WHEELS OF CHANGE

HOW BIKES ARE SHAPING THE BLUE RIDGE

ROCKY KNOB MOUNTAIN BIKE PARK

Eric Woolridge, Destination By Design
Kristian Jackson, Boone Area Cyclists
Rocky Knob Park

1. 185 Acres & 10 Miles of Trails
2. Features: Skills Areas; Pump Track; Adventure Playground
3. 4 miles from downtown Boone
4. Designated National Recreational Trail System
5. $2 million initial investment through grants/Tourism $$$
6. Monthly Programming
7. 20,000+ Trail Visits Annually
8. 7000 Volunteer Hours to date
Part of the story
(the rest is still being written)

1. History

2. Development

3. Economic Impact
The history.

1. Frontier Region
2. Legal Access?
3. Bike Clubs Challenges
4. Local Expertise
The beginning.

Watauga County Tourism Development Authority

- 1/3 Capital
- Vision
- Capacity/ Staffing
The Plan.

- THE Vision
- Internal vs. External
- ID need: Brand Erosion

Produced by: Watauga County Tourism Development Authority
The Land.
The Leverage.

- **$500,000:** PARTF
  - Land Acquisition
  - Trails, Adventure Playground, Bike Skills Area, Shelter

- **$15K:** Adopt-a-Trail; Specialized; Bikes Belong

- **$30K:** Health Funding

- **$2,200:** Track Trails

- **$4,000:** Boone Area Cyclists
DESIGN AND CONSTRUCTION

- **Professional Design**
  - Stacked Loops to provide numerous options
  - Maximizing fun and challenge with the terrain
  - Create unique trail experience
  - Manage risk through excellent design and signage

- **Hybrid Construction**
  - Volunteers – skilled and unskilled
  - Professionals, interns, future professionals
ROCKY KNOB AS A MOUNTAIN BIKE PARK

How is a Bike park different from a trail system?
Where Community Happens

Place-making
ARCHITECTURAL BRANDLING
PROGRESSION

skill development + risk management
DISTINGUISHING FEATURES – PROGRESSION:
EASY TRAILS ARE CRUCIAL – FOR LEARNING; DIFFICULT TRAILS IMPORTANT FOR GROWING
DISTINGUISHING FEATURES
Distinguishing Feature – Educational Pump Track

Pump Track Educational Signage Program:

Directed at kids

Progression Based Skills: Green Skills, Blue Skills, Black Diamond Skills

Body Positioning

- Body positioning is the foundation for all bicycle skills. On the pump track, proper body positioning is going to help you maintain speed, balance and control. Start by standing on your pedals, keeping them level to the ground.

- Balance your weight evenly between your feet and your hands. Bend at the waist so that your back is level to the ground, with your knees bent, elbows out and head up.

- Stay relaxed as you encounter the obstacles on the track.

Avoid crashing by NOT sitting on your seat while riding the pump track.

kidsinparks.com
DISTINGUISHING FEATURE: BOONE AREA CYCLISTS KIDS BIKE CAMP AND BIKE CLUB
UNIQUE FEATURE: MENTORSHIP
EARNED MEDIA

- **Velo News – National Ultimate Ride Guide Issue**
- **Washington Post – A New Mountain Bike Park**
- **Freehub Magazine – Pisgah Photo Book**
- **Bike Magazine – No Boonedoggle**
- **Dirt Rag – Featured Ride**
- **Grind TV – Coolest Emerging Towns**
- **Raleigh News and Observer – Watauga’s Best Kept Secret**
- **Winston Salem Journal**
- **Pinkbike – Boone, East Bound and Down**
State/Regional Economic Impact

NC Outdoor Recreation

56% of RESIDENTS are users

$28 Billion Consumer Spending

$1.3 Billion State/local taxes

Pisgah and Nantahala Mountain Bike Spending

$30.2 Million spent by Mountain Bikers Tourists

366 Full Time Jobs from Mountain Bike Tourism

$18 million spent by Residents

*Outdoor Industry Association

+Outdoor Alliance Economic Impact of Mountain Biking in the Nantahala and Pisgah National Forests
ROCKY KNOB ECONOMIC IMPACT:
APPALACHIAN STATE UNIVERSITY RESEARCH

• KEY FACTS
  
  • 442 RESPONDENT BEGAN THE SURVEY; 312 COMPLETED IT.
  • 58% RESPONDED TO THE ONLINE SURVEY & 42% WERE RECRUITED ONSITE.
  • 61% (141 OUT OF 330) RESPONDENTS TRAVELED FROM OUT OF TOWN.
  • AVERAGE SIZE OF THE TRAVELING PARTY IS 3.
  • PRIMARY PURPOSE OF 62% OF THESE TRIPS TO BOONE WAS BIKING (13% WERE ON VACATION; 13% WERE VISITING FRIENDS AND/OR FAMILY).
  • 76% SAID MOUNTAIN BIKING WAS “VERY IMPORTANT” WHEN VISITING BOONE
  • 19% SAID IT WAS SOMEWHAT IMPORTANT.
  • EACH RESPONDENT SPENT AN AVERAGE OF $83 AT RESTAURANTS, $61 ON GROCERIES,
  • $36 ON RECREATION AND ENTERTAINMENT, $44 AT A BIKE SHOP AND $38 IN OTHER SPENDING (TOTAL AVERAGE TRIP SPENDING: $262).
# Predicted Economic Impact Analysis

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<td>40% out-of-town visitors</td>
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| Economic Impact      | $1.40 million | $3.57 million | (RIMS II type I multiplier = 1.25)
### EX-ANTE ECONOMIC IMPACT ANALYSIS

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### 2016 Traffic and Trail Count
- parking lot visits = 22,496
- trail visits = 19,242
QUESTIONS/DISCUSSION

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