



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION



IMBA

International Mountain Bicycling Association



Mendocino, CA

- 80,000 IMBA Constituents
- 50 U.S. States
- 30 Countries Around the World
- 750 Bicycle Chapters and Clubs
- 600 Bicycle Retailers (IBD)
- 200 Corporate Supporters



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IMBA's mission is to protect, create, and enhance great mountain biking experiences.

New Orleans, LA



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IMBA and IMBA-affiliated clubs and chapters volunteer more than 1 million hours of trail work annually



Helena, MT

IMBA has trained more than 150,000 people on how to design and build sustainable mountain bike trails



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IMBA has offices throughout the U.S., Canada, Europe and Australia

- Central office in Boulder, CO
- 59 full-time staff in the office and field
- Lawyers and lobbyists in Washington, D.C.



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Subaru/IMBA Trail Care Crew Program



Jordan Carr and Lani Bruntz
jordanandlani@imba.com

Trainers

Community Organizers

Designers

Builders



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IMBA and Community Trail Systems

IMBA specializes in:

- Uniting trail users and communities behind appealing trail projects
- Helping mountain bikers and land managers work together to accomplish agency goals and develop trails that draw users
- Promoting trails as community assets for economic development and health



Black Canyon Trail, AZ



Mountain Biking By The Numbers

- More than 1 in 5 Americans 16 and over mountain bike
- By number of outings, biking is the favorite outdoor activity of American kids aged 6-17
- There are 1 ½ times more mountain bikers than golfers in America
- The voting strength of mountain bikers is more than 1 1/3 the voting strength of Americans aged 65 and over

Little Bear, Flagstaff, AZ



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Why Trails?

- Cost-effective facilities
- Economic revitalization
- Community development
- Safe surroundings for outdoor recreation



Santos, FL



Approximate Cost Comparison of Facilities

- Golf Course
\$500,000 - \$1,000,000 per hole
- Playground
\$70,000 - \$125,000
- Skate Park
\$8,000 - \$25,000 per 10,000 square feet
- Paved Bike Path
\$150,000 – \$1,000,000 per mile
- Natural Surface Trail
\$10,000 - \$50,000 per mile

(OIA, 2006)

Highbridge Park, NY



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Economic Revitalization



Copper Harbor Trails – Keweenaw Peninsula, MI

Trails boost local economies by creating a resource that is attractive for new residents, tourists and businesses



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Copper Harbor



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Community Transformation



Well designed trails can transform “community”
from an abstract idea into a real place



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Safe Surroundings for Recreation



Colonnade - Seattle, WA

Trails promote health and fitness by providing safe surroundings for families to enjoy outdoor recreation.



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MORE AMERICANS JOBS
DEPEND ON TRAIL SPORTS
(768,000) THAN THERE
ARE LAWYERS (728,200)
IN THE U.S.³

.....

.....>



In total, 6.1 million American livelihoods directly depend on outdoor recreation, making it a critical economic sector in the United States.



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Increased Property Values



Tallahassee, FL

Housing prices went up by nine dollars for every foot closer to the trail entrance. Ultimately, the study concluded that for the average home, homeowners were willing to pay a \$9,000 premium to be located one thousand feet closer to the trail.



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Trails = Sales

From the retailer's perspective...

After construction of new trails:

- 60 percent of shops see an increase in bike and equipment sales in their shops
- More than three times as many new bicycles (14.9 million) are sold in the U.S. each year than cars (4.6 million)



National Bicycle Dealers Association 2010 and Bureau of Transportation Statistics 2010



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Health Benefits of Singletrack Trails



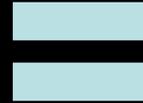
Greenville, SC



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Health Benefits of Singletrack Trails

Trails reduce medical costs: Every \$1 invested in trails leads to almost \$4 in direct medical benefit.



- The annual cost of being obese is \$4879 for women and \$2646 for men.
- The national annual cost for the over weight and obese is \$270 billion.

Obesity Hurts Your Wallet and Your Health. Neergard, L. 2010 and Obesity and Its Realtion to Mortality and Morbidity Costs. Behan, D.,et al., 2010



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Health Benefits of Singletrack Trails

Trails create a healthier, happier and more complete living environment.

- Having access to green spaces positively influences the longevity of older citizens.
- Cycling improves levels of well-being, self-confidence and tolerance to stress while reducing tiredness, difficulties with sleep and a range of medical symptoms.
- Cyclists on average live two years longer than non-cyclists and take 15 percent fewer days off work for illness.

Trails for Kids

Trails get kids outside, by providing healthy and safe access to the outdoors.

Pre-adolescent girls who live near multi-use trails get more physical activity and have lower body mass indexes than those who don't live near a trail.

Overweight adolescents who bike are 85 percent more likely to become normal-weight adults.

Contact with nature can reduce hyperactivity and attention deficit disorder. Kids in CA perform better on science tests after a week in the woods.

Rails to Trails Conservancy, Bikes Belong Coalition

Portland, OR



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Key Elements of Community Trail Systems



Iowa City, IA



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1. Get the Community Involved...



Help Them Understand Mountain Biking



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2. Foster a Sustainable Organization

Political

Builds relationships to achieve the club's goals

Great Trails Build Community.
Communities Build Great Trails.

Physical

Demonstrates commitment to
decision makers

Social

Brings new members, volunteers, and leaders
into the fold



3. Develop Sustainable Singletrack Trails



vs.



4. Promote Trails for Users of All Abilities



Cedar Rapids, IA



Columbus, OH



Portland, OR



He had to start somewhere!



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5. Lower the Barrier for Entry



Castle Rock, CO



North Augusta, GA

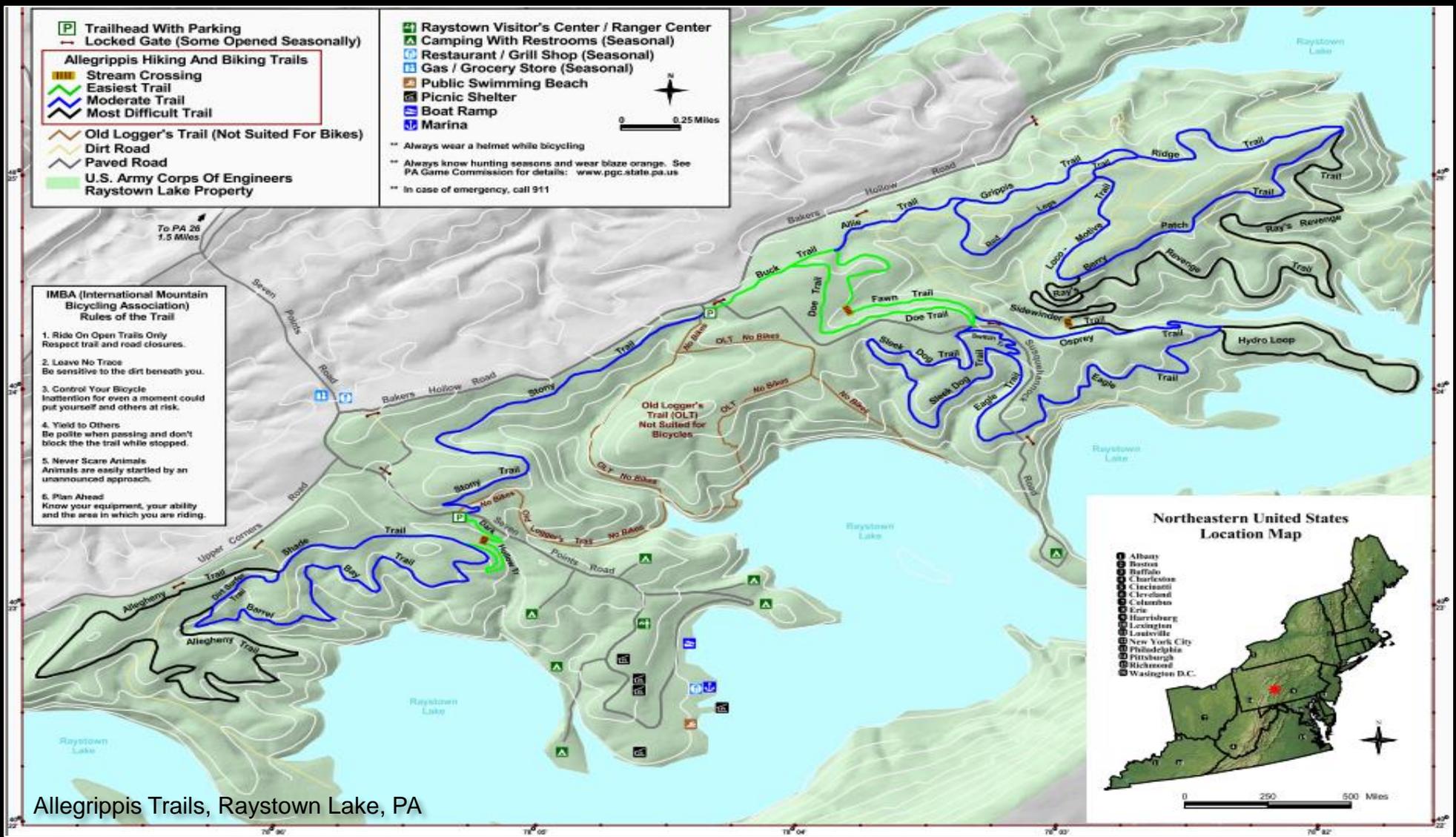


Portland, OR



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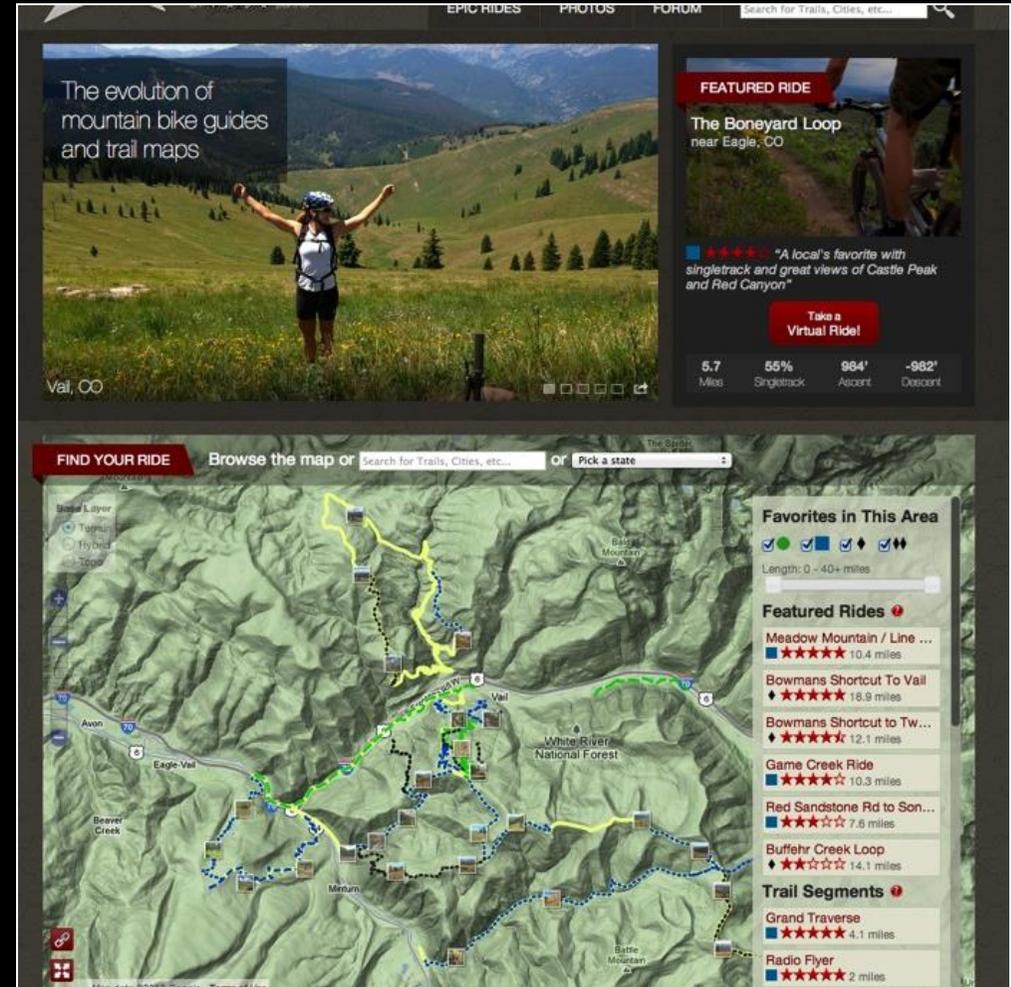
6. Create Excellent Trail Maps



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Meet MTBProject.com

- Online resource to create and display top-quality electronic and print maps
- Free to use, created by Adventure Projects and fully supported by IMBA
- Trail and Ride pages display credit for local advocacy groups and land managing agencies
- IMBA mapping efforts are supported by Shimano



7. Sign the Trails Well



8. Who Do You Want to Attract?



St. Louis, MO

Local Resource/Community Asset

World-Class Tourist Destination



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Destination Mountain Biking

Travel Patterns of Destination Mountain Bikers*

- 80% take at least one mountain biking trip/year (1 or more nights)
- 4.6 nights average length of stay
- 45% prefer to camp
- 45% prefer bed and breakfasts or inns
- 8% prefer hotels



*Outdoor Industry Association 2002 Participation Study



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Know Your Target Audience

IMBA Member Profile:

- Male (88%)
- 43 years old (Median)
- 73% college or post-graduate degree
- \$106,595 median household income
- 53% are in professional/managerial positions



Driggs, ID



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What Do Mountain Bikers Look For?

1. Variety and Difficulty of Terrain
2. Number of Trail Miles
3. Scenery
4. Reputation



9. Get Local Business Support



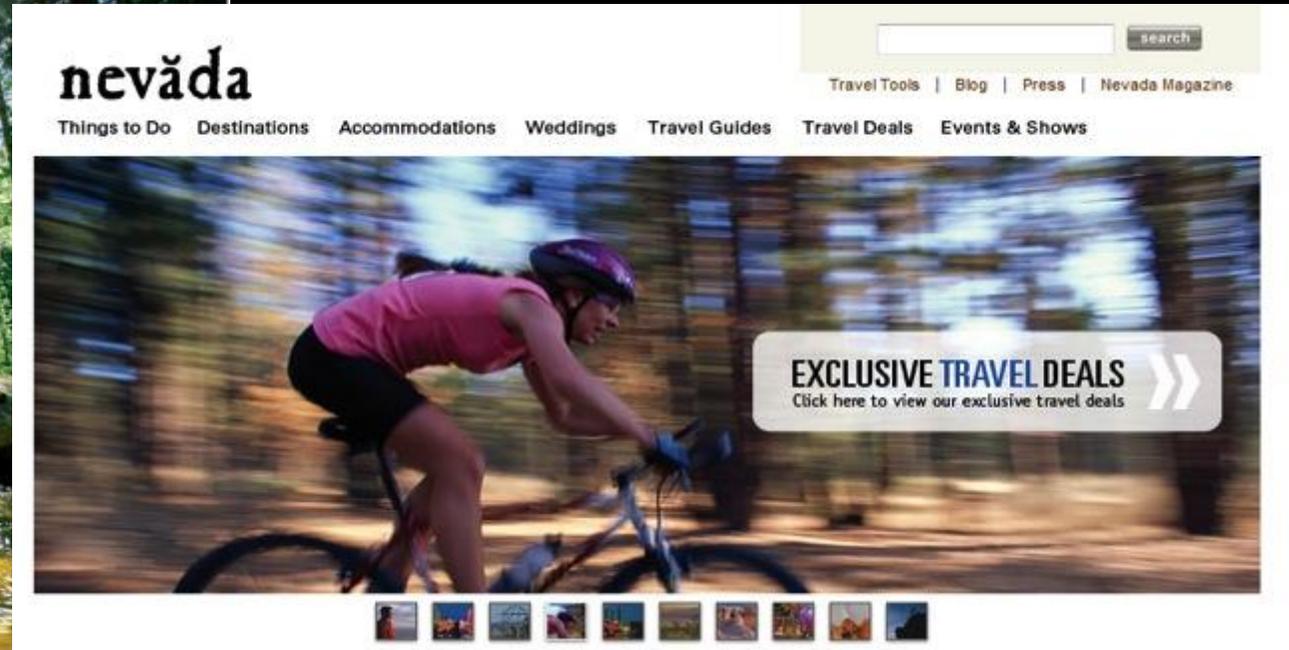
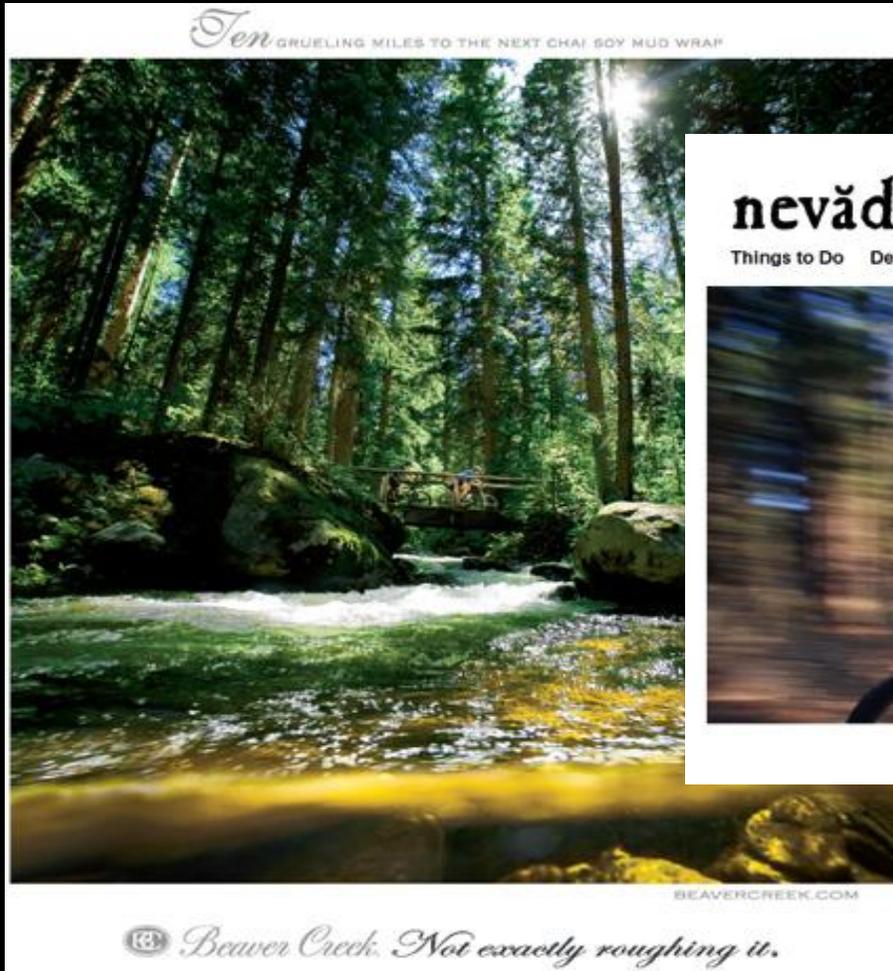
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10. Photograph the Trails Professionally



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11. Advertise Your Trails



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12. Invite the Media



150 SOLO RACERS, 1,550 TEAM RIDERS,
1,440 MANIACAL MINUTES...

24 HRS OF ADRENALIN

24 - 26 • CANMORE NORDIC CENTRE • WWW.24HOURSOFADRENALIN.COM

JAMES WILLIAMS
MONTY SULLIVAN
VERONICA RUSCH
MELANIE SULLIVAN

The Adventure Club
MADE IN CANADA
SUNSHINE
1 HOUR PLANET
TSI
CANMORE



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13. Advertise Other Area Amenities



14. Lodging with Cyclists in Mind



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15. Quantify Your Success

- Collect numbers: event attendance, sales tax, inquiries at visitor center, visits to businesses...
- Use the results for community buy-in and support
- Economic boost can trickle down to other community assets like new facilities

Lyons, CO



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Case Studies



Cable, WI



Oakridge, OR



Raystown Lake, PA



VISITORS TO DAY USE TRAILHEAD



5,703 in 2009



25,683 in 2010



26,619 in 2011

*Number does not include campers
accessing from other trail-heads.
33% travelled more than 50 miles.*

ECONOMIC IMPACT DURING 2011

\$70.18 Day users contribution to the local economy, or \$633,655.22



*This number is exclusive of overnight visitors and is based upon the
1/3 of day users who traveled from outside the region.*



7- Estimated jobs created directly related to the trails creation.

ANECDOTAL EVIDENCE



Marriot opened an 83-bed Fairfield Inn, citing the trail traffic
(among many other factors) as reason for opening.



Local outfitter (Rothrock Outfitters) expanded and opened a bike shop
in 2009, bed and breakfast above shop in 2012.



Restaurant (Fat Freddie's BBQ) opened near trailhead in 2012.
Susquehannock Campground (slated to be closed by ACoE in 2008)
has expanded its operating dates.

*Sources - 2010 The Economic Impact of Travel and Tourism in Pennsylvania, by Tourism
Economics; 2009 Juniata College Center for Entrepreneurial Leadership Tourism Study;
Huntington County Visitor's Bureau.*

Case Study: Raystown/Allegrippis



Allegrippis Trails – Raystown Lake, PA





Mendocino, CA

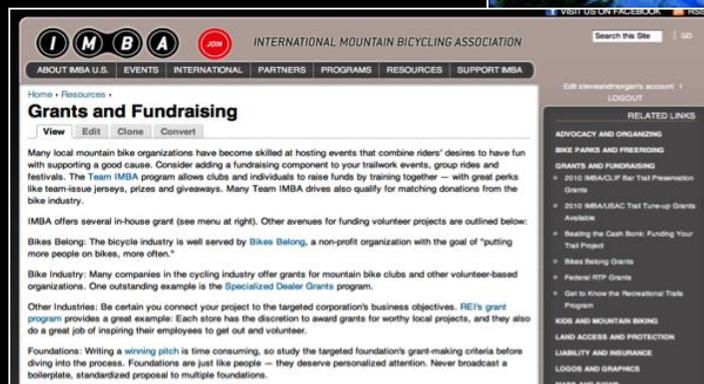
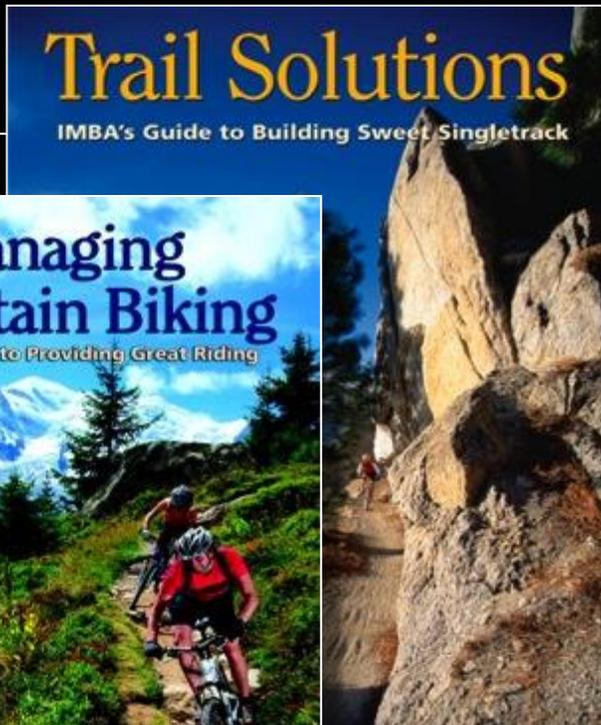


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Resources

IMBA Website: imba.com

IMBA Books: Trail Solutions & Managing Mountain Biking



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Thank You!

New York, NY



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