



# Strategic Plan

## 2013-2032



## Timeline of Accomplishments 2005-2012

2004

- Disseminated Trail plans through informational meetings with stakeholders
- NC Wildlife Resources Commission makes commitment to fund NCBT Coordinator
  - Steering Committee includes Wildlife Resources Commission, NC Cooperative Extension Service, Sea Grant and Audubon North Carolina
- Mission statement and NCBT logo adopted
- Site nomination form developed to use for selecting NCBT sites

2005

- Public meeting in Washington, NC to solicit support and describe NCBT plans
- Steering committee expanded to include NC State Parks and US Fish & Wildlife Service
- Governor's Conference on Tourism – participated in a session on NC Trails
- Regional meeting in Plymouth to discuss the potential economic benefits to communities
- Coastal Plain nominations open for sites on the NCBT
- "Trail Mail" electronic newsletter initiated
- NCBT coordinator hired by Wildlife Resources Commission
- Grants:
  - The Wildlife Society, in partnership with the NC Chapter of The Wildlife society, to develop a brochure highlighting wildlife-related educational opportunities in NC
  - N.C. Department of Commerce matching grant to develop a promotional brochure with calling cards about the NCBT for dissemination to 18 NC Welcome Centers, members of Audubon North Carolina, the Carolina Bird Club and others across the state
  - Weyerhaeuser Company Foundation to support development of the NCBT
  - GoldenLEAF Foundation to support NCBT guide design and development, web site enhancements, and the development and implementation of the Birder Friendly Business & Community training program

2006

- Coastal Plain site nominations close – 102 sites selected for the NCBT
- Birder Friendly Business & Community training program begins in Plymouth, July 25
- Piedmont nominations open for sites on the NCBT
- Piedmont regional meetings held to inform communities about the NCBT and the nomination process
- Grants:
  - N.C. Department of Commerce, Tourism Matching Funds award to develop a magazine advertisement for the NCBT in two national birding magazines
  - Progress Energy Foundation to support printing and production costs for the Coastal Plain Trail Guide
  - GoldenLEAF Foundation to support Coastal Plain and Piedmont Trail Guide design and development, and continued support for the Birder Friendly Business & Community program

2007

- Bird species database development begins for each site on the NCBT
- Piedmont site nominations close – 103 sites selected for the NCBT

- Mountain regional meetings held to inform communities about the NCBT and the nomination process
- June 19, 2007 – Ribbon cutting for NCBT – Coastal Plain Trail held at Hammocks Beach State Park
- Mountain site nominations open
- UNC Press and the NCBT agree on a marketing/distribution partnership
- Grants:
  - Cardinal Foundation grant for NCBT development
  - Carolina Bird Club matching grant received for NCBT development
  - Onslow County Tourism provided financial support for the ribbon cutting

#### 2008

- UNC Press advertises in national print media, displays guides at booksellers meetings and arranges for 10 book signings across NC
- Audubon magazine produces insert “Audubon’s Field Guide to Birding Trails” and prominently features the NCBT
- Mountain nominations close – 105 sites selected for the NCBT
- May 15, 2008 – Ribbon cutting for NCBT – Piedmont Trail Guide held at Durant Nature Park, Raleigh
- Birder Friendly Business & Community training ends with 19 programs and 297 attendees

#### 2009

- “The Best of Our State”, sponsored by *Our State* magazine, invites the NCBT to participate as one of the featured speakers. Approximately 800 people attended the event at The Grove Park Inn, Asheville
- Extension specialist, Rob Hawk continues Birder Friendly Business & Community training programs in the mountains
- June 25, 2009 – Ribbon cutting for NCBT – Mountain Trail Guide held at the NC Arboretum, Asheville
- Communications meeting with Steering Committee partners results in a media plan to implement a Facebook page
- Audubon NC and NCBT begin collaboration on NCBT sites in Important Bird Areas

#### 2010

- State Parks declares 2010 “Year of the Birds”
- NCBT Facebook page launched
- Local Audubon chapters and other community groups around the state purchase and install Trail signs at local NCBT sites
- Bird search database is completed for all sites across the state

#### 2011

- 25,000 rack cards developed and distributed
- Call for nominations of new NCBT sites statewide

#### 2012

- 19 Sites added to the NCBT (6 Coastal, 8 Piedmont, 5 Mountain), bringing the total to 327 sites
- NCBT strategic plan update initiated
- Participated in the opening festival for the NC Nature Research Center, Raleigh

- Original 25,000 rack cards distributed; an additional 25,000 printed
- Website update and migration to a new platform initiated

2013

- New NCBT website completed
- NCBT Strategic Plan revision completed and unanimously approved by Steering Committee