

### **Project Description:**

Cumberland Youth Cycling Development (CYCD) has partnered with the Borough of Carlisle, among others, to build a bicycle pumptrack in Valley Meadows Park (owned by the Borough). A bicycle pumptrack is a self-contained circuit that would provide a safe and enjoyable exercise opportunity for the Carlisle community and beyond. Our track would be composed of dirt berms and rollers, which are banked turns and undulating dirt mounds; riders push through the back of the features to gain speed, carrying momentum through the track so it can be ridden without pedaling. A pumptrack improves rider balance, coordination, timing, and fitness -- all essential skills for a cyclist and a generally fit individual. Community members can not only get great exercise, but can do so safely and enjoyably by any skill level; they allow novice riders to improve quickly and provide advanced riders with an opportunity to refine their skills. An ideal track lets riders choose alternate routes, so advanced riders can get creative by jumping from one feature to the other or riding the track in a new way that isn't obvious. Partnering with Dave King of Dirtsculpt LLC, one of the best pumptrack builders in the country, we have designed our track to incorporate all of those features that characterize a perfect pumptrack. A pumptrack is made through careful planning: considering the natural flow of features, accommodating for drainage, clearing undergrowth, partitioning and shaping dirt, and sculpting the track at the crossroads of art and technical precision, among other important steps.

A system of amenities and utilities are required for the best rider and viewer experience. Some of the experience-enhancing amenities include: a perimeter walking path for viewers, picnic tables, signage, a gravel path from the parking lot to the pumptrack, and a fence surrounding the pumptrack for safety purposes. Some of the utilities include: handicap parking spaces, a small maintenance tool compartment, a network of cisterns and drainage pools, and a public water connection. These utilities will be paramount for maintenance, as we will need water to maintain the integrity of the dirt during the hot, dry summer months and tools to shape that dirt. Carlisle Area Composite Racing, our sub-organization and youth mountain bike team, will be the principal maintainers. Riders receive extra points in the league for trail maintenance hours, so it is a win-win.

The proposed location is in a two acre tract of underdeveloped, wooded land in the Northeast corner of Valley Meadows park. The pumptrack design covers approximately 0.80 acres of that tract, but only 0.35 acres of it will be physically disturbed. Surrounding Valley Meadows park is an expansive network of mountain bike trails in Dickinson Park, which is a growing resource and a true gift to the Carlisle and local community. Valley Meadows Park is also the terminus of the Cumberland West-End Rail Trail, offering yet another reason for people to bicycle in the area. Finally, thirty minutes away, Michaux State Forest possesses some of the best mountain biking on the East Coast. Between the Carlisle Pumptrack, the Dickinson Park trails, the Cumberland Rail Trail, and Michaux State Forest, we would have incredible cycling opportunities in the area, attracting people from far and wide. The implementation of the pumptrack in Valley Meadows would result in a better cycling community, more tourism to the area, and further economic development. These goals and their subsequent outcomes will be evaluated more thoroughly in the following questions.

In short, for a pumptrack to be successful, it requires a particular composition of dirt, a professional design and construction, and periodic maintenance. These factors are the basis of our grant-seeking interests.

### **Target Population:**

The Valley Meadows pumptrack is accessible to the entire Carlisle Community. Anybody with a bicycle and a helmet is able to ride the pumptrack. Valley Meadows Park is conveniently located within biking distance of nearly the entire Borough of Carlisle, and most of its population would not have to cross a major road. This is especially important for the vulnerable and underserved local population. For those who do not have the convenience of biking to the pumptrack, Valley Meadows Park is extremely accessible by road: the Ritner Highway runs right by the park; Route 81 and the PA Turnpike allows for quick and effortless access. The park contains abundant parking, thereby expanding the pumptrack's capacity. All of this demonstrates how the Carlisle and local community will be holistically accounted for with the pumptrack. Young elementary schoolers and adults alike can ride a few laps of the track simultaneously after school or after work. The pumptrack is the perfect medium for the community to bond.

However, the pumptrack will lure people on an even broader scale. Pumptracks are few and far between, but are one of the most sought-out facilities for mountain bikers. They are a sensation in the outdoor sports world; towns and communities across the country are advocating for their own. While they are still relatively rare, we have a special and exciting opportunity to capitalize on the explosion of pumptracks in the United States and around the world. This group of avid cyclists will converge at the Valley Meadows Pumptrack from across the mid-atlantic, from cities like Philadelphia, Pittsburgh, Baltimore, and Washington, D.C., which are all less than three hours away. This yield is difficult to quantify, but it is destined to be extensive. We could anticipate thousands -- if not tens of thousands -- of visitors and local riders every year.

### **Timeline & Key Partners:**

Our tentative schedule, which is subject to external factors beyond our control, is as follows: February 18th -- CYCD board presentation; March 3rd -- Borough of Carlisle workshop presentation; October 2021 -- secure remaining funding requirements; November 2021 -- draft construction design; December 2021 -- bid out construction design; March 2022 -- begin construction; Late May/ Early June 2022 -- complete construction & grand opening!

Currently, our project has several key staff and partners. Greg Holtzman of BL Companies, our primary contractor, is the project manager. Mr. Holtzman and his team has been responsible for environmental surveying, conceptual layout, digital renderings, meeting scheduling, and more. Dave King of Dirtsculpt LLC, our subcontractor, is the head pumptrack designer. Mr. King has been responsible for the conceptual drawings and site plans, and has worked with Mr. Holtzman to integrate the environmental surveying into his design to turn the concept into reality. At this time, our organization has not bid out the construction contract, but

those partners will be responsible for the detailed construction design and will bid for the construction. We must acquire the needed capital before beginning this phase, which is one reason why the Cumberland County Land Partnership would be instrumental in our efforts. On the CYCD side, Jonathan Cox is the head pumptrack coordinator: reviewing designs, organizing meetings, and drafting grant applications. Jon Rose, the Treasurer, Jon Cox, the secretary, and Mark Heeb, the President, are all critical members of the project: approving grant applications, developing strategic plans, and much more. So far, CAEDC has pledged \$65,000 for our project; \$17,500 is already available to us and CAEDC will release the remaining \$47,500 when we secure matching funds.

### **Qualitative Impact:**

The positive impacts of a pumptrack in Carlisle are multifaceted. The pumptrack will not only boost the local economy, but also expand cycling and health capacities in the area, leading to healthier lifestyles -- an ultimate goal of the Partnership for Better Health.

First, the construction of a pumptrack in Valley Meadows park would result in a more robust economy for greater Carlisle. Outdoor recreation is an extremely lucrative industry: in Pennsylvania alone, it is responsible for 219,000 jobs and \$21.5 billion in annual consumer spending. Additionally, it accounts for \$1.6 billion in state and local tax revenue. A pumptrack in Carlisle would significantly add to the outdoor recreation opportunities in central Pennsylvania. The proposed pumptrack would be the only one in Cumberland County and the greater Harrisburg region, bringing mountain bikers far and wide who frequently travel long distances to ride at new destinations in search of new experiences. Cycling enthusiasts are known to have discretionary income and are more likely to spend money in the community or on a biking trip. This makes mountain bikers a textbook example of a multiplier: they stay in hotels; spend money on gas; visit local bike shops; eat out at restaurants; and then tell their friends how great the pumptrack and mountain bike scene is in Carlisle, bringing even more people to the area. Whole towns have built their economies around mountain bike tourism, including trail meccas such as East Burke, Vermont, Oakridge, Oregon and Bentonville, Arkansas. The Walton Family Foundation invested in Bentonville mountain biking significantly and saw huge returns of \$137 million to the Northwest Arkansas region in 2017 ([waltonfamilyfoundation.org](http://waltonfamilyfoundation.org)).

Economies can't be strong unless its contributors are healthy and happy. Luckily, the pumptrack can fulfill both of those needs. This latter half is paramount to the well-being of our community and is steeped in the Partnership for Better Health's mission. The pumptrack ensures access for all, healthy communities, and a strengthened health capacity for Carlisle. First, access for all. The pumptrack is a facilitator for one of the most widely-enjoyed activities on the planet: cycling. The classic John F. Kennedy quote, "nothing compares to the simple pleasure of a bike ride," shows the universal sense of joy that comes from cycling, which can and should be accessible to all. Our goal is to fulfill this assertion. The pumptrack can be ridden on any bicycle by a rider of any skill level or of any age -- cycling is a lifelong sport, after all. We are pursuing public funding and donations to keep the facility free for all people to enjoy.

The pumptrack would significantly contribute to the healthy community of Carlisle. Starting with the healthy aspect, the pumptrack is an amazing way to get exercise. The pumping motion is anaerobic and aerobic, using muscles to create the momentum but also the cardiovascular system to sustain that effort around the track. A few loops around pumptrack can

get riders out of breath very quickly, but it is so fun that riders don't think about how much of a workout it is. This strenuous nature allows for people to take breaks, giving them a chance to watch others ride. Riding a pumptrack is one of the most enjoyable, time-efficient and accessible ways to get exercise. Others have seen this power of cycling, especially our youth: mountain biking is the fastest growing youth sport in the country, and has had a transformative power on student-athletes and parents alike. Mountain biking has offered many in our own community a way to get exercise that might not have been possible before. There is no sitting on the bench in cycling sports, so everyone can participate, leading to healthier lifestyles in a less competitive environment. It has offered ways for parents and coaches to exercise more with their student-athletes and children, thus also helping adults lead healthier lifestyles while bonding and inspiring youth. The pumptrack would greatly accelerate these trends and proliferate the transformative power of cycling for individuals and communities, which leads into the aspect of community.

As stated earlier, the pumptrack is the perfect medium for bonding, progression, mentorship, and more admirable qualities of healthy communities. Riders -- young and old, seasoned pro and total beginner, from all walks of life -- can ride the pumptrack side by side. This offers limitless opportunity for the aforementioned qualities. Beginners can watch experienced riders ride the track in creative and inspiring ways, gaining advice from them that the beginners can pass on to the next hopeful rider in the future. There is nothing better than a good high-five after a perfect run of the track, and this camaraderie should be the crown jewel of any community facility, bringing people together. When visitors come into town to ride our soon-to-be-famous track, they will see how strong and exciting Carlisle -- and especially our cycling community -- is.

Finally, the pumptrack will strengthen Carlisle's health capacity. The Borough of Carlisle has invested thoroughly in cycling, but the pumptrack would truly set Carlisle apart for cycling capacity and infrastructure. The Borough's number one goal in the Connect Area Theme Summary is to "expand/provide more opportunities for bicycling." Cumberland County is the fastest-growing county in Pennsylvania, bringing the energy and passion of young people; these young people look to a diverse outdoor recreation system for a high quality of life, which the pumptrack would provide. With your assistance and our partnership, we have an exciting opportunity to harness this energy to greatly expand the health capacity for these needs and trends.

All of this will build and strengthen the bond of the cycling community and get more people on bikes, resulting in a healthier and more attractive town in which to live.

### **Quantitative Impact:**

There is a cornucopia of quantifiable and visible ways to measure the positive impact of the project: potentially more hotel bookings; more business for Carlisle businesses, especially bike shops. These are from more so economic indicators of increased visitation and tourism, but that increased external visitation could be seen in other ways: more cars filling the parking lot and increased signs of trail usage, not just at Valley Meadows Park but also the Dickinson Trails, the Rail Trails, and Michaux State Forest; more growth in Cumberland County growth -- the highly-anticipated pumptrack was a deciding factor for a new Carlisle homeowner.

The pumptrack not only attracts outside interest, but more importantly enhances the local community in several ways: mountain bike team growth; the school district officially incorporating the bike team into their athletic department; more local trail advocacy; more bikes seen on cars around town and more people seen biking around. Community events could tie together a strong sense of community with outside interest. I.e., the pumptrack could host events like casual Thursday Night races in the summer or simply fun riding sessions for the community to enjoy, full of activities and food. All of these things would be concrete, visible indicators of the pumptrack's raving success.

### **Organization History:**

The Carlisle Area Composite Racing (CACR) team formed Cumberland Youth Cycling Development in 2018 as their parent organization. CYCD is a 501(c)3 non-profit organization that raises funds for CACR and advocates for mountain biking opportunities, especially for youth, in Cumberland County. Carlisle Area Composite Racing was a founding team in the Pennsylvania Interscholastic Cycling League. During its first year in 2016, CACR had young riders from Carlisle, Big Springs, Boiling Springs, and Cumberland Valley. Since then, the team has grown from 16 riders to over 40 and has experienced much success. The team has had several state champions and, in the 2019 race season, the group claimed the Division 1 Overall State Champion title. Coaches and parents on the bike team make up the CYCD board, which is dedicated to creating more opportunities for youth cycling and community development. This is made possible by funding and sponsorships, which is used for jerseys, race entry fees, and insurance. CYCD is involved in multiple trail projects outside of Carlisle Area Composite Racing. The organization regularly maintains the Dickinson park trail system and volunteers for DCNR trail projects in Michaux State Forest. These trail initiatives are great stepping stones for the pumptrack project, which would be the organization's most significant contribution to Carlisle's cycling infrastructure. CYCD is a small, volunteer-run organization but is committed to advancing mountain bike opportunities for our youth and for our community. Our current budget is small, but our team is experienced and would be ready to tackle larger projects with your generous and thoughtful contribution.

### **Evidence Programs:**

Outdoor recreation is an extremely lucrative industry: in Pennsylvania alone, it is responsible for 219,000 jobs and \$21.5 billion in annual consumer spending. Additionally, it accounts for \$1.6 billion in state and local tax revenue. Whole towns have built their economies around mountain bike tourism, like Bentonville, Arkansas, and Squamish, British Columbia. The Walton Family Foundation invested in Bentonville cycling significantly and saw huge returns of \$137 million to the Northwest Arkansas region in 2017 ([waltonfamilyfoundation.org](http://waltonfamilyfoundation.org)). Squamish has also seen huge benefits: "In 2006, studies determined that riders spent roughly \$2.6 million in Squamish. Fast forward 10 years and that number has risen to \$9.9 million. In 2016 Squamish boasted roughly 25,000 riders which is an incredible data point for a town with a population of 19,612. 80% of those riders came from outside Squamish" ([shoredlinedirtworks.com](http://shoredlinedirtworks.com)). Pumptracks

are a great investment: "Twin Bridges [Montana] made back their \$9k investment, in just donations, in the first year" (shorelinedirtworks.com).

Studies have been conducted on the extensive health benefits that come from cycling activities, most prominently pumptracks: "In the case of cycling, there seem to be specific benefits that may not be found in some other sports and activities. This includes reductions in rates of bowel and breast cancer, reductions in heart disease and regular cycling can reduce the chance of diabetes by as much as 40%. While some other sports might boast some of these benefits, few activities bring all of these together" (shorelinedirtworks.com)

Others have also expressed the community-creating power a pumptrack has: "Riders take active roles, especially when they're young, in the upkeep and maintenance... Many riders feel a sense of connection to and ownership of these facilities. This means that facilities are kept clean and in working order. Members of our own team began at the age of 10 or 11 by picking up a shovel and helping shape or reshape their local park. Years later, these riders are doctors and lawyers and professionals but they still talk constantly about the joy of community ownership and upkeep. Unless it's made of asphalt, concrete, or wood – a bike park is a living, breathing entity, and having a collection of riders who feel a sense of community and pride for a space means that they'll help build and maintain for the future. It is these pockets of youth who become pockets of adults who go on to advocate for and build bike parks in their own communities because they've seen the impact firsthand" (shorelinedirtworks.com)

The article from Shoreline Dirtworks concludes by saying, "Mountain bike trails and pump tracks are not free. They require extensive planning and an investment by a community. However, the economic, social, and physical benefits to building a world class bike park far outweigh this initial investment and the return over time is substantial. Communities like Squamish can grow. Communities like Twin Bridges can grow. Communities that embrace properly planned and executed mountain bike trails and pump tracks will reap the rewards of this investment and everyone will have a lot of fun doing it."

### **Executive Summary:**

Cumberland Youth Cycling Development (CYCD) seeks to construct a pumptrack at Valley Meadows park. CYCD was formed by the Carlisle Area Composite Racing (CACR) team in 2018 as their parent organization. CYCD is a 501(c)3 non-profit organization that raises funds for CACR and advocates for mountain biking opportunities, especially for youth, in Cumberland County. We have been involved in numerous local trail stewardship projects, which are great stepping stones for the pumptrack project.

To build the pumptrack, Cumberland Youth Cycling Development has partnered with the Borough of Carlisle, among others. A bicycle pumptrack is a self-contained circuit that would provide a safe and enjoyable exercise opportunity for the Carlisle community and beyond. Partnering with Dave King of Dirtsulpt LLC, one of the best pumptrack builders in the country, we have designed our track to incorporate all of the features that characterize a perfect

pumptrack; these features not only benefit the rider experience, but also establish a network of utilities and amenities to assure track sustainability and a positive viewer experience. The location is in a two acre tract of wooded land in the Valley Meadows' Northeast corner. The directly adjacent and greater cycling infrastructure is inextricably linked to the pumptrack, both of which would elevate each other to create renowned cycling opportunities in the area, attracting people from far and wide.

The Valley Meadows pumptrack is accessible to the entire community. Anybody with a bicycle and a helmet is able to ride the pumptrack. Valley Meadows park is safely located for non-motorized commuters to access the track, but is also conveniently alongside the Ritner highway and near Interstate 81 and 76. This broad accessibility would bring people from all over to ride one of the most sought-after facilities for outdoor enthusiasts, especially with Carlisle in the not-so-distant periphery of major East Coast cities.

The pumptrack ensures access for all, healthy communities, and a strengthened health capacity for Carlisle. The pumptrack is an amazing way to get exercise. The strenuous nature allows for people to take breaks, giving them a chance to watch others ride, which creates the perfect medium for bonding, progression, mentorship, and more admirable qualities of healthy communities. The pumptrack would also strengthen Carlisle's health capacity. The Borough's number one goal in the Connect Area Theme Summary is to "expand/provide more opportunities for bicycling." If the Borough wants to make great strides towards this goal, the pumptrack would truly set Carlisle apart for cycling capacity and infrastructure. This impact could be quantified through several economic and community culture indicators.

Our original goal was to build the pumptrack during the Spring of 2021, but due to COVID-19, our timeline is projected to begin construction in the Spring of 2022. Our team is committed to completing the project as soon as possible. We have Dave King and Greg Holtzman working on the conceptual layout and design, and several CYCD members CYCD coordinating the project. We are seeking to partner with several other foundations, organizations and private entities to realize our fundraising goals.