

**U.S. Army Corps of Engineers
Fiscal Year 2014
Handshake Program Application**

Please review instructions before completing application!

Corps Lake/Project Name: **Philpott Lake**

Handshake Proposal Title: **Blue Trails In the Blue Ridge Mountains**

Corps POC Name: **'Rocky' Craig Rockwell**

Telephone: **(276) 629 - 4512 ext. 224**

E-Mail: **craig.s.rockwell@usace.army.mil**

A. Eligibility checklist:

1. Will the Handshake funds be spent on Corps facilities and resources that are being fully maintained by the Corps? * ☒ **Yes** ☐ **No**
2. Will the Challenge Partnership agreement be with a non-federal public or private entity(ies)? * ☒ **Yes** ☐ **No**
3. Is the proposed activity within current authorities and contained in the annual or 5-year work plan in the approved lake project OMP? ** ☒ **Yes** ☐ **No**

****If "No" to any of the above questions the proposal cannot be authorized under the Corps' challenge partnership authority.***

B. Handshake Funding Program Request (maximum \$30,000): \$26,500

C. Cooperative Agreement Bonus: Challenge Partnerships that include a Cooperating Association with which your project/district has entered into a Cooperative Agreement are eligible to compete for an additional \$5000. You must include a copy of the signed agreement with your proposal. (Reference Chapter 9 of ER and EP 1130-2-500 for information on cooperating associations).

D. Incentive Points Category: Check the box if your application qualifies to receive bonus points on the evaluation score for partnering with three or more partners. A summary of the partners' contribution to the Handshake Project should be included in the financial worksheet below.

- ☐ Application includes 3 partners (25 bonus points)
- ☒ Application includes 4 partners (40 bonus points)
- ☐ Application includes 5 partners (50 bonus points)
- ☒ Application includes 9 partners (50 bonus points for the first 5 partners plus 10 points for each additional partner)

E. Describe your partnership and the proposed project:

Your project will be evaluated on the following categories: Sustainability, Partnership Value, Recreation Benefit, Environmental Stewardship Benefit, Communication and Education Value, and Innovativeness. Please address each in your description.

Description:

As this is a three-part project, identifying Parts 1,2 and 3 as appropriate in each section of this description will help reviewers see how each of the three parts fit into each criteria.

Part 1 – placing of Park ID Signs at each boat ramp, visible from the lake, to allow quick identification of the parks as boaters approach the ramp, and to help boaters determine their location on the lake.

Part 2 – developing a Blue Trails Brochure for paddle-craft excursions, identifying launch and destination sites around the lake with an idea of distances and relative times for leisurely paddling each ‘trail’. This gives us another avenue for giving safety messages to our visitors.

Part 3 – placing Interpretive Signs along new Blue Trails and land-based trails to identify features of historic, cultural and environmental value. It should be noted that this is the first phase of several to provide interpretive signs through our Cooperative Association with DRBA and partnership with the Virginia Master Naturalists.

a. SUSTAINABILITY – Maintenance-free and sustainable are terms that we used from the beginning conversations of this project.

Parts 1 & 3 – Use of treated lumber and aluminum reflective vinyl face signs should make these signs mostly maintenance free and long-lasting.

Part 2 – The brochure will be printed on water-proof paper which will allow paddle-craft enthusiasts to use and share multiple times. Printing only \$5,000 worth as a first printing will allow us to update the brochure frequently without having to throw a lot of brochures away.

Part 3 – Features to be interpreted will be those things that don't change from year to year, so that these interpretive signs will have long-lasting interpretive/educational value.

b. PARTNERSHIP VALUE – There are many reasons why partners come to the Corps of Engineers. One of the most common and understandable is the realization of the economic value our lakes bring to their communities. The Commonwealth of Virginia just released their annual report on Tourism, reporting that tourism generated \$21.2 Billion in 2012, of which the tri-county area around Philpott Lake received over \$150 Million. The community realizes that Philpott Lake is within a day's drive of 60% of the US population, so that any project that enhances the recreation opportunities here has the opportunity to draw visitors from a large population base. The success of our 2011 Handshake Partnership to build the Twin Ridge Fishing Tournament Facility was a real eye-opener. Franklin County contributed \$50,000 to that project with the full understanding that it would be a good investment. Within six months, that \$50,000 was returned 10-fold by the opportunity to host the FLW Northern Conference College Fishing Championship at this new facility, bringing an estimated \$500,000 to the communities around the lake and exposing the lake to the nation through televised and web-based coverage.

We are anticipating the completion of our new Philpott Marina in November, built and operated by Henry County Parks & Recreation. This puts its grand opening right at the time the Corps of Engineers is announcing the fate of our Blue Trails Partnership proposal. One of the goals of this new marina is to eventually rent canoes and kayaks. Having this Blue Trails concept in place before that eventuality will help assure their success by giving novice paddlers an idea of where to go, how long it will take and what they will see. There are a number of paddle clubs within an hour of the lake, meaning that when they bring their members to town, they buy a tank of gas and hit a local restaurant before heading home. Some paddlers from farther away will even stay in local hotels. This is a very important part of the tourism industry in this area, and so a focus of several local partnerships.

This project will be a major step forward for the ‘Friends of the Parks’ evolution from the original ‘Friends of Philpott’ concept, which was the central motivation for formally establishing the Dan River Basin Association (DRBA) as our Cooperative Association.

We have 9 partners on this project. Our primary driver is our new Cooperative Association, DRBA, with a proven track record, being nominated for the 2011 Corps of Engineers Excellence in Partnership award and recipient of the 2012 SAD Partnership Award. A relatively new partnership with the Virginia Master Naturalists will allow us to put quality interpretive signs along both our new Blue Trails and our more traditional multi-purpose trails. A brand new partner, the Environmental Club of Patrick Henry Community College, will assist with the interpretive sign development as a learning opportunity. Coming alongside with resources to help defray costs are different factions from the three counties around the lake, representing Emergency Service (Patrick County), Economic Development/Tourism (Henry County), and the County Board of Supervisors (Franklin County). The Henry County Department of Parks and Recreation is coming alongside to assist as they can, realizing that this effort will help them with their goals to rent paddle craft in the near future. Our now well-established partners, the DAV and VFW are coming alongside out of a realization that paddling kayaks is great therapy for both physical and emotional injuries of returning military, especially Wounded Warriors. All of these partners look at this as another step in our walk toward ever-stronger relationships that will continue to serve all of us well in the future.

There are several benefits to this project. But, the over-arching benefit is simply that this small, economically-disadvantaged community, with our high unemployment and tough economic condition, gets it! They understand the value of working together to accomplish projects to enhance the lake’s ability to boost the local economy by giving visitors a better outdoor recreation experience, while preserving the pristine beauty which they so cherish.

c. ENVIRONMENTAL STEWARDSHIP VALUE – We all want to encourage people to engage in the outdoors and find new ways to benefit from the exercise, recreational and the R&R values of water-based recreation. Increasing such demand on the resource need not be an added burden to the environment with the promotion of paddle craft, given that there are no worries of gas and oil spills, and no combustion engines contributing to air, water, or noise pollution. The environmental bonus is that nothing encourages appreciation, protection and conservation of our natural resources like the intimacy of experiencing it at 2 miles per hour, as with kayaking and canoeing. So, encouraging paddle-craft recreation is a win-win for the environment and people.

d. RECREATIONAL VALUE – The recreational value of all three parts of the project are extensive, with something for everyone. All boaters will benefit from the Park ID signs at each boat ramp; paddle-craft enthusiasts will benefit from the Blue Trails brochure, and all visitors taking advantage of our Blue Trails and ground-based trails will benefit from the interpretive signs provided by this project.

We are already seeing paddle-craft use increasing in this area. However, kayaking is still seen primarily as a white-water sport. We anticipate that this project will bring more visitation to the lake as novice and proficient paddlers learn about what they can see and do in varying amounts of time and with varying amounts of effort. This project is a piece of the puzzle in the Small Town Collaborative Initiative with 20+ partners throughout Martinsville/Henry County joining to create a trail system to connect Philpott Lake to the communities within the county, tying in existing natural, historic, cultural and recreational assets along the Smith River.

Part 1 – The partners agree that the first and highest benefit of Part 1 of this project is that it will facilitate emergency response to lake visitors. By having signs identifying each of the boat ramps, boaters in need of an ambulance can more readily assure that they and the ambulance arrive at the same dock. That alone will be an advantage to recreation. Also, Philpott Lake covers 3,000 acres with 25 linear miles of lake when you add all the major inlets, and 100 miles of shoreline. It is heavily convoluted, owing its overall shape to the rugged terrain of the Blue Ridge Mountain foothills, in dense forest. This makes it relatively easy to lose your way while boating

the lake. Currently, Park ID Signs are only at the road entrance to our parks. Park ID Signs at each boat ramp will help provide orientation for boaters.

Part 2 – The technology of plastics has made kayaks, canoes and other paddle craft more available, affordable, enjoyable, and safer. Combined with a resurgence of desire to connect with the great outdoors, the popularity of paddling such one- and two-person boats is growing significantly on our nation's waterways. This slower, human-powered form of water-based recreation allows a more intimate interaction with nature and a great fitness opportunity. This project will benefit this burgeoning sport by helping people find a diversity of water trails, increasingly known as Blue Trails, leading them to specific destinations on the lake and giving them an idea of how long each trail should take them. This caters to the exponential growth in kayaking and canoeing throughout the Southeast, where waters are warm throughout an extended recreation season.

Part 3 – As we get people out on both Blue Trails and multi-purpose land trails, gaining a better understanding of what they are experiencing will enhance their recreation experience and encourage them to travel more trails.

e. COMMUNICATION AND EDUCATION VALUE – Communication and education are at the very heart of this entire project.

Part 1 – The whole idea of our Park ID signs at the boat ramps is to help our boaters learn the lake and allow for better ability to communicate their location for emergency response or family rendezvous.

Part 2 – This brochure will give us another chance to communicate our water safety, environmental concerns and other rules/restrictions, and will help people learn the lake.

Part 3 – The idea here is to put educational/interpretive signs along our trails to help people learn about unique plants, cultural history, and other topics of interest to lake visitors.

f. INNOVATIVENESS – Blue Trails are still relatively new in the Corps of Engineers. We, at Philpott Lake, want to be part of what we see as a surge in such offerings. The part that we feel is particularly innovative is Part 1, the placing of Park ID signs visible from the lake at each of our boat ramps. As obvious as the value seems for helping in emergency response and general boater orientation, our lakes just don't have such signs. This project has already served as a model to other lake managers as we discuss these signs, some of which have voiced a desire to do similarly.

The Corps will:

Purchase the Park ID signs (including mounting hardware) for Part 1, and interpretive signs for Part 3, using Handshake Partnership funds, provide photography support for the brochure, and provide overall coordination of the project. The Corps will work with DRBA (Partner 1) to determine location for each of the signs in Part 1 and Part 3 of this effort, and GIS mapping support for Part 2.

The Partner(s) will:

In Part 1, partners will provide treated wooden posts for the signs and provide all labor, equipment and logistics to place Park ID signs. In Part 2, partners will provide services to develop and print a Blue Trails brochure on water-proof paper, to include narratives, distances and estimated times for paddling, agency/partner messages on recreation, water safety, environmental concerns, etc. In Part 3, partners will help identify features to be interpreted, research and develop signs, and provide labor, treated wooden posts, equipment and logistics to place interpretive signs.

Challenge Partnership Financial Work Sheet

Corps Project Name: Philpott Lake, Wilmington District

Work Project Title: Blue Trails In The Blue Ridge Mountains

POC Name: 'Rocky' Craig Rockwell

Address: 1058 Philpott Dam Road City: Bassett State: VA Zip Code: 24055

Telephone: 276 - 629 - 4512 x224

Location on Project: Parks All Around Philpott Lake

Partner Organization 1: Dan River Basin Association

POC Name: Tiffany Haworth

Address: 413 Church St. Suite 401 City: Eden State: NC Zip Code: 27288

Telephone: 336 - 627 - 6261 x

Partner Organization 2: County of Franklin, Virginia

POC Name: Tarah Holland

Address: 1255 Franklin Street, Suite 112 City: Rocky Mount State: VA Zip Code: 24151

Telephone: 540 - 483 - 3040 x

Partner Organization 3: Martinsville-Henry County Economic Development Co., Tourism Division

POC Name: Jennifer Doss

Address: 134 East Church Street, Suite 200 City: Martinsville State: VA Zip Code: 24114

Telephone: - - x

Partner Organization 4: Patrick County Emergency Services Dept.

POC Name: Denise Stirewalt

Address: 106 Rucker Street City: Stuart State: VA Zip Code: 24171

Telephone: 276 - 693 - 2006 x

Partner Organization 5: Henry County Dept. of Parks and Recreation

POC Name: Roger Adams

Address: PO Box 7 City: Collinsville State: VA Zip Code: 24078

Telephone: 273 - 634 - 4640 x

Partner Organization 6: VFW

POC Name: Doug Stewart

Address: 1191 Longview Drive City: Bassett State: VA Zip Code: 24055

Telephone: 276 - 629 - 1449 x

Partner Organization 7: DAV

POC Name: Marc Thomas

Address: 250 White Pine Road

City: Bassett

State: VA Zip Code: 24055

Telephone: 276 - 629 - 5935 x

Partner Organization 8: Virginia Master Naturalists

POC Name: Teresa Prillaman

Address: VMNH, 21 Starling Ave.

City: Martinsville

State: VA Zip Code: 24112

Telephone: 276 - 634 - 4141 x

Partner Organization 9: Patrick Henry Community College, Environmental Club

POC Name: Dylan Gage Jones

Address: 645 Patriot Avenue

City: Martinsville

State: VA Zip Code: 24112

Telephone: 276 - 638 - 8777 x

Proposed start date of work: Nov-13

Simple description of work to be accomplished through the partnership: This is a three-part project to 1) provide Park ID signs at each boat dock on the lake to assist boaters to know which park they are approaching by water, 2) provide a Blue Trails (water trails) brochure to promote and provide for a diversity of paddle-craft experiences and 3) provide interpretive signs on both Blue Trails and our multi-purpose trails.

Double click on spreadsheet to access data entry fields:

	Local Corps Office	Handshake Funds	Partner 1	Partner 2	Partner 3	Partner 4
Salaries	\$4,000	N/A	\$4,300	\$1,000	\$1,000	\$1,000
Travel	\$0	N/A	\$0	\$0	\$0	\$0
Materials and Supplies	\$0	\$26,500	\$1,000	\$0	\$0	\$1,000
Equipment Use	\$0	\$0	\$4,000	\$0	\$0	\$0
Funds Contributed	N/A	N/A	\$0	\$5,000	\$0	
Personal Property	N/A	N/A	\$0	\$0	\$0	\$0
Volunteer	N/A	N/A	\$8,800	\$0	\$0	\$0
In-Kind Services	N/A	N/A	\$0	\$0	\$5,000	\$0
Other (explain below)	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$4,000	\$26,500	\$18,100	\$6,000	\$6,000	\$2,000
Share of Total Cost	5.7%	37.5%	25.6%	8.5%	8.5%	2.8%

	Partner 5	Partner 6	Partner 7	Partner 8	Partner 9	Total
Salaries	\$2,000	\$0	\$0	\$0		\$13,300
Travel	\$0	\$0	\$0	\$0	\$0	\$0
Materials and Supplies	\$0	\$0	\$0	\$0	\$0	\$28,500
Equipment Use	\$0	\$0	\$0	\$0	\$0	\$4,000
Funds Contributed	\$0	\$0	\$0	\$0	\$0	\$5,000
Personal Property	\$0	\$0	\$0	\$0	\$0	\$0
Volunteer	\$0	\$1,000	\$1,000	\$2,000	\$2,000	\$14,800
In-Kind Services	\$0	\$0	\$0	\$0	\$0	\$5,000
Other (explain below)	\$0	\$0	\$0	\$0	\$0	\$0
Total	\$2,000	\$1,000	\$1,000	\$2,000	\$2,000	\$70,600
Share of Total Cost	2.8%	1.4%	1.4%	2.8%	2.8%	100%

EXPLANATIONS: See attached spreadsheet for detailed breakdown of partnership contributions.

Blue Trails Partnership

Local Corps Office

\$ 4,000 Salaries to coordinate and assist with Development (line 2)

Handshake Partnership Funds

\$ 21,500 **Part 1:** Provide Park ID Signs (line 4)
26 signs per Unicorn Quote

\$ 5,000 **Part 3:** Provide Interpretive Signs (line 4)
Limiting the effort to \$5,000

Partner #1 DRBA

\$ 2,000 Salaries to coordinate (line 2)

\$ 4,800 **Part 1:** Volunteer Labor to Install Park ID Signs (line 8)
26 signs, 4 hours for 2 workers per sign @ \$22.90 per hour (rounded up from \$4763.20)

\$ 1,300 **Part 1:** Equipment/Boat/Operator (line 5)
13 days @ \$100 (1/2 day per sign, 26 signs)

\$ 5,000 **Part 2:** Develop Brochure

\$ 10,000 Total Brochure Development (1/2 covered by Franklin County Contribution)

\$ 7,300 Salary - 2 Interns, 4 regular work weeks @ \$22.90 per hour (\$2,300 line 2)

\$ 1,300 Transportation/Boat Rental (line 5)

\$ 1,400 Computer/GIS equipment 40 hrs. @ \$35 per hour (line 5)

\$ 4,000 **Part 3:** Part 3: In-kind - Volunteer Labor, Equipment and Logistics to Install Interpretive Signs (line 8)

\$ 1,000 **Part 3:** Part 3: In-kind - Lumber, Hardware and Concrete to Install Interpretive Signs (line 4)

Partner #2 County of Franklin, Virginia:

\$ 1,000 Salaries to coordinate (line 2)

\$ 5,000 **Part 2:** Funds contributed to defray administrative, material and construction expenses (line 6)

Partner #3 Martinsville/Henry County EDC Tourism Office

\$ 1,000 Salaries to coordinate (line 2)

\$ 5,000 **Part 2:** Printing brochures on water-proof paper (line 9)

Partner #4 Patrick County Emergency Services Department

\$ 1,000 Salaries to coordinate (line 2)

\$ 1,000 **Part 1:** Wooden Posts and Concrete for Signs Installation (line 4)

Partner #5 Henry County Parks & Rec Department

\$ 1,000 Salaries to coordinate (line 2)

\$ 1,000 **Parts 1&3:** Salaries for labor to assist putting up signs (line 2)

Partner #6 VFW

\$ 1,000 Volunteer Staff to coordinate (line 8)

Partner #7 DAV

\$ 1,000 Volunteer Staff to coordinate (line 8)

Partner #8 Virginia Master Naturalist:

\$ 2,000 Volunteer Staff to coordinate (line 8)

Partner #9 Patrick Henry Community College Environmental Club

\$ 2,000 Volunteer Staff to assist in interpretive signs (line 8)

\$ 70,600	Total Project
\$ 26,500	Total Handshake Funds
37.5%	Percent of Project

IF ONLY PARTIAL FUNDING

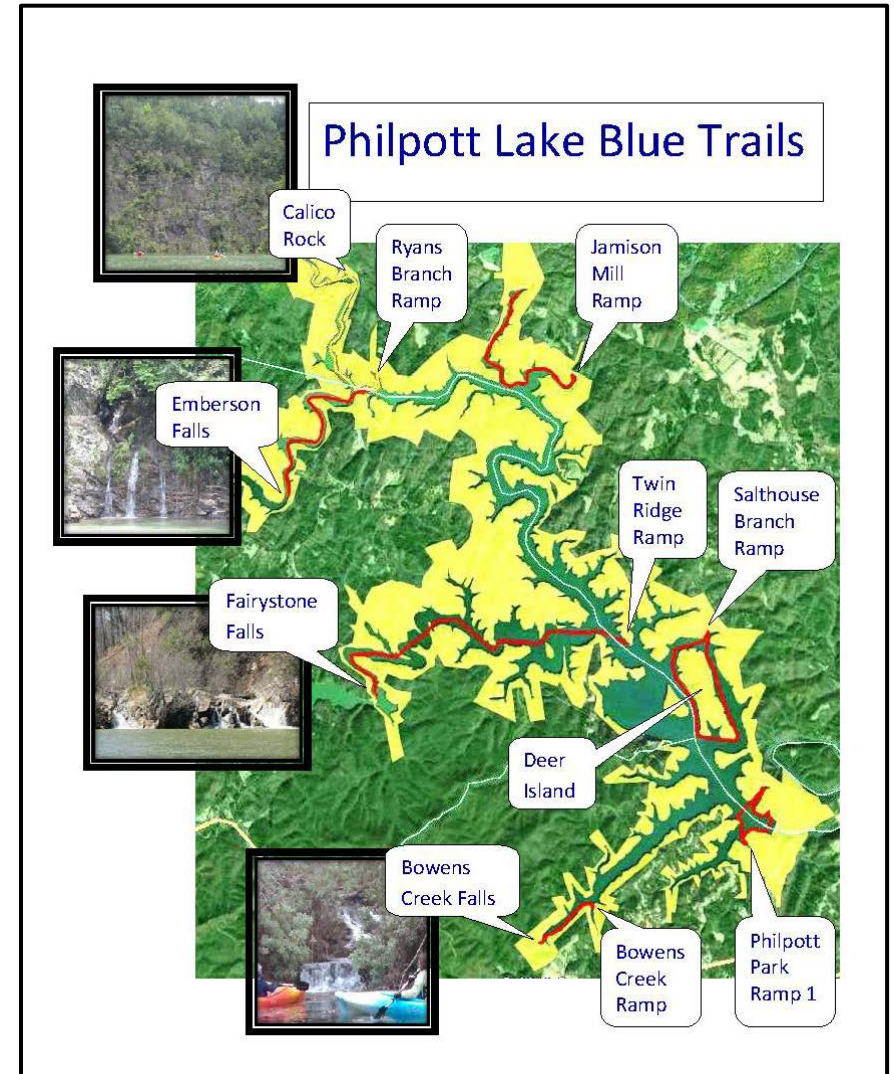
\$ 60,600	Total Project Parts 1 and 2
\$ 21,500	Total Handshake Funds
35.5%	Percentage of Project



Bowens Creek Ramp - Before



Bowens Creek Ramp – With Park ID Sign (Mockup)



Blue Trails Map (Mockup for Blue Trails Brochure)