



Friends of the Genesee Valley Greenway

Five-year Plan

YEAR ONE

Organizational Growth and Development

- Engage in a membership campaign that results in a total of 150 members and volunteers.
- Engage a consultant to advise on fundraising goals and activities.
- Seek long-range planning assistance from Causewave.
- Develop an annual operating budget (minus existing grants) of \$30,000, including startup expenses for the signature event.

Trail Development, Enhancement, and Maintenance

- Revive the Adopt-a-Trail program in conjunction with NYSOPRHP and enlist five new or returning trail adopters.
- Engage with Greenway communities to develop Greenway wayfinding and interpretive signage, trail enhancements, and trail to community connections.
- Introduce the memorial bench program and purchase and place previously funded benches.

Promotion:

- Host the first annual Gravel Grinder bike ride with at least 50 participants, three corporate and/or business sponsors, and profits of \$20,000.
- In conjunction with NYSOPRHP and Trail Town communities, organize a varied and full calendar of trail activities at multiple locations throughout the corridor, including ILMPD and NTD.
- Place a Genesee Valley Greenway article in at least once regional publication.
- Introduce a new and current FOGVG website.

- Attract new followers to FOGVG social media accounts.
- Email a monthly e-news to all supporters and friends.
- Email a quarterly newsletter with more in-depth stories to all members, supporters, and friends.

Economic Development – Genesee Valley Trail Town Initiative

- Actively participate in the Genesee Valley Trail Town Initiative and take a leadership role in developing the Initiative's activities and fostering community collaboration.
- Work with Initiative partners to seek funds to continue to support professional assistance for Trail Town communities.
- Add one additional Greenway community to the Trail Town Initiative.

YEAR TWO

Organizational Growth and Development

- Continue membership development resulting in a total of 170 members and volunteers.
- Hold a training retreat for all FOGVG board members.
- Develop an annual operating budget (minus existing grants) of \$35,000.

Trail Development and Maintenance

- In conjunction with NYSOPRHP, enlist three new or returning trail adopters.
- Assist Greenway communities with the development of Greenway wayfinding and interpretive signage, trail enhancements, and trail to community connections.

Promotion:

- Host the second annual Gravel Grinder bike ride with at least 60 participants, four corporate and/or business sponsors, and profits of \$25,000.
- In conjunction with NYSOPRHP and Trail Town communities, organize a varied and full calendar of trail activities at multiple locations throughout the corridor, with an emphasis on attracting and serving multiple audiences.
- Place in at least one article featuring the Genesee Valley Greenway in a regional or statewide publication.

- Attract new memberships and donations through the FOGVG website.
- Attract new followers to FOGVG social media accounts.
- Email a monthly e-news to all supporters and friends.
- Email a quarterly newsletter with more in-depth stories to all members, supporters, and friends.

Economic Development – Genesee Valley Trail Town Initiative

- Actively participate in the Genesee Valley Trail Town Initiative and take a leadership role in developing its activities and fostering community collaboration.
- Continue to work with the Initiative partners to support professional assistance for Trail Town communities.
- Add at least one additional Greenway community to the Trail Town Initiative.

YEAR THREE

Organizational Growth and Development

- Continue membership development resulting in a total of 200 members and volunteers.
- Develop an annual operating budget of \$45,000.

Trail Development, Enhancement, and Maintenance

- In conjunction with NYSOPRHP, maintain the Adopt-a-Trail program and enlist three new or returning trail adopters.
- Assist Greenway communities with the development of Greenway wayfinding and interpretive signage, trail enhancements, and trail to community connections.

Promotion:

- Host its third annual Gravel Grinder bike ride with at least 75 participants, six corporate and/or business sponsors, and profits of \$30,000.
- In conjunction with NYSOPRHP and Trail Town communities, organize a varied and full calendar of trail activities for diverse audiences at multiple locations throughout the corridor,

- Place at least one article featuring the Genesee Valley Greenway State Park, FOGVG, and or the Tail Town Initiative in a regional or statewide publication.
- Attract new memberships and donations to the FOGVG website.
- Attract new followers to FOGVG social media accounts.
- Email a monthly e-news to all supporters and friends.
- Email a quarterly newsletter with more in-depth stories to all members, supporters, and friends.

Economic Development – Genesee Valley Trail Town Initiative

- Actively participate in the Genesee Valley Trail Town Initiative and take a leadership role in developing its activities and fostering community collaboration.
- Continue to work with Initiative partners to support professional assistance for Trail Town communities.
- Add at least one additional Greenway community to the Trail Town Initiative.

YEAR FOUR

Organizational Growth and Development

- Continue membership development to result in 225 members and volunteers.
- Develop an annual operating budget of \$55,000.

Trail Development, Enhancement, and Maintenance

- In conjunction with NYSOPRHP, maintain the Adopt-a-Trail program and enlist three new or returning trail adopters.
- Assist Greenway communities with the development of Greenway wayfinding and interpretive signage, trail enhancements, and trail to community connections.

Promotion:

- Conduct the fourth Gravel Grinder annual bike ride with at east 90 participants, seven corporate and/or business sponsors, and profits of \$40,000.
- In conjunction with NYSOPRHP and Trail Town communities, organize a varied and full calendar of trail activities for diverse audiences at multiple locations throughout the corridor, including ILMPD and NTD.

- Feature Genesee Valley Greenway State Park in at least one regional or statewide publication.
- Attract new followers through FOGVG social media accounts.
- Email a monthly e-news to all supporters and friends.
- Email a quarterly newsletter with more in-depth stories to all members, supporters, and friends.

Economic Development – Genesee Valley Trail Town Initiative

- Actively participate in the Genesee Valley Trail Town Initiative and take a leadership role in developing its activities and fostering community collaboration.
- Work with Initiative partners to support professional assistance for Trail Town communities.
- Add at least one additional Greenway community to the Trail Town Initiative.

YEAR FIVE

Organizational Growth and Development

- Continue membership development to equal to 250 members and volunteers.
- Develop an annual budget of \$80,000, which will include a part-time executive director.

Trail Development, Enhancement, and Maintenance

- =In conjunction with NYSOPRHP, manage an Adopt-a-Trail program that provides valuable assistance to trail maintenance activity.
- Assist Greenway communities with the development of Greenway wayfinding and interpretive signage, trail enhancements, and trail to community connections.
- Advocate for closing the remaining trail gaps and completion of the entire Greenway trail as per the Alta Vision Plan.

Promotion:

- Conduct the fifth annual Gravel Grinder bike ride with 100 participants, eight corporate and business sponsors, and profits of \$50,000.

- In conjunction with NYSOPRHP and Trail Town communities, host a varied and full annual calendar of trail activities, for a variety of audiences at multiple locations throughout the corridor.
- Ensure recognition of Genesee Valley Greenway State Park as one of the state's premiere multi-use trails and submit an article that is printed in the Rails to Trails Conservancy magazine.
- Email a monthly e-news will be sent to all supporters and friends.
- Email a quarterly newsletter with more in-depth stories to all members, supporters, and friends.

Economic Development – Genesee Valley Trail Town Initiative

- Actively participate in the Genesee Valley Trail Town Initiative as one of many partners working collaboratively throughout the region with the assistance of at least one full-time staff.

Unanimously approved by the FOGVG board, August 16, 2023.