Jonathan Sigler  
Edward Sonier  
Josh Salvo  
Brian and Stephanie Spector  
Erik Timmerman  
Kerry Tyson  
Laura Walker  
Ron Waxman  
Kelly Wheeler  
Jameson Wielage  
David Wilkens  
Stephen Yanow**



# Board of Directors

**President:** Lucy Nersesian

**Vice President:** Erik Timmerman

**Secretary:** Jeff Barden

**Treasurer:** Jeff Elbaum

**Board Members at Large:**

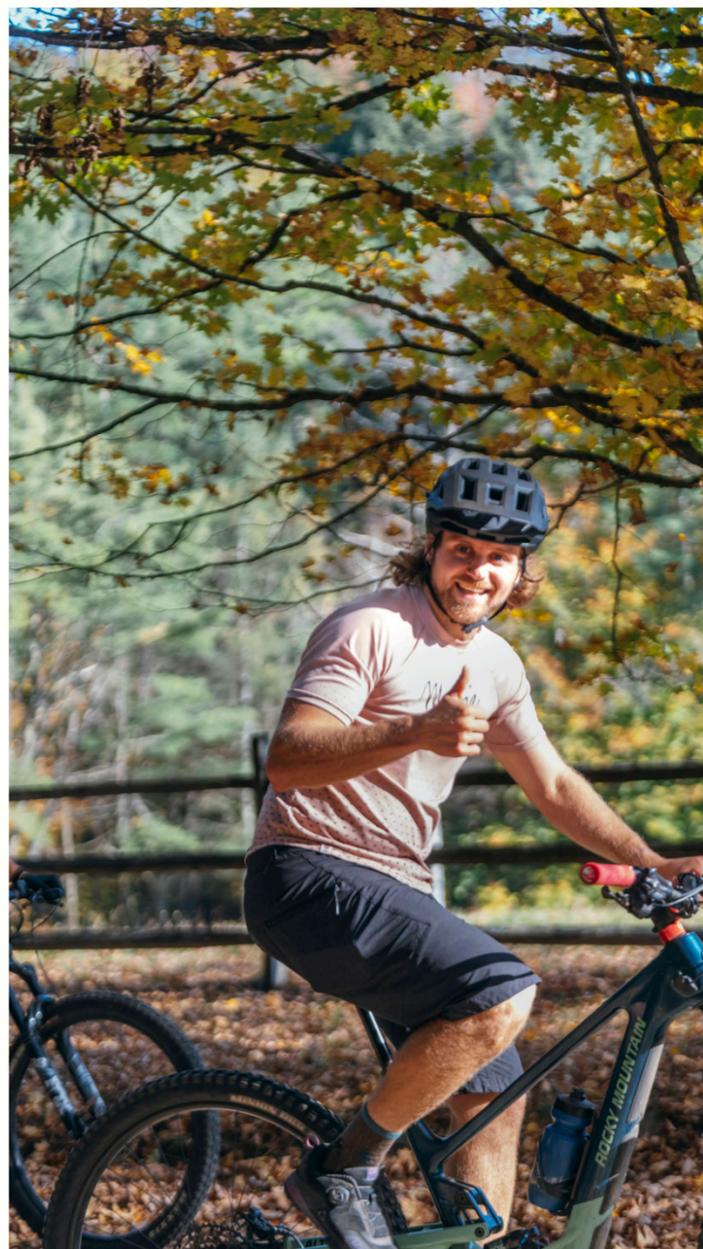
Nolan Langweil

Jeff Kauffman

George Merrill

Josh Salvo

Andrew Volansky





# Staff

**Executive Director:** Kenzie Brunner

**Trail Manager:** Kelsie Sibbald

**Trail Crew:** Niels Musschoot

**Bookkeeper:** Michele Manino

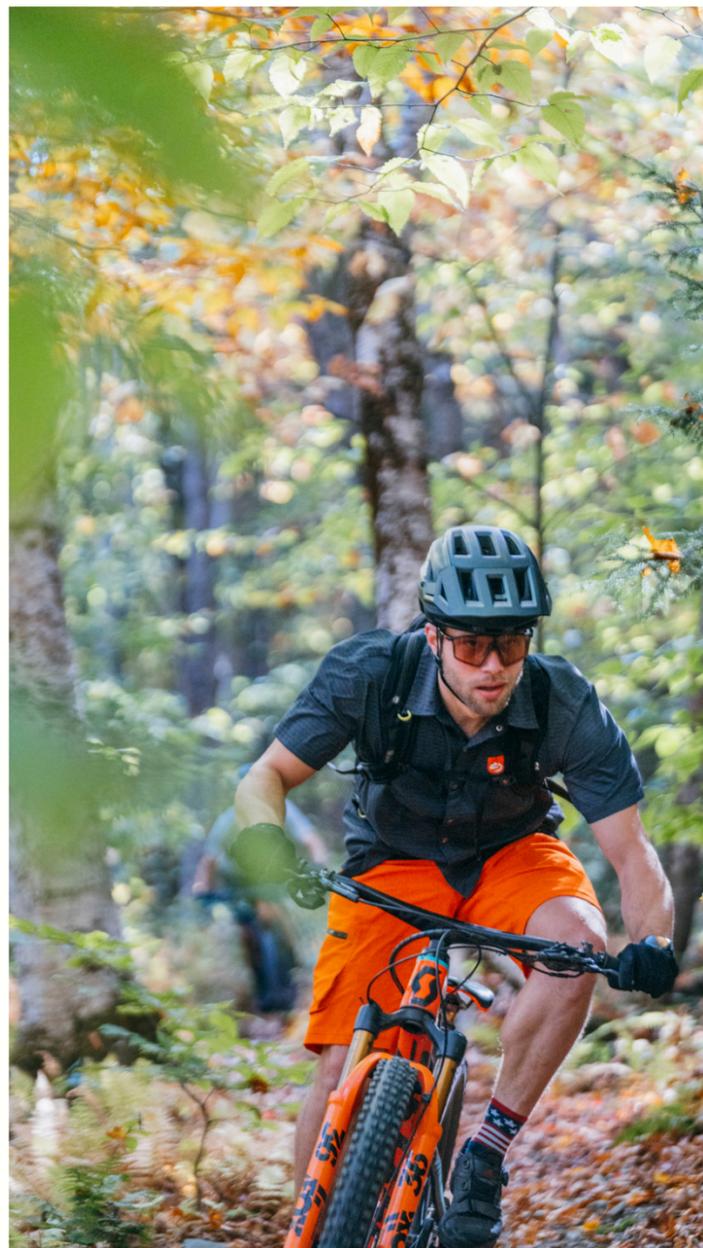


# Trail Committee

**Co-Chairs:** Erik Timmerman and Andrew Volansky

**Committee Members at large:**

Jon Atwood  
Cyril Brunner  
Jeff Elbaum  
Jean Kissner  
Mark Leach  
Josh Salvo  
Ross Scatchard  
Chris Veliko  
Mike Waldert



# Outreach Committee

## Committee Members at large:

Jeff Barden

Lilly Boardman

Jeff Elbaum

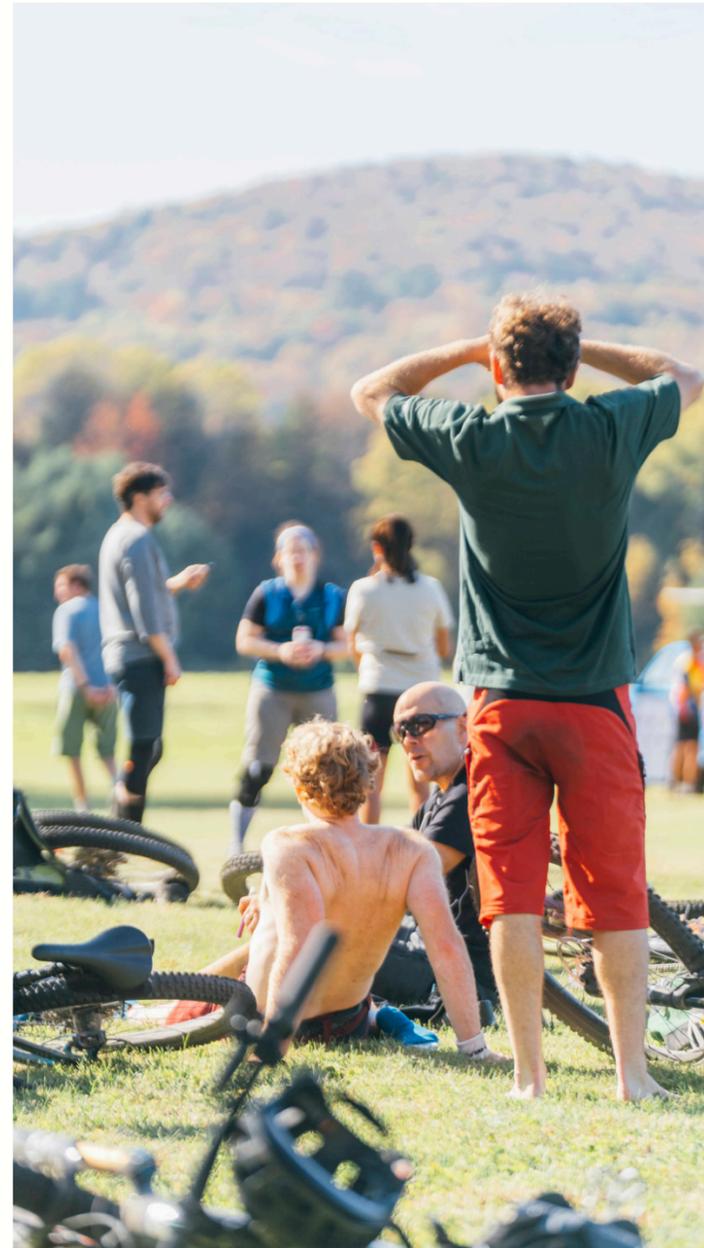
Nicole Kelly

Nolan Langweil

George Merrill

Lucy Nersesian

Josh Salvo



# Fundraising Committee



## Committee Members at large:

Kevin Davis

Jeff Elbaum

Jeff Kauffman

Josh Salvo



# Membership

**2025: 968 Members**

- **807 Primary**
- **267 Add-ons**

2024: 1076 Members

2023: 1180 Members

# 2025: Recapped



## **New Staff**

- Executive Director
- Trail Manager

## **Refurbishments of:**

- Florence
- Bears
- Eagle Ridge
- Charlie's
- Cady Hill Connector
- Callagy's
- Split Rock

## **Community Trail Days:**

- Restarted Serenity and Adrenaline Pt 2.
- Hosted Trail work in Cady Hill, Strawberry Hill Farm, and Adams Camp

## **Built 1 NEW trail**

## **Approval to groom Cady Hill with a Snowdog**



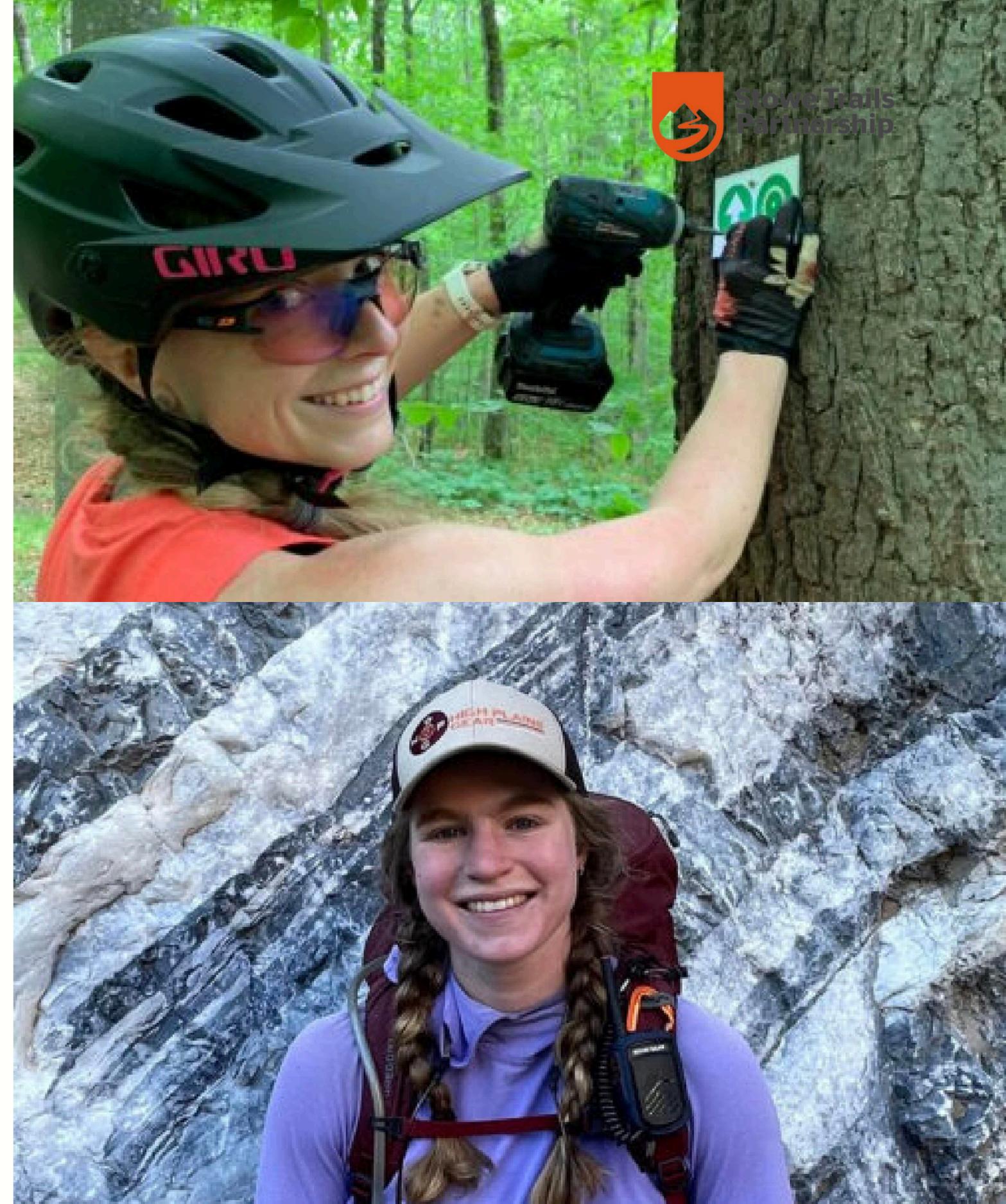
# Welcomed Kenzie and Kelsie to the staff

## **Kenzie joined as Executive Director in January**

Coming from her role as VMBA's Marketing Manager, with a graduate degree in economic impacts and sociology of recreation, and current graduate work obtaining an MBA, Kenzie is a Stowe local who is excited to be a part of the STP team!

## **Kelsie joined as Trail Manager in July**

Kelsie just finished a Master's degree in Wyoming in Natural Resources and has a breadth of work in trail maintenance, planning and beyond!



# L&D Trailworks Refurbishment of Cady Hill

A solid refresh and reroute of sections of our most popular trails and making sure Florence is in primo shape!  
**Over \$36,000 well spent**

- Bears
- Florence
- Cady Hill Connector
- Eagle Ridge
- Charlie's



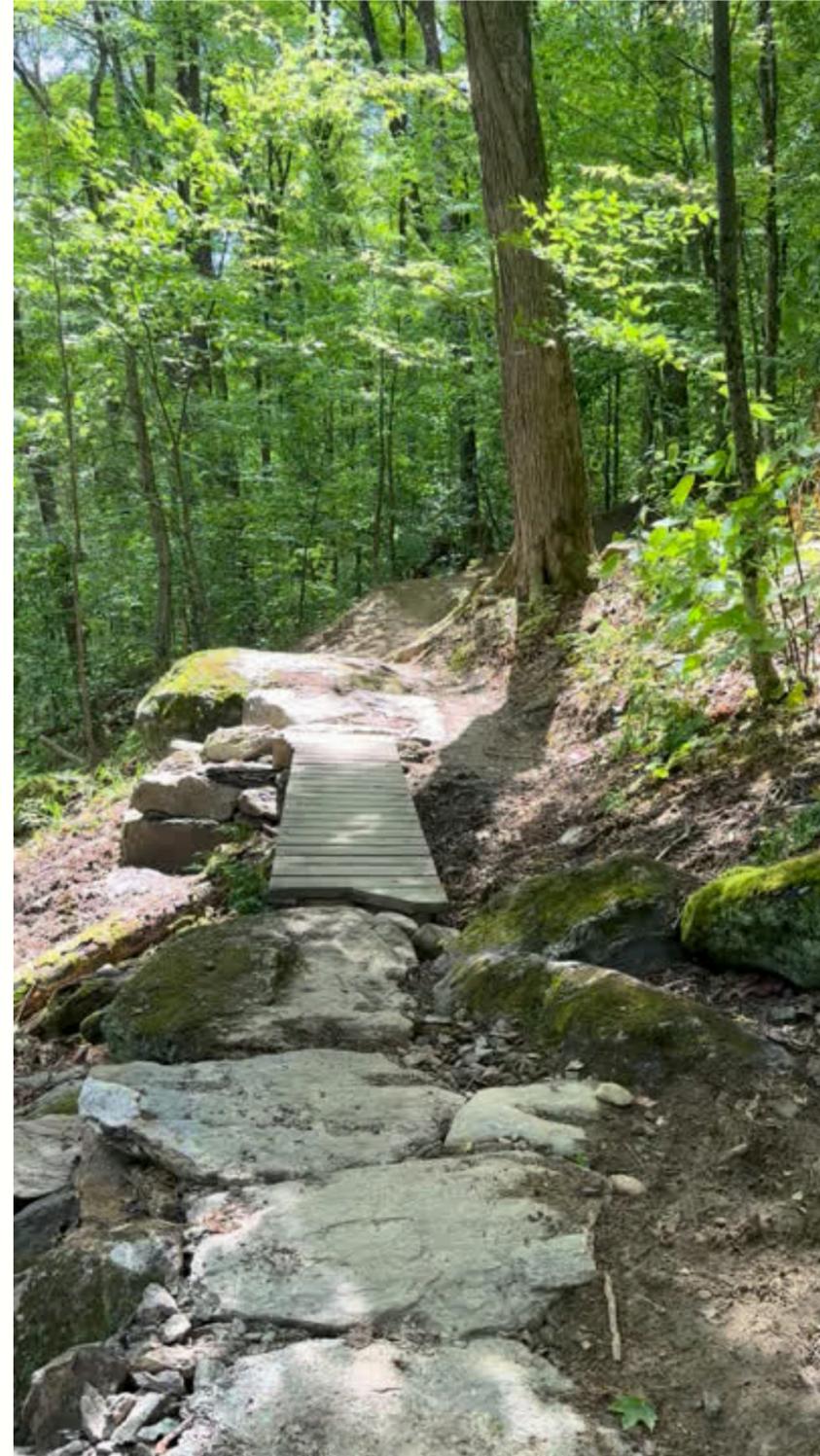
# Ide Rides Refresh of Sterling Valley

Giving new life to old favorites with a revamp  
of sections of Callagy's and Split Rock.

More Resilient

Just as fun

**\$22,000 to make Sterling Valley sustainable**



# Serenity and Adrenaline Pt. 2

We're back in action, building the second part of our expert downhill only trail in Adams Camp.

Hosted 12 trail work days

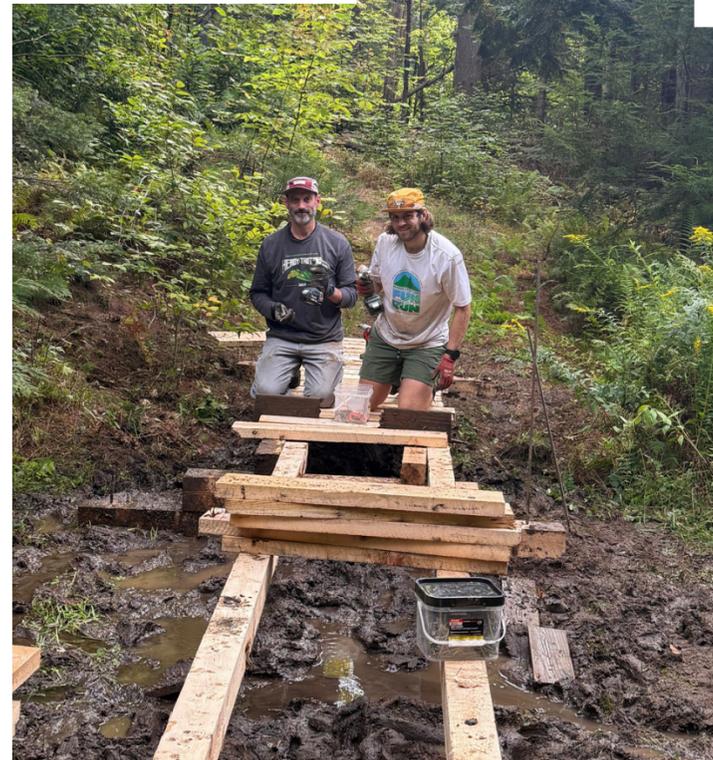
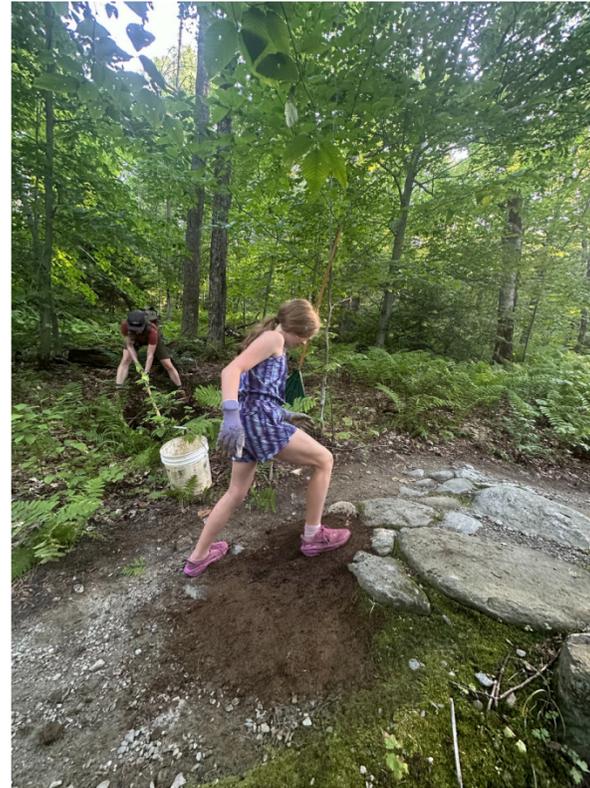


# Trail Days!

## Over 15 Trail Days, including:

- Spring trail clean up
- Epic Promise Barberry cleanup
- Strawberry Hill Farm Bridge replacement
- Stowe Trailheads trail day
- Cheddar tread repairs
- Kimmers tread repairs
- SO MUCH MORE

Volunteers logged over 600 hours of trail work



# Village Inn Connector Name TBD!

Our newest and most beginner-friendly entrance into Cady Hill was completed this year, thanks to our friends at VMBA, Athletic Brewing, Mus Mountain Works, and Rabbit Tracks. **\$40,000 to bring you a new green trail in Cady Hill**



# Building Trail isn't Cheap or Easy!

in 2025 we spent just under **\$98,000** to make these trail projects become a reality!



Our Trail Crew and Manager spent over **1,700 hours** maintaining 40 miles of singletrack



# The New Golden Shovel Award!

Super Volunteer of the year:  
**Kurt Fehrenbach**



# Financial Update

---

## What Does This Mean For You?

- The trails YOU love to ride are supported by STP's **~\$250k annual budget**
- STP relies on a wide array of **local businesses, donors, and around 1,000 members** to fund our budget each year
- STP has an **ambitious annual agenda** for trail builds and maintenance
- **Without all of these contributions and partnerships, STP couldn't make this happen**

## 2026 and Beyond

- New trail builds are both our most exciting and most expensive projects
- STP has a full docket of upcoming trail projects that cannot be built without a significant fundraising effort
- **Let these next few slides empower you to get interested, get involved, and donate to bring the trails our membership wants from idea to reality**

# 2025 Annual Financials

## Key Financial Highlights



Corporate Sponsorship Revenue – **24% decrease** from 2024



Membership & Donation Revenue – **11% decrease** from 2024



Event Profit – **8% increase** from 2024



Trail Maintenance Spending<sup>(1)</sup> – **15% increase** from 2024

### Income

Corporate Sponsorship	\$64,900
Membership & Donations	59,422
Grants & Public Support	31,000
Events	13,999
Merchandise	2,424
Other	60
<b>Total Income</b>	<b>\$171,804</b>

### Expenses

Trail Maintenance <sup>(1)</sup>	\$134,984
Payroll, Taxes & Benefits	74,461
Operations	15,087
Insurance	5,704
Events	5,602
Other	2,245
Cost of Goods Sold	1,086
Business Expenses	580
<b>Total Expenses</b>	<b>\$239,749</b>

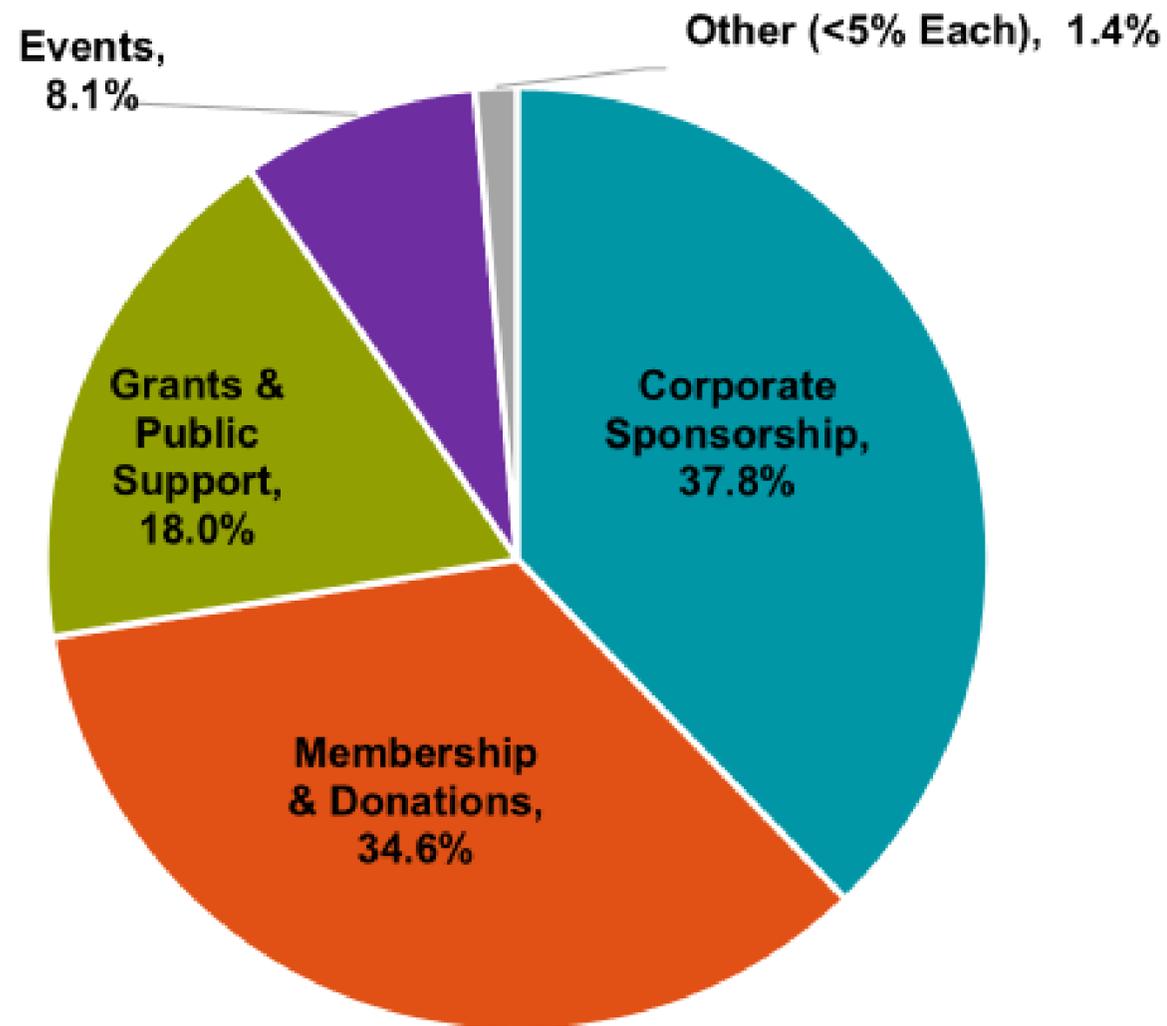
**Net Income / (Loss)** **(\$67,944)**

Note: Financials include actuals through 9/30/25 and projections for October, November, and December

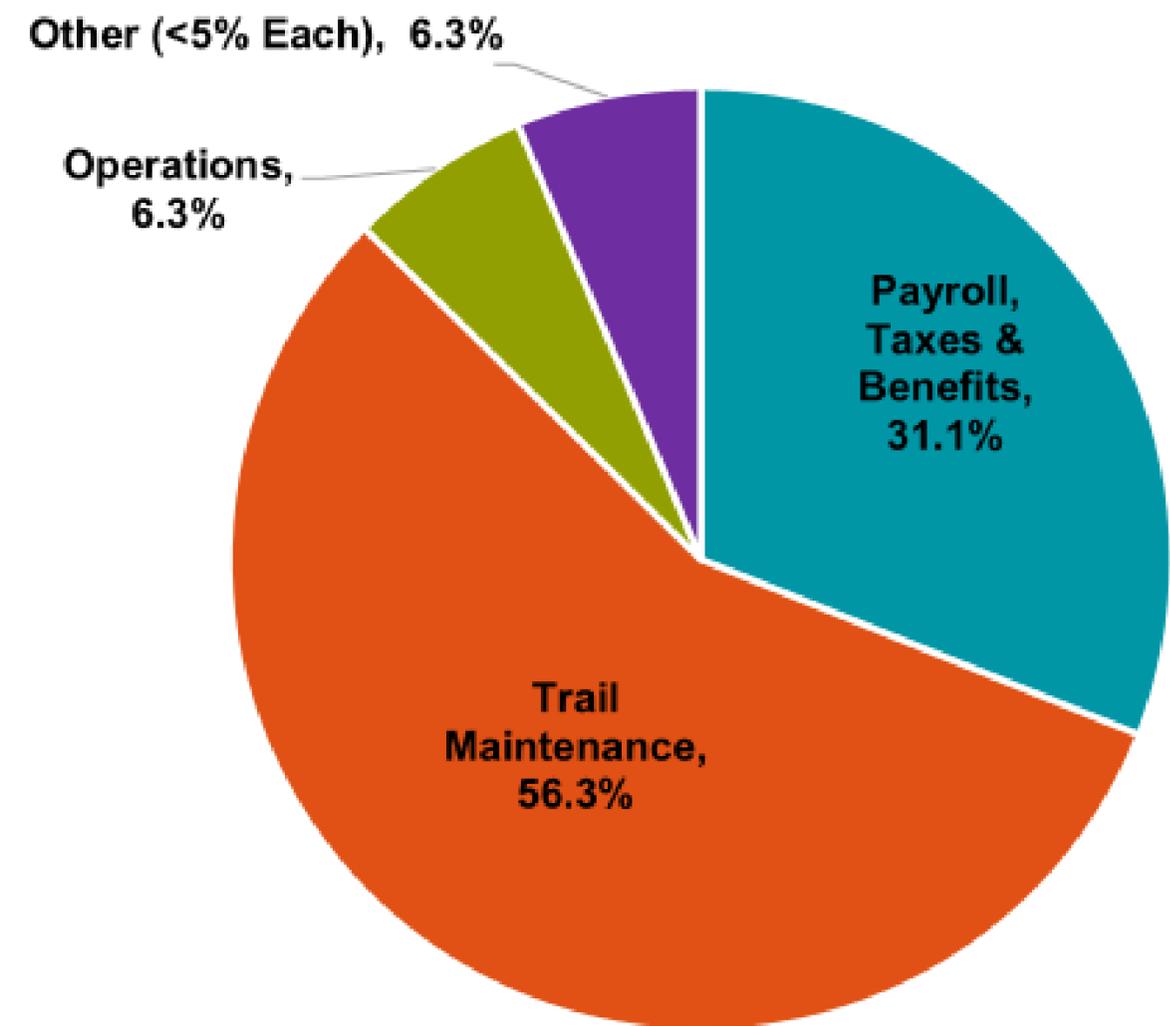
1) Trail maintenance expenses include trail crew payroll, taxes, & benefits along with materials and third-party contracts

# 2025 STP Financial Breakdown

## Income



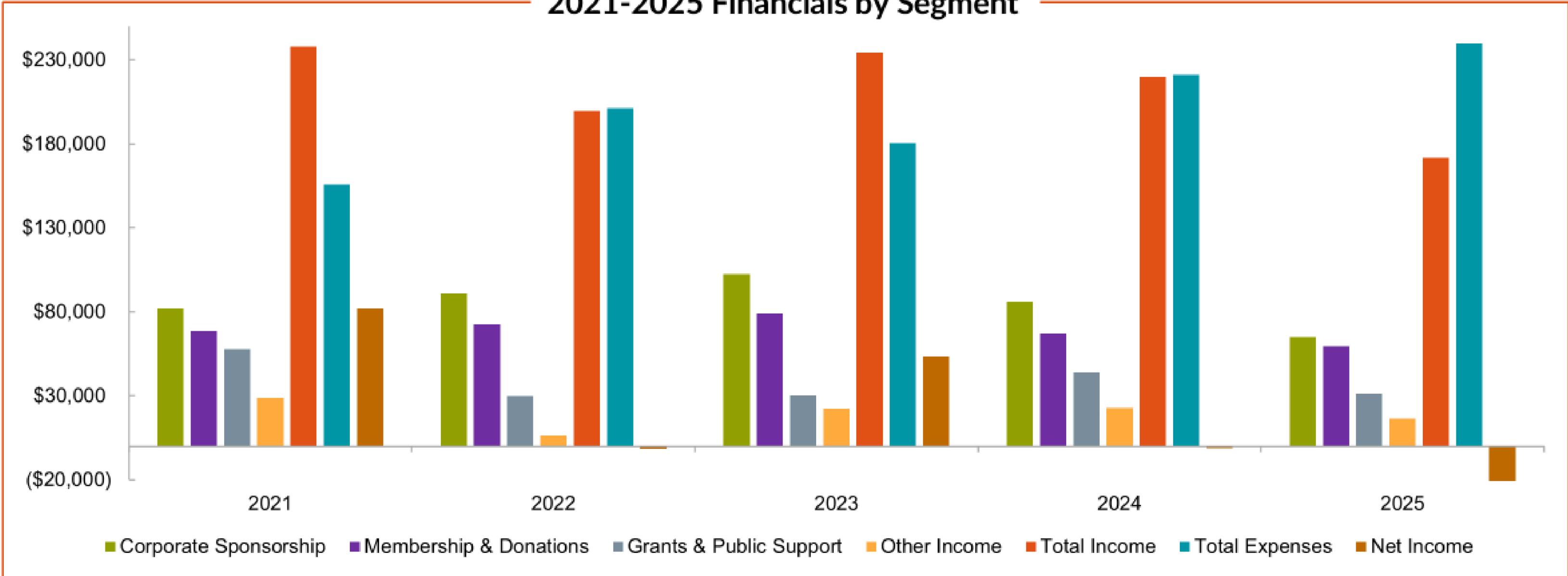
## Expenses



Note: Category breakdowns based on 2025 annual projected financials which include 9 months of actuals and 3 months of projections.  
Trail maintenance expenses include trail crew payroll, taxes, & benefits along with materials and third-party contracts

# Historical Financial Overview

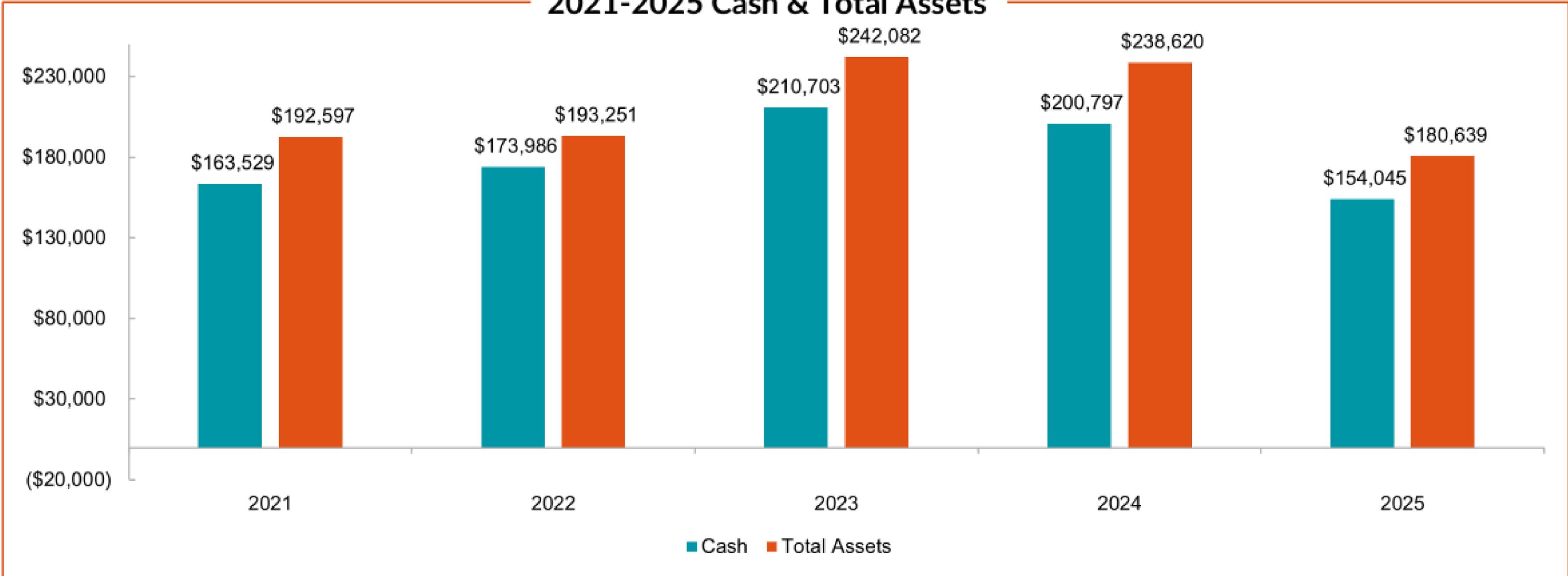
2021-2025 Financials by Segment



Note: 2025 annual projected financials include 9 months of actuals and 3 months of projections

# Historical Cash & Asset Position

2021-2025 Cash & Total Assets



Note: 2025 as of 9/30/25

# Our 2023 Strategic Plan

## Maintenance for Existing Trails

- ✓ • Employ Trail Manager and trail Crew
- ✓ • Secure appropriations from the town
  - Maintain a library of high-quality trail tools
- ✓ • Offer Professional Development Opportunities

## Trail Network Connectivity

- ✓ • Cultivate relationships with community stakeholders
- ✓ • Protect access to mapped and unmapped trails
- Secure trail access on land between existing networks

## Community/Diversified Trail User Engagement

- ✓ • Recruitment of board members beyond riding
- ✓ • Promote/host events around sports other than biking
- Create staff/internship to aid in engagement
- Develop database of non-bike users



# Our 2023 Strategic Plan

## Sustainable Growth

- ✓ • Help Develop a Stowe Master Rec Plan
- ✓ • Work on education on additional parking
- ✓ • Monitor trail use/road congestion
- Maintain/upgrade trails as needed
- Brainstorm solutions to better parking near trailheads

## Fundraising

- ✓ • Increase engagement with businesses, tourists, second-homeowners, and landowners
- ✓ • Strengthen relationships with major donors
- ✓ • Capital Campaigns for specific projects
- Donor appreciation events
- Consider an endowment

## Justice, Equity, Diversity, and Inclusion

- ✓ • Seat on VMBA DEI Committee
- ✓ • Research how to best be allies
- ✓ • Increase representation of excluded user groups in photo assets
- Collaborate with groups doing this work
- ✓ • Recruit new board members to build diversity



# 2026 and beyond Trail Projects

## **Baby Bears**

A new beginner trail in Cady Hill has been approved by the town!

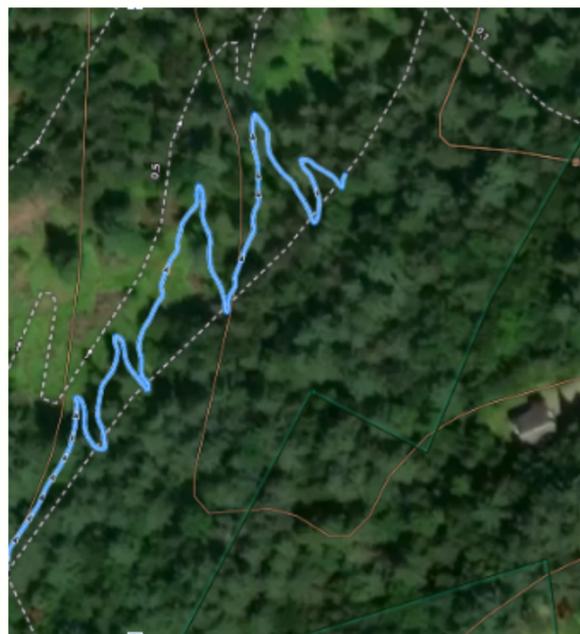
## **Adams Camp Connector**

Working closely with SLT and CTA to navigate the Act 250 Process.  
*Optimistic* shovel in ground in 2026.

## **Serenity and Adrenaline Pt 2**

Finish the volunteer-built double black downhill trail in Adams Camp!

**AND...**

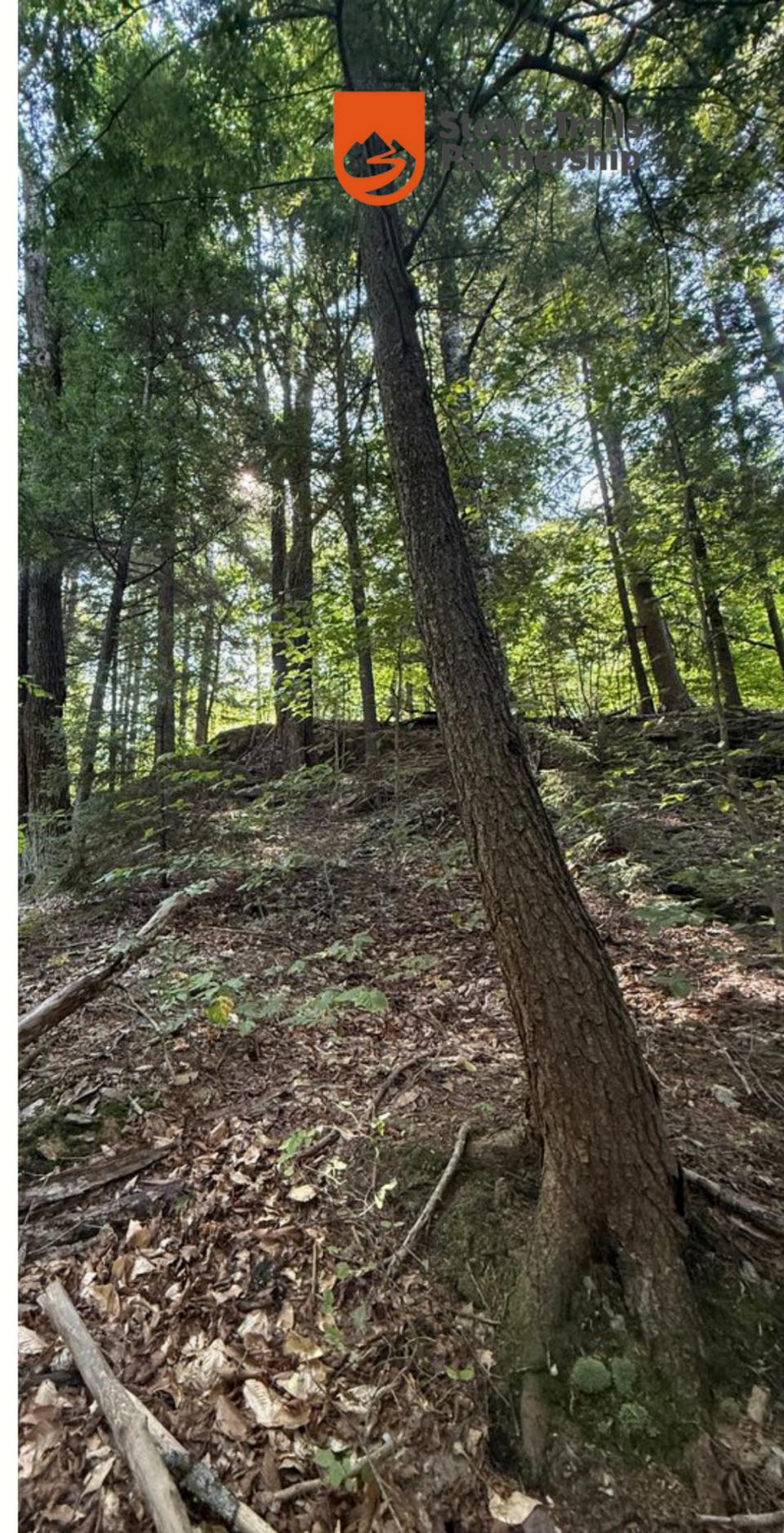


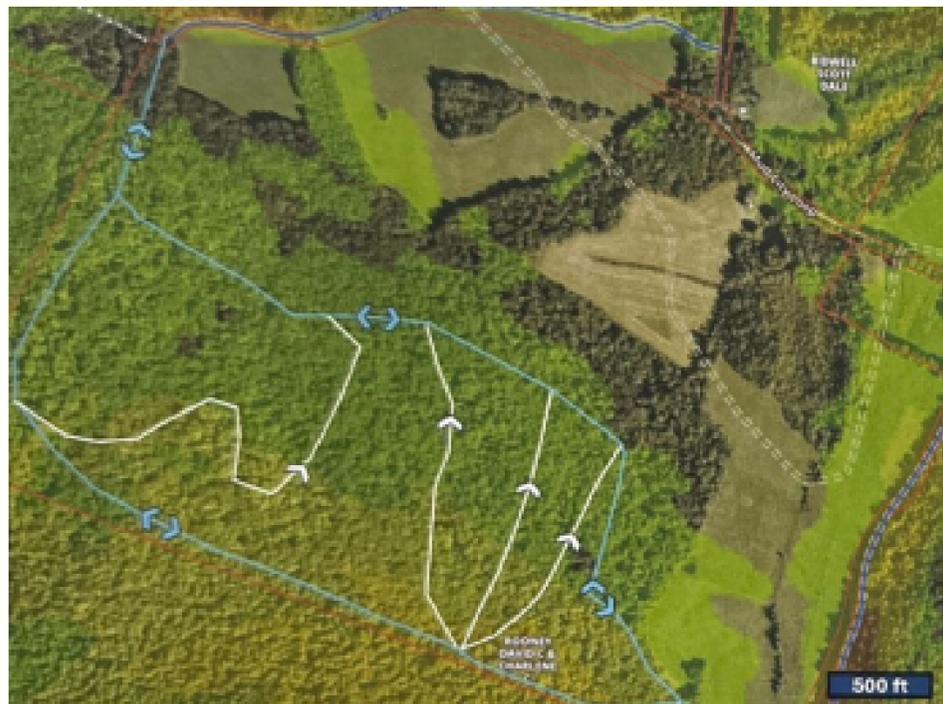




# Vermont Farms Meet Vermont Trails

- Going back to STP's roots
- Working Farm
- Skewing Expert and Beginner
- 10-15 miles of new trail
- Velomont Connection





\*Proposed Options, subject to change\*

# Let's Do it Right

## Good trail takes time

- STP Homecoming for Hardy Avery, co-founder
- A phased approach to building sustainably
- Directional downhill trails
- Adding more Expert Trails
- Connection to Sterling Valley



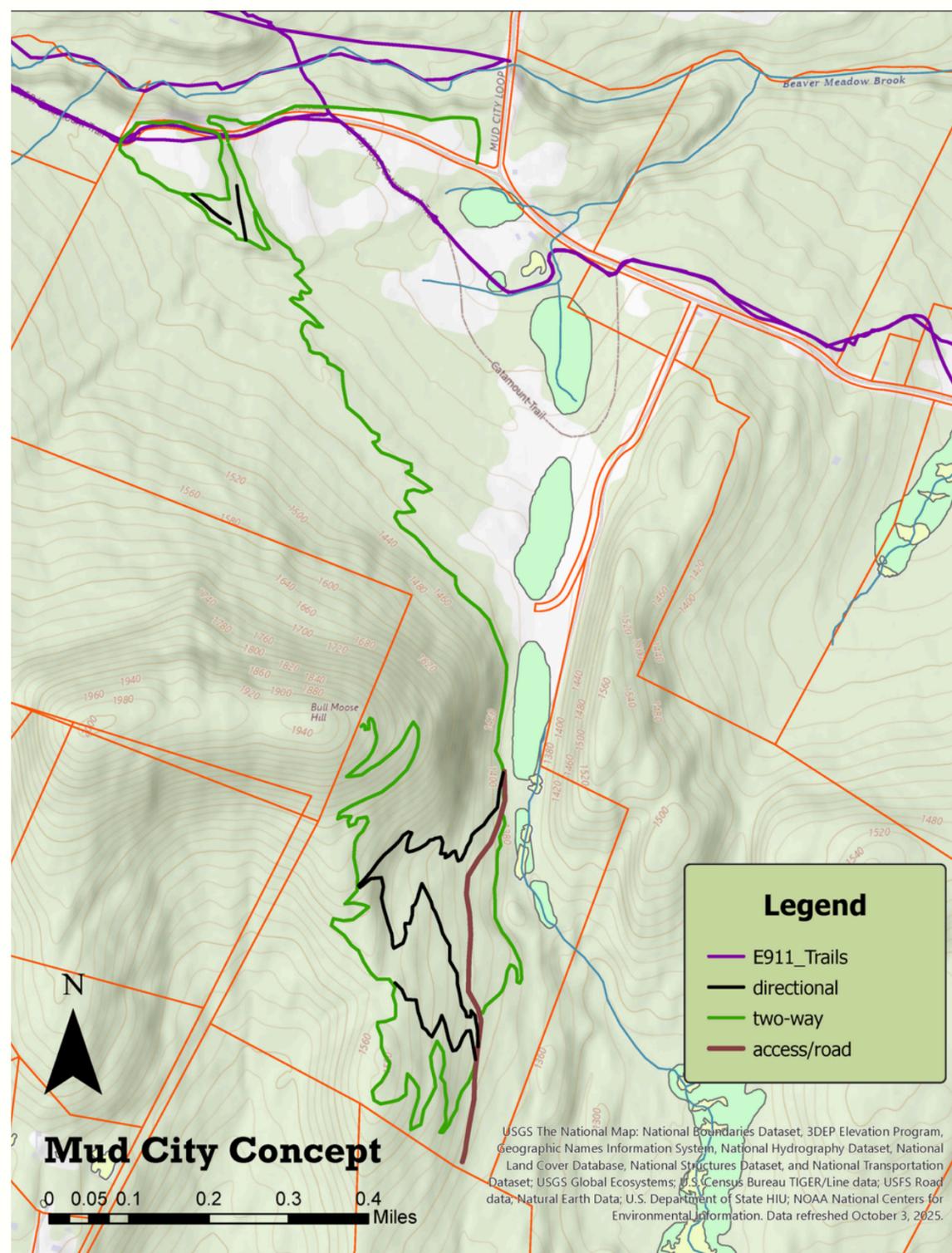
STP co-founders Hardy Avery (L) and Rick Sokoloff (R)



# Phase 1/3

## 2026-2027: The outlines

- Beginner Friendly Climb
- Expert Descent Trail
- Community Gathering Space
- Skills Zone



# We Need Your Help to make this happen!

Donate

Listening Sessions

Sign Up to volunteer

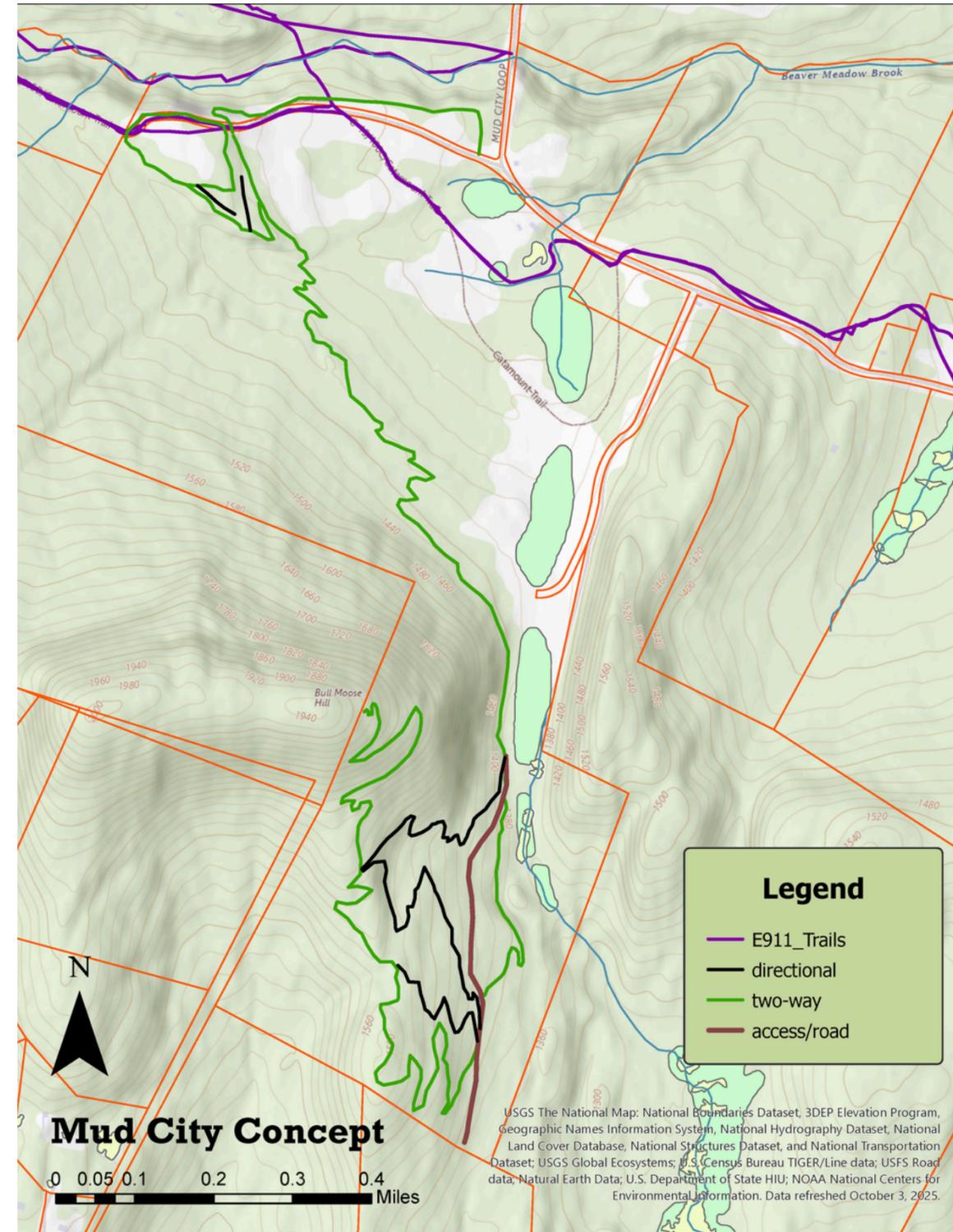


# We Need Your Help to make this happen!

## Donate

### Phase 1 Fundraising Goal: \$200,000

- Climb
- Descent
- Continued infrastructure for planning and permitting



# We Need Your Help to make this happen!

## Listening Sessions

Sign up for our Newsletter to attend 1 of 3  
community listening sessions:  
Winter 2025-6



Stowe Trails  
Partnership



# We Need Your Help to make this happen!



## Sign Up to volunteer

Want to help build trail?  
Sign up for our Newsletter to know when  
and where to dig in the dirt!









# Q&A?



Donate Today!