

Pinnacle Park Visitation Counting Project

Dennis Desmond

Submission Date	Aug 13, 2022 4:40 PM
Name of Initiative	Pinnacle Park Visitation Counting Project
Contact Person	Dennis Desmond
Title	Pinnacle Park Foundation board member
Address	3693 Olive Hill Rd
City	Franklin
State	North Carolina
Zip Code	28734
Primary Phone Number	8283690421
Email	dfdesmond04@gmail.com
Organization Type	Community Group
Time of Year of Initiative	Peak (April - November)
Describe the timing of the initiative in as much detail as possible (please list key project dates, milestones, timeframes, etc.)	One-year project, with installation and calibration of vehicle/trail counters in October 2022, monthly data collection, and quarterly reporting, with final report in December 2023.
Describe your initiative	<p>The Pinnacle Park Foundation (PPF) will install vehicle and pedestrian traffic counters (TrafX) at six locations in the Town of Sylva's Pinnacle Park property, with the following goals:</p> <ol style="list-style-type: none">1. Establish baseline data on park visitation, including annual, seasonal, and peak-use visitation numbers, as well as visitation patterns (trail/route use). This information would be used for park master planning as well as for grant writing for park development.2. After the first year, continually monitor and evaluate park visitation numbers and patterns, so as to guide future park management.

Describe what previous experience applicant has in successful execution of similar endeavors	PPF board member Dennis Desmond will lead this endeavor. Dennis is retired land stewardship director for Mainspring Conservation Trust, a regional land conservation organization, and has decades of experience in project management. The project intends to rely on technical assistance and mentoring from the Friends of Panthertown, which is operating a similar trail counter project, and will work with an undergraduate intern from Western Carolina University's Parks and Recreation Management program to assist with the day-to-day operations of the project.
Website	Pinnacle Park - Parks and Recreation - Sylva, NC (govoffice3.com)
Social Media Channels - paste URLs below	none
Amount of Funds Requested?	\$4340
Date Funds Needed	Oct 1, 2022
Give a narrative description of how this project will increase tourism and visitation in Jackson County	The visitation counting project will complement a recreational needs survey for the Park currently under development in partnership with WCU's Public Policy Institute, and will supply valuable data for the Park's master plan, which is intended to guide future Park improvements, including access, trails and other recreational amenities, and educational outreach and marketing materials, including maps, signage, website, and other social media. Ongoing use of the counters will monitor park visitation numbers and patterns, and thus help guide adaptive management of the park's plan.
If this initiative has occurred before, what is new that differentiates it from prior years?	This is a new initiative.
What is your advertising and marketing plan for your initiative?	The counters are intended to be installed and used discreetly, so as to avoid theft. There is no advertising and marketing plan for this initiative until data is published within the master plan and the master plan is released to the public.
Do you agree to acknowledge the 'Jackson County TDA' in materials as required? Any releases or ad placements should have a statement that "the event was made possible, in part, by the Jackson County TDA." Print ad placements, where/when possible should include the JCTDA logo.	<input type="button" value="Yes"/>
Total anticipated cost of initiative	4,600

Total funds your organization will provide toward total cost?

260

Detail funds requested from other sources and note commitments or anticipated receipt of funds from other sources

PPF intends to provide \$260 as a travel stipend for the WCU intern, based on expected mileage (1857 miles) for the year and the charitable mileage rate (\$0.14/mi).

Please upload your detailed budget, including event or initiative expenses and revenue. You can attach a spreadsheet (Excel), PDF, or Word Document.



[TRAFx_quote.pdf](#)

Anticipated Attendees from Jackson County:

NA

Anticipated Attendees from outside Jackson County:

NA

Anticipated overnight stays generated:

NA

How did you determine audience/attendance numbers and where do they come from?

NA

How will you measure success of your initiative?

One-year visitor use (vehicles, pedestrians) numbers and patterns quantified for current park trail system and access points.

Is there anything else you'd like to add?

PPF board chair, Jay Coward, is secondary contact person for this grant. jkcoward@chspa.com

Signature:





TRAFx Quote and Order Form

Quote # 220811TG

Date: 2022-08-11

Lead time: 7
business days

INSTRUCTIONS: Please fill out this order form and click on the submit button. If you have any questions or concerns, please email us at info@trafx.net. Thank you!

TRAFx Research Ltd.
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 Reference (e.g. PO number)
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[What's this?] A wrong Tax ID causes shipping problems



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PAYMENT

 Send an invoice Credit card

Card number
 Name on card
 Expires MM/YY CVC



Charge when ASAP On ship date

QUOTED ITEMS

Item	Description	Qty	Price	Total
TRAFx System Package	---3 TRAFx Infrared Trail Counter(s) with weatherproof field cases (no batteries) ---1 TRAFx Dock (for configuring and downloading counters); dual-mode: PC and Shuttle mode; with weatherproof field case (no batteries) ---1 TRAFx DataNet Plan for TRAFx counters (5 users for 5 years); \$125 special for new customers (reg. \$500) ---2 Cables: one TRAFx Cable ; one USB cable ---1 TRAFx User Manual and 1 TRAFx Disc ---Premium-level technical support for five years (bundled with DataNet)	1	\$2,490.00	\$2,490.00
TRAFx Counter	TRAFx Infrared Trail Counter with weatherproof field case (no batteries).	2	\$590.00	\$1,180.00
TRAFx Counter	TRAFx Vehicle/OHV/Mountain Bike Counter with weatherproof field case (no batteries).	1	\$590.00	\$590.00

Item	Description	Qty	Price	Total
			Subtotal	\$4,260.00
			Shipping (air courier/insurance/handling)	\$80.00
			Total (\$USD)	\$4,340.00
Notes: --Prices in USD				

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