



Online Application for 2022
2022

Application Rules:

- All applications must be typed. **Handwritten applications will not be accepted.**
- Do not skip any questions. Provide complete information for each question.
- Included any supporting materials with application (pictures, payouts, background info).
- Applications will be evaluated on applicant's ability to provide the most complete and appealing information. If you have any questions, please contact Lynn Collins or Ben Wilder at 828-944-0761.

1. Applicant Name (Organization):	Haywood County Recreation & Parks		
2. Name of Event/Project:	Haywood County Bike Park		
3. ZIP Code for Event/Project:	28786		
4. Date(s) of Event/Project:	2022		
5. Website (if applicable):			
6. Event/Project Location:	Francis Farm Landfill		
7. Mailing Address:	215 N Main St, Waynesville		
8. Contact Person:	Ian Smith		
9. Telephone Numbers:	Office:	828-452-6789	Cell: 828-508-6087
10. Email Address:	ian.smith@haywoodcountync.gov		
11. Grant Amount Requested:	\$150,000		

12. Briefly describe your project. (If you have any drawings, photos or renderings, please submit with application.

In 2021, Haywood County Recreation and McGill Associates conducted extensive public surveys as part of Haywood County Recreation's new ten-year master plan. The results pointed to a national trend of more outdoor activities, leading to a desire for more outdoor amenities. The top five facilities wanted by the community are jogging/walking trails, greenways trails, hiking trails, bicycle trails and open/natural spaces. Bicycle pump tracks were also an exercise preference per the Master Plan.

The County Commissioners adopted the Master Plan on April 4, 2021 and plans for a bike park at Francis Farm began to finalize. The Bike Park will offer a low barrier of entry for citizens and visitors. The Bike Park will have a 10,000 sq/ft Red Bull certified pump track for intermediate and experienced mountain bike riders. There will also be a skills course with a smaller pump track, which is an ideal environment for children beginning to learn to ride a bicycle. The park will contain roughly two miles of beginner to intermediate level single-track trails for a traditional mountain biking experience. In addition to the bike amenities, the park will feature restrooms, playground, picnic pavilion and a perimeter walking path. To accommodate events, the park will have an overflow parking area and connections for food trucks.

This single park will have the top five desired amenities identified in the Master Plan, and has enough acreage to accommodate future expansion.

13. Does a similar project already exist in Western North Carolina or Haywood County? Please describe how your project will attract visitors and create room nights.

Chestnut Mountain Park is a newly opened bike park, which has trails for skill levels ranging from beginner to extreme. However, while Chestnut Mountain's strength will be their system of single-track trails, the County Bike Park's strength will be the pump track. American Ramp Company and Velosolutions are the only bike park designer to hold Red Bull certifications. Haywood County will have Red Bull certified pump track with the square footage requirements to host Red Bull sanctioned events. The closest pump track to have that designation is Gastonia, NC. With event planning, the Red Bull series or other events at the pump track will generate visitors. American Ramp Company says that a typical Red Bull event will draw 1,000 to 1,200 attendees.

14. Will this project include a marketing plan? How much do you plan to invest annually on marketing more than 50 miles away from Haywood County?

A recommendation from the Master Plan was to market more of the unique outdoor programs that we offer. In response, we have increased this year's advertising budget for Recreation and Parks. We plan to increase our social media presence and develop a marketing plan in coordination with TDA and other media partners. We will plan and coordinate regional bike events a few times a year with the TDA and other event coordinators. These, in combination with broad promotion and hosting Red Bull sanctioned events, should make the pump track a destination.

5. Has a feasibility study been completed? YES or NO If yes, please submit with application.

☒ YES

☐ NO

6. What is the total budget of your proposed project?

\$1,946,000

17. Will you secure at least the same amount of funding you are applying for? Must be a 50%.

☒ YES ☐ NO

18. If you receive OTPF funding, will it be the first funding committed for this project?

☐ YES ☒ NO

19. LIST the current funding for your project:

Source	Amount	Secured	Pending
County Funds	\$520,000	<input checked="" type="checkbox"/>	
Parks and Recreation Trust Fund (PARTF)	\$500,000		<input checked="" type="checkbox"/>
Private Donations			<input checked="" type="checkbox"/>

20. How many guests or visitors do you expect to come to your project once completed?

Year 1 | 25,000 | Year 2 | 26,000 | Year 3 | 27,000 |

21. Explain how you came up with your numbers above.

The park will be open 360 days a year; with inclement weather and scheduled maintenance days the park will be open approximately 240 days. The park will conservatively have about 100 people per day. With close proximity to Maggie Valley, Lake Junaluska, downtown Waynesville, and many short-term rentals, the bike park will be an easy drive for residents and visitors.

22. Projected break ground date? | 2023 |

23. Completion date of project? | 2026 |

24. If different, projected opening date? | early 2025 |

25. Please add any additional information you deem relevant.

The Recreation Department utilized a grant to purchase mountain bikes so we could offer a low-barrier of entry to the sport and park. This will ensure that beginner have the opportunity to enjoy mountain biking without the initial up front costs of getting into the sport. We are now starting our second season of programming for kids and teens to learn the essentials of mountain biking, with plans to go to Chestnut Mountain. To our knowledge, this the first type of public mountain biking programming done in WNC.

The bike park complements Chestnut Mountain by giving users two unique destinations in Haywood County. The pump track events will be a draw, a dn the opportunity to explore mulitple bike parks within Haywood County will increase overnight tourism. The open space and food truck connections will provide another dimension: the opportunity to host music and other outdoor events close to downtown Waynesville.

Currently, the skills course is schedule for Phase 2, while the pump track, picnic pavilion and bathrooms are slated to be constructed in Phase 1. One-Time Project Funding of the skills course at \$150,000 would shift the timeframe and allow the bike park to have essential components on day one to be a destination park.

Please sign below the following statements, acknowledging that you understand and agree to them, and all contained within the application:

Indemnity:

Grantee agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless HCTDA, its officers, directors, affiliates, employees, volunteers, and agents, from and against any and all claims, liabilities, losses and expenses (including reasonable attorney's fees) directly, indirectly, wholly or partially arising from or in connection with any act or omission of Fundee, its employees or agents, in applying for or accepting the grant, in expending or applying funds or in carrying out the project as set forth in the proposal.

Sole Discretion:

All elements of the HCTDA One-Time Project Fund are managed at the sole discretion of the HCTDA, including the application review process and all subsequent funding decisions. Funds awarded within this program are made by the HCTDA and are not subject to external oversight or approval.

Terms of Agreement:

I hereby acknowledge that I have reviewed and understand the terms of the agreement.

Completed Application:

I hereby acknowledge that I have completed this application in good faith, confidence, and counsel, and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application.

Submission Information:

To be considered for project funding, a completed application should be provided to the below address or digitally to:

20112 Mountain Road, Waynesville, NC 28786

Applicant Signature:



Date:

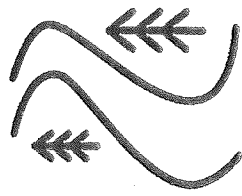
4/29/22

Applicant Printed Name:

Ian Smith

HCTDA | 1110 Soco Rd, Maggie Valley, NC | 800-334-9036

Preference Exercise Summary



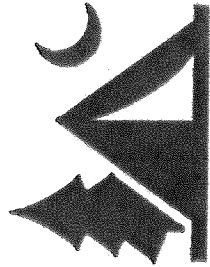
Natural Surface Trails
31



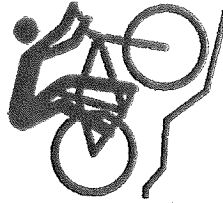
Pickleball
18



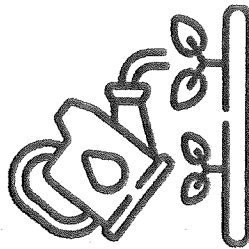
Paved Trails
14



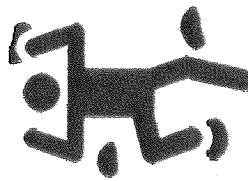
Camping Sites
11



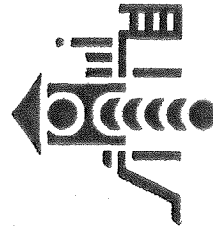
Bicycle Pump Track
11



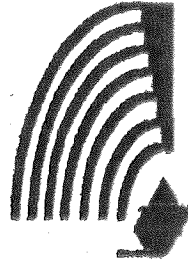
Community Garden
10



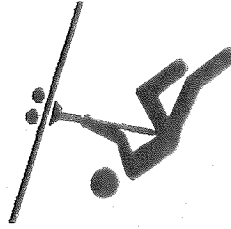
Climbing Wall
9



Accessible Playground
8



Amphitheater
7



Adventure Activities
7

Survey

Q15 Rank in order of importance the top five facilities that could be developed or improved in Haywood County. (1 being your highest priority, 5 being your lowest) Please consider other members of your household as well.

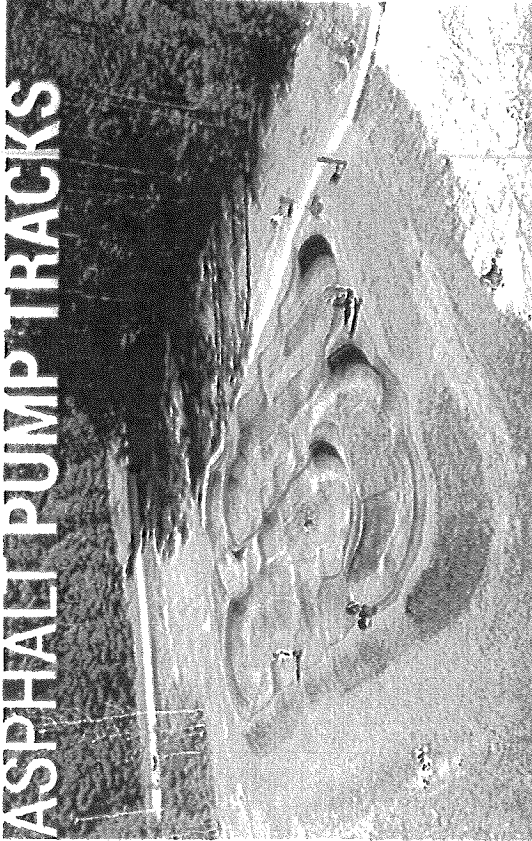
Answered: 751 Shipped: 126

Jogging/Walking Trails (including greenway trails)	48.55%
Greenway Trails	49.40%
Hiking Trails	42.78%
Bicycle Trails	38.93%
Open Space/Natural Areas	37.20%

Nature Based Recreation Opportunities	37.65%
Eco-Adventure Activities (Zip Lines, Obstacle Course, etc.)	31.32%
Playgrounds	29.14%
Picnic Areas	27.90%
Indoor Swimming Pool	27.95%

Pickleball	24.16%
Special Aquatic Features (Spray-ground)	25.92%
Camping Facilities	24.94%
Amphitheater/Performing Arts Stage	22.77%
Dog Park	19.32%

ASPHALT PUMP TRACKS



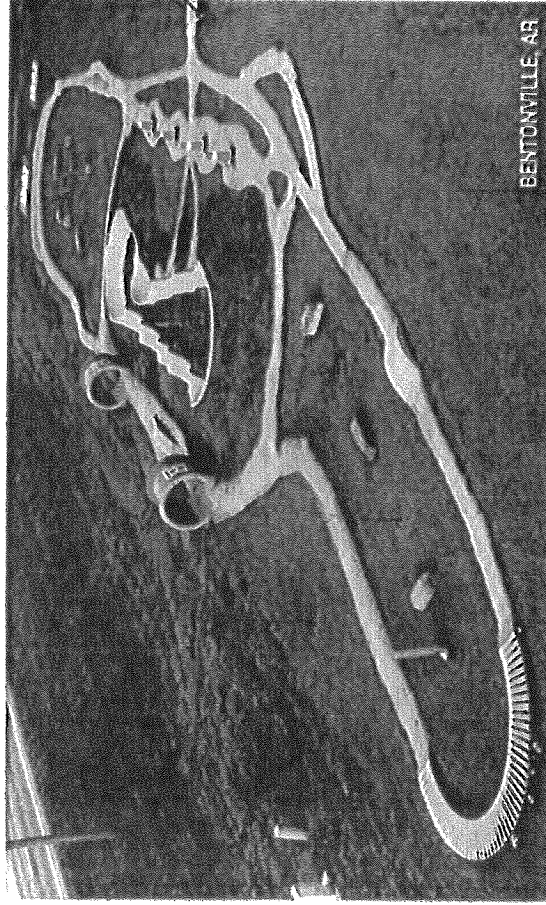
Pump Track

- Bike Park pump track will be between the sizes of Gastonia (above) and St. Charles (right).
- Target is 10,000 sqft minimum for Red Bull Certified pump track.
- Red Bull Certification will allow Haywood County to host professional pump track events.

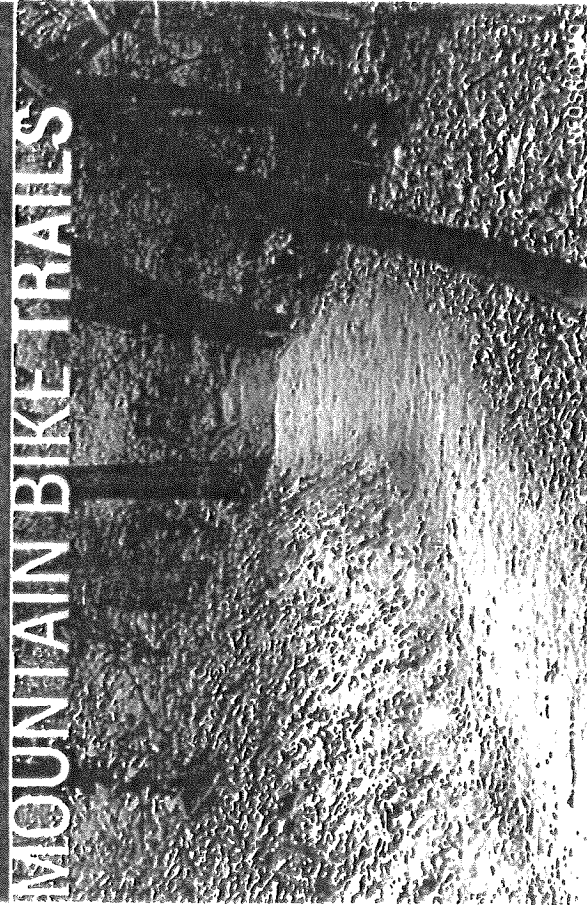
Amenities

- Parking (Phase 1)
- Picnic Pavilion (Phase 1)
- Restrooms (Phase 1)
- Playground (Phase 1)
- Pump Track (Phase 1)
- Perimeter Walking Path (Phase 2)
- Skills Course (Phase 2)
- Single Track Trails (Phase 2)





BENTONVILLE, AR



Skills Course and Single Track Trails

- In addition to a pump track, the Bike Park will contain a skills course for beginners.
- Targeting a skills course similar to Bentonville (top left).
- For a traditional mountain biking experience, the park will contain a small network of single track trails (bottom left) that will run in the “back country” portion of the park.