

# SPECIAL MEETING TBRT FUNDING

Tuesday, September 28, 2021 at 6:00 PM

RUTH TOWN HALL

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## AGENDA

**CALL TO ORDER**

**ROLL CALL**

**AGENDA ITEMS**-Discuss funding of TBRT partner marketing expense.

1. See attached documents for consideration in decision making for this meeting.

**ADJOURN**

*In accordance with the Americans with Disabilities Act, persons who need accommodation to attend or participate in this meeting should contact Town Hall at (828) 287-7943 within 48 hours prior to the meeting to request such assistance.*



# Facebook Pages for **Thermal Belt Rail Trail**

October 1, 2020 - September 11, 2021

Determine your impact on Facebook by analyzing your Facebook Page activity.





### Performance Summary

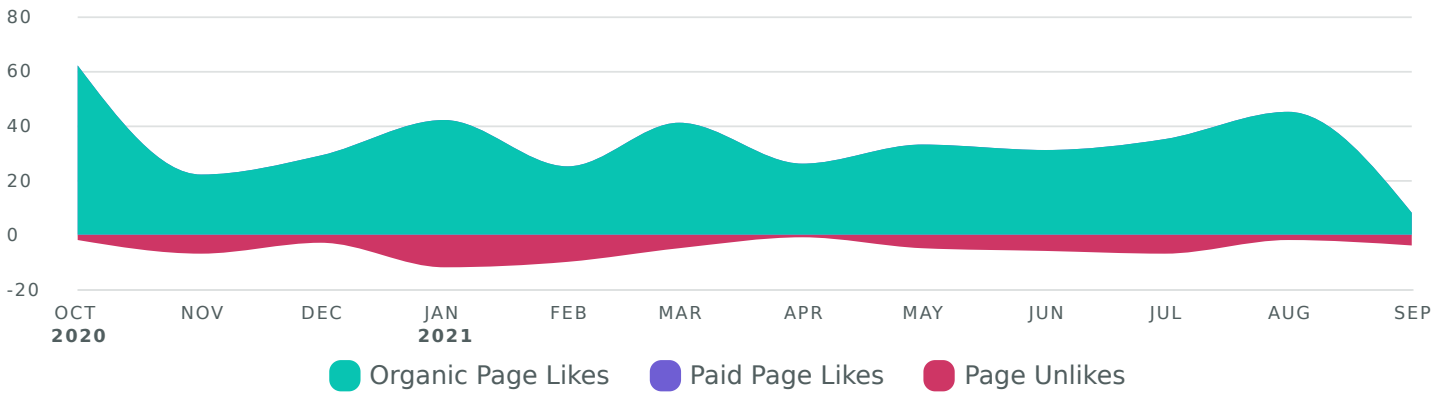
View your key profile performance metrics from the reporting period.

Impressions <b>175,523</b> ↘ 18.3%	Engagements <b>12,245</b> ↘ 53.6%	Post Link Clicks <b>315</b> ↘ 76.2%
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### Audience Growth

See how your audience grew during the reporting period.

Net Page Likes Breakdown, by Month



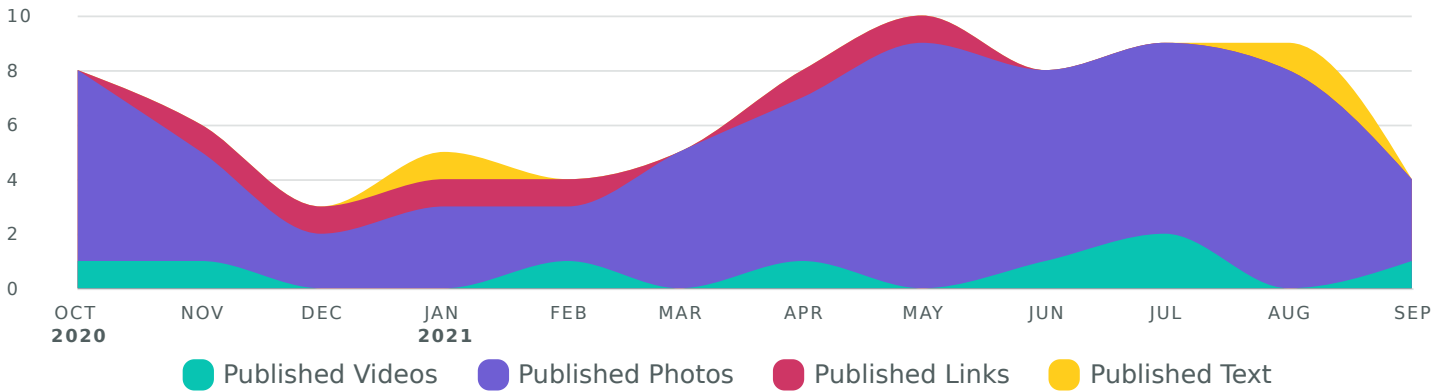
Audience Metrics	Totals	% Change
<b>Fans</b>	<b>2,683</b>	<b>↗ 14.12%</b>
<b>Net Page Likes</b>	<b>335</b>	<b>↘ 56.38%</b>
Organic Page Likes	<b>399</b>	<b>↘ 51.75%</b>
Paid Page Likes	<b>0</b>	<b>→ 0.00%</b>
Page Unlikes	<b>64</b>	<b>↗ 8.47%</b>



### Publishing Behavior

View the different types of posts you published during the selected time period.

Published Posts Content Breakdown, by Month



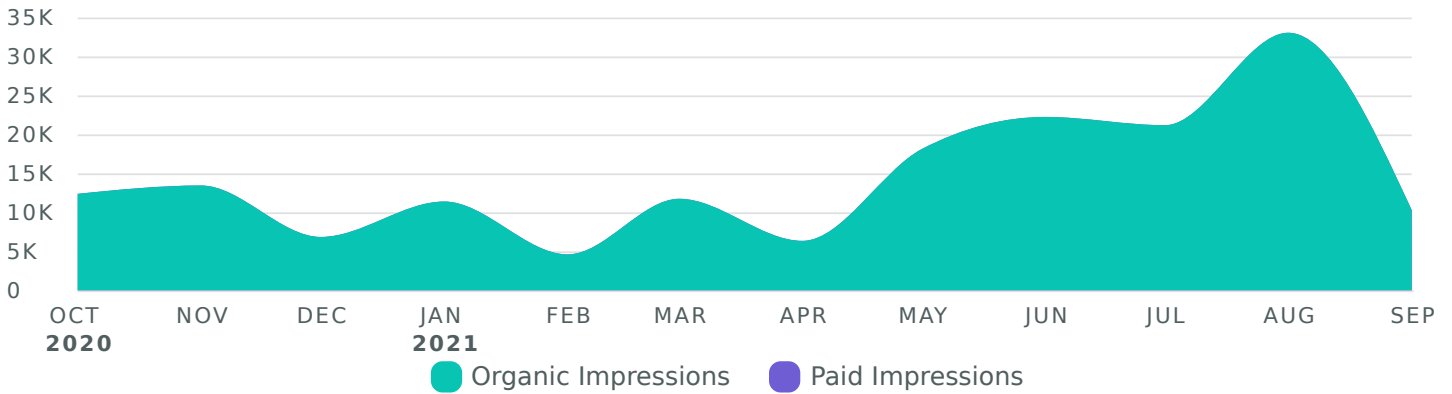
Publishing Behavior by Content Type	Totals	% Change
<b>Total Published Posts</b>	<b>79</b>	↘24.8%
Published Videos	<b>8</b>	↗300%
Published Photos	<b>63</b>	↘23.2%
Published Links	<b>6</b>	↘68.4%
Published Text	<b>2</b>	→0%



## Impressions

Review how your content was seen by the Facebook community during the reporting period.

Impressions Breakdown, by Month



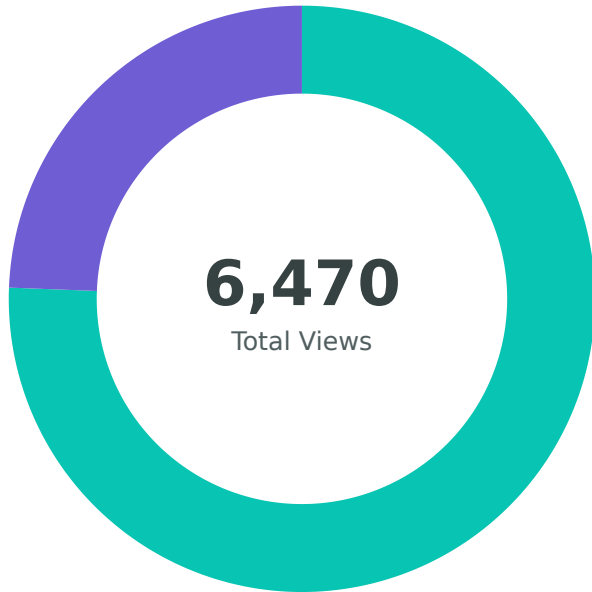
Impression Metrics	Totals	% Change
<b>Total Impressions</b>	<b>175,523</b>	<b>↘ 18.3%</b>
Organic Impressions	171,599	↘ 17.3%
Paid Impressions	0	→ 0%
<b>Average Daily Impressions per Page</b>	<b>507.29</b>	<b>↘ 18.3%</b>
<b>Average Daily Reach per Page</b>	<b>354.56</b>	<b>↘ 20.3%</b>



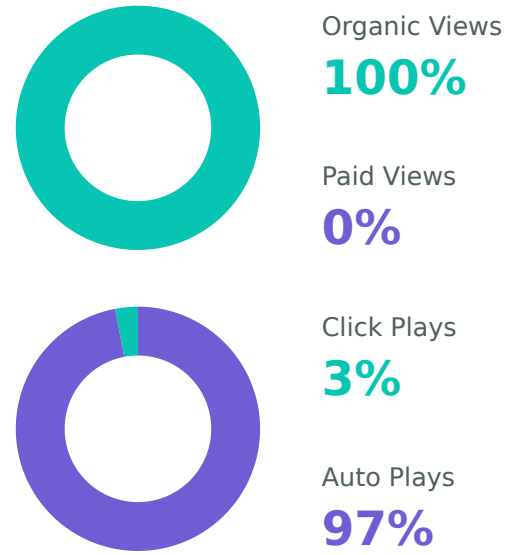
## Video Performance

View your aggregate video performance during the reporting period.

### View Metrics



### Viewing Breakdown

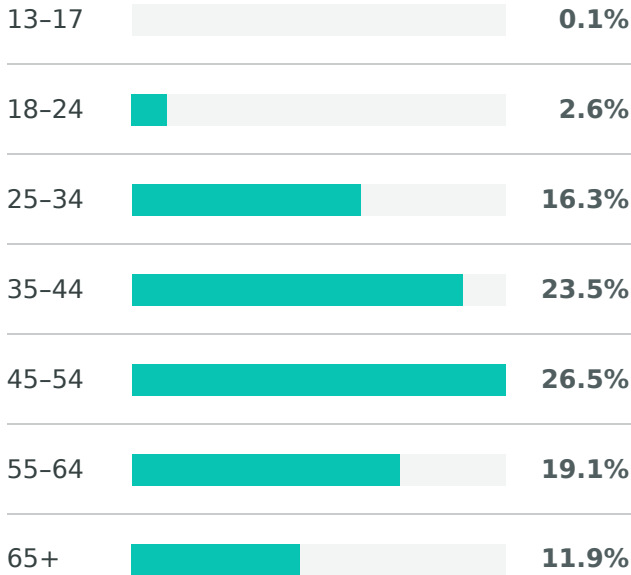




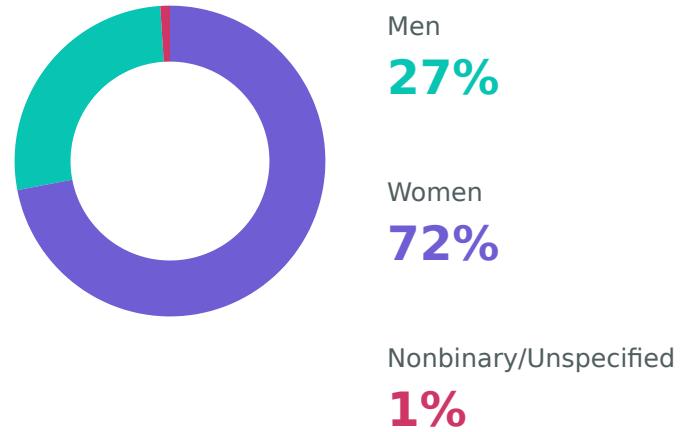
### Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

#### Audience by Age ⓘ



#### Audience by Gender ⓘ



**Women** between the ages of **45-54** appear to be the leading force among your fans.

#### Audience Top Countries

<b>United States</b>	<b>2,676</b>
Botswana	2
Canada	1
Spain	1
United Kingdom	1

#### Audience Top Cities

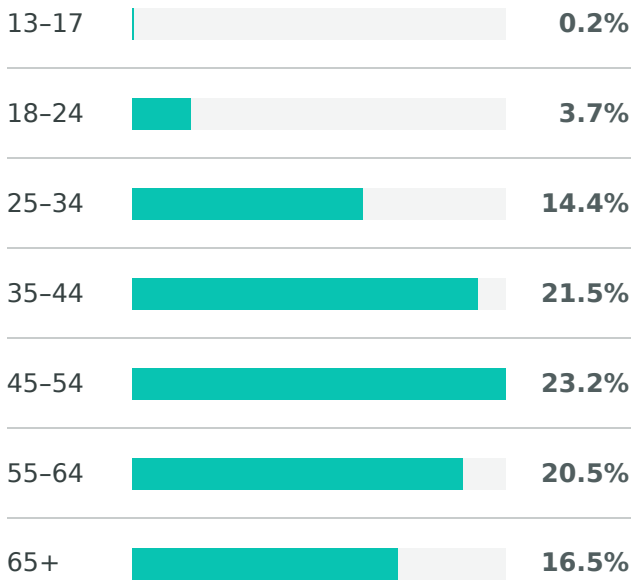
<b>Forest City, NC</b>	<b>552</b>
Rutherfordton, NC	457
Ellenboro, NC	116
Shelby, NC	105
Spindale, NC	97



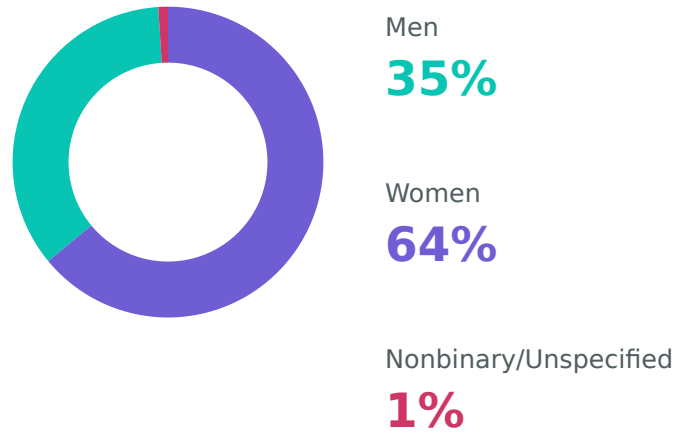
### People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

#### People Reached by Age



#### People Reached by Gender



**Women** between the ages of **45-54** have a higher potential to see your content and visit your Page.

People Reached Top Countries	Daily Average
<b>United States</b>	<b>547.35</b>
Canada	0.81
United Kingdom	0.64
Spain	0.39
Philippines	0.22

People Reached Top Cities	Daily Average
<b>Forest City, NC</b>	<b>100.18</b>
Rutherfordton, NC	78.59
Shelby, NC	17.93
Ellenboro, NC	17.44
Spindale, NC	16.8

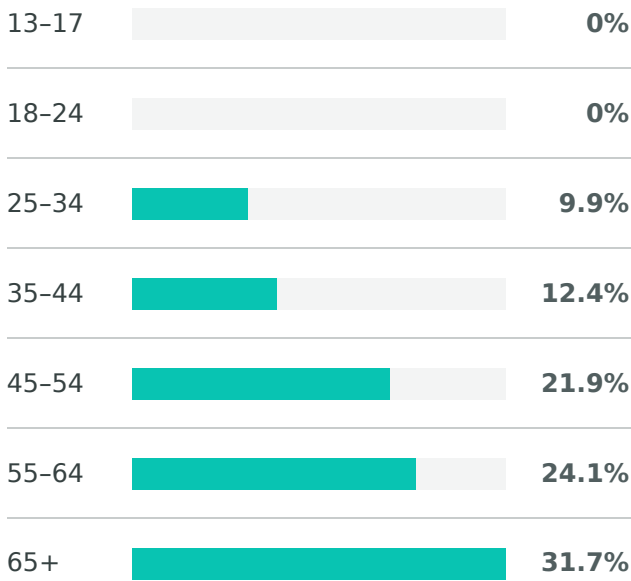




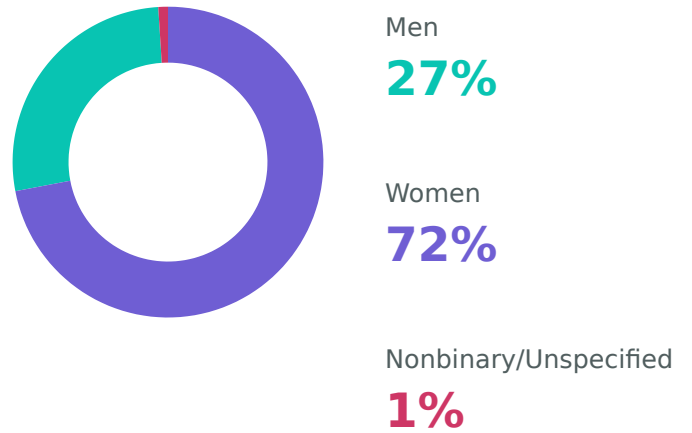
### People Engaged Demographics

Review the average daily user demographics of the people who took action on your page during the reporting period.

#### People Engaged by Age



#### People Engaged by Gender



**Women** between the ages of **65+** are most likely to engage with your content.

People Engaged Top Countries	Daily Average
<b>United States</b>	<b>136.5</b>
India	0.5

People Engaged Top Cities	Daily Average
<b>Forest City, NC</b>	<b>23.5</b>
Rutherfordton, NC	22
Spindale, NC	9.5
Bostic, NC	6
Ellenboro, NC	6



# Instagram Business Profiles for **thermalbeltrailtrail**

October 1, 2020 - September 11, 2021

Determine the impact of Instagram content by analyzing your activity.





### Performance Summary

View your key profile performance metrics from the reporting period.

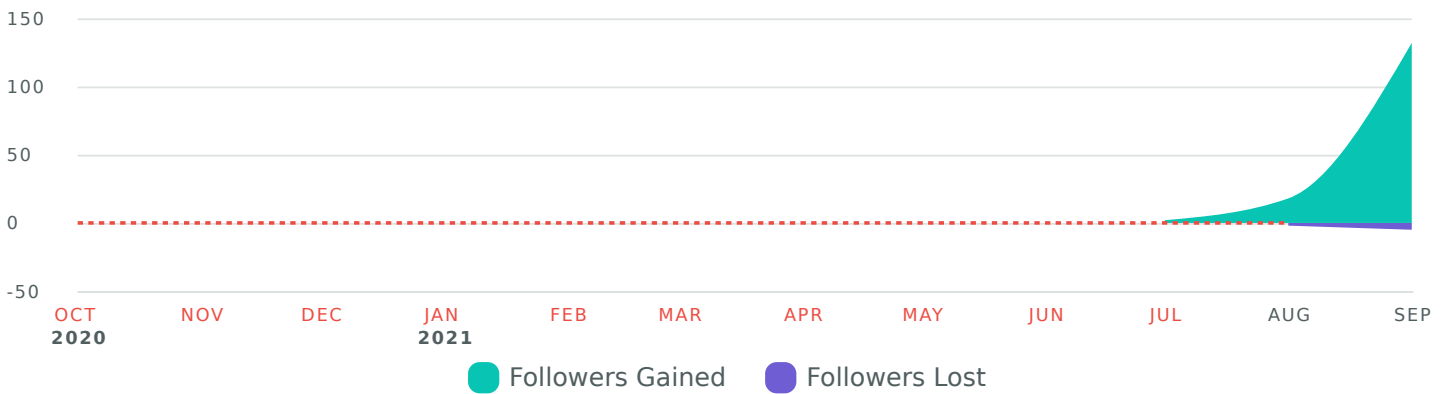
Impressions <b>39,532</b> ↗27.8%	Engagements <b>2,302</b> ↗10.8%	Profile Actions <b>184</b> ↗139%
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### Audience Growth

See how your audience grew during the reporting period.

Instagram only shows us data since implementing analytic software

Net Follower Growth Breakdown, by Month



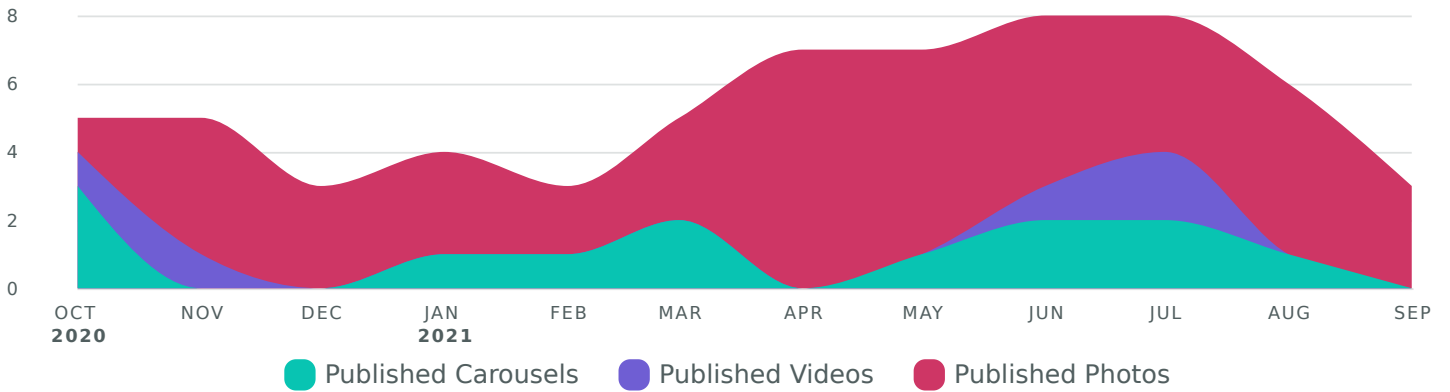
Audience Metrics	Totals	% Change
<b>Followers</b>	<b>1,337</b>	—
<b>Net Follower Growth</b>	<b>145</b>	—
Followers Gained	<b>152</b>	—
Followers Lost	<b>7</b>	—



## Publishing Behavior

View the different types of posts and stories you published during the selected time period.

Published Posts & Stories Content Breakdown, by Month



Publishing Behavior by Content Type	Totals	% Change
<b>Total Published Posts &amp; Stories</b>	<b>64</b>	<b>↗ 18.5%</b>
Published Carousels	<b>13</b>	<b>↗ 225%</b>
Published Videos	<b>5</b>	<b>↗ 150%</b>
Published Photos	<b>46</b>	<b>↘ 4.2%</b>



## Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them with hashtags that drew the most engagement.

### Most Used Hashtags

#tbrt	26
#railtrail	12
#rutherfordcountync	12
#railstotrails	10
#forestcitync	6
#spindalenc	6
#wnc	6
#getoutside	5
#TBRT	4
#bethebridge	4

### Top Hashtags by Lifetime Engagements

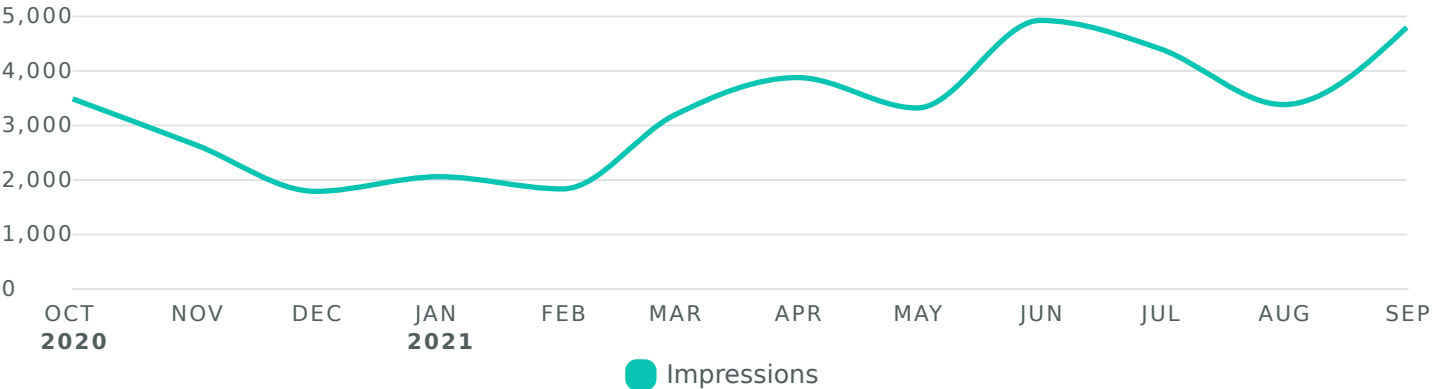
#tbrt	955
#railstotrails	494
#rutherfordcountync	490
#railtrail	390
#getoutside	279
#spindalenc	245
#wnc	224
#bethebridge	200
#forestcitync	197
#TBRT	168



# Impressions

Review how your content was seen by the Instagram community during the reporting period.

Impressions, by Month



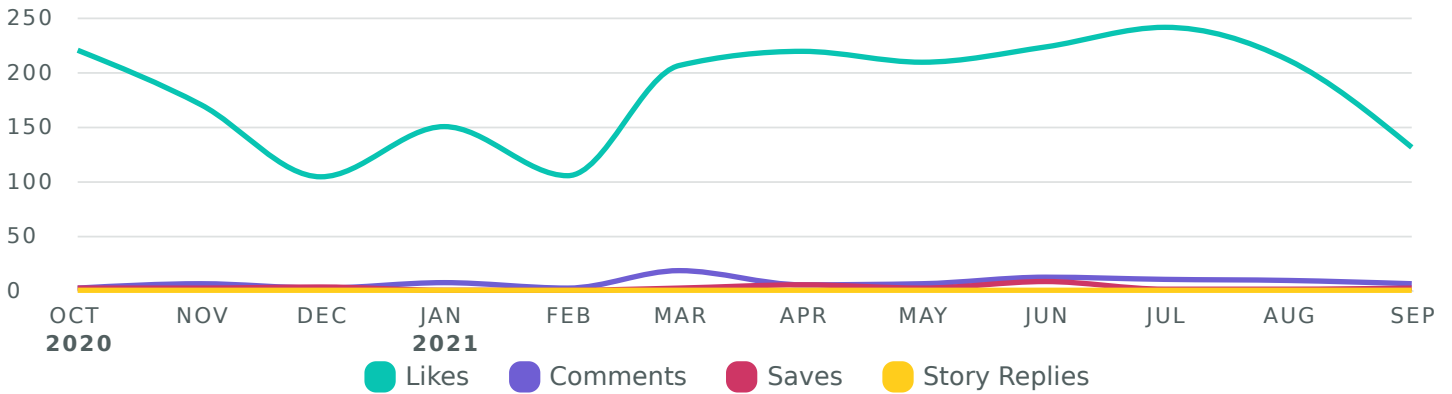
Impression Metrics	Totals	% Change
<b>Impressions</b>	<b>39,532</b>	<b>↗ 27.8%</b>
Average Daily Impressions per Profile	114.25	↗ 27.8%
Average Daily Reach per Profile	84.82	↗ 38.4%



## Engagement

See how people are engaging with your posts and stories during the reporting period.

Engagements Comparison, by Month



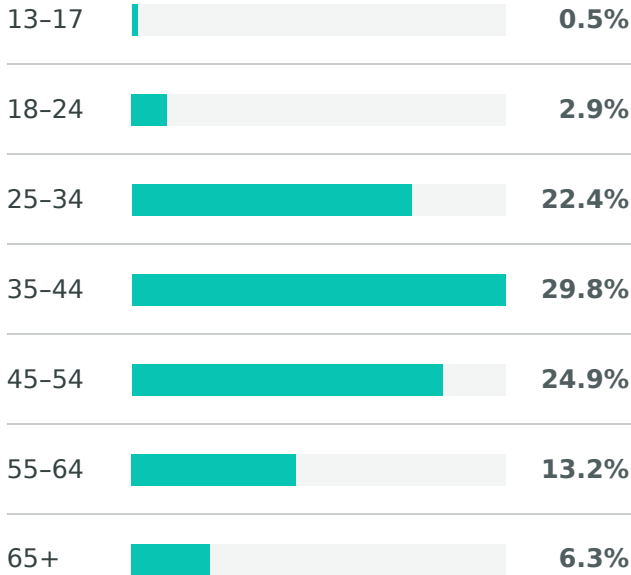
Engagement Metrics	Totals	% Change
<b>Total Engagements</b>	<b>2,302</b>	<b>↗ 10.8%</b>
Likes	2,189	↗ 8.3%
Comments	85	↗ 136.1%
Saves	28	↗ 40%
Story Replies	0	→ 0%
<b>Engagement Rate (per Impression)</b>	<b>5.8%</b>	<b>↘ 13.3%</b>



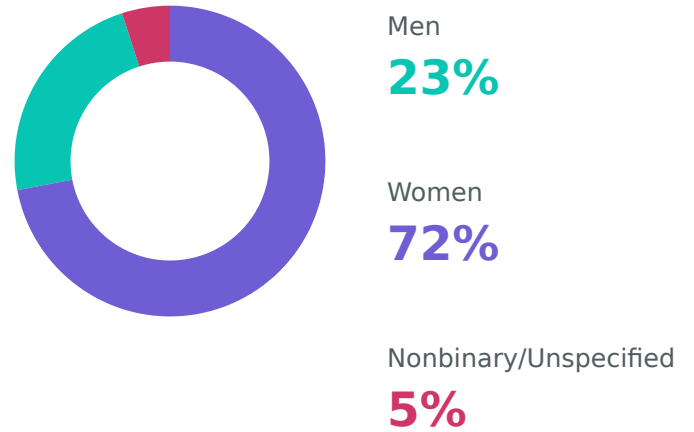
### Audience Demographics

Review your audience demographics as of the last day of the reporting period.

#### Audience by Age



#### Audience by Gender



**Women** between the ages of **35-44** appear to be the leading force among your followers.

#### Audience Top Countries

<b>United States</b>	<b>929</b>
Nigeria	2
Australia	1
Canada	1
Iran	1

#### Audience Top Cities

<b>Forest City, North Carolina</b>	<b>191</b>
Rutherfordton, North Carolina	108
Spindale, North Carolina	50
Bostic, North Carolina	37
Charlotte, North Carolina	34





**Artifacting, LLC**  
 Post Office Box 642  
 Rutherfordton, NC 28139  
 accounting@artifacting.com

## Invoice 4381

**BILL TO**

Thermal Belt Rail Trail  
 RRDC / Danny Searcy  
 289 N. Main St  
 Rutherfordton, NC 28139

DATE  
09/24/2021

PLEASE PAY  
USD 7,152.00

DUE DATE  
10/24/2021

DATE	ACTIVITY	QTY	RATE	AMOUNT
10/01/2021	<b>Design</b> WEBSITE MAINTENANCE : Add monthly blog post and make updates as needed such as new amenities. Answer inquiries submitted through the website and maintain google presence. Update pages as applicable.	20	80.00	1,600.00
10/01/2021	<b>Social Media Design</b> FACEBOOK & INSTAGRAM MAINTENANCE FOR THE YEAR : Creating and posting on the two mentioned platforms twice a week during peaks months of April–September, once a week during off-peak months of October–March with relevant content and up-to-date information. Basic analytics and refinement included.	60	80.00	4,800.00
10/01/2021	<b>URL &amp; HOSTING</b> ANNUAL FEE	1	432.00	432.00T
10/01/2021	<b>Analytics</b> NEW for 10/21-9/22 Quarterly reports on all social platforms; emailed or presented (your preference) to board members	4	80.00	320.00

<b>SUBTOTAL</b>	7,152.00
<b>TAX</b>	0.00
<b>TOTAL</b>	7,152.00

Billing/Account Inquiries:

accounting@artifacting.com

**TOTAL DUE USD 7,152.00**

THANK YOU.

## RAILROAD LEASE AGREEMENT

**THIS RAILROAD LEASE AGREEMENT** (“Lease”) is entered into on March 6<sup>th</sup> 2017, ~~2016~~ (“Effective Date”), by and between **RUTHERFORD RAILROAD DEVELOPMENT CORPORATION**, a North Carolina not for profit corporation (“Lessor”), and Town of Ruth, a North Carolina municipal corporation (“Lessee”). Each of Lessor and Lessee may be referred to in this Lease as a “Party” and collectively as the “Parties.”

**WHEREAS**, Lessor and Southeast Shorelines, Inc., a North Carolina corporation, d/b/a Thermal Belt Railway (“TBRY”), were parties to a Lease and Operating Agreement dated February 26, 1990 (“Lease and Operating Agreement”), which granted TBRY certain rights and obligations to operate a certain railroad corridor in Rutherford County, commonly referred to as the Gilkey Line and the Bostic Spur (collectively, the “Corridors”); and

**WHEREAS** TBRY, by that certain Agreement for Partial Lease Termination and Release dated April 8, 2015, terminated its lease with Lessor and released all of its rights and interests thereunder as to the portions of the Corridors designated as Segments 1 and 3 in Exhibit A attached hereto, and a small portion of Segment 2, (collectively the “Premises”) and the rail use of the Premises has now been discontinued by TBRY and they have been abandoned by Lessor subject to an interim trail use/rail banking condition, all pursuant to certain decisions and notices of the Surface Transportation Board establishing and/or allowing an interim trail use condition in lieu of an outright abandonment of the Premises; and

**WHEREAS**, Lessor and Lessee now desire to enter into this Lease to enable Lessor to preserve the Premises for future railroad use, to encourage economic development in Rutherford County, and to “railbank” the Premises under 16 U.S.C. § 1247 for the benefit of the residents of the Town of Ruth and Rutherford County; and

**NOW THEREFORE**, in consideration of the agreements and covenants contained in this Lease and for other good and valuable consideration, the receipt and sufficiency of which the Parties acknowledge, the Parties agree as follows:

### 1. LEASED PREMISES.

Subject to and upon the terms, provisions and conditions set forth in this Lease, Lessor leases to Lessee, and Lessee leases from Lessor, the portion of the Premises located within the Lessee’s corporate limits (the “Leased Premises”). By way of further description, and for the purposes of this Lease Agreement, the Leased Premises consists of the rail-bed/trail linear footage listed on Exhibit B as being within Lessee’s corporate limits, together with any portion of the corridor described on Exhibit A that is associated with such linear footage and also within Lessee’s corporate limits (ie. the full width of the corridor within which such rail-bed/trail linear footage is located). The parties acknowledge and agree that this description of the Leased Premises may be altered or further refined by subsequent survey, and that they will be bound by the findings of any such subsequent survey with regard to the definition of the Leased Premises for all purposes hereunder.

### 2. USE AND MAINTENANCE.

Lessee shall be solely responsible, at its sole expense, for the management, maintenance and operation of the Leased Premises and shall only use the Leased Premises for public purposes, as Lessee shall deem necessary or desirable in its sole discretion, including bicycle/walking paths, beautification, and purposes incidental thereto, in accordance with the Decision.

Lessor shall reasonably cooperate with Lessee in obtaining such licenses, permits and applications as may be required from time to time in connection with the construction or redevelopment of any Lessee Improvement or Alteration, or as may otherwise be deemed required or necessary, in Lessee's sole discretion, for Lessee's use of the Leased Premises.

**20. ENTIRE AGREEMENT.**

This Lease represents the entire agreement between the Parties and supersedes all other oral or written agreements between the Parties pertaining to this transaction. The paragraph headings in this Lease are inserted for convenience of reference only and in no way describe, interpret, define or limit the scope or content of this Lease or any of its provisions. This Lease may be amended only by a written instrument signed by Lessor and Lessee. Notwithstanding anything to the contrary in this Lease, this Lease is, and shall remain subject to, the Decision.

**21. NO WAIVER.**

Neither the failure of either Party to exercise any power given such Party under this Lease nor to insist on strict compliance with its obligations under this Lease, nor any custom or practice of the Parties at variance with the terms of this Lease, shall constitute a waiver of either Party's right to demand exact compliance with the terms of this Lease.

**22. APPLICABLE LAW.**

This Lease shall be construed and interpreted in accordance with the laws of North Carolina, excepting only its conflict of laws principles.

**23. COUNTERPARTS.**

This Lease may be signed in two or more counterparts, each of which shall be deemed as an original.

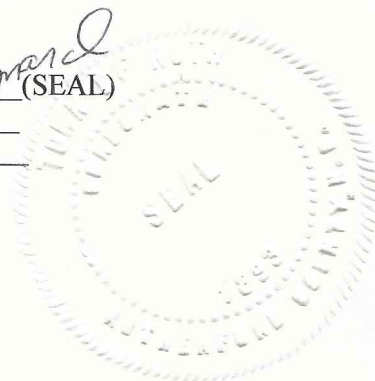
IN WITNESS WHEREOF, the Parties have caused this Lease to be executed under seal as of the day and year first written above.

**RUTHERFORD RAILROAD  
DEVELOPMENT CORPORATION**

**TOWN OF RUTH**

By: \_\_\_\_\_ (SEAL)  
Print Name: \_\_\_\_\_  
Title: \_\_\_\_\_

By: Don Baynard (SEAL)  
Print Name: Don Baynard  
Title: Mayor



## RESOLUTION OF RAILROAD DEVELOPMENT CORPORATION

**WHEREAS**, Rutherford Railroad Development Corporation (“RRDC”) is a North Carolina Nonprofit Corporation currently located at 230 Spindale Street, Spindale, North Carolina, 28160;

**WHEREAS**, the newly appointed Directors of RRDC are Steve Garrison, Janet Mason, David Guy, Doug Barrick, and Scott Webber;

**WHEREAS**, the newly appointed Directors conducted their first organizational meeting on October \_\_\_\_\_, 2021; and

**WHEREAS**, the Directors have agreed upon several items, including the adoption of new Bylaws, a regularly scheduled meeting time, terms of Directors, the appointment of officers, and the amendment of RRDC’s Articles of Organization.

**NOW THEREFORE BE IT RESOLVED** as follows:

1. The Directors hereby adopt the attached Amended and Restated Bylaws.
2. Regular Meetings of the Directors shall be held on the \_\_\_\_\_ the \_\_\_\_\_ of each month, unless otherwise rescheduled by the Directors.
3. The following Directors shall serve a term ending June 30, 2024:  
\_\_\_\_\_. The successors to said Directors shall serve a term of three (3) years.
4. The following Directors shall serve a term ending June 30, 2023  
\_\_\_\_\_. The successors to said Directors shall serve a term of three (3) years.
5. The following Director shall serve a term ending June 30, 2022  
\_\_\_\_\_. The successor to said Director shall serve a term of three (3) years.
6. The Directors hereby appoint the following Officers who shall serve until the Annual Meeting to be held in May pursuant to the Bylaws:
  - a. \_\_\_\_\_ shall serve as Chairman;
  - b. \_\_\_\_\_ shall serve as Vice Chairman;
  - c. \_\_\_\_\_ shall serve as Secretary/Treasurer;

7. The Directors hereby adopt the attached Amendment to the Articles of Organization.

8. Be it further resolved that \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

Adopted this the \_\_\_\_ day of October, 2021.

RUTHERFORD RAILROAD DEVELOPMENT CORPORATION

\_\_\_\_\_  
By: \_\_\_\_\_, Chairman

STATE OF NORTH CAROLINA  
COUNTY OF RUTHERFORD

INTERLOCAL AGREEMENT  
THERMAL BELT RAIL TRAIL

THIS AGREEMENT is entered into and effective the 30 day of August, 2017 by and between Rutherford Railroad Development Corporation, a non-profit organization organized under the laws of the State of North Carolina, hereinafter "RRDC" and the County of Rutherford, a governmental entity within the State of North Carolina, hereinafter referred to as the "County"; the Town of Forest City, a North Carolina municipal corporation within the County of Rutherford, hereinafter referred to as "Forest City"; the Town of Ruth, a North Carolina municipal corporation within the County of Rutherford, hereinafter referred to as "Ruth"; the Town of Rutherfordton, a North Carolina municipal corporation within the County of Rutherford, hereinafter referred to as "Rutherfordton"; and the Town of Spindale, a North Carolina municipal corporation within the County of Rutherford, hereinafter referred to as "Spindale" and collectively the County, Forest City, Rutherfordton, Ruth and Spindale shall be referred to as the "Trail Partners" ;

WITNESSETH;

THAT WHEREAS, RRDC owns a certain tract of land comprising a railroad corridor in Rutherford County, North Carolina, said railroad corridor being comprised of those railroad corridors between Alexander Mills and Gilkey, North Carolina, commonly referred to as the Gilkey Line and Forest City and Bostic, North Carolina, commonly referred to as the Bostic Spur, (collectively, the "Corridors"); and

WHEREAS, RRDC and Southeast Shorelines, Inc., a North Carolina corporation, d/b/a Thermal Belt Railway ("TBRY"), were parties to a Lease and Operating Agreement dated February 26, 1990 ("Lease and Operating Agreement"), which granted TBRY certain rights and obligations to operate railroad services within the Corridors; and

WHEREAS, by that certain Agreement for Partial Lease Termination and Release dated April 8, 2015, TBRY terminated its lease with RRDC and released all of its rights and interests thereunder as to the portions of the Corridors designated as Segments 1 and 3 in Exhibit A attached hereto and a small portion of Segment 2, (collectively the "Rail Corridor") and the rail use of the Rail Corridor has now been discontinued by TBRY and they have been rail-banked by RRDC subject to an interim trail use condition, all pursuant to certain decisions and notices of the Surface Transportation Board establishing and/or allowing an interim trail use condition in lieu of an outright abandonment of the Rail Corridor, namely the Surface Transportation Board Decision and Notice of Interim Trail Use or Abandonment dated January 16, 2016; and

WHEREAS, the municipalities and the County have each entered into a separate lease agreement with RRDC for the portion of the Rail Corridor within their respective jurisdictions, specifically as follows: Forest City entered into a Railroad Lease Agreement with RRDC dated March 24, 2016 and a subsequent Partial Termination of Lease Agreement dated June 28, 2017; Ruth entered into a Railroad Lease Agreement with RRDC dated March 6, 2017; Spindale entered into a Railroad Lease Agreement with RRDC dated June 28, 2017; Rutherfordton

entered into a Railroad Lease Agreement with RRDC dated May 3, 2017 and the County entered into a Railroad Lease Agreement with RRDC dated June 28, 2017, (collectively the “Lease Agreements”); and

WHEREAS, the purpose of the Lease Agreements is to preserve the Rail Corridor for future railroad use, to encourage economic development in Rutherford County, and to “railbank” the Rail Corridor under 16 U.S.C. §1247 for the benefit of the residents of Rutherford County; and

WHEREAS, in furtherance of the above stated purpose, the Trail Partners desire to build and maintain a twelve foot wide paved trail which shall traverse the entire 13.36 miles of the Rail Corridor from Forrest Hunt Elementary School to Gilkey on the area described in Exhibit A attached hereto (the “Trail”); and

WHEREAS, the Trail Partners have retained the services of McGill and Associates, Inc. and Odom Engineering, Inc. (hereinafter “McGill and Odom”) to develop a master plan for the Trail (hereinafter the “Master Plan”); and

WHEREAS, RHI Legacy Foundation, Inc. is a non-profit organization organized under the laws of the State of North Carolina (hereinafter “RHI”) whose primary purpose is to provide grant funding to support initiatives that promote three health focus areas: chronic disease, healthy eating and active living within Rutherford County; and

WHEREAS, the development of the Trail represents a key area of funding for RHI because free and convenient access for individuals and families to be active and outdoors will promote it’s active living strategy and make a positive impact on the health and wellness of the citizens of Rutherford County; and

WHEREAS, RHI has agreed to provide \$4,250,000 in funds (the “Grant”) for the development and construction of the Trail provided certain assurances by the Trail Partners are made; and

WHEREAS, the Trail Partners desire to jointly accept and utilize the Grant for the purposes of development and construction of the Trail, to finalize the Master Plan and to coordinate the construction, maintenance and promotion of the Trail for the ongoing benefit of the citizens of Rutherford County.

NOW, THEREFORE, in consideration of the mutual and public benefits herein deemed to exist, the parties agree as follows:

1. RRDC and the Trail Partners agree that the name of the Trail shall be the Thermal Belt Rail Trail. The name of the Trail shall only be modified with the written consent of all Trail Partners, RRDC and RHI.
2. All of the Trail Partners and RRDC shall have input into the finalization of the Master Plan for the Trail. The Master Plan shall not be considered finalized until all of the Trail Partners and RRDC are in agreement. After the initial approval of the Master Plan, then the Trail Partners

shall collectively have the right, obligation and authority to update and modify the Master Plan as needed and maintain long term stewardship of the Master Plan into the future. After the approval of the Master Plan, the Trail Partners shall proceed to bidding and construction of the Trail as stated in Paragraph 4 below. Further, the Trail Partners agree that they shall thereafter adhere to the Master Plan and ensure that all activities or improvements of any kind within the Rail Corridor are consistent therewith, unless a deviation from the Master Plan is expressly approved by all of the Trail Partners.

3. The Trail Partners acknowledge that certain items and/or features must be uniform throughout the Trail and Rail Corridor and should be included in the approved final Master Plan prior to construction, including but not limited to, the following:

- a. Type and design of sign post
- b. Type and design of mile markers
- c. Distance markers
- d. Road crossing markings
- e. Pavement marking on the Trail
- f. Informational kiosks
- g. Vehicular traffic signage, trail user signage, trailhead and access point signage, and pavement markings at points where Trail intersects with public roads
- h. Trail surface

4. The Trail Partners acknowledge that there are various options available to handle the administration of the Grant funds, the bidding of the Trail construction and management of the construction phase. The recommendation of McGill and Odom as to the means of handling the bidding and construction of the project shall be reviewed by all Trail Partners and approved by all Trail Partners prior to the commencement of the bid process for the project. At the time of the execution of this Agreement, it is anticipated that the construction will be bid in two parts: 1) the portion of the Rail Corridor from Forrest Hunt Elementary School to Oakland Road (hereinafter "Forrest Hunt Phase") and 2) the portion of the Rail Corridor from Oakland Road to Gilkey (hereinafter "Gilkey Phase"). The Trail Partners agree that the Town of Forest City will be responsible for administering the Grant funds, bidding and construction management for the Forrest Hunt Phase. The Trail Partners further agree that the County shall be responsible for administering the Grant funds, bidding and construction management for the Gilkey Phase. In the event, that the Trail Partners determine it is prudent to proceed with bidding and construction of the Trail in a single phase, then the County will be responsible for administering the Grant funds, bidding and construction management for the entire Trail.

The Trail Partners agree that notwithstanding the agreement for the Town of Forest City and/or the County to be responsible for Grant fund administration, bidding and construction as stated above, all of the Trail Partners will be provided information regarding material



decisions that have to be made as the bidding and construction of the Trail proceeds. Each of the Trail Partners shall have the right to provide input regarding the material decisions to be made during the bidding and construction process. Further each Trail Partner shall have the right to make any decision regarding any matter that directly impacts their respective jurisdiction. The County Manager, the managers of Rutherfordton, Forest City, and Spindale, and the Mayor for Ruth or the Mayor's designee shall meet regularly during the bid and construction process to ensure that all Trail Partners have adequate information and input as to the progress of the Trail construction.

5. Any bid or bids received for the construction of the Trail must be approved by all of the Trail Partners. In the event that the Grant funding is insufficient to fully pay for the bids as received, the Trail Partners will work together to obtain other funding sources. Any material change orders will be approved by the Trail Partners. Upon the approval of the bids by the Trail Partners, bids shall be submitted to the appropriate governmental board for approval.

6. The Trail Partners agree that the Town of Forest City may proceed to obtain informal bids for the removal of rails and crossties on the Forrest Hunt phase. Currently there is a \$250,000 line item in the Grant for rail and cross tie removal. In the event the bid requires the payment of funds to a contractor for this work, Forest City may seek funding from the Grant for the rail and crosstie removal subject to the approval of the Trail Partners.

7. The Trail Partners agree that it is important that there be uniformity and consistency in the maintenance of the paved Trail surface. The Trail Partners acknowledge that it is in the best interest of all the Trail Partners that the Trail appear to be seamless as one jurisdiction connects with the next. Therefore, each Trail Partner agrees to be responsible for the maintenance of the paved portion of the Trail within their respective jurisdictions and to make any necessary repairs, and to maintain the paved Trail surface consistent with the Master Plan and the standards of maintenance in the other jurisdictions.

8. The Trail Partners further agree to maintain the Rail Corridor along the Trail within their respective jurisdictions in such a manner that is consistent with the Master Plan and the remainder of the Rail Corridor and Trail, and to promote public safety and encourage public usage of the Trail and all associated features and amenities within the Rail Corridor. Each Trail Partner agrees to provide any plans for landscaping, fixtures, recreational and other amenities within the Rail Corridor in their respective jurisdiction to the remaining Trail Partners for review and comment prior to installation or construction. The Trail Partners agree that any such amenities shall be consistent with the Master Plan. The Trail Partners further agree that the features within the Rail Corridor which are listed in Article 3 above must be approved by all Trail Partners.

9. The Trail Partners shall develop parameters, policies and guidelines for usage of the Trail, including but not limited to the handling of encroachments and encumbrances of the Rail Corridor. These parameters, policies and guidelines may include recommended requirements for amenities, landscaping and maintenance.

10. The Trail Partners shall develop a marketing plan to enhance public awareness and utilization of the Trail.

11. The Trail Partners consist of the owner of the Rail Corridor and leaseholders of the Rail Corridor. As such, the Trail Partners have the exclusive right and obligation to construct, maintain and make any and all decisions relative to the Trail and the Rail Corridor. Notwithstanding, the Trail Partners may establish one or more committees of individuals or entities with a vested interest in the Trail to serve in an advisory capacity to the Trail Partners, to provide input to the Trail Partners as to various aspects of the Trail, including but not limited to, usage, design, and maintenance.

12. The Trail Partners anticipate that the structure of RRDC will be modified to make certain that the Trail Partners, in particular the governmental entities, are positioned to control and manage the Trail to ensure that the Trail is available for usage by the citizens of Rutherford County and visitors to Rutherford County for generations to come.

13. The Trail Partners acknowledge that a cooperative effort will be necessary to manage the Trail for the benefit of the public on an ongoing basis. The Trail Partners, therefore, agree to use their best efforts to fairly and equitably modify, amend, or change the terms and conditions of this Agreement from time to time as applicable laws or requirements change, and unforeseen circumstances occur, in order to perpetuate this Agreement and to maintain appropriate fiscal responsibility and good managerial practices.

IN WITNESS WHEREOF the parties hereto, after receiving approval by their respective Boards, have signed and sealed this agreement to be effective the day and year first above written.

**Rutherford Railroad Development Corporation**

By: 

**County of Rutherford**

By: \_\_\_\_\_  
Board Chairman

Attest: \_\_\_\_\_  
County Clerk

**Town of Forest City**

By: \_\_\_\_\_  
Mayor

Attest: \_\_\_\_\_  
City Clerk

**Town of Ruth**

By: \_\_\_\_\_  
Mayor

Attest: \_\_\_\_\_  
City Clerk

**Town of Rutherfordton**

By: \_\_\_\_\_  
Mayor

Attest: \_\_\_\_\_  
City Clerk

**Town of Spindale**

By: \_\_\_\_\_  
Mayor

Attest: \_\_\_\_\_  
City Clerk

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**Rutherford Railroad Development Corporation**

By: \_\_\_\_\_

**County of Rutherford**

By: [Signature]  
County Manager

Attest: [Signature]  
County Clerk



**Town of Forest City**

By: \_\_\_\_\_  
Mayor

Attest: \_\_\_\_\_  
City Clerk

**Town of Ruth**

By: \_\_\_\_\_  
Mayor

Attest: \_\_\_\_\_  
City Clerk

**Town of Rutherfordton**

By: \_\_\_\_\_  
Mayor

Attest: \_\_\_\_\_  
City Clerk

**Town of Spindale**

By: \_\_\_\_\_  
Mayor

Attest: \_\_\_\_\_  
City Clerk

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**Rutherford Railroad Development Corporation**

**County of Rutherford**

By: \_\_\_\_\_

By: \_\_\_\_\_

County Manager

Attest: \_\_\_\_\_

County Clerk

**Town of Forest City**

**Town of Ruth**

By: Steve Hallad  
Mayor

By: \_\_\_\_\_

Mayor

Attest: Emily Sevin  
City Clerk

Attest: \_\_\_\_\_

City Clerk

**Town of Rutherfordton**

**Town of Spindale**

By: \_\_\_\_\_  
Mayor

By: \_\_\_\_\_

Mayor

Attest: \_\_\_\_\_  
City Clerk

Attest: \_\_\_\_\_

City Clerk

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**County of Rutherford**

By: \_\_\_\_\_

By: \_\_\_\_\_

County Manager

Attest: \_\_\_\_\_

County Clerk

**Town of Forest City**

**Town of Ruth**

By: \_\_\_\_\_

By:  \_\_\_\_\_

Mayor

Mayor

Attest: \_\_\_\_\_

Attest:  \_\_\_\_\_

City Clerk

City Clerk

**Town of Rutherfordton**

**Town of Spindale**

By: \_\_\_\_\_

By: \_\_\_\_\_

Mayor

Mayor

Attest: \_\_\_\_\_

Attest: \_\_\_\_\_

City Clerk

City Clerk

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**Rutherford Railroad Development Corporation**

**County of Rutherford**

By: \_\_\_\_\_

By: \_\_\_\_\_  
County Manager

Attest: \_\_\_\_\_  
County Clerk

**Town of Forest City**

**Town of Ruth**

By: \_\_\_\_\_  
Mayor

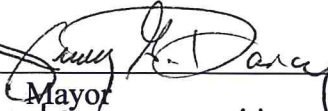
By: \_\_\_\_\_  
Mayor

Attest: \_\_\_\_\_  
City Clerk

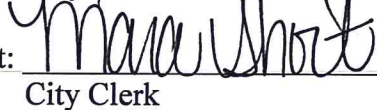
Attest: \_\_\_\_\_  
City Clerk

**Town of Rutherfordton**

**Town of Spindale**

By:  \_\_\_\_\_  
Mayor

By: \_\_\_\_\_  
Mayor

Attest:  \_\_\_\_\_  
City Clerk

Attest: \_\_\_\_\_  
City Clerk

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**Rutherford Railroad Development Corporation**

**County of Rutherford**

By: \_\_\_\_\_

By: \_\_\_\_\_

County Manager

Attest: \_\_\_\_\_

County Clerk

**Town of Forest City**

**Town of Ruth**

By: \_\_\_\_\_

By: \_\_\_\_\_

Mayor

Mayor

Attest: \_\_\_\_\_

City Clerk

Attest: \_\_\_\_\_

City Clerk

**Town of Rutherfordton**

**Town of Spindale**

By: \_\_\_\_\_

By: \_\_\_\_\_

Mayor

Mayor

Attest: \_\_\_\_\_

City Clerk

Attest: *Cathy Spafford* \_\_\_\_\_

City Clerk

**EXHIBIT A****Segment #1 (Alexander Mills to Spindale)**

BEING a railroad corridor 100 feet wide, more or less, owned by the Rutherford Railroad Development Corporation (RRDC) in Rutherford County, North Carolina, between Alexander Mills and Spindale, North Carolina, being more particularly described as follows:

BEGINNING at the centerline of a 100 foot wide railroad corridor adjoining the northerly line of that parcel of land conveyed to the Town of Alexander Mills by Norfolk Southern Railway Company in a deed recorded in Deed Book 718, Page 332, Rutherford County Registry, and beginning at Railroad Milepost 175.50 and Railway Centerline Station 9283+95.5; thence running with the centerline of the railroad corridor in a northerly and northwesterly direction for a distance of 25,970.10 feet, more or less, to a point at Railroad Milepost 180.47 and Railway Centerline Station 9543+65.6, more or less, said point being the POINT OF TERMINATION of the railroad corridor herein described, containing 59.619 acres, more or less. For informational purposes, the afore-described railroad corridor is also the railroad corridor subject to a joint notice of exemption by the RRDC and discontinuance of service by the Thermal Belt Railway (TBRY) pursuant to STB Docket No. AB-568 (Sub-No. 2X) and STB Docket No. AB-567 (Sub No. 2X).

**Segment #2 (Bostic Spur)**

BEING a railroad corridor 200 feet in width, more or less, owned by the RRDC in Forest City, Rutherford County, North Carolina, being more particularly described as follows:

BEGINNING at a new iron pin (NIP) located at Railroad Centerline Station 5318+80.6, said NIP having NC Grid NAD'83(2011) coordinates of N: 591,531.297' E:1,141,451.051' and being located S 81°15'38" E 172.58' from NC Grid monument "RU-27" having NC Grid NAD'83(2011) coordinates of N: 591,557.514' E: 1,141,280.505', said NIP also being located N 09°10'35" E 100.00' from a NIP located near the northern edge of pavement of U.S. Hwy #74 Business, thence running with the centerline of the railroad corridor in a westerly direction a distance of 2,441.4 feet, more or less, to a point at Railroad Milepost SF-407.40 and Railway Valuation Station 5343+22, said point being the POINT OF TERMINATION of the railroad corridor herein described at its connection with the railroad corridor described above as Railroad Corridor #1 (Alexander Mills to Spindale), containing 11.21 acres, more or less.

**Segment #3 (Spindale to Gilkey)**

BEING a railroad corridor 100 feet in width, more or less, owned by the RRDC in Forest City, Rutherford County, North Carolina, being more particularly described as follows:

BEGINNING at the centerline of a 100 foot wide railroad corridor adjoining the northerly line of the Railroad Corridor # 1, and beginning at Railroad Milepost 180.47 and Railway Centerline Station 9543+65.6; thence running with the centerline of the railroad corridor in a northerly and northwesterly direction for a distance of 41,553.60 feet, more or less, to a point at Railroad Milepost 188.34 and Railway Centerline Station 9975+10, more or less, near Gilkey in Rutherford County, North Carolina, said point being the POINT OF TERMINATION of the railroad corridor herein described, containing 95.39 acres, more or less. For informational purposes, the afore-described railroad corridor is also the railroad corridor subject to a joint notice of exemption by the RRDC and discontinuance of service by the Thermal Belt Railway (TBRY) pursuant to STB Docket No. AB-568 (Sub-No. 1X) and STB Docket No. AB-567 (Sub No. 1X).





# Post Performance

October 1, 2020 - September 11, 2021

Review the lifetime performance of the posts you published during the publishing period.





### Thermal Belt Rail Trail

Mon 8/16/2021 3:55 pm EDT

Looking for a fun activity on dry land? The historic Spindale House doors are open to the public & is newly renovated 😊 Com...



Impressions

9,996



### Thermal Belt Rail Trail

Fri 7/9/2021 2:29 pm EDT

🐾 Calling all fur babies 🐕🐶 Meet friends and cool down on the go while working out with your BFF. Make sure to head over to...



Impressions

4,228



### Thermal Belt Rail Trail

Thu 3/4/2021 5:50 pm EST

Local Trail Update 🎉 Congrats to the Purple Martin Greenway on their completion of Phase III! They have...



Impressions

3,763



**Thermal Belt Rail Trail**

Mon 7/12/2021 10:58 am EDT

👉 Nestled right in the middle of the #tbrt at Mile 7 is Spindale's 'Restaurant Row' 🍴 and Bike Rental Shop Open Box 🚲 Plan t...



Impressions

**3,513**



**Thermal Belt Rail Trail**

Fri 3/12/2021 3:03 pm EST

New TBRT Signage Concepts are being finalized this coming Monday at the Town of Spindale's City Council Meeting. What...



Impressions

**2,988**



**Thermal Belt Rail Trail**

Fri 1/8/2021 9:05 am EST

🎵 Walking in a winter wonderland 🎵 Beautiful isn't it?! Thank you for the photo Stephen Hill! . #nofilter...



Impressions

**2,972**



### Thermal Belt Rail Trail

Thu 12/17/2020 11:46 am EST

🚴🚴 James and Cheryl's trail blog is worth a share! Read all about this couples 28.17 mile 🏹 adventure on our very ow...

#### Biking the Thermal Belt Rail Trail...



Impressions

2,935



### Thermal Belt Rail Trail

Tue 7/27/2021 9:49 am EDT

Boy, when storms 🌩️ come through we can't thank our maintenance teams enough for keeping the trail clear of deb...



Impressions

2,893



### Thermal Belt Rail Trail

Wed 8/18/2021 6:00 am EDT

🚧 Closure around Mile Marker 3 - Broyhill Rd to Rock Rd - Tues 8/24 til Fri, 8/27, for scheduled maintenance 🙏 We apologize...



Impressions

2,699



**Thermal Belt Rail Trail**

Tue 6/29/2021 2:27 pm EDT

👁️ Looking for a flat stretch among the mountains 🏔️ for your young biker? #trainhere Nothing but smooth asphalt f...



Impressions

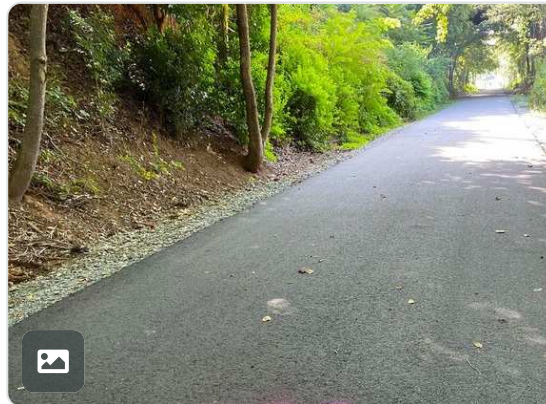
2,423



**Thermal Belt Rail Trail**

Mon 9/6/2021 12:07 pm EDT

"Dear Abby..." We know love can make you do crazy things, but this is a little too far 😬👉 Be cool 😊 and don't #Graffiti the #TB...



Impressions

2,242



**Thermal Belt Rail Trail**

Sat 8/21/2021 2:06 pm EDT

Happening NOW on Main Street Forest City (mile 11 - Park Square Access ) Hot Nights Cool Rides Forest City Car Show 🚗29th...



Impressions

2,090


**Thermal Belt Rail Trail**

Sun 6/13/2021 11:35 am EDT

Throw on those kicks and take in some fresh air ☀️ it's National Get Outdoors Day! The picturesque foothills are calling 🍷...



Impressions

**2,045**

**Thermal Belt Rail Trail**

Fri 5/14/2021 11:58 am EDT

👏 WOW 👏 Awesome to see these numbers along the trail after our first full year since installing the counters. 🍷...

Thermal Belt Rail Trail  
May 2020 - April 2021 (One Year)  
Counts (one direction)

	Total**	Daily Average
<b>ALL USERS</b>		
Forest City (Mile 11)*	52,485	162
Spindale (Mile 7)	50,828	139
Mile 2.5	35,637	98
	<hr/>	<hr/>
	138,950	399
<b>BIKES</b>		
Forest City (Mile 11)*	27,829	86
Spindale (Mile 7)	30,164	83
Mile 2.5	18,888	52
	<hr/>	<hr/>
	76,881	221
<b>PEDESTRIANS*</b>		
Forest City (Mile 11)	24,656	76
Spindale (Mile 7)	20,664	57
Mile 2.5	16,749	46
	<hr/>	<hr/>
	62,069	179

\*Data from June 12, 2020 - April 30, 2021

Impressions

**1,913**

**Thermal Belt Rail Trail**

Wed 11/4/2020 8:44 am EST

OPINION POLL 🗳️ Would you pay for a tour along the trail in this super rare 3-seater electric bike??? . #windowsinalldirection...



Impressions

**1,851**



### Thermal Belt Rail Trail

Sat 8/21/2021 2:06 pm EDT



Impressions

1,827



### Thermal Belt Rail Trail

Fri 9/3/2021 1:46 pm EDT

🤗 3-day weekend ahead & we're happy to announce 🗡️ we have EV parking ❤️ Jump in your electric vehicle and head our wa...



Impressions

1,699



### Thermal Belt Rail Trail

Fri 4/23/2021 8:49 pm EDT

In the spirit of #EarthDay we want to thank our trail users that carry out what they carry in. 🌱 . Thank you for respecti...



Impressions

1,644

**Thermal Belt Rail Trail**

Wed 8/4/2021 11:22 am EDT

Pause with us for a moment of reflection & gratitude for the RHI Legacy Foundation 🙏 Without them, we wouldn't have this...



Impressions

**1,612****Thermal Belt Rail Trail**

Sun 3/28/2021 7:30 pm EDT

🌸 Springs' warmer weather renews our spirit just as much as it brings life to the land. It's the perfect time to stop & THIN...



Impressions

**1,577****Thermal Belt Rail Trail**

Sat 6/26/2021 9:59 am EDT

🙌 Remember to stop at road crossings 🙌 ESP this one around mile 5. Heavy equipment & large trucks pass frequentl...



Impressions

**1,568**



**Thermal Belt Rail Trail**

Tue 7/20/2021 11:45 am EDT

🚲🚲🚲 Weather is shaping up for Thursday's Group Ride with @rutherfordoutdoorcoalition ☀️ Hit the tr...



Impressions

**1,480****Thermal Belt Rail Trail**

Mon 11/9/2020 4:40 pm EST

Soaking up this perfect Fall day 🍂🍁🌳🌲🌲🌲 . #perfectfallday #bikelife #fallcolors #familyfun #rutherfordcountync...



Impressions

**1,468****Thermal Belt Rail Trail**

Tue 8/10/2021 2:34 pm EDT

👁️ Looking to relocate along the #tbrt in a 55+ community? Here's your chance to see this quickly expanding community,...



Impressions

**1,433**

**Thermal Belt Rail Trail**

Thu 10/29/2020 11:44 am EDT

Warning! Due to Tropical Depression Zeta, we have several trees down on the north end in the Gilkey Community. Please avo...



Impressions

**1,432****Thermal Belt Rail Trail**

Tue 10/6/2020 10:49 am EDT

👉 Thank you to @safekidsworldwide for providing us with Helmet Safety information for all wheeled sports 🚲🛹🛼



Impressions

**1,415****Thermal Belt Rail Trail**

Wed 6/23/2021 11:17 am EDT

👋 Say hello & greet Jimmy Poole, our friend from Shelby NC that's sporting our brand colors 💙💚 Thank you for making...



Impressions

**1,384**

**Thermal Belt Rail Trail**

Thu 10/29/2020 4:55 pm EDT

**\*\*Temporary Trail Closure Notice & Update\*\*** Many trees have been removed today, but this large one located at...



Impressions

**1,330****Thermal Belt Rail Trail**

Sat 10/17/2020 12:16 pm EDT

Great to see this group from Greenville SC on the trail today!! Thank you for making the trip regularly 😊 we love seeing the...

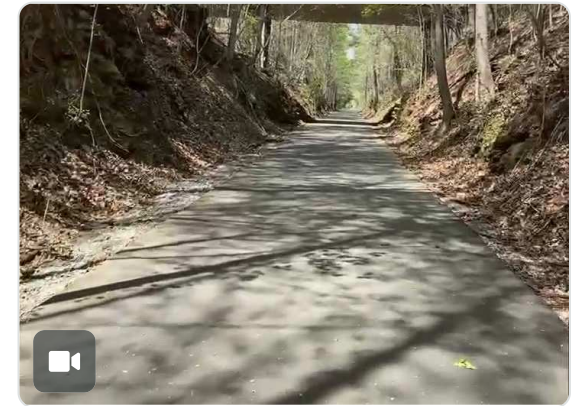


Impressions

**1,212****Thermal Belt Rail Trail**

Tue 6/1/2021 2:58 pm EDT

🌲🌲 Nice shaded trail on the north end for the hot summer days ahead 😊🔥 Park at our trailhead at mile 0 / 100 Oak Springs...



Impressions

**1,206**



**Thermal Belt Rail Trail**

Mon 11/16/2020 11:25 am EST

Caution // Downtown Spindale / around Mile 7 at Spindale St / will be closed for a brief time early this week in order to ma...



Impressions

**1,176**



**Thermal Belt Rail Trail**

Wed 9/1/2021 2:19 pm EDT

We're welcoming the ninth month of the year at Mile 9 🍂 and looking forward to cooler days 🍃🍁 and longer rides 🚲 on t...



Impressions

**1,170**



**Thermal Belt Rail Trail**

Wed 10/21/2020 5:22 pm EDT

DYK our neighboring trail - the Purple Martin Greenway - is a hidden delight!! Located minutes from the TBRT, the PM...



Impressions

**1,109**



### Thermal Belt Rail Trail

Mon 7/5/2021 12:36 pm EDT

Happy Fourth of July trail goes 🇺🇸 As we have more freedom to hit the trail and the temperatures rise, please remember to...



Impressions

1,108



### Thermal Belt Rail Trail

Thu 1/21/2021 11:58 am EST

👀 Who wants #TBRT swag? A limited edition holographic sticker is available now! . These are high quality & we're...



Impressions

1,100



### Thermal Belt Rail Trail

Sat 11/14/2020 9:20 am EST

A big "THANK YOU" to the Millers! ❤️ It's a great day to be on the Thermal Belt Rail Trail! 🚴🏃🏃🏃🏃



Impressions

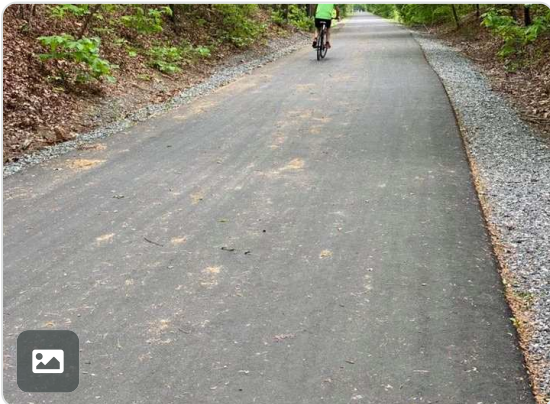
1,051



### Thermal Belt Rail Trail

Sun 5/2/2021 5:41 pm EDT

Your tracks in the pollen got us thinking... no matter what your personal health journey is, know you're not alone. . Whe...



Impressions

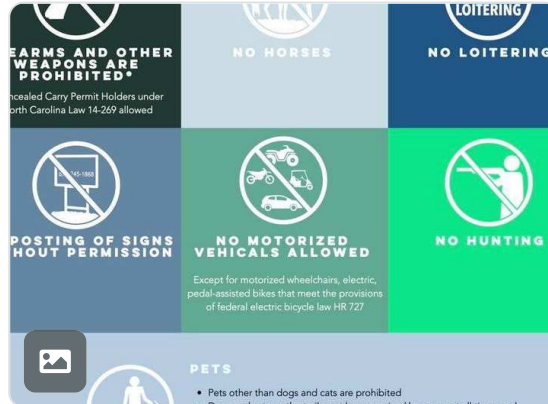
1,049



### Thermal Belt Rail Trail

Tue 5/18/2021 11:56 am EDT

☀️As the weather warms and the trail is more busy, let's take a minute to absorb some of our rules for everyone's safety 📌



Impressions

999



### Thermal Belt Rail Trail

Mon 11/23/2020 12:13 pm EST

📌 Trail Extension Alert! 2 new miles of tra Gorge connecting the revered Bearwallow M Rock Trail high atop the gorge. . Check out t



Impressions

995

**Thermal Belt Rail Trail**  
 Fri 8/6/2021 12:01 pm EDT

📍 Stop at our kiosks for all kinds of great info ~ 🗺️ Map with Points of Interest 🚒 Emergency Response Info 📄 Trail Rules ...

Impressions **991**

**Thermal Belt Rail Trail**  
 Fri 6/11/2021 2:36 pm EDT

? We want to know ~ Where and how do you hit the #tbrt ? #howdoyouexercise #4leggedfriend #livetobike #livetorun...

Impressions **970**

**Thermal Belt Rail Trail**  
 Thu 10/15/2020 10:22 pm EDT

So excited to have these ambassadors on our trail!! If you see one, please ask them a question 🙋 or say thank you for...

Impressions **946**



**Thermal Belt Rail Trail**

Wed 2/24/2021 8:16 am EST

☀️ It's going to be another beautiful day on the #tbtrt - make sure you get outside and enjoy it ☀️ We guarantee smiling faces a...



Impressions

935



**Thermal Belt Rail Trail**

Fri 5/28/2021 5:15 pm EDT

🇺🇸 Happy Memorial Day weekend trail goes! We hope you get out & enjoy the #tbtrt while taking some time to remem...



Impressions

901



**Thermal Belt Rail Trail**

Sat 7/31/2021 12:36 pm EDT

Say hello to 🎵 Kenny Chesney... I mean Kenny from Chesnee 🏄 & Deann from Spartanburg 🚴🚴 Two #tbtrt biking...



Impressions

881

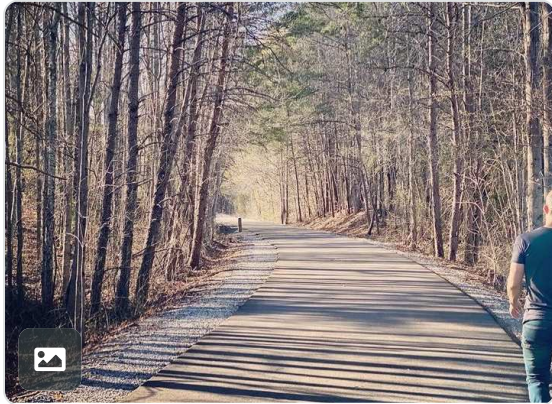




### Thermal Belt Rail Trail

Tue 4/13/2021 12:11 pm EDT

🌸 Spring is in full swing > Can you believe 🕶️ swimsuits are right around the corner 😎 . Meet the warmer months ahead by...



Impressions

875



### Thermal Belt Rail Trail

Sun 2/7/2021 4:27 pm EST

WARNING - ❄️ The snow has cleared but a 🌲 tree has fallen just south of Mile 2 past the Bechtler Mint Historic Site. . We will...



Impressions

870



### Thermal Belt Rail Trail


Sun 4/11/2021 1:36 pm EDT

We're excited to see so many people enjoying the Thermal Belt Rail Trail but remind trail users to always stay alert of...




Impressions


854

 **Thermal Belt Rail Trail**  
Thu 7/15/2021 12:19 pm EDT

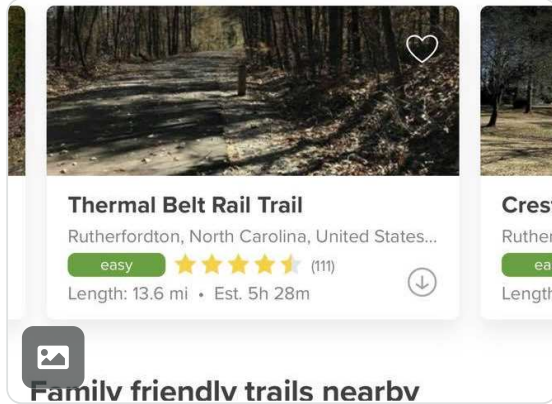
👋 Say hello to one of the trail's biggest fans, Ryan 🙌 'It's a super convenient way to go through the county and allows me ...



Impressions **846**


 **Thermal Belt Rail Trail**  
Fri 6/4/2021 3:13 pm EDT

Make sure to have this app > AllTrails in your pocket before hitting the road this weekend! It's great for getting in-depth...




Family friendly trails nearby


Impressions **836**

 **Thermal Belt Rail Trail**  
Wed 5/5/2021 12:14 pm EDT


So thankful for the shout out from NC League of Municipalities! 🙌




Impressions **834**

 **Thermal Belt Rail Trail**  
Fri 12/25/2020 9:34 am EST


🎄 O' Christmas Tree, O' Christmas Tree,  
the holidays are upon thee 🛎️🛎️🛎️🎄 .  
Wishing you and yours a peaceful holi...




Impressions **832**

 **Thermal Belt Rail Trail**  
Sat 10/17/2020 2:15 pm EDT


If anyone has seen this beautiful husky,  
please call the number listed on the flyer.  
🐕



Impressions **832**

 **Thermal Belt Rail Trail**  
Fri 6/18/2021 1:21 pm EDT

🎵 Like to hear music as you stroll?? Make  
sure to catch Acoustic Syndicate's  
Country-Folk/Bluegrass music at POPS...



Impressions **809**

**Thermal Belt Rail Trail**  
Fri 12/4/2020 12:02 pm EST

🗣️ Big shout out to Isothermal RPO for keeping us up to date on trail usage! These monthly reports cover 3 points...

November 1, 2020 → November 30, 2020

**Location**

**District**

33.7%

**Weekdays - Pedestrians**

11/01/2020 → 11/30/2020

Daily Average

34

**Weekdays - Cyclists**

11/01/2020 → 11/30/2020

Daily Average

54

**Week**

11/01/2020 → 11/07/2020

Daily Average

792

Impressions
792

**Thermal Belt Rail Trail**  
Fri 5/7/2021 11:13 am EDT

Spend your Saturday mornings on the #tbrt and feed your mind, soul and body!! Pre- or Post- workout, make sure to stop ...

Impressions
764

**Thermal Belt Rail Trail**  
Sat 3/20/2021 12:56 pm EDT

Beautiful day on the #tbrt - come down to @discover\_fc and find exercise stations, dog park, public restrooms and more! ....

Impressions
759



### Thermal Belt Rail Trail

Tue 5/25/2021 2:38 pm EDT

Thank you, John Michalski, for recognizing c Rutherford County, NC. Your article in the @ earlier this month helped solidify what we a

#### Gastonia needs a greater empha...



Impressions

736



### Thermal Belt Rail Trail

Tue 8/24/2021 2:41 pm EDT

Last minute getaway? Ample parking in downtown #forestcitync 🙌 Great way to take a ride on the #tbrt and then Explor...



Impressions

713



### Thermal Belt Rail Trail

Thu 4/8/2021 12:01 pm EDT

APRIL CONTEST 🌸 Rutherford Outdoor Coalition's Photo Series is calling for your best 🌸 Spring Flower 🌸 pics. . Win \$25 ...



RUTHERFORD OUTDOOR COALITION'S PHOTO SERIES

Impressions

705

**Thermal Belt Rail Trail**

Thu 9/9/2021 4:50 pm EDT

Friends don't let friends ride dehydrated 💪  
🚰 Be sure to make time for a pitstop 🚶 🚲  
at one of the water stations 💧 located...



Impressions

704

**Thermal Belt Rail Trail**

Fri 7/23/2021 5:34 pm EDT

3-2-1-0 🎉🎉🎉 It's officially the weekend!  
Slow down - grab your friends - and hit the  
trail 🚶 🚶 🚶 Enjoy your downtime while...



Impressions

694

**Thermal Belt Rail Trail**


Thu 4/29/2021 11:55 am EDT

Whether you're a marathon runner or  
daytime stroller, you can go the distance  
on the #tbrt 🏃. At a length of 13.58 mil...



Impressions

682

 **Thermal Belt Rail Trail**  
Fri 1/1/2021 11:16 am EST

☀️ Happy New Years Trail Goers!! Hope to see you on the trail soon ☀️

**A**

Impressions **631**


 **Thermal Belt Rail Trail**  
Mon 1/11/2021 1:58 pm EST

☀️ Thank you for driving up & taking the time to review us Stan! 🌱 It's awesome you did all 27 miles! Would love to see y...

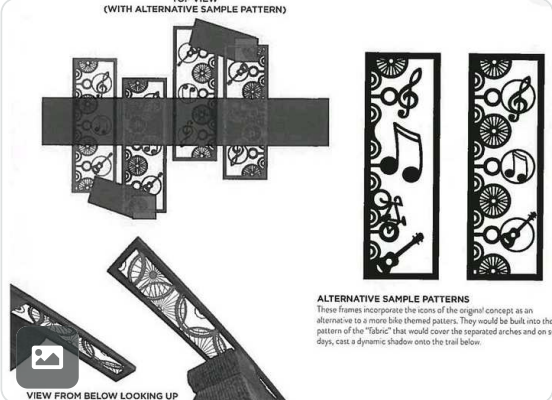
**SlingShot's review of the THERM...**



Impressions **614**

 **Thermal Belt Rail Trail**  
Fri 3/12/2021 8:21 pm EST

Thanks to Tom for a more detailed look into Concept A!



Impressions **592**



### Thermal Belt Rail Trail

Sat 10/10/2020 1:42 pm EDT

Come help us keep our Rail Trail beautiful and safe! 🌿👤



Impressions

567



### Thermal Belt Rail Trail

Mon 4/5/2021 1:56 pm EDT

🔍 Find unexpected historic gems on the #tbrt like this one 📍 Gilboa Methodist Church 📍 near mile marker 2 in...



Impressions

521



### Thermal Belt Rail Trail

Fri 2/5/2021 11:24 am EST

#TBRT friends, we need your input! To continue to deliver a positive experience on the trail, we need your support! Half ...

#### Forest City Parks & Recreation S...

part of the update to the Parks & Recreation 5-Year Comprehensive Plan, we are asking for your input on the facilities and programs offered in Forest City. By completing the survey, your input will help us improve our community.

required

name

email



Impressions

513





# Post Performance

October 1, 2020 - September 11, 2021

Review the lifetime performance of the posts you published during the publishing period.





**thermalbelttrail**

Wed 8/18/2021 6:00 am EDT

🚧 Closure around Mile Marker 3 - Broyhill Rd to Rock Rd - Tues 8/24 til Fri 8/27 for scheduled maintenance 🙏 We apologize...



Impressions

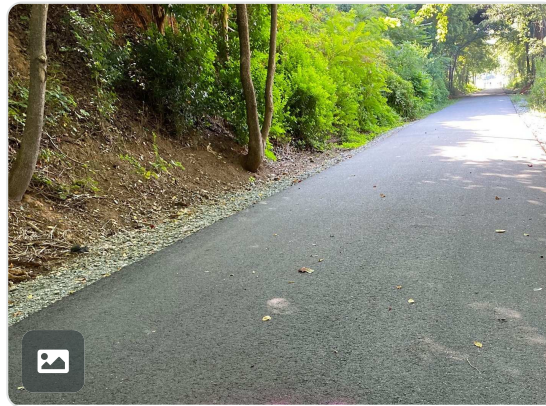
988



**thermalbelttrail**

Mon 9/6/2021 11:56 pm EDT

"Dear Abby..." We know love can make you do crazy things, but this is a little too far 😬  
🙏 Be cool 😊 and don't #Graffiti the #TB...



Impressions

880



**thermalbelttrail**

Tue 6/1/2021 2:58 pm EDT

🌲🌲 Nice shaded trail on the north end for the hot summer days ahead 😊🔥 Park at our trailhead at mile 0 / 100 Oak Springs...



Impressions

845



**thermalbelttrail**

Tue 7/27/2021 9:49 am EDT

Boy, when storms 🌩️ come through we can't thank our maintenance teams enough for keeping the trail clear of deb...



Impressions

**798**



**thermalbelttrail**

Mon 7/12/2021 10:58 am EDT

👉 Nestled right in the middle of the #tbrt at Mile 7 is Spindale's 'Restaurant Row' 🍷 and Bike Rental Shop Open Box 🚲 Plan t...



Impressions

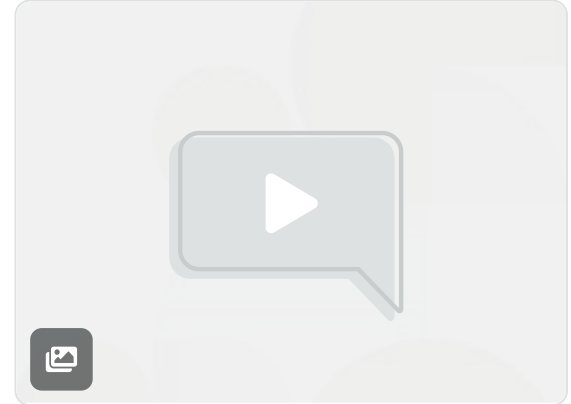
**773**



**thermalbelttrail**

Wed 2/24/2021 8:09 am EST

☀️ It's going to be another beautiful day on the #tbrt - make sure you get outside and enjoy it ☀️ We guarantee smiling faces a...



Impressions

**750**

**T** **thermalbeltrailtrail**  
Fri 4/23/2021 8:49 pm EDT

In the spirit of #EarthDay we want to thank our trail users that carry out what they carry in. 🌞 . Thank you for respecti...



Impressions

747

**T** **thermalbeltrailtrail**  
Sat 10/17/2020 12:16 pm EDT

Great to see this group from Greenville SC on the trail today!! Thank you for making the trip regularly 😊 we love seeing the...



Impressions

746

**T** **thermalbeltrailtrail**  
Sun 3/28/2021 7:26 pm EDT

🌸 Springs' warmer weather renews our spirit just as much as it brings life to the land. It's the perfect time to stop & THIN...



Impressions

709



**thermalbeltrailtrail**

Fri 6/18/2021 1:21 pm EDT

🎵 Like to hear music as you stroll?? Make sure to catch Acoustic Syndicate's Country-Folk/Bluegrass music at POPS...



Impressions

694



**thermalbeltrailtrail**

Wed 8/4/2021 11:22 am EDT

Pause with us for a moment of reflection & gratitude for the RHI Legacy Foundation 🙏 Without them, we wouldn't have this...



Impressions

684



**thermalbeltrailtrail**

Sat 8/21/2021 2:06 pm EDT

Happening NOW on Main Street Forest City (mile 11 - Park Square Access ) Hot Nights Cool Rides Forest City Car Show 🚗29th...




Impressions

668

**T** **thermalbeltrailtrail**  
Fri 3/12/2021 2:56 pm EST


New TBRT Signage Concepts are being finalized this coming Monday at the Town of Spindale's City Council meeting. What...




Impressions **660**

**T** **thermalbeltrailtrail**  
Thu 1/21/2021 11:58 am EST


👀 Who wants #TBRT swag? A limited edition holographic sticker is available now! . These are high quality & we're...



Impressions **659**

 **thermalbeltrailtrail**  
Thu 7/15/2021 12:19 pm EDT

👋 Say hello to one of the trail's biggest fans, Ryan 🙌 'It's a super convenient way to go through the county and allows me ...



Impressions **654**



**thermalbelttrail**

Fri 9/3/2021 10:35 am EDT

🤗 3-day weekend ahead & we're happy to announce 🙌 we have EV parking 📍 Jump in your electric vehicle and head our wa...



Impressions

645



**thermalbelttrail**

Thu 3/4/2021 5:50 pm EST

Local Trail Update 🤗 Congrats to the Purple Martin Greenway on their completion of Phase III! They have...



Impressions

638



**thermalbelttrail**

Sat 6/26/2021 9:59 am EDT

🙌 Remember to stop at road crossings 🙌 ESP this one around mile 5. Heavy equipment & large trucks pass frequentl...



Impressions

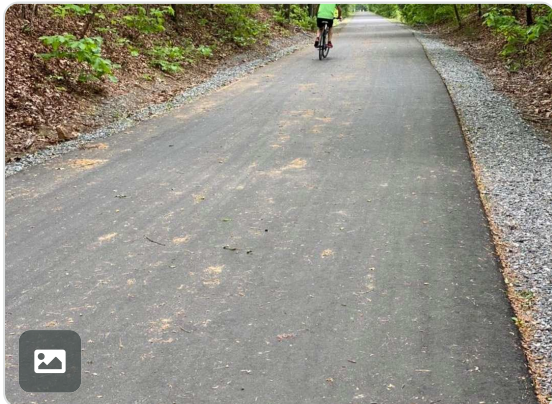
613



**thermalbeltrailtrail**

Sun 5/2/2021 5:41 pm EDT

Your tracks in the pollen got us thinking... no matter what your personal health journey is, know you're not alone. . Whe...



Impressions

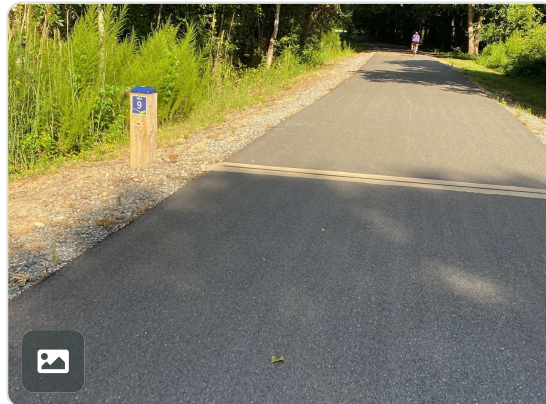
612



**thermalbeltrailtrail**

Wed 9/1/2021 8:29 pm EDT

🌞 We're welcoming the ✨9th✨ month of the year at Mile 9 & looking forward to cooler days 🍂 and longer rides 🚲 on t...



Impressions

604



**thermalbeltrailtrail**

Mon 11/9/2020 4:39 pm EST

Soaking up this perfect Fall day 🍂🍂🍂🍂 . #perfectfallday #bikelife #fallcolors #familyfun #rutherfordcountync...



Impressions

604

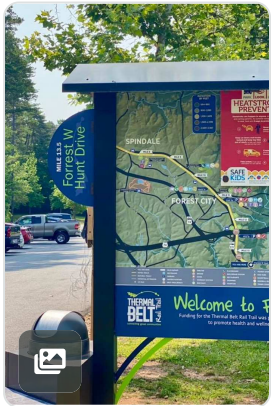




**thermalbelttrail**

Mon 7/5/2021 12:36 pm EDT

Happy Fourth of July trail goes 🇺🇸 As we have more freedom to hit the trail and the temperatures rise, please remember to...



Impressions

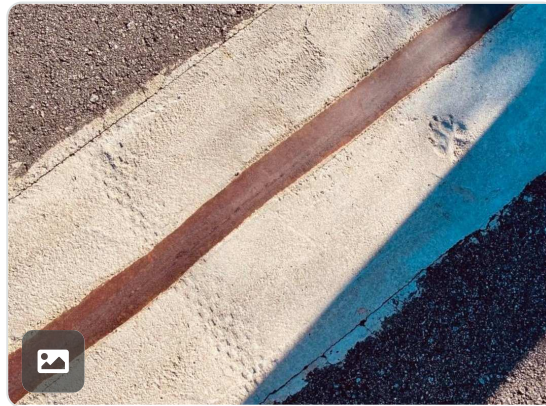
603



**thermalbelttrail**

Fri 6/11/2021 2:37 pm EDT

? We want to know ~ Where and how do you hit the #tbrt ? #howdoyouexercise #4leggedfriend #livetobike #livetorun...



Impressions

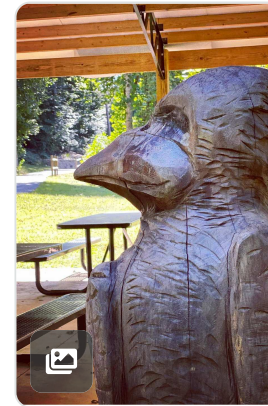
602



**thermalbelttrail**

Wed 10/21/2020 5:22 pm EDT

DYK our neighboring trail - the Purple Martin Greenway - is a hidden delight!! Located minutes from the TBRT, the PM...



Impressions

598



**thermalbeltrailtrail**

Fri 5/28/2021 5:15 pm EDT

🇺🇸 Happy Memorial Day weekend trail goes! We hope you get out & enjoy the #tbrt while taking some time to remem...



Impressions

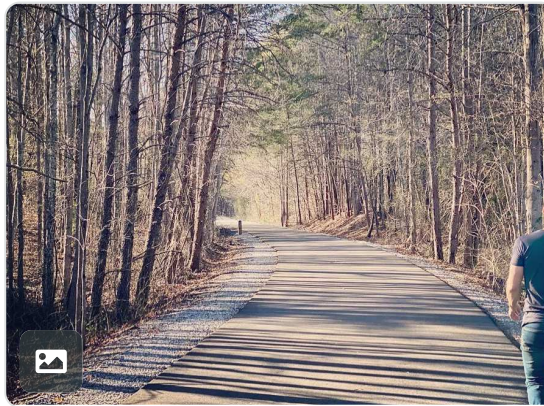
577



**thermalbeltrailtrail**

Tue 4/13/2021 12:11 pm EDT

🌸 Spring is in full swing > Can you believe 🩴🩶 swimsuits are right around the corner 😊 . Meet the warmer months ahead by...



Impressions

570



**thermalbeltrailtrail**

Sat 7/31/2021 12:36 pm EDT

Say hello to 🎵 Kenny Chesney... I mean Kenny from Chesnee 🏄 & Deann from Spartanburg 🚴🚴 Two #tbrt biking...




Impressions

569

**T** **thermalbeltrailtrail**  
Thu 4/29/2021 11:55 am EDT


Whether you're a marathon runner or daytime stroller, you can go the distance on the #tbrt 🏃. At a length of 13.58 mil...




Impressions **567**

**T** **thermalbeltrailtrail**  
Fri 12/25/2020 9:34 am EST


🎄 O' Christmas Tree, O' Christmas Tree, the holidays are upon thee 🛎️🛎️🛎️🎄. Wishing you and yours a peaceful holid...



Impressions **564**

 **thermalbeltrailtrail**  
Fri 7/9/2021 2:29 pm EDT

🐾 Calling all fur babies 🐕🐕 Meet friends and cool down on the go while working out with your BFF. Make sure to head over to...



Impressions **555**

**T** **thermalbeltrailtrail**  
Fri 5/21/2021 6:19 pm EDT

Find yourself some time this summer to head over to the Pavilion On Park Square (POPS) in downtown Forest City! Their...



Impressions **540**

**T** **thermalbeltrailtrail**  
Sat 3/20/2021 12:53 pm EDT

Beautiful day on the #tbrt - come down to @discover\_fc and find exercise stations, dog park, public restrooms and more! ....



Impressions **540**

**T** **thermalbeltrailtrail**  
Fri 1/8/2021 9:05 am EST

🎵Walking in a winter wonderland🎵  
Beautiful isn't it?! Thank you for the photo Stephen Hill! . #nofilter...



Impressions **539**

**T** **thermalbeltrailtrail**  
Tue 10/6/2020 10:49 am EDT

👉 Thank you to @safekidsworldwide for providing us with Helmet Safety information for all wheeled sports 🚲🛹🛼

Impressions **534**

**T** **thermalbeltrailtrail**  
Thu 10/29/2020 4:55 pm EDT

\*\*Temporary Trail Closure Notice & Update\*\* Many trees have been removed today, but this large one located at...

Impressions **530**

**thermalbeltrailtrail**  
Wed 6/23/2021 11:18 am EDT

👋 Say hello & greet Jimmy Poole, our friend from Shelby NC that's sporting our brand colors 💙💚 Thank you for making...

Impressions **529**

T **thermalbeltrailtrail**  
Sun 2/7/2021 4:27 pm EST

WARNING - ❄️ The snow has cleared but a 🌲 tree has fallen just south of Mile 2 past the Bechtler Mint Historic Site. . We will...



Impressions

522

T **thermalbeltrailtrail**  
Wed 11/4/2020 8:44 am EST

OPINION POLL 🗳️ Would you pay for a tour along the trail in this super rare 3-seater electric bike??? . #windowsinalldirection...

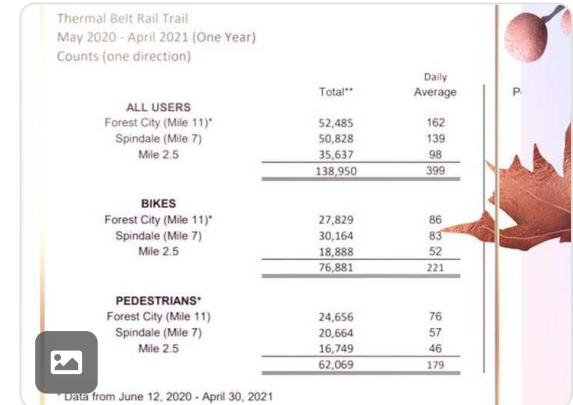


Impressions

521

T **thermalbeltrailtrail**  
Fri 5/14/2021 11:58 am EDT

👏 WOW 👏 Awesome to see these numbers along the trail after our first full year since installing the counters. 🌟...




Impressions

511

**T** **thermalbeltrailtrail**  
Thu 10/29/2020 11:44 am EDT


Warning! Due to Tropical Depression Zeta, we have several trees down on the north end in the Gilkey Community. Please avo...



Impressions **511**

**T** **thermalbeltrailtrail**  
Mon 11/23/2020 12:13 pm EST


Trail Extension Alert! **2** new miles of tra  
Gorge connecting the revered Bearwallow M  
Rock Trail high atop the gorge. . Check out t



Impressions **507**

**thermalbeltrailtrail**  
Tue 8/24/2021 2:41 pm EDT

Last minute getaway? Ample parking in  
downtown #forestcitync 🙌 Great way to  
take a ride on the #tbrt and then Explor...



Impressions **506**