

\$1 FOR TRAILS

DESCHUTES TRAILS COALITION

Ensuring a future of sustainable trails in Central Oregon

Your business directly benefits from active people who come to use Central Oregon's trails. The \$1 for Trails program is a simple, meaningful way for you to help us sustain them.

Why:

Trail-based recreation is the backbone of Central Oregon's outdoor culture and is a huge economic driver for our community. With increasing demands on our multi-use trail system, keeping up with maintenance and growing use is a critical need.

The \$1 for Trails program gives local businesses an active role in preserving and caring for our local trail networks by providing funding for maintenance, repair, and construction to ensure trail viability and sustainability for years to come.

With increasingly limited federal funding we risk compromising the very thing that makes this place so special to so many people. We need your help.

Questions?

Contact Jana Johnson
Executive Director
Deschutes Trails Coalition
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How does it work:

Your business is the conduit for donations of \$1 per night to be made by guests to support the trails they are here to enjoy, at no cost to you.

- \$1 is automatically added to each night's stay.
- Fee collection can be customized to suit your POS systems needs (i.e. during the booking process, added to the final bill as a resort fee, etc.)
- Guests may choose to "opt out".

Long Term Vision

Our local economy depends on our access and proximity to the world-class public lands experiences. By supporting our trails system, you are investing in our most important community asset and aligning with the values of our residents and visitors.

By demonstrating your support for trails, nature and our local economy, your business has an opportunity to join a growing group of partners who see the value of protecting and preserving our most treasured asset.



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\$1 FOR TRAILS BY THE NUMBERS

2,100

Miles of trails in
Central Oregon

69%

Percentage of visitors
who came to Central
Oregon for recreation
purposes 2024-2025

\$596,850

Amount needed annually to
sustain all the trails in the
Deschutes National Forest

\$71,000

Estimated annual Deschutes
National Forest Trails
Program budget

\$170,000

Cost to fund the DTC Trail
Crew annually

\$200,000

Goal for funds raised annually
through this program by 2028

PROJECTS WE'VE FUNDED

46

Number of projects funded by
\$1 for Trails Program

\$62,557

Increased and improved signage
across West Bend, Black Butte,
Sunriver and several Sno-Parks

\$29,382

Trail skills training for volunteers

\$51,980

New trail construction

\$29,524

Accessibility projects

\$46,387

Tools and equipment

Learn more



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