



**The Trail  
Foundation**

**2022 Campaign for a Home**







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## TTF Leadership Team

Heidi Anderson  
*CEO*

Hanna Cofer  
*COO*

Grady Reed  
*Park Operations Director*

Kylie Rush  
*Development & Communications  
Director*

Charlotte Tonsor  
*Capital Projects Director*



## From the Campaign Co-Chairs

For nearly 20 years, The Trail Foundation (TTF) has been dedicated to protecting, enhancing, and connecting the Ann and Roy Butler Hike-and-Bike Trail at Lady Bird Lake.

This year, TTF will sign an agreement with the City of Austin to take on some of the operations and maintenance of the Trail and its over 200 acres of surrounding parkland. With this new responsibility comes a need for organizational growth - including a permanent home for TTF.

In 2020, TTF leadership identified a potential home in the South Shores District on the east side of the Trail. This up-and-coming area is the perfect place for TTF to settle into a permanent office space. It's located just .12 miles from the Trail and will be within walking distance of a new 97-acre development planned near Riverside Drive and Pleasant Valley.

Not only will this home provide for future growth of the staff, but it also offers a regular meeting space, storefront, and a small event and reception area. Having this infrastructure in place will allow for more security and sustainability of the organization so the staff can focus on TTF's mission.

Your support is critical to making TTF's home a reality. We hope you will consider making an investment into the future of TTF and the Trail and parkland they steward.

Sincerely,

*Griffin Davis*   *René Albee*   *Brad Stein*   *Carl Shurr*

Griffin Davis, René Albee, Brad Stein, Carl Shurr  
Capital Campaign Co-Chairs



## Organization Overview

The Trail Foundation (TTF) was formed in 2003 to protect, enhance, and connect the Ann and Roy Butler Trail at Lady Bird Lake for the benefit of all. We have fulfilled that mission through careful improvements to the Trail’s infrastructure and environment, while honoring the original vision of the Trail’s founders.

The Trail Foundation is at a pivotal point in its history. This year, TTF will become the primary steward of the Ann and Roy Butler Trail at Lady Bird Lake, and will be responsible for operations and maintenance of the full 200+ acres of parkland on which the Trail sits.

## Annual Impact

4.9 Million  
Visits Per Year

1,100  
Volunteers

3,500 Natives Planted

\$2.2 Million  
Invested in the Trail in 2021



# The Problem

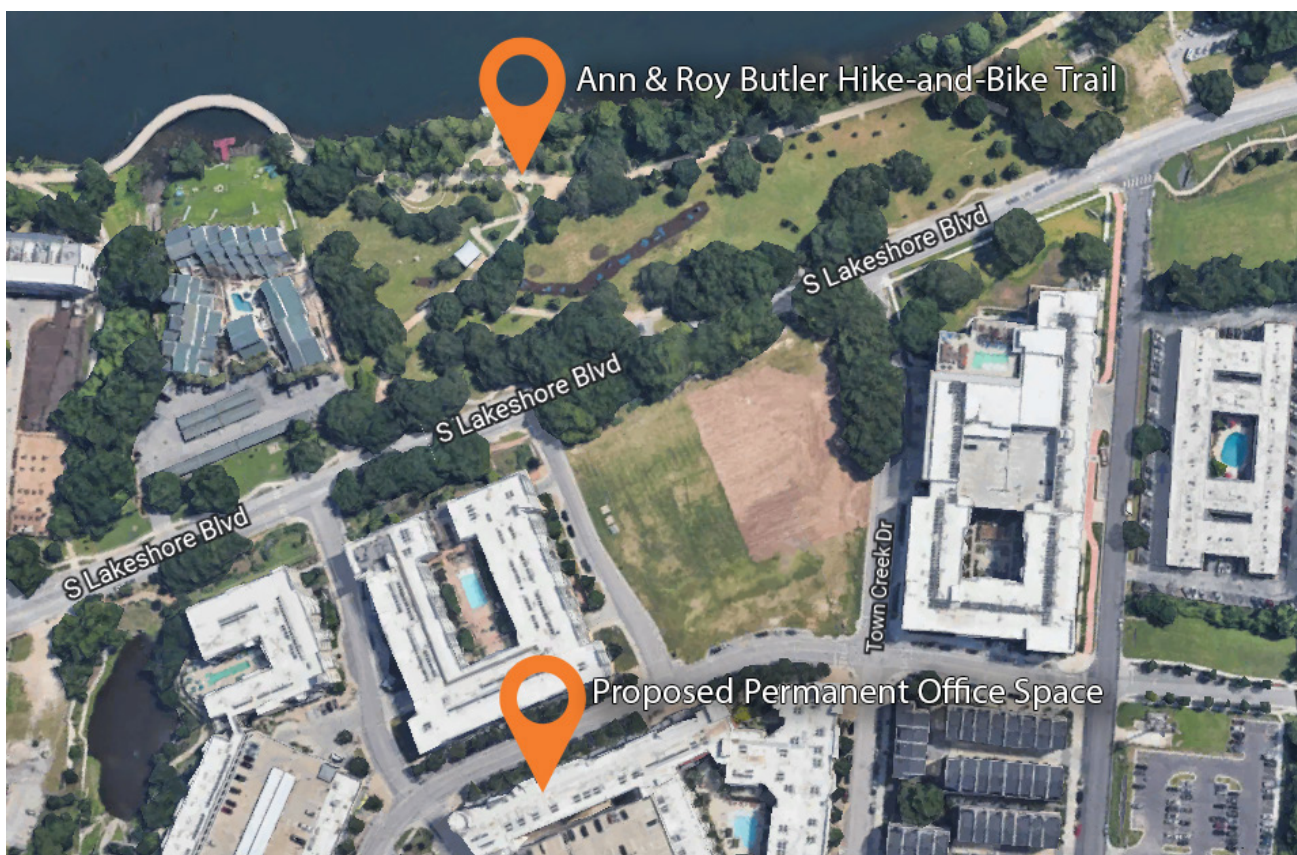
- Since 2005, TTF has **moved nearly every year** to take advantage of low-cost office space
- The TTF **staff size has more than doubled in the past three years** with additional rapid growth anticipated
- Spaces used have often been **small or shared with other organizations**
- There is an increasing need to have **accessible space to meet with donors, board, and key stakeholders**

# The Solution

- A permanent home for TTF allows for **future organizational capacity and growth** as needed
- **Proximity to the Trail** creates additional efficiency and exposure as TTF is expanding operations
- Creates an opportunity to be in a **rapidly growing neighborhood**
- A long-term and customized space leads to **higher donor and staff recruitment and retention**

# South Shore District Opportunity Highlights

- **0.12 miles from the Ann and Roy Butler Hike-and-Bike Trail** at International Shores
- Approximately **3,500 square feet of usable space** including a mezzanine
- Ability to accommodate 14 existing staff and **up to 25 staff total** in the future
- **50% below market rate** with initial 7-year lease with two, 5-year extension options
- Located in **SE Zone of the Trail** which will be the initial phase of TTF's Park Operations & Maintenance Agreement with the City of Austin



# Project Cost

Total Estimated Capital Costs:

\$540,000\*

*\*Includes Construction Contingency*

Total Raised To-Date:

\$269,500

\$225,000 - Investment from GrayCo Partners

\$44,500 - Raised from Private Donors

Remaining to Raise:

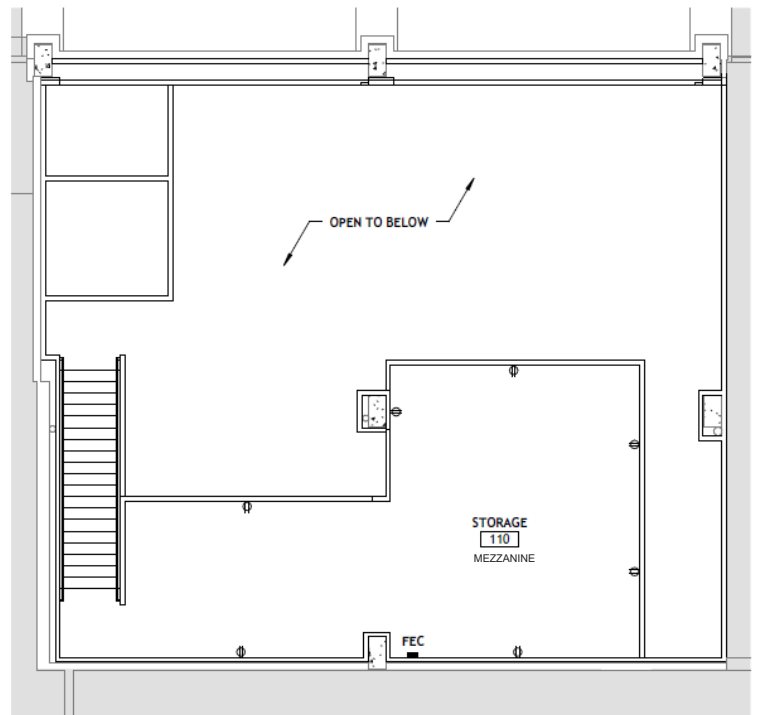
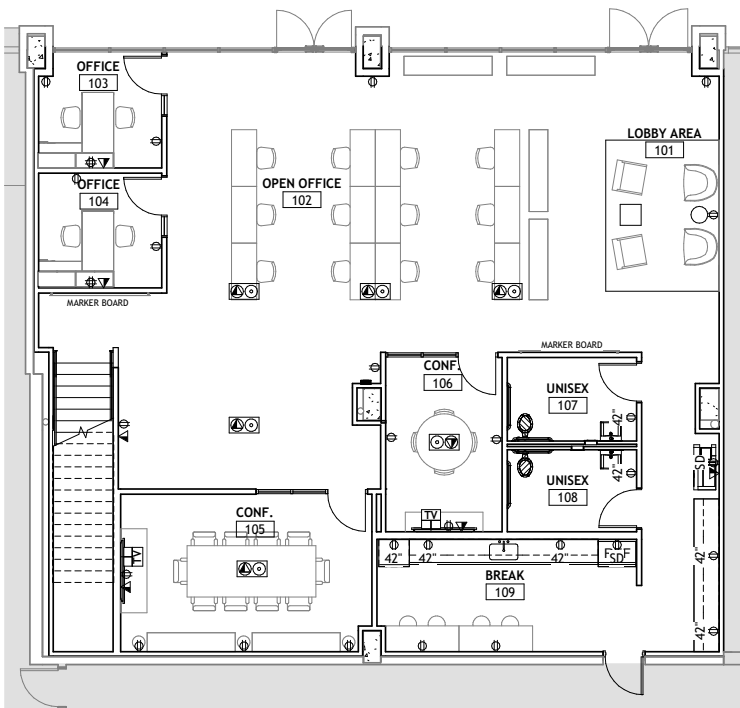
\$270,500



# Project Specs

## Ground Floor

- 2,500 Square Feet
- 2 Private Offices
- 2 Conference Spaces
- Open Office Floor Plan



## Mezzanine

- 1,100 Square Feet
- Event and/or Storage Space
- Ability to Build Out Office Space in the Future




# Giving Opportunities

Join us today to secure the future of The Trail Foundation and the Ann and Roy Butler Hike-and-Bike Trail.

## Dedication Opportunities

\$100,000	<b>Mezzanine Dedication</b> While the mezzanine can be used for future growth, in the meantime this space will be used to host small events, cocktail receptions with donors, and more.
\$75,000	<b>Large Conference Room Dedication</b> The large conference room puts you or your company's name front and center with the Butler Trail's Board, donors, and stakeholders.
\$50,000	<b>Storefront Dedication</b> With the new office space being so close to the Trail and in view of a busy sidewalk, TTF will have small storefront near the front of the space where Trail users and community members can purchase TTF swag and Trail gear.

## Additional Recognition Opportunities

	<b>Visionary \$25,000</b>	<b>Champion \$15,000</b>	<b>Leader \$10,000</b>	<b>Advocate \$5,000</b>	<b>Supporter \$2,500</b>
<b>Permanent On-Trail Recognition</b>					
<b>Recognition at TTF's Signature Events*</b>					
<b>Etching on Office's Front Window</b>	<b>Prime</b>	<b>Prominent</b>	<b>Prominent</b>		
<b>Recognition in TTF Campaign Marketing</b>	<b>Prime</b>	<b>Prominent</b>	<b>Logo</b>	<b>Logo</b>	
<b>Recognition on TTF Campaign Webpage</b>	<b>Prime</b>	<b>Prominent</b>	<b>Logo</b>	<b>Logo</b>	<b>Name</b>
<b>Custom Brick Etching on the Trail</b>	<b>Name</b>	<b>Name</b>	<b>Name</b>	<b>Name</b>	<b>Name</b>

\* TTF Signature Events include Moonlight Margarita Run, Twilight on the Trail, State of the Trail; this benefit is offered for two (2) years.



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