Continental Divide Trail Coalition Looks to Partner with Small Businesses

GOLDEN, Colo. (Mar. 10, 2020) – The Continental Divide Trail Coalition (CDTC), the non-profit organization dedicated to protecting the 3,100-mile Continental Divide Trail, is launching a new program for small businesses. The CDTC’s Business Membership is designed to engage local businesses as partners in CDTC’s work of promoting and protecting the Continental Divide Trail. Businesses who join will be featured on CDTC’s website, get opportunities to be showcased via CDTC’s social media channels, and receive a marketing toolkit designed to help trailside businesses attract CDT users as customers.

“As the outdoor recreation economy continues to grow, the CDT has the potential to be an important economic driver for many of the rural communities along its length,” says Teresa Martinez, Executive Director of CDTC. “We are excited to help small business owners capitalize on this opportunity.”

A 2019 survey of 200 small business owners in more than 30 communities along the Continental Divide Trail showed that 88% have seen economic growth in their community due to use of the CDT over the last five years, but only 58% have seen that growth affect their business in particular. As such, the CDTC Business Membership benefits were specifically designed to aid business owners in marketing to CDT users and other outdoor recreationists.

Any business can become a CDTC Business Member by making an annual donation of $200 or contributing to CDTC’s work in other ways, such as hosting a fundraiser or donating a portion of sales from a particular item to CDTC. Businesses that are interested in supporting the work of the Continental Divide Trail Coalition but not yet ready to make a monetary donation have the opportunity to become “CDT Supporters” by filling out a form explaining how their business benefits the trail and/or its users. Supporters receive a decal to be placed in their storefront to demonstrate their support of the CDT.

More details about the program benefits and information on how to become a Business Member are available at continentaldividetrail.org/business-membership. Questions about the program can be directed to Nicole Karem, CDTC’s Gateway Community Coordinator, at gateway@continentaldividetrail.org.

About the Continental Divide Trail
The CDT is one of the world’s premiere long-distance trails, stretching 3,100 miles from Mexico to Canada along the Continental Divide. Designated by Congress in 1978, the CDT is the highest, most challenging and most remote of the 11 National Scenic Trails. It provides recreational opportunities ranging from hiking to horseback riding to hunting for thousands of visitors each year. While 95% of the CDT is located on public land, approximately 150 miles are still in need of protection.

About the Continental Divide Trail Coalition
The CDTC was founded in 2012 by volunteers and recreationists hoping to provide a unified voice for the Trail. Working hand-in-hand with the U.S. Forest Service and other federal land management agencies, the CDTC is a non-profit partner supporting stewardship of the CDT. The mission of the CDTC is to complete, promote and protect the Continental Divide National Scenic Trail, a world-class national resource. For more information, please visit continentaldividetrail.org.

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