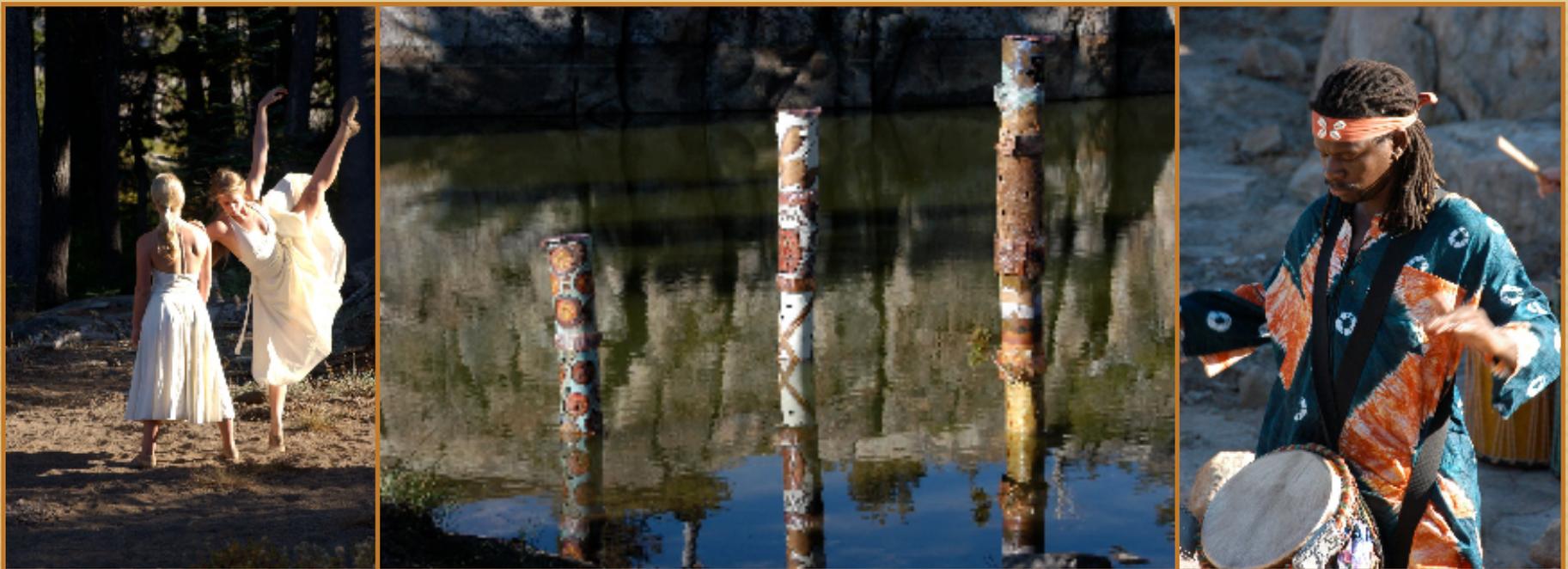


# TRAILS VISTAS

## An Experience in Environment Through Art



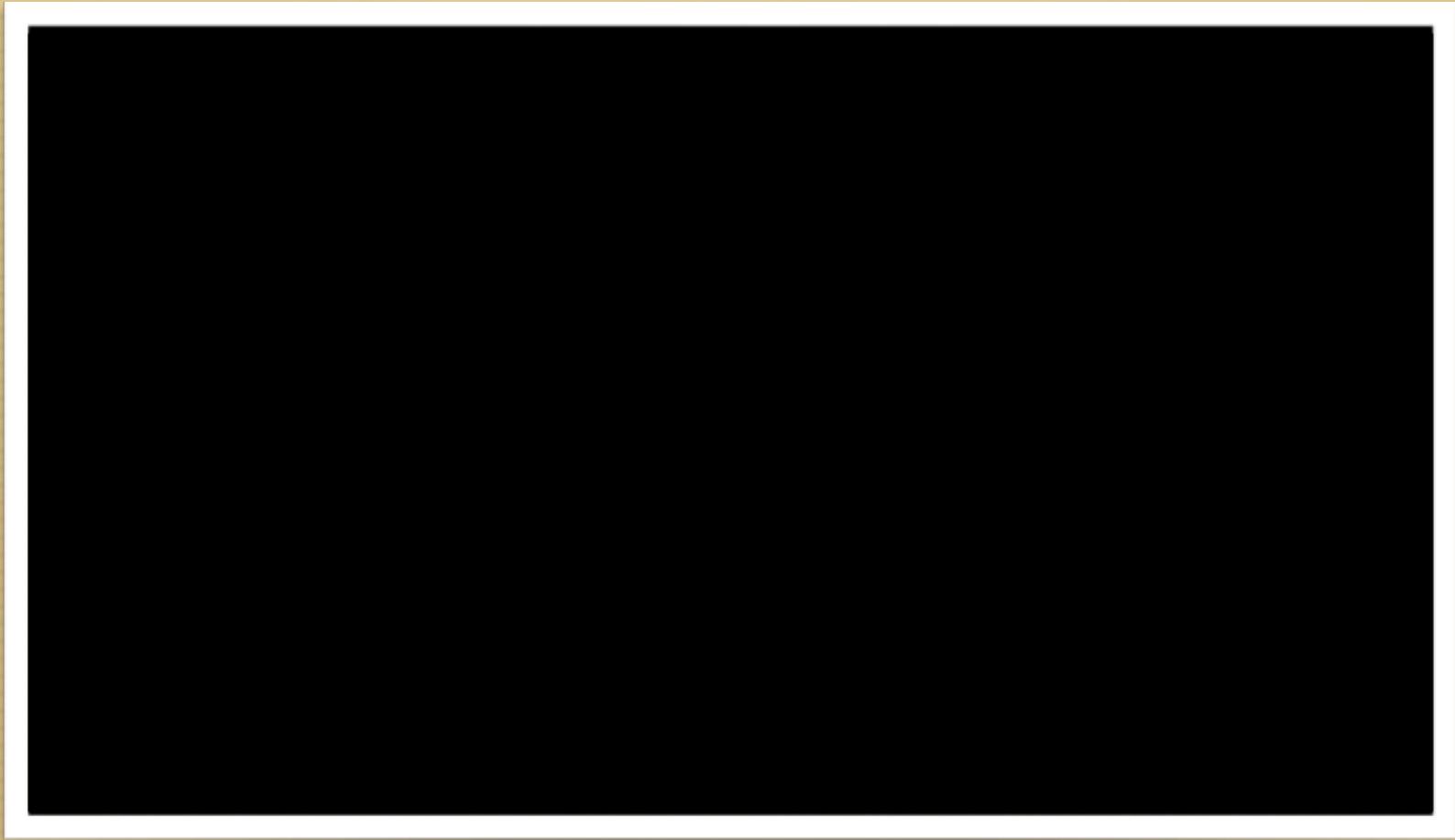
*2011 California Trails & Greenways Conference*

# TRAILS VISTAS

## Trails & Vistas ~ A New Experience Every Year

- ~ Alum Rock State Park in 1997, Masters project titled “Spring Streams” with 60 hikers, 12 performers.
- ~ The first Trails and Vistas, in 2004- 170 hikers on one day, 9 volunteers, 20 performers
- ~ Today: 501 (c) (3) non-profit with an weekend event working with over 50 volunteers, 30 to 40 artists, and 740 hikers
- ~ Partners/Collaborators: Truckee Donner Land Trust, InnerRhythms Dance Theatre, Arts For the Schools, and the KidZone Children’s Museum.
- ~ Host Sites: Upper Gregory Trail, Tahoe Donner Ski Ranch, Tahoe National Forest, Tahoe Donner Equestrian Center, Shirley Canyon at Squaw Valley.

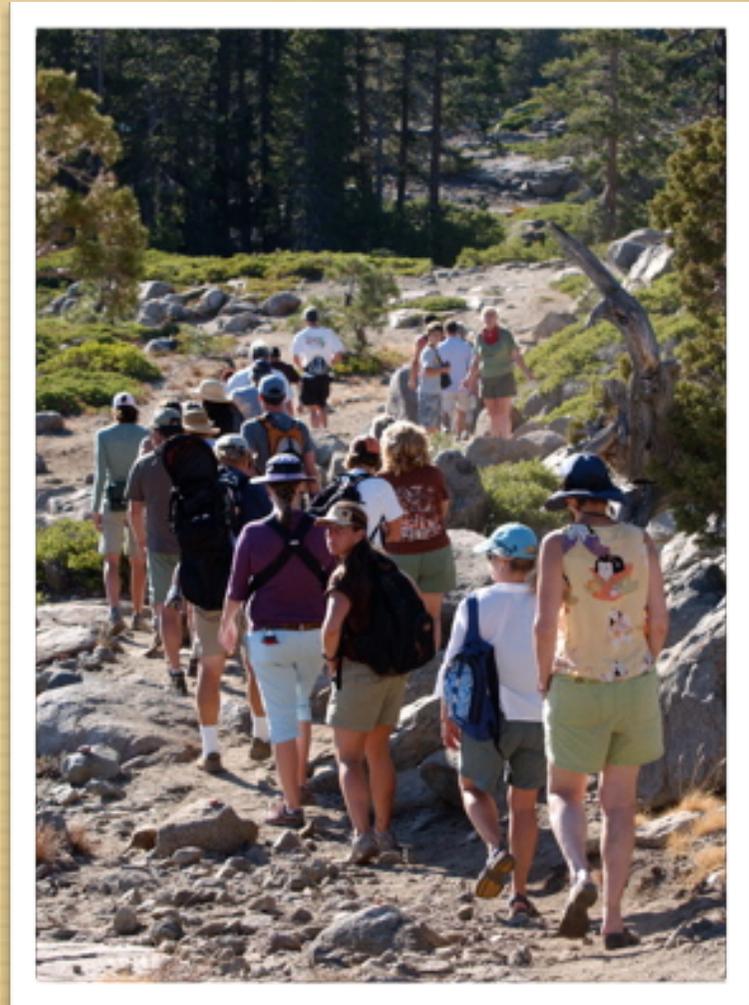
# TRAILS VISTAS



Visit [www.TrailsAndVistas.com](http://www.TrailsAndVistas.com) to view video

## Goals for Your Great Event

1. Community awareness
2. Education
3. Generate Funding
4. Creating an experience (making a connection)
5. Creating change
6. Call to adventure



# TRAILS VISTAS

## Memories of place



Siena Lopez, 6 years old  
Memory of Trails and Vistas, 2010



Ticketing System  
(Ticketleap)  
Banking

Insurance (The  
Nonprofits Insurance  
Alliance Group)

First Aid plan with  
volunteers, and first  
responders

Park -Trail map, Facilities-  
bathroom, parking, display  
area, check-in area, permits

The Partners/Collaborators: Non-profit Organizations or Businesses:  
Arts, Youth, Environmental - Staff, Board of Directors, Volunteers



**Fundraising:**

Funding- Partners, Relationships for sponsorships, In-kind sponsors, Grants, Research and customize proposal, Letter of inquiry, Grants to Community Foundations, Corporations, Service groups (Rotary)

**Strong Marketing Plan:**

Branding & Advertising

**Graphic Design:** Logo, traditional print-posters and postcards, newsletters, web design, email design

**Photographer:** Pre-event marketing, documentation of the event

**Public Relations:** press releases, email newsletters, social media (facebook, tweeter, etc.)

**People:** *Volunteers*-trail guides, base camp event volunteers, *Participants* (audience), families, adults, youth, school field trips

**Staff:** Executive Director, Board of Directors, Parks staff, non-profit organizations

**Creative Branch:** Entertainers, Artists, Musicians, Poets

**Tree Trunk:** Executive Director, Event Coordinator, Performance Director



Truly experience the spooky and historic sites of Truckee, CA

## TRUCKEE HISTORICAL HAUNTED TOUR 2010

**The 2010 Truckee Haunted Historical Tour is SOLD OUT.**

**FOR REGISTERED GUESTS HOLDING A TICKET**  
Please [click here](#) to download your Check List of Facts you need to know prior to your arrival

However, we welcome you to join us for our fundraising raffle with great items to win. [Click here](#) for more information.

**Need something for the kids to do while you're at the tour?**

KidZone Museum will offer childcare with Professor Stickeybottom's Halloween Science on Thursday, October 21 to children age 5+ from 5:00 p.m. till 8:30 p.m. The cost is \$20 per child / \$15 for additional siblings (must present ticket to the Historical Haunted Walking Tour for this rate) and \$25 for families not attending the tour. Dinner will be provided, pizza, milk, and veggies. Please call 530-587-5437 to reserve a spot.



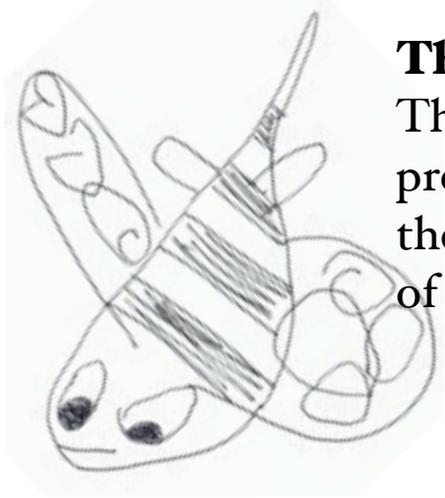
Shooting the Breeze in front of Goodfellows Grotto, currently the Coffee And.  
Photo courtesy Truckee-Donner Historical Society

## Truckee History Tour Makes the News

[Truckee hosts Historical Haunted Tour Oct. 21 and 22 - rgj.com](#)  
Trails and Vistas and the Truckee-Donner Historical Society are



# TRAILS VISTAS



## **The worker Bees**

The doers, volunteers, productive bees creating the honey, the sweetness of truth and life.



## **The Stag**

Leaders, ambassadors. The stag symbolizes pride, strength and grace.



## **Squirrels**

Who finds the funders, support, provide resources; the squirrel is your planner and gatherer.



## **The Crow**

Generates ideas, the brains that use tools to succeed, the crows make informed decisions.

# TRAILS VISTAS



# TRAILS VISTAS

“The combination of such elevated expression with the impact of a powerful natural landscape, simple put, has changed us.

That night, after the moving event, we moved in silence (a first for us) and retired early. I feel that after our hearts have soared like this, they will never really come back down.”

*- Gwendalyn,  
Incline Village*





## *Thank You!*

Please join us for Trails & Vistas 2011  
on September 17 and 18 at Spooner Lake,  
Lake Tahoe, Nevada

Learn More at  
[www.TrailsAndVistas.org](http://www.TrailsAndVistas.org)  
Nancy Tieken Lopez  
[info@trailsandvistas.org](mailto:info@trailsandvistas.org)