



2018-2023

# FOUNDATION IMPACT REPORT





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## Greetings trail lovers,

What an honor it is to recap the Elizabeth River Trail Foundation's history in this report, which celebrates our 7th anniversary as a nonprofit foundation. We are still navigating the challenges of a young organization, but in awe of what we've been able to accomplish thanks to our donors, trail users, dedicated volunteers, board leadership and committee members.

In 2015, members of the Greater Norfolk Corporation asked a group of leaders "what is the one project that could move the needle in Norfolk if we put time and resources into it?" The answer was clear and unanimous — the Elizabeth River Trail!

What began as an impassioned effort to enhance and activate the trail as a placemaking spine along Norfolk's historic waterfront has become a public/private partnership success story. It's clear we've built love and support for the Elizabeth River Trail, and we invite others to do the same.

Over the last six years we've enhanced the trail with public art, play structures, kayak launches, picnic tables, bike repair stations and racks, installed more than 500 wayfinding signs, held hundreds of free programs on the trail annually, planted trees and pollinator gardens, become a solace, a refuge and a safe place to gather during the pandemic and much, much more — all with a staff of two or less.

Today, our efforts focus on the expansion of the existing 10.5-mile ERT to a 22.5-mile trail system that connects three universities (NSU, ODU and EVMS), Downtown Norfolk, economic engines such as the Sentara Norfolk General Hospital, Children's Hospital of the King's Daughters, Naval Station Norfolk, and the Port of Virginia, 48 neighborhoods, the City of Virginia Beach, the Virginia Capital Trail, the Birthplace of America Trail (BoAT), and the East Coast Greenway.

As the ERT expands, our signature amenities such as signage, solar lighting, playgrounds, kayak launches, public art, luminous paths, living shorelines, rain gardens, and more are added to meet the unique needs of each neighborhood.

The ERT is growing to become a recreational, social and educational destination that improves environmental awareness, neighborhood connectivity, and provides a place for innovative economic development in the region. The ERT is the physical spine of the Norfolk Innovation Corridor, a thriving Technology Zone that supports resilience products, services, and technologies and a part of an eco-corridor building a trail that tells the story of a changing coast.

The ERT follows in the footsteps of other great trails in attracting and retaining talent, improving the quality of life for residents, and making positive impacts on the health of people and the environment. The ERT will be incorporated into the Coastal Storm Risk Management project. The United States Army Corps of Engineers will need access to periodically inspect the top of the flood barrier, and that access will be designated as the new Elizabeth River Trail, providing a multi-use path for people across our region.

Today, we talk about health, equity, the environmental impact of an ever hotter world, a rising river and changing climate, and we see the Elizabeth River Trail at the intersection of all of these issues. It is much more than a trail; it is a sponge, a bridge, a connector, a storyteller, and if not a solution to these pressing issues, a path to a resilient future.

I challenge each of you to bring someone new to the trail, to explore a section that you haven't, to support a trailside business or consider a way to be involved whether as a committee member, or as an individual or corporate donor. This is an amenity to be shared and sustained for our future. This is YOUR ERT, with something for everyone and FOR everyone.

With gratitude, I'll meet you on the trail,



Kindra Greene, Executive Director







## **MISSION STATEMENT**

Our mission is to create an inclusive and resilient urban riverfront trail that connects and inspires people and businesses in the region. The Elizabeth River Trail Foundation will provide the planning, fundraising, and marketing to generate public support for a healthy and dynamic regional trail.

## **VISION STATEMENT**

The Elizabeth River Trail Foundation will build a trail as diverse and vibrant as the land it sits on, the river it follows, and the community it serves.



# EQUITY STATEMENT

Something FOR Everyone. The Elizabeth River Trail Foundation believes that access to trails and open spaces are a fundamental right for all. The ERT has the power to connect communities and provide public access to our working waterfront.

The ERT seeks to provide access and amenities to people along the Trail to meet the specific needs of each community. Inequities exist in the built environment, and it is our responsibility to bring equity to every trail section, trailhead, and amenity.

The ERT commits to cultivating an inclusive and welcoming culture among its staff, volunteers, board members, community partners and program participants. We approach this work with respect, openness, and a willingness to learn and adapt.

ERT volunteers and committee members are expected to represent the Foundation in a way that supports and enhances our mission and exemplifies the above equity statement. ERT volunteers and committee members will behave with integrity, respect, kindness, and compassion to everyone they interact with while representing the ERT.







# 2022–2023 Board of Directors

## **Barbara Benesh**

*Founder & Design Principal —  
B. Grace Design  
Co-Chair of Fundraising Committee*

## **Barry Bishop**

*Community Leader  
Board Treasurer*

## **Tim Faulkner**

*President & CEO, The Breeden Company*

## **John Garrett**

*Vice President, TowneBank Norfolk  
Vice Chair*

## **Giovanna Genard**

*VP of External Affairs & Marketing  
Leader, PRA Group  
Board Secretary*

## **Jackie Glass**

*Virginia State Delegate*

## **Destini Harrell**

*Community Connector & Strategist,  
The Blessed Rogue LLC.,  
Chair of DEI Committee*

## **Dr. Michael Hooper**

*Chief Medical Officer — Sentara Norfolk  
General Hospital*

## **Rachel McCall**

*Vice President of Strategic Initiatives,  
Downtown Norfolk Council,  
Chair of Events Committee*

## **Andria McClellan**

*Norfolk City Council  
Co-Chair of Fundraising Committee*

## **Chuck McPhillips**

*Member, Kaufman & Canoles*

## **Kevin Murphy**

*Norfolk City Planning Commission  
Immediate Past Chair*

## **Christine Neikirk**

*Community Engagement,  
Smartmouth Brewing Co.  
ERT Foundation Chair*

## **Peter Oberle**

*Community Leader*

## **Trista N. Pope**

*Deputy City Manager, City of Norfolk*

## **Mel Price**

*Principal, Work Program Architects  
Chair of Master Planning Committee*

## **Liz Scheessele**

*PE, CFM, ENV SP, Stormwater Group  
Leader, Timmons Group*

## **Dr. Camden Wood Selig**

*Director of Athletics,  
Old Dominion University*

## **Ann Stokes**

*Ann P. Stokes, Landscape Architects*

## **Chris Uiterwyk**

*Founder/CEO, IPConfigure, Inc.,  
Chair of Marketing Committee*

## **Melody Webb**

*Director of Athletics,  
Norfolk State University*

## **Dr. Theresa Whibley**

*Community Leader*

## **EX-OFFICIO**

### **City of Norfolk**

*Transit, Dorian Allen*

### **Norfolk Festevents**

*Ted Baroody*

### **Elizabeth River Project**

*Marjorie Mayfield Jackson*

### **Greater Norfolk Corporation**

*Linda Peck*

### **City of Norfolk**

*Parks & Recreation, Stephen Zurek*

## **STAFF**

### **Kindra Greene**

*Executive Director*

### **Morgan Willett**

*Assistant Director*











# 2022–2023 ERT Committees

Committees are the backbone of the Elizabeth River Trail Foundation. These volunteers move our mission forward by contributing valuable feedback and insight as well as giving of their time, talent, and expertise. Committees are made up of at least one Board Member and non-board committee volunteers.

## DEI

*Destini Harrell, Dorian Allen, Erik Barrett, Ariel Barrientos, Hen Cho, Caleb DeJonge, Jay Grant, Kyle Gilmer, Vince Hodges, Mulat Hilton, Sharon Manana, Chris Neikirk, Johnathan Ray*

## EVENTS

*Rachel McCall, Khrystin Armor, Rhashida Bess, Brian Bowes, Ashley Cilenti, Justus DiPeppe, Fleta Jackson, Chris Neikirk, Karen Price Owen, Lexi Shimkonis*

## FUNDRAISING

*Barbara Benesh, Barry Bishop, John Garrett, Bob Gerris, Aria Masey, Andria McClellan, Kevin Murphy, Chris Neikirk, Mel Price, Gigi Tysinger*

## MARKETING

*Chris Uiterwyk, Stacey Crawshaw, Giovanna Genard, Jay Grant, Cindy Mackey, Chris Neikirk, Ed Ware, Melody Webb*

## MASTER PLANNING

*Mel Price, Dorian Allen, Barry Bishop, Anne Christie, Richard Counselman, Keith Darrow, Anna Dewey, Richard Diamonstein, Peter Johnston, Sharon Manana, Rachel McCall, Kevin Murphy, Chris Neikirk, Peter Oberle, Keith Oliver, Steve Patton, Susan Pollock, Catie Sauer, Liz Scheessele, Liz Schleeper, Cindy Shurling, Jackie Stein, Ann Stokes*

## FINANCE COMMITTEE

*Barry Bishop, Chris Anderson, Jade Edwards, John Garrett, Chris Neikirk, Greg Tomchick, Brian Waterfield*



Along with the many hours committee members spend supporting the ERT with the planning, fundraising, marketing, and financial oversight of the Foundation, committee members regularly help with trail beautification, maintenance, and events. The Foundation's achievements are only possible because there is a mighty team of dedicated volunteer committee members, holding up our small staff to create a trail for all with something for everyone.

## DID YOU KNOW...

- 2023 Total Committee Hours = **512**
- 2023 Total Value of Committee Time = **\$89,150**



## Foundation Awards

- *2023 Awarded Sustained Distinguished Performance River Star Business by Elizabeth River Project*
- *Awarded the CoVA Business 2023 Giving Back Award*
- *Awarded the 2022 Community Appreciation Award by the Tidewater Striders Club*
- *Awarded the 2022 Community Appreciation Award by the Tidewater Striders Club*
- *City of Norfolk named 2021 Outdoor City of the Future with ERT listed as integral to the City's outdoor culture*
- *Winner of the 2021 Community UPLIFT Award (Unity, Public Service, Leadership, Innovation, Friendship, Teamwork)*
- *2021 Awarded Model Level River Star Business by Elizabeth River Project*
- *Winner of the 2018 Arbor Day Project of the Year Award*
- *Winner of the 2018 Smart Infrastructure Challenge*

### DID YOU KNOW...

77% of trail users are pedestrians.









# Foundation Timeline

Over the last six years, the ERT has made significant impacts on the City of Norfolk and the region. The ERT has expanded recreational opportunities, increased connectivity, and helps attract and retain talent in our area. The Foundation has worked to create a multi-use path that has something for everyone and attracts 675,000 visitors each year.

## 2018

- 150+ temporary signs installed
- Permanent wayfinding signage system approved
- 300+ mile markers, blazes, section maps and on-ground trail markings installed
- 3,000-sq-ft mural, *The Magenta Line*, installed on the Nauticus trailhead pier
- Website launched

## 2019

- 27 sharrows installed to improve navigation in Larchmont
- Approval from Dominion Energy for ERT signs on poles
- Production of 12 section maps and 125+ directional signs
- Foundation met with the Police, Fire and Rescue to improve safety and location finding on ERT

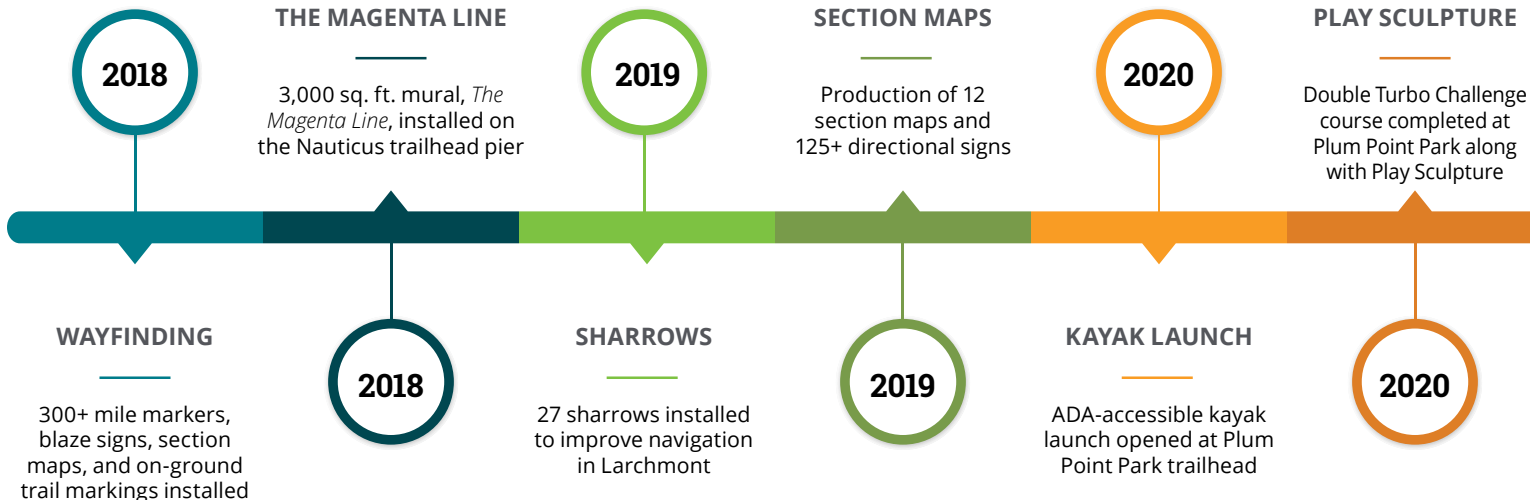
## 2020

- 450+ custom ERT mile markers and directional signs installed
- ADA-accessible kayak launch opened at Plum Point Park trailhead
- Support amenities installed along the entire ERT
- Double Turbo Challenge course completed at Plum Point Park along with Play Sculpture
- ERT Gifted \$217,000 in amenities to the City

## 2021

- 75+ on-ground trail blazes were stenciled on trail
- 12 section signs with maps installed

## HIGHLIGHTS



- The Plum Point Park trailhead 100% complete including Meditative labyrinth and trailhead shelter. Trailhead opening ceremony and ribbon cutting was held on April 24, 2021
- Parkour structure installed at Jeff Robertson Park
- New trail counters captured 469,127 trail visits up from 405,918 in 2020
- First signature event Elizabeth River Run 10K with 1,200 runners on Memorial Day weekend

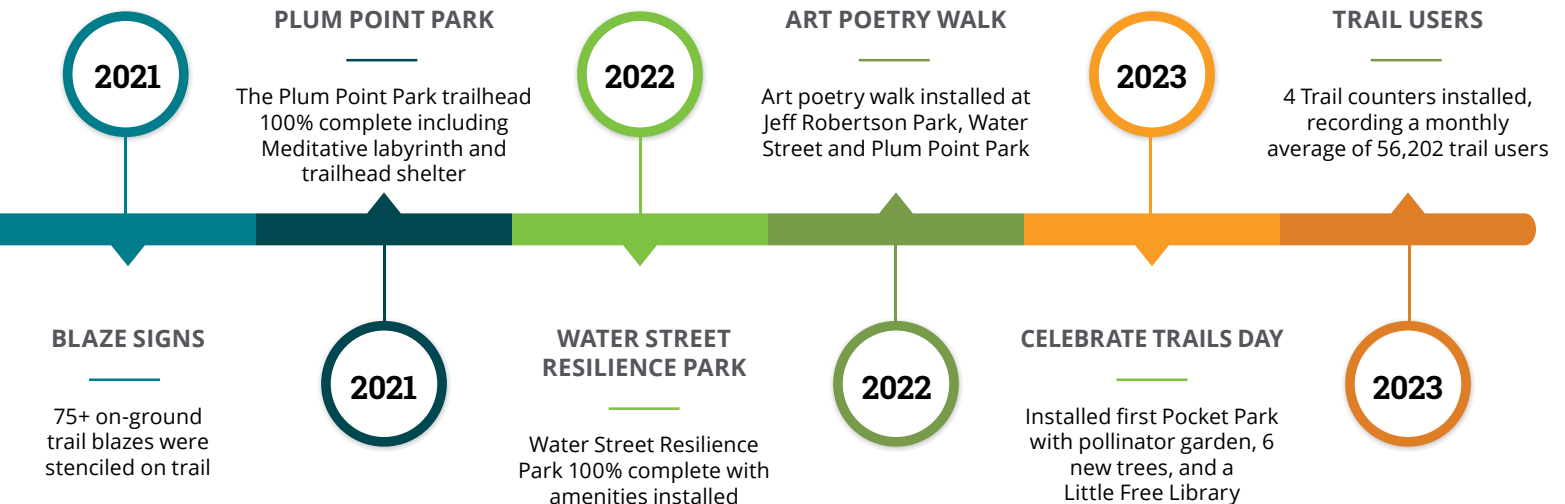
## 2022

- Water Street Resilience Park 100% complete with amenities installed and a ribbon cutting held 4/23/22
- Phase one of the Jeff Robertson Park trailhead complete with a ribbon cutting for The Glowline on 10/29/22
- Pollinator garden and Monarch waystation added to Plum Point Park
- The Garden Club of Norfolk's Olmsted Tribute Garden and ecological greenway added to Jeff Robertson Park
- Launched new ERT website
- Updated professional photography

- Art poetry walk installed at Jeff Robertson Park, Water Street and Plum Point Park
- First MLK Day of Service
- Launched Corporate Partner and Trailblazer membership programs

## 2023

- First hydration station installed
- Widening of sidewalk between Harbor Park and Norfolk State University
- Celebrate Trails Day installed first Pocket Park with pollinator garden, 6 new trees, and a Little Free Library
- First Community Needs Pantry installed at the Pocket Park
- 4 Trail counters upgraded, recording a monthly average of 56,202 trail users
- ERT Green Team initiated to help care for plants and trees along the trail
- Started DEI demographics survey at ERT events
- Started Event Sponsorship opportunities







## Plum Point Park

**Land Ownership**  
ARR 2019  
K 15  
W/2000

**Agency**  
[Image of a building]

**Agency Vision**  
[Image of a park area]

**2019 Foundation**  
[Image of a park area]

# Grants

## 2018

- \$375,000 VA Department of Conservation and Recreation\* — Recreational Trails Program Grant to develop Norfolk State University trailhead
- \$50,000 Norfolk Southern Foundation grants awarded to fund ERT development
- \$82,500 Port of Virginia and \$10,000 Edwin S. Webster Foundation grants funding for the kayak launch at Plum Point Park
- \$50,000 matching grant from Norfolk Public Art Commission to fund artwork at Larchmont Library trailhead
- \$23,750 SunTrust Foundation grant awarded for the Fitness Course near Plum Point Park

## 2019

- \$5,000 from REI's Loving Your Local Outdoors campaign for bicycle support amenities at the Plum Point Park trailhead.
- \$1,000 grant from the Queen of Virginia Skills to add amenities to the trail.
- \$200,000 Vibrant Places Grant from the Hampton Roads Community Foundation for the Plum Point Park playground
- \$50,000 matching grants from Kompan to purchase and install Fitness Course near Plum Point Park

## 2020

- \$10,000 VA Tourism Grant (partner with Norfolk Zoo for Summer 2021 billboard campaign)
- \$15,000 CORE Grant
- \$2,500 We Care Grant
- \$2,500 Retain Your Rain Grant

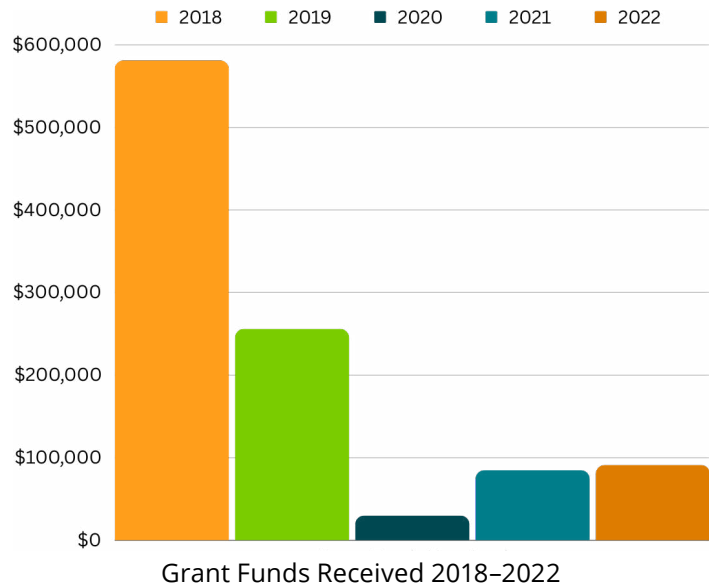
## 2021

- \$80,000 Curtis Infrastructure Initiative Grant — Urban Land Institute Study
- \$5,000 REI Outdoor Places Grant

## 2022

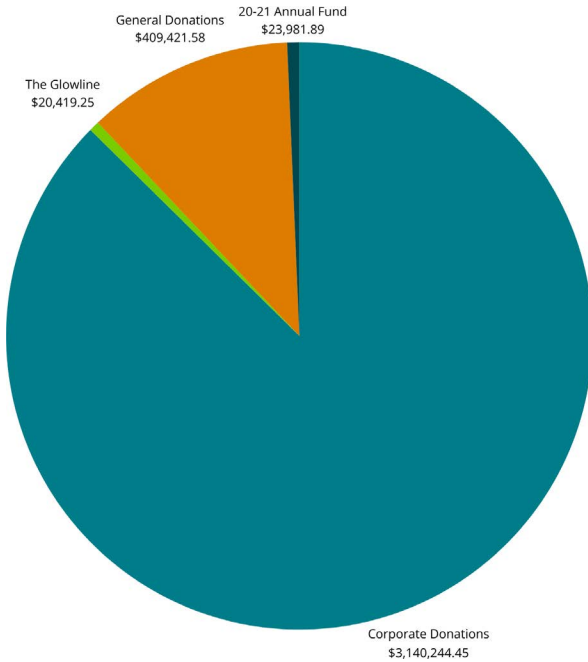
- \$75,000 City of Norfolk — Outside Agencies awardee
- \$4,715 VisitNorfolk Run/Walk Grant for ERR 10K
- \$5,000 Norfolk Southern Hampton Roads Community Fund
- \$5,000 Retain Your Rain Grant
- \$1,500 Office of Resilience Retain Your Rain Mini Grant\*

\* Denotes grants completed in conjunction with the City of Norfolk





# Funds Received 2018–2022



Trail amenities are essential to the trail user experience. Along with the natural beauty found along the trail, the Foundation has installed many trail features to help enhance the trail. Funding received from the Capital Campaign that launched in 2018, along with corporate and private donors, have provided the means to install many trail features including:

- 500 wayfinding signs
- Trailhead shelters
- Picnic tables, benches, and trash cans
- Upgraded 2 trail counters
- Installed 2 new trail counters
- Sidewalk widening
- Play equipment
- Double Turbo Fitness Course
- Plum Point Park ADA accessible kayak launch
- The Glowline



## DID YOU KNOW...

The trail sees on average **56,220** trail users per month.

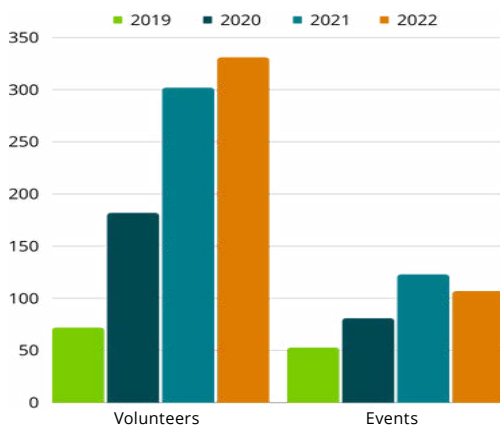


A **181%** increase since 2019

# Trail Events & Volunteers 2019–2022

The ERT has something for everyone and is for everyone. As the Foundation works to provide more unique opportunities to engage people on the trail, the focus on quantity is shifting to a focus on demonstrating the trail as an equity builder.

Early programming primarily focused on building awareness of the trail. The trail community has evolved and so has our programming. Our Diversity, Equity and Inclusion committee works to offer and embrace the different lenses and perspectives of the individuals that use the trail and that live life in proximity to the ERT. By growing our community partners and outreach, the ERT's



capacity to reach more people and offer more inclusive programming adds to the dynamic quality of our events.

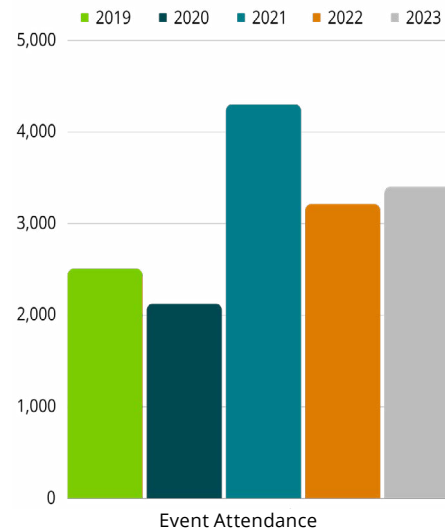
- 364 Events between 2018 & 2022
- 887 Volunteers have supported the ERT between 2018 & 2022. This does not include the volunteers sitting on one of 6 ERT Committees.
- ERT events include group rides, botanical tours, history tours, community events, the Elizabeth River Run, litter cleanups, beautification projects, and much more!

**BETWEEN 2018 AND 2022, ERT EVENTS REACHED OVER 12,100 PEOPLE.**

Trail events represent opportunities to engage volunteers and community members. Along with raising awareness and providing trail education, these events help build relationships. At the heart of our mission is the commitment to help everyone find their place on the Elizabeth River Trail.

Free trail events are made possible by individual and corporate donors, event sponsors, and volunteers.

## Trail Event Reach 2019–2022



Event reach provides a simplified measure to understand how well we are engaging people on the trail. In 2022, the ERT Diversity, Equity, and Inclusion Committee began using demographics surveys at ERT events. These surveys will provide a deeper understanding of who our events are reaching and where outreach can improve.





# 2023 EVENTS



# 2023 Volunteers, Events & Reach

The ERT Foundation relies on the support of volunteers for our free programming, trail maintenance, environmental stewardship programs, and much more. The Foundation has seen a 900% increase in our volunteer support since 2019 and the launch of the ERT Green Team in 2023. The trail has become a beloved public amenity by and for the community.



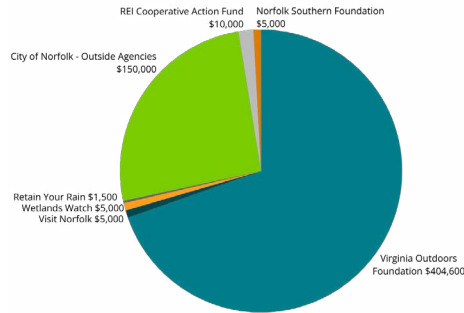
## DID YOU KNOW...

The value of time for ERT volunteers in 2023 is equal to

**\$132,625\***

\*includes pro bono and in-kind

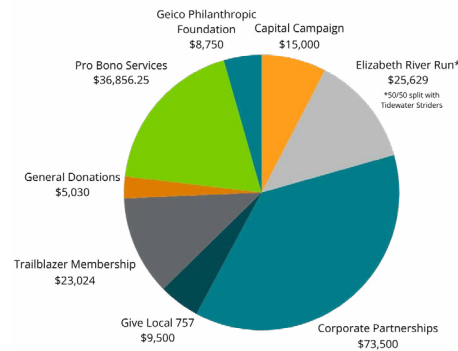
# 2023 Grants



As we move towards an understanding of the importance of alternative transportation, unprecedented federal funding has been available for trail systems nationwide. With the implementation of Virginia's State Trails Office, it's become increasingly important for the Foundation to focus on grant applications and advocate for funding for South Hampton Roads. The ERT is a crucial connector to the Birthplace of America Trail and securing federal infrastructure grants will be instrumental in helping us reach our goals of regional connectivity. We are grateful to the City of Norfolk's Parks and Recreation department which submitted a grant on our behalf to the Virginia Outdoors Foundation, nearly fully funding the construction of the reimagined Larchmont Library trailhead and kayak launch.

# 2023 Donations

The Elizabeth River Trail Foundation relies entirely on grants and donations to support our operations, trail maintenance, programming, beautification, amenities and enhancements. This year, as the last few capital campaign pledges wrapped up, we asked our business community to consider the many benefits the ERT brings them, their employees, and this region.



Our Corporate Partnership program allows our business leaders to show their commitment to this public asset and enhanced quality of life in the region. Trail users have shown their love by becoming Trailblazer Members. Your sustaining membership contribution ensures the ERT will continue doing the work of connecting communities and providing access to our beautiful, historic waterfront.







# Elizabeth River Run 10K

## SPONSORS 2021–2023

AT&T	MetroNet
Benchtop Brewing Company	Norfolk Plumbing
The Birch	Orange Theory Fitness
Cooper Hurley Injury Lawyers	Orapax Restaurant
Creed Realty Group	Port of Virginia
CV International	Reverend Spirits
DogTown	RG Electric Company, Inc.
Elizabeth River Crossings	Rutter Mills, LLP
Four Eleven York	Sentara Health
Getem Services	Shapiro & Associates
HeadWaters Resort & Casino	Smartmouth Brewing Company
Howard Hanna Real Estate Services	TowneBank
Kathy Shelton	Virginia Plastic Surgery
Kevin O’Dea Real Estate	VisitNorfolk
KPMG	Water’s Edge Winery
	WHRO
	Willcox & Savage, P.C.

## PARTICIPANTS

May 29, 2021 — 1350

September 4, 2022 — 943

September 3, 2023 (*RRCA 10k Championship Race*) — 774

## A LOCAL LEGACY

In 2021, after fifteen years in Portsmouth, the 6.2-mile race returned home to Norfolk, where it first began in 1979, with an all-new course on the iconic Elizabeth River Trail. Now back in Norfolk, runners and walkers of all levels begin at the starting line on the Old Dominion University campus, weave through tree-lined historic neighborhoods, take in sweeping views of the Elizabeth and Lafayette Rivers on the Hampton Boulevard Bridge, and cross the finish line in a beautiful private park located at the Port of Virginia. The Elizabeth River Run is the only race to be held exclusively on the Elizabeth River Trail.

Over three years the Elizabeth River Run 10K has welcomed over 3,000 participants from Hampton Roads and beyond. Registrations have been received from across the country including California and Hawaii! The 2022 race welcomed Peter Lomong who shares a history of running with his brothers Alex and Lopez, a two-time U.S. Olympian. In 2023 the race also saw the fastest female runner in a 10K in the state. Along with the many accolades and accomplishments garnered at this legacy race, it is also an economic driver for our city.



# Something



# For Everyone





# Progress On Annual Evaluation Metrics

## ANNUAL OPERATING FUNDS RAISED MUST REACH A MINIMUM OF \$200,000:

The Foundation has been focused on building a base of sources to fund day-to-day operating costs as we work diligently to deliver on the mission of activating and enhancing the Elizabeth River Trail. We have focused on a new sustainable annual giving model. The primary funding sources for operating costs come from corporate donations, individual donations, merchandise sales, interest income, and grants.

## MINIMUM OF 11 SIGNS/MARKERS INSTALLED PER YEAR:

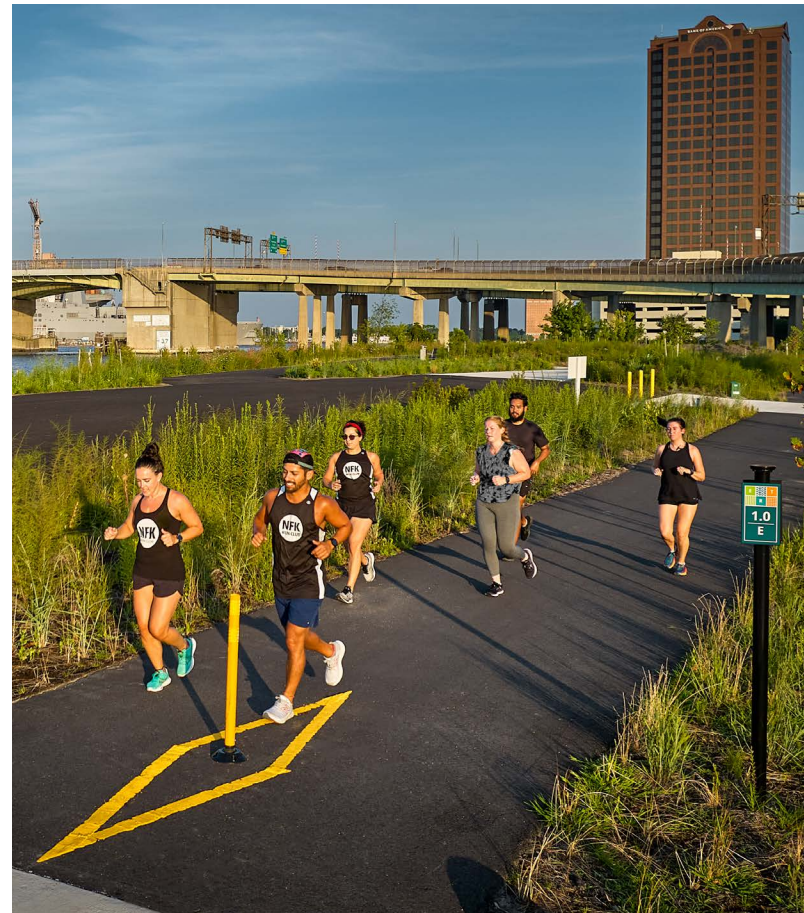
In 2022 we began evaluating plans for Wayfinding phase 2 which would include getting people to the trail, improving signage around Freemason, increasing sharrow markings and working with our local landmarks to include “You’ve arrived on the ERT” signage at the ferry terminal, Harbor Park, Port of VA, etc.

## PROGRESS ON THE CONSTRUCTION OF TRAILHEADS:

- Installation of first hydration station on the trail at Jeff Robertson Park added in October 2023.
- Installation of an additional bench at Jeff Robertson Park.
- Widening of trail and improvements between Water Street open space and NSU.
- Creation of Pocket Park at Park and Lovitt Avenues on the east end of the trail with the installation of a Little Free Library, pollinator garden, planting of 6 trees and the first personal needs pantry on the ERT installed in April 2023.

## PROGRESS ON ADDITIONAL FUTURE METRICS:

The ERT Foundation has implemented a multi-platform digital marketing plan that includes our website, Mailchimp and five robust social media channels.





## ALIGN ERT MARKETING WITH CITY AND OTHER ENTITIES:

Completed marketing and/or event collaborations with following community stakeholders:

- Chelsea Business Association
- Chrysler Museum of Art
- City of Norfolk: Marketing, Economic Development and Parks and Recreation
- Downtown Norfolk Council
- EVMS
- Festevents
- Hampton Roads Transportation Planning Organization
- Hermitage Museum & Gardens
- Keep Norfolk Beautiful
- Nauticus
- Norfolk Innovation Corridor
- Norfolk Preservation Collective
- Norfolk Tour Company
- Norfolk State University
- Old Dominion University
- Park Place Civic League
- Slover Library
- Social Cycling Norfolk
- Virginia Historical Society
- Virginia Arts Festival
- VisitNorfolk
- West Ghent Civic League

## IMPLEMENT ECONOMIC DEVELOPMENT STRATEGY TO INCLUDE THE BENEFITS OF THE ERT IN THE CITY OF NORFOLK ECONOMIC DEVELOPMENT PLANS:

- Completion of a Trail Standards Manual
- Revised MOU with the City of Norfolk
- Economic Development Department collaboration on trail adjacent projects and developments
- Intergovernmental Agreement with Pamunkey Tribe to accommodate trail in casino development
- Five new businesses opened along the trail in 2023 with more expected in 2024 primarily in the Railyard Development
- U.S. Army Corp. of Engineers accommodating the trail in the plans for their line of protection project
- Working with Norfolk Innovation Corridor to attract and retain talent

## DID YOU KNOW...

ERT volunteers help maintain 5 green spaces



## MEASURE TRAIL USAGE:

- Four digital counters tracking both pedestrian and cyclist trail use at various ERT access points.
- Trail usage has increased 181% since 2019 with an average of 56,220 trail users per month.
- Continued partnership with ODU Parks, Recreation and Tourism Studies graduate program.
- 2023 trail events have reached over 3,400 people.
- Partnering with NSU, TCC, and EVMS on internships and surveys.

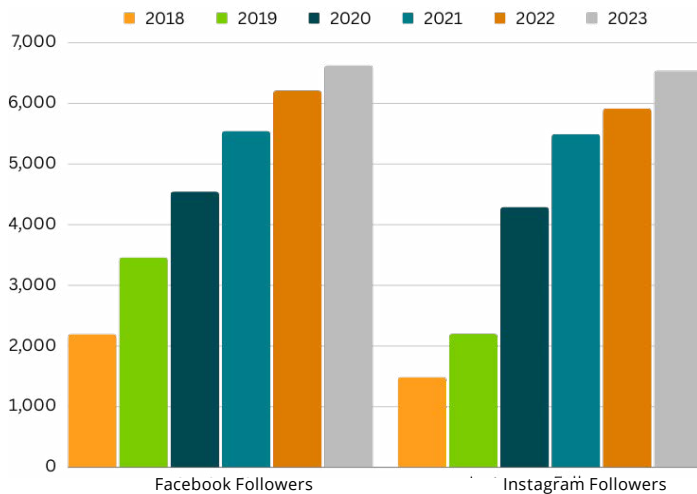
## ASSESS ECONOMIC IMPACT OF TRAIL:

- Future partnerships with ODU are planned to gather relevant data on trail user demographics, trail use, perceptions of the ERT and economic impact.
- ERT DEI Committee implemented trail user survey collecting demographic information at ERT sponsored events.
- Marketing Committee has engaged with a firm to develop an Economic Impact Study to be finalized in 2024.
- Partnering with NSU, TCC, VWU, and EVMS on environmental projects, surveys, and internships.

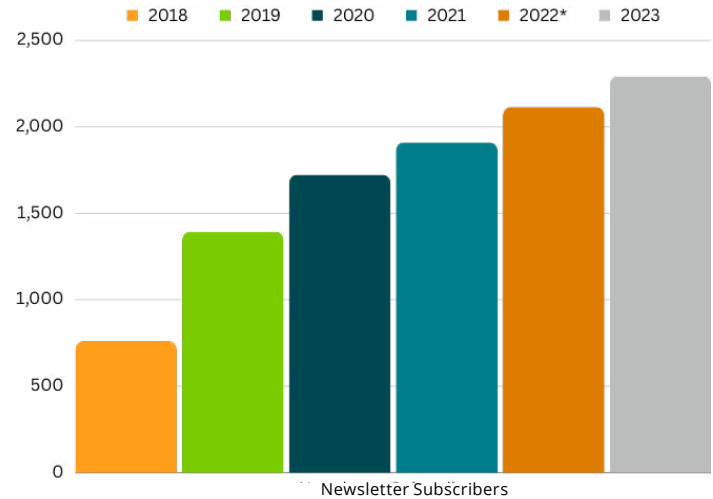




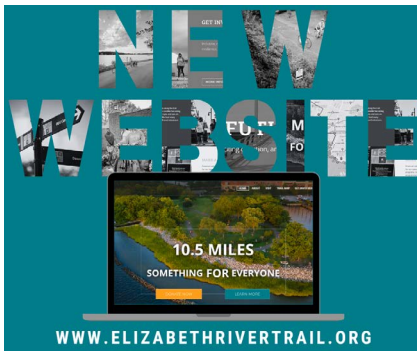
# Digital Outreach Performance



Delivering content to over **13,200** followers on Facebook and Instagram, social media represents the primary method for reaching current and new trail users. ERT social media reaches a diverse audience throughout Hampton Roads.



The monthly ERT newsletter reaches over **2,200** subscribers. In 2022, new reoccurring articles were introduced which include volunteer highlights, Notes From the Trail blog, and donor and trailblazer spotlights.



Launched in September of 2022, the new ERT website has seen over **35,000** visitors. Newly added features include an interactive trail map, events calendar and ways to get involved. Enhancements to the website include professional photography that captures the beauty, diversity, and amenities along the trail. Website visitors can also donate and shop right from the website. The enhancements provide a visually appealing and easy to navigate online experience for new and existing trail users, volunteers and donors. Learn about the trail history and future, the staff, and connect with the ERT through blogs, news highlights, volunteer opportunities and the ERT newsletter.





# Capital Campaign Sponsors 2016–2021

In April 2018, the Foundation embarked on a \$4 million capital campaign, meeting that goal in 2020. The campaign made planned improvements possible, including 12 new trailhead access points with amenities ranging from bike repair stations and kayak launches to shade structures and public art. These additions serve to meet the unique needs of each community, highlight the natural beauty of the environment, and enhance accessibility and improve the trail user experience.

City of Norfolk — \$500,000

Sentara Health — \$500,000

Dominion Energy — \$250,000

PRA Group — \$250,000

TowneBank — \$250,000

Children’s Hospital of the King’s  
Daughters — \$100,000

Hampton Roads Shipping Association  
& Virginia Maritime Association —  
\$100,000

Grow — \$75,000

Perry Foundation — \$75,000

Norfolk Southern — \$65,000

W.M. Jordan — \$56,000

Colonna’s Shipyard — \$50,000

Downtown Norfolk Council —  
\$50,000

Norfolk Tug — \$50,000

S.B. Ballard — \$50,000

S.L. Nusbaum Realty — \$50,000

Southern Bank — \$50,000

Cottrell Contracting Corporation —  
\$40,000

Harvey Lindsey Commercial Real  
Estate — \$30,000

Kaufman & Canoles — \$26,500

Elizabeth River Crossings — \$25,000

John “Dubby” Wynne — \$25,000

Lyon Shipyard — \$25,000

MacArthur Center — \$25,000

Marathon Development Group —  
\$25,000

Frye Properties — \$20,000

The Breeden Company — \$10,000

KPMG — \$10,000

Edwin S. Webster Foundation —  
\$10,000

Wilbanks Smith & Thomas Asset  
Management — \$10,000

BDO — \$8,750

IPConfigure, Inc. — \$5,000

Willcox & Savage, P.C. — \$5,000

ADS — \$3,000

Burnette Development — \$3,000

Harbor Group International —  
\$2,000

Benchtop Brewing — \$1,450

Jim Squires — \$1,000

Miller’s Energy — \$500

Wards Corner Lions Club — \$500





## DID YOU KNOW...

ERT volunteers have collected 3,900+ pounds of litter in 2023.





## Corporate Sponsors

### LEGACY BUILDER — \$25,000

Children's Hospital of the King's Daughters

### BRIDGEBUILDER — \$10,000

Downtown Norfolk Council

PRA Group

### RIVERRIDER — \$5,000

The Breeden Company

Festevents

Glasser and Glasser

### RAILRUNNER — \$2,500

NexGen Title Agency

Wilbanks Smith & Thomas Asset Management

WPA

### SUPPORTER — \$7,500

KPMG

### CELEBRATE TRAILS DAY SPONSOR — \$3,000

Lyon Shipyard

### GLOW PARTY SPONSORS

Afterglow Brewing Company — In-Kind

MetroNet — \$1,000

## Trailblazer Donors

### THE TRAILBLAZER MEMBERSHIP PROGRAM FIRST LAUNCHED IN NOVEMBER OF 2022

Since then, over 90 Trailblazers have raised over \$20,000 to support the Elizabeth River Trail Foundation.

Christine Neikirk — \$2,500

Christopher Uiterwyk — \$2,000

Susan Einhorn — \$1,000

Tim Faulkner — \$1,000

Kevin Murphy — \$1,000

## Sustaining Donors 2021–2023

Sustaining donors make a recurring donation each month to support the ERT.

Steven Cotnoir

Mulatawork Hilton

Chris Cowan

Anne McCollough

Michael Doviak

Mack Nolen

David Duncan

Tara Ramsey

Kelly Faulkner

Helen Spore

Aaron Hassad

# Community Partners

Afterglow Brewing Company

Alzheimer's Association

Barry Art Museum

Benchtop Brewing Company

Believe in Learning Norfolk

Bike Norfolk

Black BRAND

Chelsea Business Association

Chrysler Museum of Art

City of Norfolk

Commonwealth Preservation Group

Diverse Hampton Roads

DogTown

Downtown Norfolk Council

Elizabeth River Crossings

Elizabeth River Project

EVMS

Festevents

Freshtopia

Friends of Norfolk's Environment

Garden Club of Norfolk

Greater Norfolk Corporation

Hayes Hydrobikes

Hermitage Museum & Gardens

Hund's Recycle Factory

Keep Norfolk Beautiful

Lambert's Point Civic League

LISC Hampton Roads

Lime – ERT designated as Lime Hero

Local Bike Shop NFK

Mentally Healthy Norfolk

Miller's Foundation

The Muse Writer's Center

Nauticus

Neptune's Fury

Next Step to Success

Norfolk Bike Commuter

Norfolk Cycle Sisters

Norfolk Innovation Corridor

Norfolk Kayak Rentals

Norfolk Master Gardeners

Norfolk Public Libraries

Norfolk Preservation Collective

Norfolk State University

Norfolk Tour Company

Old Dominion University

Port of Virginia

REACH

REI Co-Op

Slover Library

Smartmouth Brewing Company

Social Cycling Norfolk

Spinclusion

Talk About It Norfolk

Teens with a Purpose

The CHAS Foundation

The Sarah Michelle Peterson  
Foundation

Tidewater African Cultural Alliance

Tidewater Community College

Tidewater Compost

Tidewater Master Naturalists

Tidewater Striders

Tidewater Wooden Boat Workshop

United Way of South Hampton Roads

Urban Land Institute – Virginia

Virginia Wesleyan University

Virginia Historical Society

Virginia Arts Festival

VisitNorfolk

Virginia Zoo

West Ghent Civic League













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**Kayak launch and pier  
made possible by the  
Elizabeth River Trail Foundation  
with grants from the  
Port of Virginia and  
The Edwin S. Webster  
Foundation  
and support from the  
City of Norfolk  
Work Program Architects and  
Speight, Marshall & Francis, P.C.**



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