Pinetop-Lakeside
A Town of Outdoor Opportunities

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Town of Pinetop-Lakeside
Where is Pinetop-Lakeside?
What is Pinetop-Lakeside

• Tourist based community

• Population ranges from approximately 4,200 during winter to potentially 30,000 during summer

• Large second home owner population

• Approximately 60% of all lodging in region

• Restaurants and entertainment
Enjoying the peacefulness and solitude that comes with a trail built for the silent sports, built with the overriding concern that it is through preservation of this environment that keeps us coming back.
Who are we?

Volunteer organization dedicated to building and maintaining non-motorized trails in the White Mountains.

- Trail crew meets weekly to build and maintain trails
- Approximately 350 members
- Meet monthly for breakfast and to discuss trail issues
- Schedule educational speakers and/or fieldtrips
- Splinter groups hike, bike, ride horseback, ski, mushroom hunt…..
- Volunteer, volunteer, volunteer
Trail crew performing typical weekly tasks
Trail maintenance: Critical decisions concerning removal of rocks and berms; focus on erosion prevention.
Installation of diamonds:

Used as trail markers and for emergency safety concerns.
White Diamond for Emergency Responder
Youth: Assisting Boy Scouts in learning trail building techniques for scout badges
Youth: Field trip with Blue Ridge Middle School on the Osprey Trail.
✓ Significant volunteerism to agencies that support Wildlife and enjoy the silent sports

• USFS
• Humane Society
• Tour of the White Mountain
• White Mountain Nature Center
• Wildlife Festival
• Cool Running
• Highway Cleanup
• Many, many more.
Cross Country Ski Adventures

Possible wolf sighting expedition; scat, tracks, or live sighting; identify trees; always something learned
Tour of the White Mountains Aide Station
Recreational Areas in Pinetop-Lakeside

- Woodland Lake Park
- Mountain Meadow Recreation Complex
- White Mountain Nature Center
- Big Springs Environmental Study Area
How does Pinetop-Lakeside promote these amenities to foster economic sustainability

• Town government based Advertising and Promotion Committee
• Advertising agency in the Valley distributes promotional material
• Utilization of social networking (Facebook, Twitter, etc.)
• Town website providing links to organizations such as TRACKS or Nature Center
• Distribution of pamphlets and flyers to lodging and to visitor centers in the region
“Nature Center wins governor’s tourism award”
Indoor Education
Outdoor Education