TRAIL FORUM 2019

Advancing the Carolina Thread Trail

Transformation Through Trails

Gary Vernon, Program Officer, Head of Trail Development, Walton Family Foundation





A brief history of the making of a mountain bike destination







It's all about location...

- The center of the U.S.
- Weather allows for year-round riding
- Several direct flights into our regional airport
- Rugged Ozark hill country is made for mountain biking

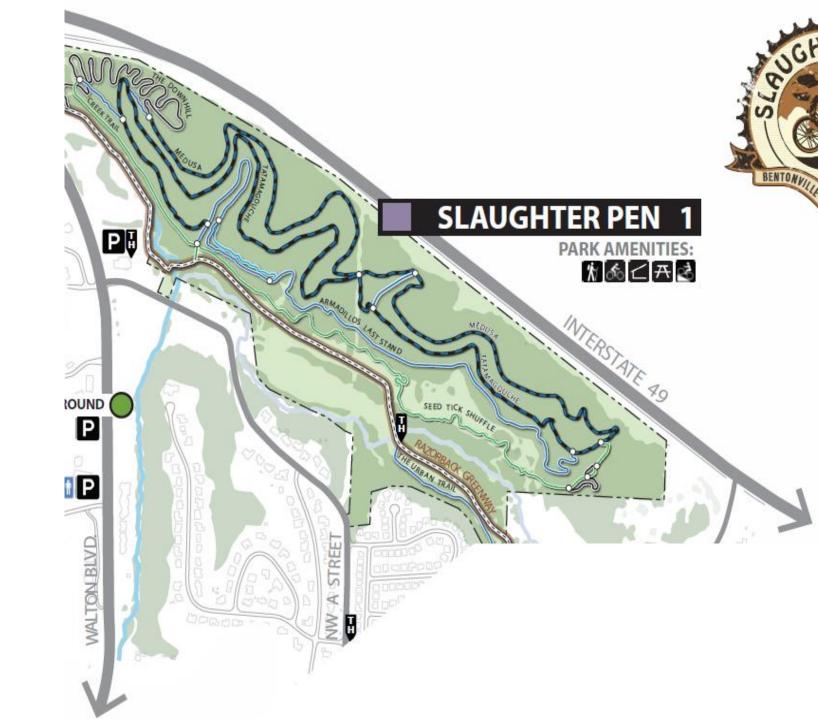


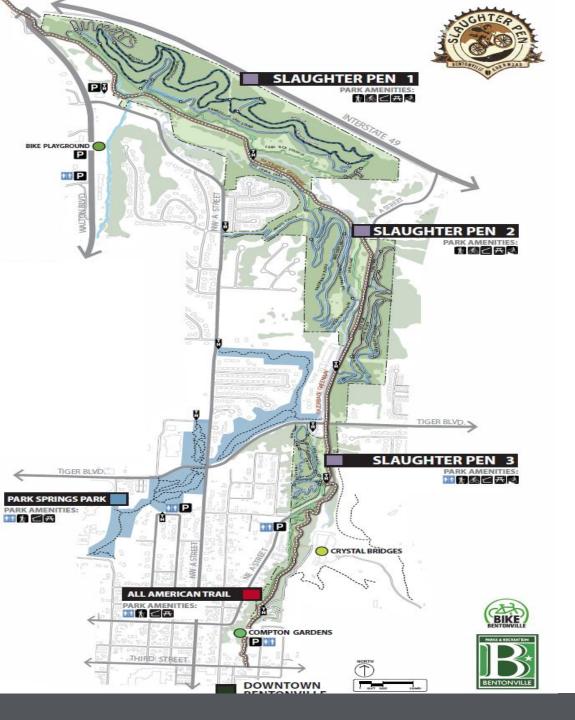
Tom Walton had a vision to create a mountain bike destination in Bentonville Arkansas

2007

Slaughterpen Mountain Bike Park is born

5 miles of sweet XC





2010

Slaughterpen Phase 2 and 3 17 miles of trail

ACK 40

Enjoy a unique trait experience while riding the Back4. Not only will you got the facing of a backcountry rick, but also long segments of traditional singubrack trait. This system is mostly intermodiatalowill hous squara) riding with sections of advanced/expert invei (black

BLOWING SPRIN

At Bowing Springsyou will experience a mits of nowy and technical ixiding. You will get mits of roliver, nock gardrenktrops, and singletrack as you experience the system. Blowing Springs is the gataway to the Back 40, so loop Blowing Springs, or continue to the back country.

LAKE BELLA VISTA

The Lake Bails Vista Trails are your escape from the grearway. At you follow the grearway to Biowing Springs hep on to one of the trails have. Trails range from easy (green drick) to advancedurgent (black damond). The Lake Beils Wate Beilt Trail has some of the most photographed bieff trail actions in NRA. Thy your skills on the upper trail. Smoglass Fail. Do not miss it while riding the Greenway trail around the east tide of the Beils Wate.

SLAUGHTER PEN

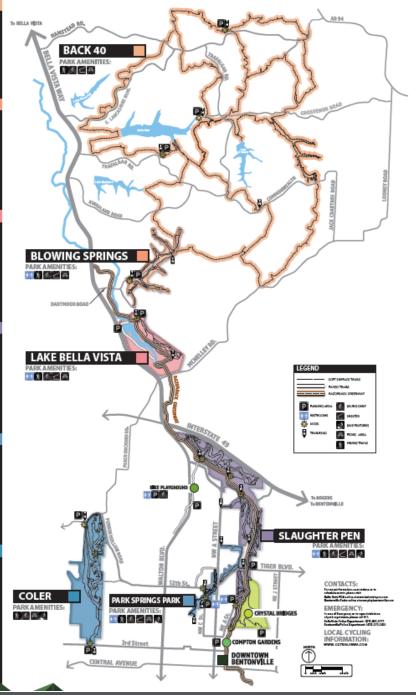
Studieter Ponis the utilimatic urban mountain bildes park. Begin your ride in downtown Bentonville and experience a trail system for everyone. These trails contains a combination of clean flow, textination rock, may downthills and huge berms. Studyther Pon Is an IMBA Store Level Risk Conterand carrogs from asy (green circle) to advanced/expert (black domond).

PARK SPRINGS PARK

Park Spings, one of Bentovilli's object recreating areas that oppend to the public is 1916. Is setting any phase of life with a system of HTB trails, Will still part of Shoughter Pae, the jamp line is this trail behind Liccole Javier High stroth mentissing Come check set the newly reducing Arbeertum Nature Trail, and anjay the view of active Quark fines.

COLER

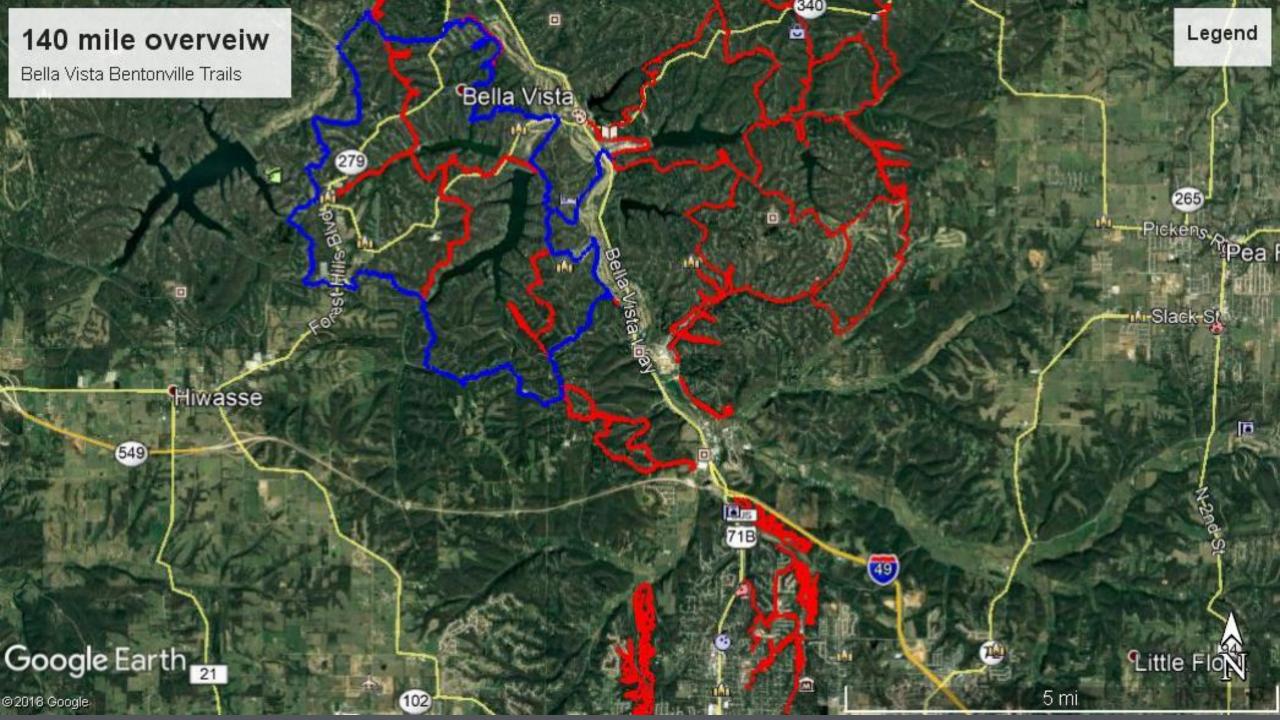
Color is a system that is pushing the limits of riskers and building alike. This system catases to intermediate and professional isvel riskers. In their a site Colorities the avait's find double black diamond jump. In addition to the thritil, we necemmend paying data attaintion to the rock, work and architectural fractures. Not looking to hit the gravity traffs? No problem. Take in the basuity of the property by riding on the system's cross country singletrack traft. The Color traff system can be accessed just a few miles from beautiful downtown Bentomilia.



2017

Bentonville/ Bella Vista Trail System

96 miles

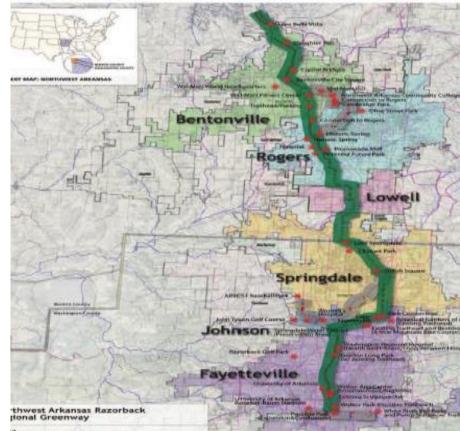




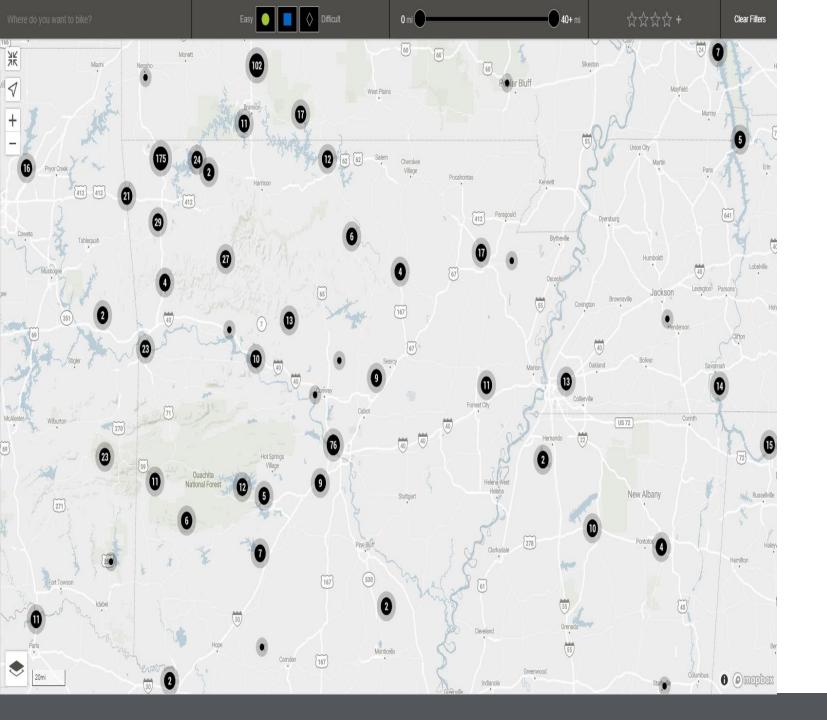
Over 120 miles of paved connected bike paths in the region

Razorback Greenway

- 36 mile paved 12-foot-wide path connecting Bella Vista to Fayetteville
- Over 120 total paved miles of connecting spurs
- \$15 million federal TIGER II grant and \$15 million-dollar matching grant from the Walton Family Foundation
- Local communities fund the operations and maintenance
- A true positive economic and health benefit for the region







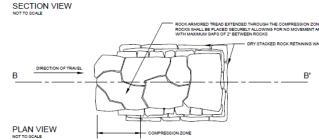
2019

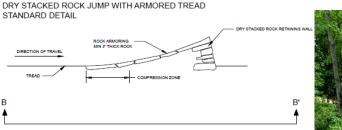
- Nearly 1,000 miles of MTB trail in the state
- Hosting numerous national competitive and industry events
- One of the top mountain bike destinations in America





Trail Design



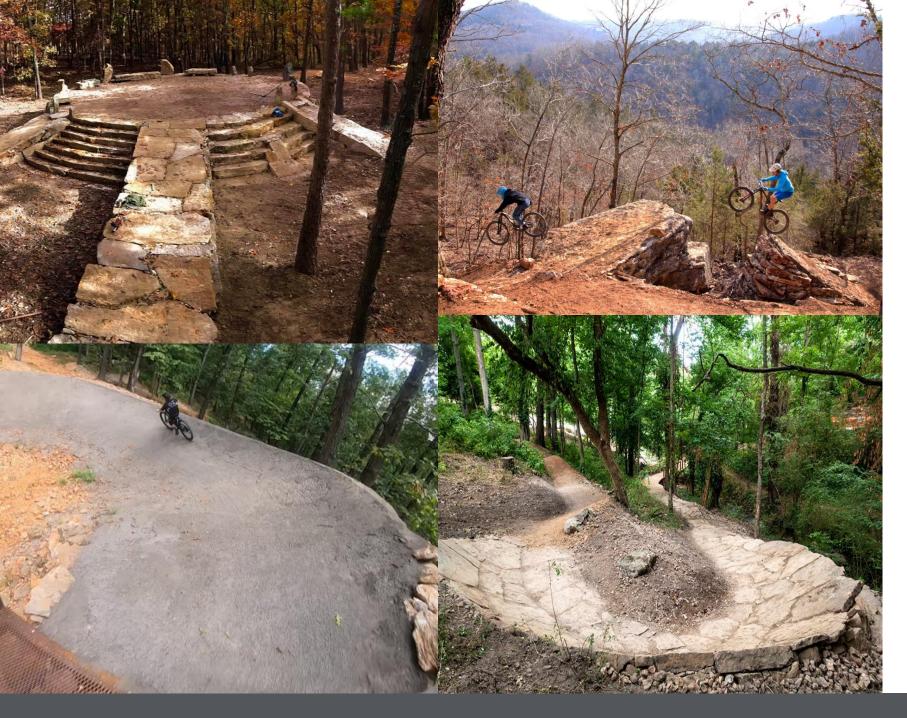




Keys to a worldclass trail system

- Utilize the natural environment while keeping a low impact
- <u>Recruit</u> the best trail builders and create a positive, competitive atmosphere
- Reward innovation, push the envelope on sustainable tread construction techniques
- Connect communities, the best trail heads start downtown and end up in your neighborhood
- Create trail systems that offer experiences for all skill levels





Trail Innovation

Stone features, jumps and berms

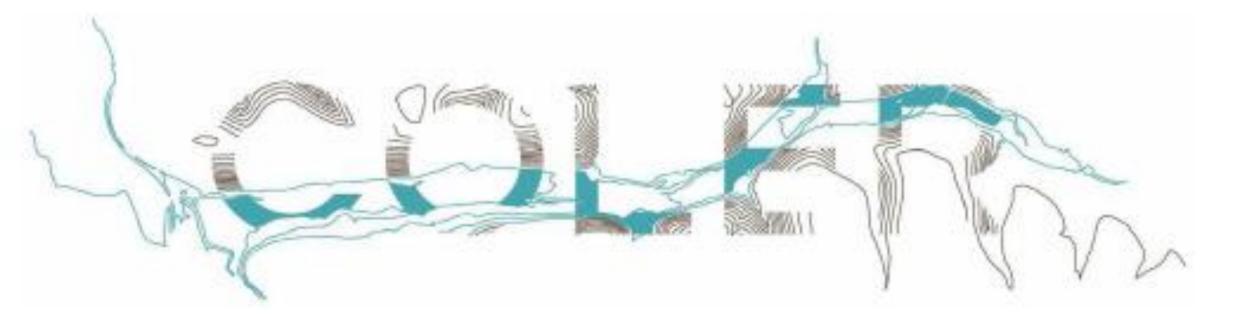
Testing materials to withstand erosion

Trails become art installations



Trail Building Education

- Peer to Peer Reviews
- Certification courses
- Professional riders working with trail building teams
- Pushing the envelope allowing for mistakes





300 ACRES

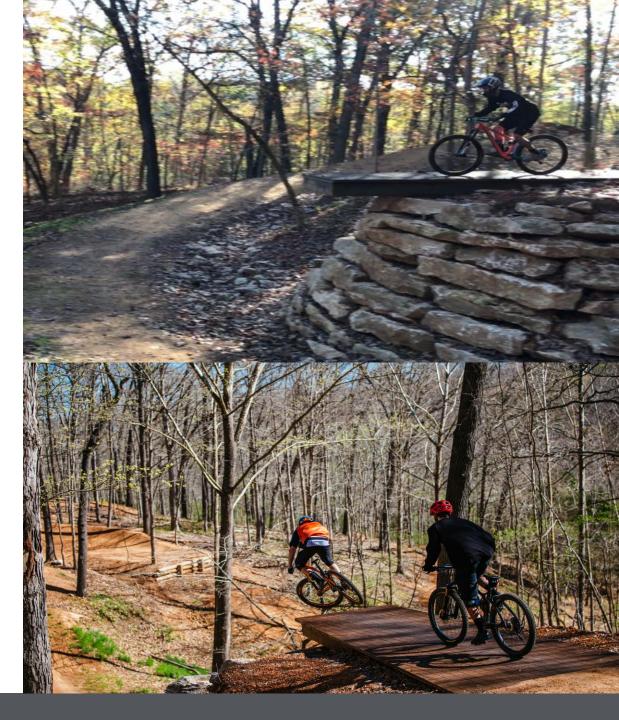
2 MILES OF GREENWAYS

16 MILES OF NATURAL-SURFACE TRAILS

4 TRAILHEADS 5-MINUTE BIKE RIDE FROM DOWNTOWN BENTONVILLE

Drop the Hammer!





The Brand





NORTHWEST ARKANSAS



Oz Merchandise!

\$2 per item funds trail maintenance through our local volunteer groups

The Oz brand has developed collaboration between cities in the NW Arkansas Region.







Media and Events

2016 IMBA World Summit 2017 Bike Magazine Bible of Bike Test 2018 Oz Trails Off Road May 2018 Outside Magazine Issue **Bicycling Magazine 2018** Outside Magazine Bike Issue Fall of 2019 Outerbike 2018 first one east of Rockies Oz Trails Off Road Series Championship 2022 CX Worlds Wall Street Journal story 2019









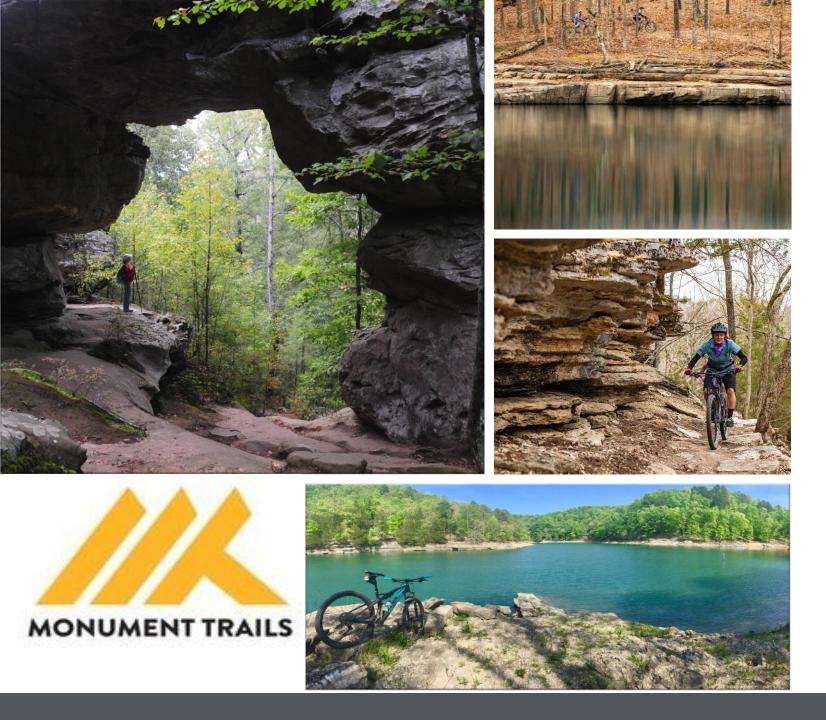






- World-class destination MTB trails in Arkansas State Parks
- Highest possible craftsmanship, innovation and sustainability
- Offers enduring experiences to all skill levels
- A modern approach with visually unexpected architectural features and landscape art





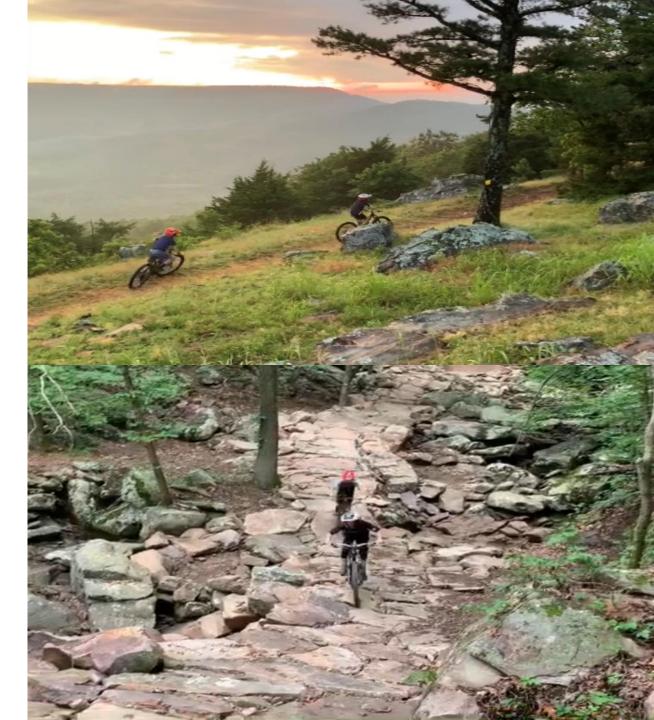
Monument Trails List:

Hobbs State Park Petite Jean State Park Devils Den State Park Mt Nebo State Park Mount Magazine State Park Pinnacle Mountain State Park



Mt. Nebo State Park

Monument Trail Phase 2, 2020





Goal: Getting more kids on bikes!





NICA

Jr High High School Mountain bike league



Women of Oz!

W

Pedal It Forward NWA





Because every kid needs a bike!

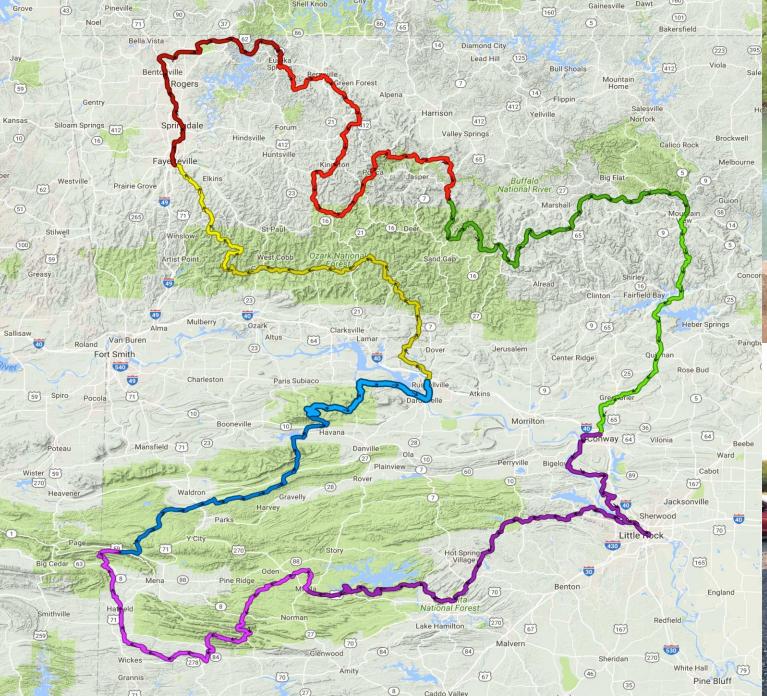


Source: Economic and Health Benefits of Bicycling in Northwest Arkansas

Economic Impact Study 2017

- WFF partnered with People For Bikes for this study
- Bike Tourism alone generated \$27 million in the 2 counties in 2017
- Locals reported spending \$21 million on bicycle goods and local events in 2017
- 90,000 mountain bike tourist visited NW Arkansas in 2017
- 27% of residence rode a bike six or more days in 2017
- New residents are claiming they moved to Arkansas for the trails
- Many locals now cite proximity to cycling infrastructure as a major consideration deciding where to live work or relocate a business
- NW Arkansas now has a higher trail usage per capita than bike friendly cities like San Francisco
- These numbers have exponentially increased in the past 2 years!
- A follow up study is in the works for 2020
- **NOTE:** thousands of acres of land in Arkansas are being preserved as greenspace for trail construction.









5 Year Plan:

- Bentonville becomes the mountain bike center of the universe.
- Create the worlds best trails in Arkansas State Parks.
- Connect cities by urban single track trail systems.
- Reach our 1,000 mile single track milestone by 2020
- Develop a number of national and world championship cycling events in the state (mountain bike, gravel, road and cyclocross).

5 Year Plan continued:

- Continue to develop programs to grow the number of minority, women, and youth riders annually
- Mountain biking becomes the number 1 sport in the state
- Recruit cycling organizations and Industry.
- Develop on street cycling infrastructure for exponential growth of commuting by bicycle
- Share everything we learn with the world

1982

"We don't cease to play when we grow old, we grow old when we cease to play"

2019

