



Why Communities are Investing in USA BMX Tracks



Our Goal

To Positively Impact your Community Through BMX Racing to Build a Safe and Family Friendly Environment for Kids to Get Active and Lead Healthy Lifestyles

A BRIEF HISTORY



BMX racing has seen unprecedented growth over the past ten years. From a small pocket of California riders in the 1970s, to the Olympic Games today, BMX has evolved into a global sport for hundreds of thousands of racers around the world.

As we approach our 45th year, USA BMX continues to serve as the leader in this meteoric rise. Founded in 1977 in Chandler, Arizona, USA BMX has evolved into the world's largest sanctioning body for BMX racing. Today, the organization has over 70,000 members racing at more than 300 sanctioned tracks across North America. These local races are augmented with a 33 race national series, culminating each year at the largest BMX race on earth, the USA BMX Grand Nationals.



360 DEGREES OF COMMUNITY INTEGRATION



USA BMX
LOCAL TRACKS

EDUCATION

1. We are the first and only Olympic Sport with accredited* educational programming and curriculum for elementary students

RECREATIONAL PROGRAMS

2. Our weekly and seasonal recreational programs receive the same and many times higher participation rates than traditional stick and ball type sports

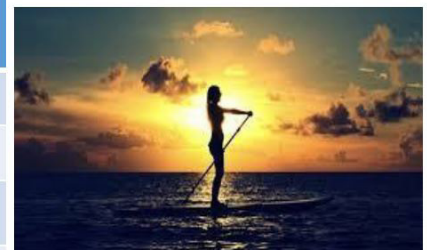
SPORTS TOURISM

3. USA BMX has unprecedented Sports Tourism programs that every track and community is able to benefit from.

Sports and Fitness Industry Association - Names BMX Racing as the Fastest Growing Sport.

SFIA Top Ten Fastest Growing Sports – 3 Year Participation Rate

Sport/Fitness Activity		3-Year Average Annual Growth
1	Bicycling (BMX)	13.3 %
2	Cardio Tennis	11.3%
3	Triathlon (Non-Traditional/Off Road)	10.5%
4	Skiing (Freeski/Freestyle)	9.7%
5	Pickleball	8.5%
6	Rugby	8.4%
7	Hiking (Day)	7.5%
8	Trail Running	6.7%
9	Cross-Training Style Workouts	6.6%
10	Stand Up Paddling	6.5%



WE ARE IMPACTING KIDS THROUGH EDUCATION

In 1995 the USA BMX Foundation was created to promote active and healthy lifestyles through physical fitness and nutritional education in a safe and positive environment. In addition to these healthy lifestyle initiatives, the Foundation also hosts annual scholarship races across the country and awards more than \$40,000 in college scholarships each March.



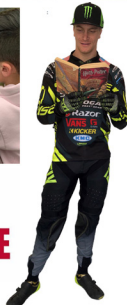
In 2013, the Foundation helped us become the first national sanctioning body to develop and implement its own STEM curriculum for an Olympic sport.

In 2018, the Foundation started a program in 4th grade classrooms that taught kids how to build a BMX track. This program engages the students in the classroom, and then introduces them to the sports at an actual track during a field trip that is part of the capstone class.

In 2019 alone, our STEM related programs served more than 225,000 * youth throughout the Continental United States.



TRACK MODELING PROGRAM



"You can only go so far in the classroom with traditional learning methods. Getting students active and engaged is key to unlocking their creativity, which fuels learning. If they are not listening, they are not learning."

- Mike DuVarney, Executive Director



These athletes, both men and women, include current World Champions, Olympic Medalists, Future Olympic Hopefuls, and Retired Legends. While their backgrounds and last names are all different, their messages are all the same – inspiring and impactful.



WE HAVE TRADITIONAL RECREATIONAL PROGRAMMING

Data proves there is a market of taxpayers (constituents) who are completely underserved by traditional sports.

We offer programming which meets the requirements to be offered through recreational department partnerships.

BMX Racing League allowing new families to teach riders to progress gradually, riding only with other beginners.



Grimes Park Sports Complex in Desoto, TX is a 75-acre Park with Facilities for Baseball, Soccer and BMX Racing. The 60,000 sq/ft BMX Track Competes with Two Traditional Sports, Baseball (Nine Fields) and Soccer (Nine Fields).

The Data Below Confirms that BMX Racing can Rank at the Top of Performance Statistics for Both Local and Large Events.

Association/Program	Total Program Participation	Complex
DeSoto Soccer Association	1220	Grimes Soccer Complex
DeSoto BMX	883	Grimes BMX
DeSoto Baseball Organization	695	Grimes Baseball Complex
Swim Lesson: Adult and Youth	643	Moseley Pool
DeSoto Youth Football and Cheerleading Association	628	Meadow Creek Football Complex

SPORTS TOURISM

OUR ECONOMIC IMPACT CONSISTENTLY OUT-RANKS OTHER EVENTS

BMX Racing expands communities sports tourism impact by offering tangible benefits that are among the highest in the industry.

- Every Track benefits from our sports tourism model.
 - We bring a state championship level event to every track.
 - Regional events are rotated.

Economic Impact Report of Tournaments Provided by DeSoto, TX.

Tournament/Event	Sport	Location	Date(s)	Participants	Number of Teams	Est. Attendance	Est. Economic Impact
BMX Super Nationals	BMX	BMX Complex	May (3Days)	850	N/A	9,000	\$1,102,500
BMX Texas State Championships	BMX	BMX Complex	September (3Days)	450	N/A	6,000	\$735,000
Tara Sawyer Youth Baseball Tournament	Baseball	Grimes baseball Complex	September (2Days)	N/A	80-90	4,500	\$520,625
Who's Number 1 National Football Tournament	Football	Meadow Creek Football Complex	August (3Days)	N/A	50	3,750	\$459,375
Matt Dozier Baseball Tournament	Baseball	Grimes Baseball Complex	September (2Days)	N/A	70-80	3,600	\$441,000
Great American Shootout (Spring)	Basketball	DeSoto Rec Center Gyms	April (3Days)	N/A	40-50	2,850	\$349,125
Great American Shootout (Summer)	Basketball	DeSoto Rec Center Gyms	July (3Days)	N/A	40-50	2,850	\$349,125
Who Wants Smoke Football Tournament	Football	Meadow Creek Football Complex	August (2Days)	N/A	40	2,000	\$245,000

WHAT A BMX RACING FACILITY LOOKS LIKE IN YOUR COMMUNITY

DEVELOPMENT

- USA BMX Track will prove to be one of the highest trafficked sporting field assets in your community.
- BMX tracks are typically developed in partnership with a City/County entity and a DMO.
- USA BMX has invested heavily in the sports tourism market and we have developed many valuable relationships with DMO's across the United States.
- We are consistently able to leverage the ROI of our sports tourism success to assist municipalities in the raising of the funds to develop new facilities.

ON-GOING MANAGEMENT

- Facility maintained through a partnership with the local organization.
- Day to Day programming and business managed through a use agreement with the local organization.
- Local organization trained by USA BMX.
- USA BMX full time support staff for local organization.



**Make a USA BMX Track a Reality in your Community,
Approve a Location and the Rest Will Fall into Place.**



THE STORIES THAT CREATED THE FACILITIES



In today's challenging youth landscape, we are looking for multiple avenues to get kids active, and to grow participation in sports. The programs noted above are just a few areas we have invested in to engage our nation's young people. Going forward, we are looking to augment these ongoing efforts with an enhanced New Track Development Program.

The following pages include case studies of some of the most successful New Track Developments in the past few years. Each of these journeys is unique and came about in a different way. Our goal is to work with you to create a similar story in your destination. A story where the community comes together to provide a safe and family friendly environment for kids to get active and lead a healthy lifestyle.

We look forward to partnering with you on this mission critical initiative for our youth.



Why Communities are Investing in
USA BMX Tracks



Rum River BMX / Isanti, Minnesota

SMALL TOWN, BIG IMPACT

The BMX community in Isanti, Minnesota has been “punching above its weight” for years. This is especially true with the indoor Rum River BMX facility. The local BMX community in Isanti is very strong, and leaders there were looking for years on ways to extend the racing season, which meant finding an indoor option to house a BMX track.

The City of Isanti partnered with Rum River BMX to identify a way to build an enclosure to their existing track, which would allow their local programs to run throughout the year. The City helped with the design of the new facility, and with the infrastructure that would accompany the enhanced building that would go on the site. This further strengthened Rum River's programs and their impact on the youth in their community. Track Director Kevin Reiderman talked about the community support they received for the new indoor facility:

“Everyone on the BMX community here wanted to be part of history in getting this facility built. That helped us put together a financially feasible bid for the building that allowed us to move forward with the City. It was a really unique project, and a lot of people had a hand in that. It is truly the ‘House that BMX Built’.”

Rum River BMX has been one of the top performing tracks in the USA BMX system for years. This is true for not only their local ridership, but also their weekend races, where hundreds of riders come from the surrounding states nearly every weekend. Rum River spends a lot of time and energy engaging with their riders, including a mentoring program from the older kids to the younger kids when they join the track for the first time. This onboarding process (or “buddy system”) has been helpful in removing the fears of trying a new sport in a new environment and has helped build camaraderie among the riders.

As most anyone in the know in BMX would tell you, Rum River does it right, and their community has been positively impacted by the unified support of the leaders in Isanti.



Project Cost:
\$4,000,000

Population:
5,900





Blanchard Woods BMX / Augusta, Georgia

COLLABORATION FOR POSITIVE CHANGE

Blanchard Woods BMX is a great example of how collaboration can positively impact an entire community. In 2012, community leaders banded together to ask the Columbia County Commission for funding to build a new BMX track in Evans, Georgia (a suburb of Augusta). The area around this track site would be classified as at risk by anyone who had ever been there. This new track was an opportunity to engage a part of the community that was until that time, underserved.

The leaders in Columbia County saw a much bigger opportunity, than merely a new track for local racing. They saw an opportunity to serve the local community and also to attract new visitors to the region. This group reached out to USA BMX to talk about how and what to build to attract local kids to the track, and also draw in national level riders for the larger races. With financial aid from the County, the Blanchard Woods park was master planned to include a BMX track that would accommodate weekly local races and also larger regional and national events.

Since its completion, the track has hosted numerous tourism-driving events, including a USA BMX Gold Cup. The Columbia County Convention & Visitor's Bureau continues to help with event bids and financially support the pursuit of national level races.

"In 2015, Columbia County was proud to host the annual Gold Cup Championship event at Blanchard Woods Park. We could not have been more pleased with the team at USA BMX. From planning, to event execution to post event, John and his staff were truly partners in our success. They took the time to learn and understand our community which allowed us to have an extremely successful race while providing a great experience for our visitors."

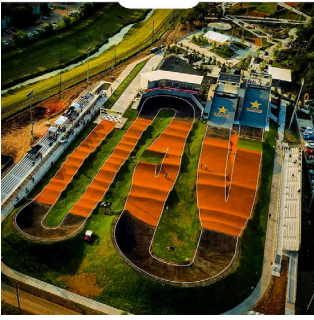
Blanchard Woods BMX has set the bar for what a well thought out track can become. This facility and the people that run it, have made a big impact on their local community, both through weekly racing events at the track, and by hosting national events that drive tourism and economic development to the area.

This is a case where a collaborative discussion turned into positive action for the betterment of a community and its families.



Project Cost:
\$300,000

Population:
144,000



HARRIS COUNTY
HOUSTON SPORTS
AUTHORITY



ROCKSTAR ENERGY BIKE PARK / Houston, Texas

ENVISIONING A PATHWAY

How many kids in an inner city setting can say they can race on the same track where Olympians and World Champions do? That was the vision for North Houston, where the Greenspoint Foundation and the Harris County Sports Commission have come together to build a world class BMX facility, where local youth can race day in and day out. In essence, these kids can see a pathway from where they stand today, to the Olympic Games.

The vision for North Houston was to take an undeveloped piece of land and turn it into a gathering place for kids and their families. The master plan called for open grass areas with entertainment stages, a trails system for walking and cycling, and the world's largest skateboard park. All of this, to get kids in the area to get up and get active, by walking or riding, anything to get them engaged and involved in healthy sports activities.

As the site evolved over time, and the various areas of the park became reality, there was still some land to the southern end of the property. That was when the leaders in Houston thought about what they could do next to compliment the skate park and all the other great amenities that the kids in the area had already adopted. How about a BMX track? Better yet, how about a world class BMX track?

The wheels were set in motion, with the goal of planning and constructing a facility that could host local, regional, national, and international level events. A facility that could be used for elite athlete training of all ages, that could cultivate the pipeline from local racer to Olympian.

It wasn't long before the international BMX community started hearing rumblings about what was coming out of the ground in Houston. Harris County Sports Authority CEO, Janis Burke talked about the early returns on the community's vision and investment in the BMX facility:

"Our new Bike Park and BMX Track has afforded us the opportunity to not only book some future regional and national competitions, but it opened the door for us to bid on the 2020 World Championships. Although it is a bit unusual for a community to be awarded the Worlds before the venue has been built, when UCI saw the footprint and state-of-the-art facility we were planning to construct, they were impressed. We are an international city and also want our facility to be used as a training site for riders from around the globe. Lastly, and most important, the new track affords the many youth who live in the surrounding area of the park to have an outlet for entering into an Olympic sanctioned sport from a grassroots level. There are not many places where a local kid can get that close to a sport's international stage."

The Sports Authority supports the track with resources to bid on and host the larger BMX events, and they also help market the track locally. The Greenspoint Foundation helped fund the track and committed the land, while the Sports Authority was supporting this new development with political capital at all levels. USA BMX has committed to help with programming the track when it opens in the Summer of 2018.

All in all, a team effort, with the big picture driving a unified vision. Hopefully one day, the pathway will be complete, with a native of North Houston standing on an Olympic podium for all the world to see.

Budget: \$2,700,000

Population: 2,300,000





Spokane BMX / Spokane, Washington

BMX ELEVATION

Formed in 2010, Spokane BMX was created to fill a need in the local community – provide a safe and fun environment for kids and their families to ride their BMX bikes. The original track was a collaboration of BMX enthusiasts, with an intent to design a recreational venue where riders could learn the sport of BMX. Spokane BMX had success from the very beginning, boasting a large membership base made up of dedicated individuals focused on ensuring successful practice days and competitive races. But they wouldn't stop there.

In the Fall of 2015, Spokane BMX set ambitious goals and expectations to elevate both the track and the sport of BMX racing in the area. With support from the Spokane Sports Commission and Spokane Parks and Recreation, Spokane BMX began to put their plan in motion – To build a national caliber BMX track unlike any other facility in the Pacific Northwest

Over the next two years, the team in Spokane pulled together nearly \$150,000 in cash contributions, and numerous hours of volunteer labor, from a variety of sources to redevelop the existing BMX track. Today, the facility has evolved into the #1 BMX track in the State of Washington and is a Top 20 USA BMX track nationally. The local club has grown by 50% since 2015, and now boasts over 300 members. Spokane Sports Commission Director of Sports Development Ashley Blake offered her thoughts on the impact of the BMX facility:

"Having a National caliber BMX Track is a game changer for Spokane. The track improvement has served as a catalyst for a number of things – including a major increase in BMX participation locally and being selected as a host city for a National Event. We are grateful to our partners Spokane BMX and Spokane Parks & Recreation for having the vision to make this project a success."

While Spokane BMX is a relatively young track, they didn't sit back and rest on their early success. They asked themselves, "What if we could do more?" Which is exactly what they have set out to do, "More". More for their community, more for their kids, more for their families. Spokane BMX is a superlative example of how a mid-sized market can make a large-market impact on their community through sport.



Budget:
\$150,000

Population:
216,000



Derby City BMX / Louisville, KY

HISTORY REPEATS ITSELF

There are few cities in America that have a longer tradition with BMX racing than Louisville, Kentucky. For over two decades, Louisville hosted the one of the premiere end of season events, the NBL Grand Nationals. Louisville parlayed that historical success into a winning bid to host the 2001 BMX World Championships, the first time the International Olympic Committee (IOC) was considering BMX racing as an official Olympic sport. This was an important time for the sport, and Louisville didn't disappoint.

The success of the 2001 Worlds opened the door for Louisville to work with the International sanctioning body for cycling disciplines (UCI) to host additional events. Louisville would eventually become one of the World's hubs for the sport of cyclocross. The community's success in supporting the long-standing BMX event on Labor Day weekend opened the door for a second USA BMX National to take place in January. This expansion into additional cycling disciplines and even more events, has cemented "Derby City" as a destination for all things on wheels, and it all started with BMX.

Fast forward to 2014, and the leaders in Louisville saw another challenge approaching. The BMX track needed an upgrade to stay relevant. But rather than make the basic upgrades to keep up with the Joneses, the Louisville Sports Commission and its stakeholders thought big, and they were bold. They asked, "What would it take to be the best track in the country?" Several other communities across the United States were asking the same question, some investing significant funds in world class BMX tracks. With their long-standing history in the sport, Louisville wasn't going to be left behind.

The Louisville Sports Commission committed to the first capital campaign in its history, to fund the building of a World class Super Cross (SX) BMX track. This project brought together the Kentucky State Parks system who owned the land and built the track, the non-profit Derby City BMX to run the facility on a daily basis, and the Sports Commission who went into the community to raise private money to renovate the track into the marque venue it is today.

"Our community's 30-plus year relationship with the sport of BMX is well documented. Our dedication to keeping the EP Tom Sawyer Baptist Health BMX Track as one of the nations premier BMX facilities was vital for our organization, along with USA BMX, and most importantly our local club Derby City BMX. It keeps our city positioned to compete for and to host BMX events at the highest level in the sport well into the future," said Greg Fante, Vice President of Sports Development, Louisville Sports Commission.

The collaboration of the various agencies that made the new track possible, did more than just improve a dirt race track. Their work solidified Louisville's long-term relationship with both USA



BMX and the UCI, and also with other entities that are tied to the Olympic movement, something that is important to Louisville's local stakeholders. Not to be lost, this community-wide effort helped to provide a great place for local youth to ride every week throughout the year.

Project Budget: \$1,000,000
Population: 1,270,000





Cobb County BMX / Powder Springs, GA

THE MOTHER TRACK

Forty years. That is how long Cobb County BMX has been serving their area's youth. That is a long time for any organization to sustain itself, let alone to have such a major impact on kids and families through sport. That is why locals call Cobb the "Mother Track of Georgia."

While the track in Cobb County dates back to the late 1970's, the track has taken many forms. The track has been moved, rebuilt, moved again, and rebuilt again. The current facility was envisioned in 2014 by Cobb County Parks and Recreation Department leaders. Cobb County BMX had petitioned the County for a new boundary fence on one side of the track to help control some flooding issues. The County had a better idea – forget the fence, how about a whole new track?

Cobb County officials approached Cobb BMX with the idea to revamp the track through some funding that was made available through their parks and recreation program. USA BMX staff helped design the new facility and a local contractor was hired to build out the track. In 2016, the new track opened and it has thrived ever since, hosting numerous local race days and larger competitions – including the Dixieland Nationals every April.

Track Operator Margie Hatfield has been at Cobb County BMX for over 30 years, and she offers her perspective on why the track has been such a great influence on their riders:

"We have kids come in from all over every week, not just from our area. Kids from Alabama, Florida, South Carolina, you name it, we are helping young people from throughout our region. It's really important that our kids have a place to ride, and all of our tracks in Georgia work together to provide a positive environment for young people to stay active. The County has been a great partner for us over the years, they are always there when we need them to help us do what we do."

Margie has been a great steward of BMX and her community. When asked about the impact the track and BMX has had on her, she did not hesitate with her answer:

"BMX is my family. This sport does a lot of good for a huge number of young people, and it's not widely known how much great work BMX has done for kids through the years. My son has prospered in life through his experience in BMX, it has been a very positive influence on him and on the other young people that race BMX."
Well said. The Mother Track indeed.



Track Budget: \$1,200,000

Population: 741,000



CITY OF
Tulsa
A New Kind of Energy™

*Tulsa***Sports***Commission*

USA BMX National Track and Headquarters

Tulsa, Oklahoma

COMING HOME

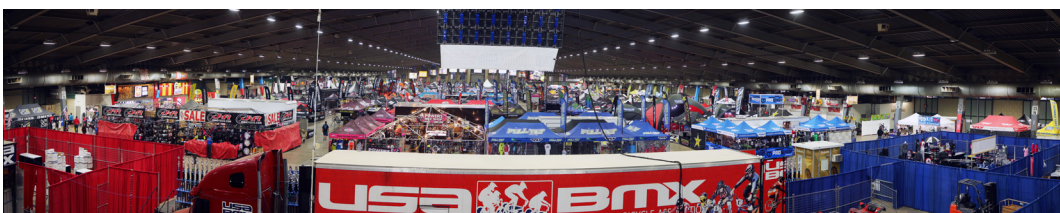
The relationship between USA BMX and the City of Tulsa dates back more than 30 years. Tulsa has been the home of the BMX Grand Nationals (the “Grands”) for the last 21 years and had previously hosted the event as far back as 1983. Annually, the Grands is the largest BMX race on earth, routinely drawing more than 6,000 people to Tulsa over Thanksgiving weekend. But the Grands are only part of the story.

In partnership with the Tulsa Sports Commission and the City of Tulsa, USA BMX has embarked on a much bigger vision – A new headquarters and international track facility in the heart of downtown Tulsa. The new facility will include the BMX Hall of Fame, a BMX track stadium, and an athlete training center. This new facility will be unlike anything our sport has ever seen, it will truly be the epicenter for the sport of BMX. How did this major project come about? One word – Partnership.

The partnership between Tulsa and USA BMX goes far beyond the Grands. Over the years, the leaders in Tulsa have been active in supporting USA BMX programs that take place far away from a track or a national event. Tulsa has embraced the USA BMX STEM Program which is in over 30 schools throughout the Tulsa area. Tulsa also launched the first of its kind track modeling program, where 5th grade students learn about BMX then build models of their ideal track, which are then judged by local BMX enthusiasts. In the final module of the track building program, the students go to a local BMX track to see and experience what BMX racing is at the local level.

Tulsa Sports Commission Executive Director Vince Trinidad spoke to the importance of the BMX relationship:

“Between USA BMX and Tulsa, we each have our own success factors or goals that keep us moving forward. The key of this successful partnership comes in the will to support one another in every aspect. One of the reasons we promote all of these programs is that USA





BMX is a part of the fabric of the Tulsa Community. It started with the hosting of the Grand Nationals and has evolved into an additional National event. Along with that, Tulsa Public Schools has become one of the most active partners in the BMX STEM program. We mutually aspire to make Tulsa the “hub” of the USA BMX wheel. This has staying power in our community and it means that USA BMX will continue to assist Tulsa evolve into the City that will not only attract out of town visitors but also a place that people wish to call home.”

Through this long-standing partnership, Tulsa and USA BMX were able to ask the big picture questions and talk about the vision for an international home for the sport of BMX. Without the background of the Grands and all the community programming that Tulsa has supported over the years, the foundation for this larger headquarters discussion would have never come to fruition. Tulsa’s leaders are always asking what they can do to help the sports of BMX. Once the vision for this new facility concept was discussed, Tulsa found a way to make it happen. They said, “Why not us? We are one of your top partners, and your families have spent their Thanksgivings with us for decades. Tulsa is already your home away from home, why not come ‘home’ to us with this new project?”

Tulsa has figuratively been the “home” of USA BMX through hosting the Grands. In 2019 USA BMX will officially call Tulsa “Home”.

Project Budget: \$15,000,000

Population: 603,000





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