



VA Recreational Trail Success Stories

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Virginia Department of Conservation & Recreation

State Parks • Soil & Water Conservation • Natural Heritage
Chesapeake Bay Local Assistance • Land Conservation
Outdoor Recreation Planning • Dam Safety & Floodplain

Lynchburg



Blackwater Creek
Bikeway



“60 percent of our visitors in Lynchburg utilize our trails, and only 30 percent use our programs”

Gary Takacs
Media Manager, Lynchburg
Nature Center

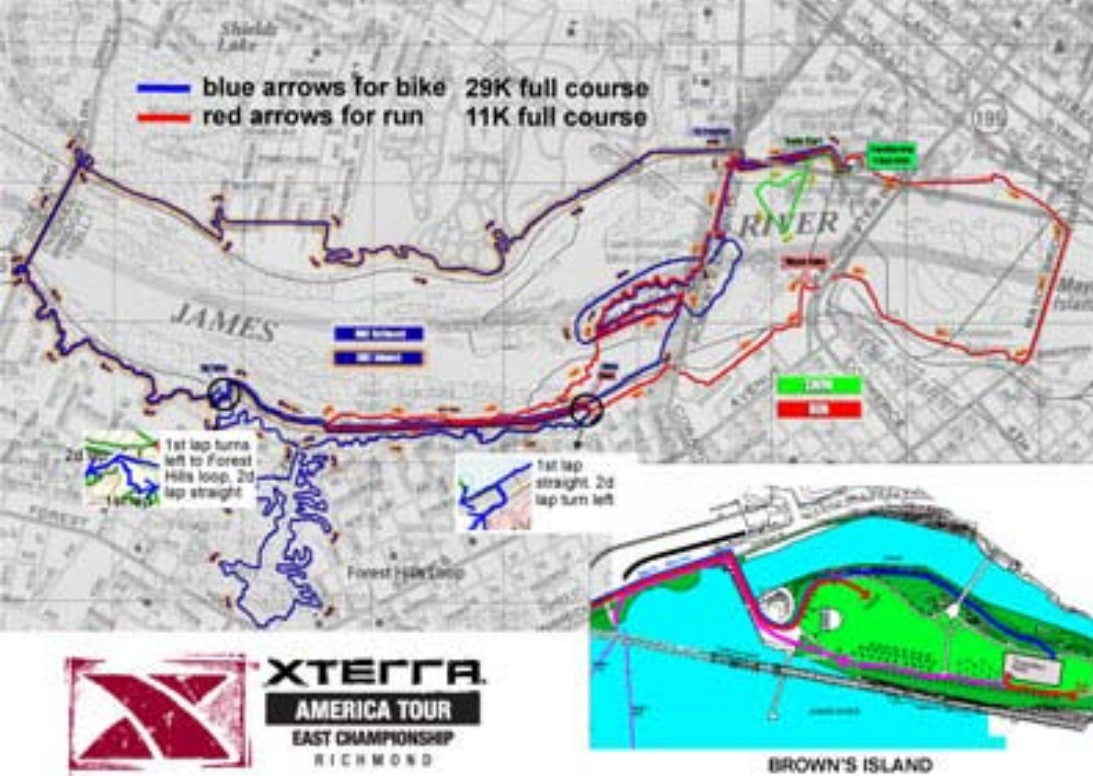
Roanoke



“We are starting to see the true economic impact in real estate and business retention and relocation.”

Liz Belcher, Roanoke Valley Greenway Coordinator

Richmond



- “The mountain bike trail system in James River and Forest Hill parks is considered by professional riders to be one of the best urban trail systems in the country. The trails are used as part of the Xterra East Championship course for both the running and mountain biking portions of the off-road triathlon.” Wikipedia

Permanent infrastructure serves commuters and special events & festivals

Cap-to-Cap Century
McDonalds X-Country Festival
James River Adventure Games
Ukrops Monument 10K
Anthem Moonlight Ride
SunTrust Marathon
Dominion River Rock
Duathlon

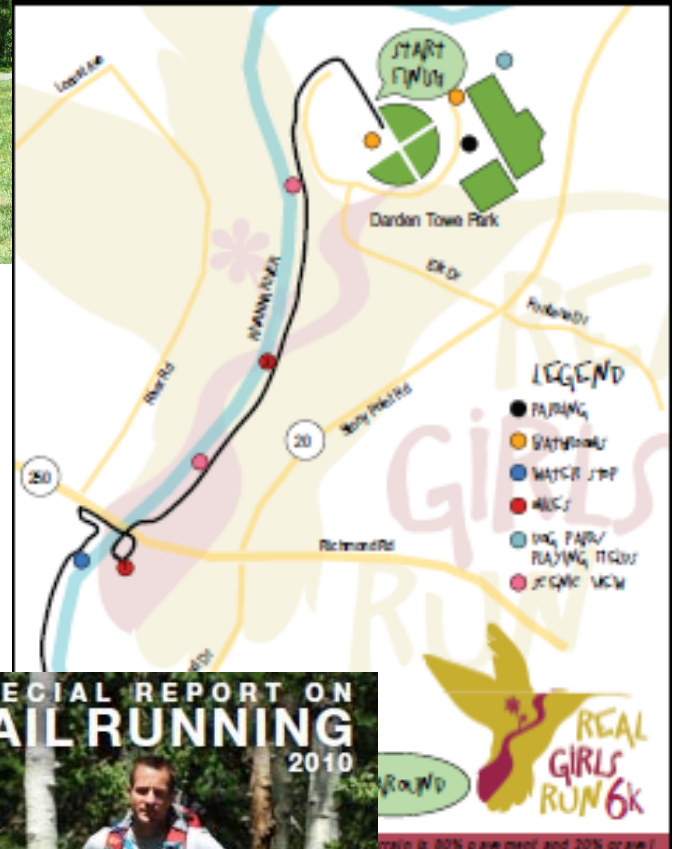
These events
build social capital
and get people
moving!



120,313 Participants \$\$\$ 12.24 million **Priceless**



Rivanna Trail



- An average ultra trail marathon (50K, 50 mile or 100 mile) brings 200-500 people to less populated areas (less than 30,000). Each runner will spend an average of \$500 during his/her stay, and they will bring an average of one more person with them.
- Most people will stay at least two nights, have at least 6 meals, and purchase gas.
- For 100 mile races, that figure is closer to \$800 and three day stay.

Mt. Vernon Trail (and gateway)



Participation in the Gateway Activities

All Americans, Ages 6 and Older

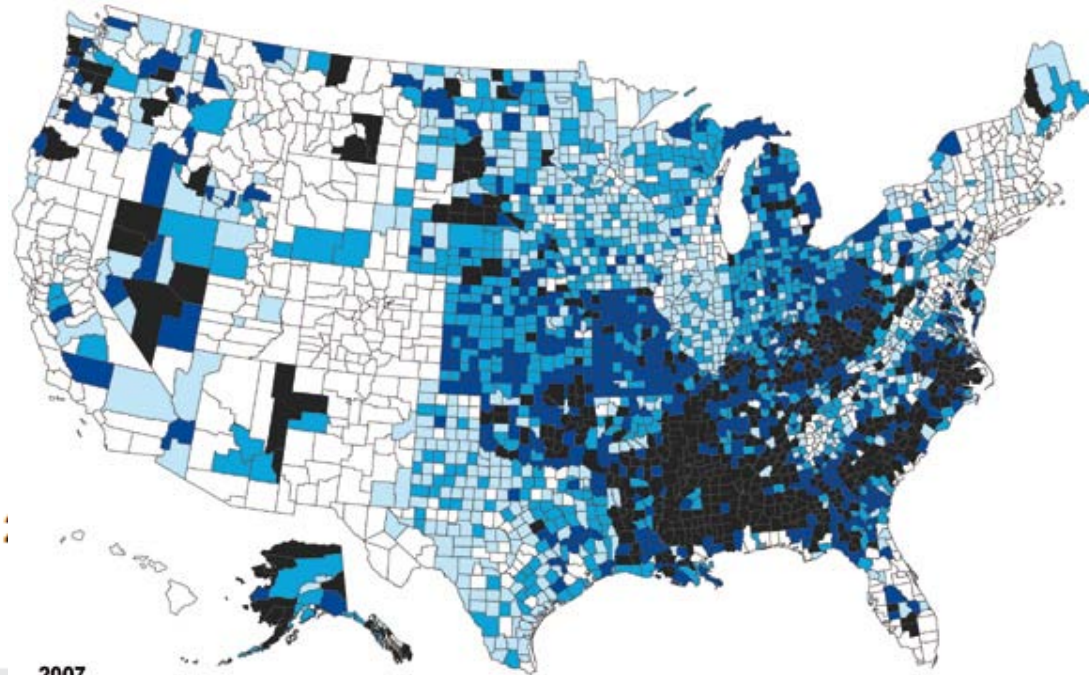
Activity	2006 Participants	2007 Participants	2008 Participants
Freshwater, Saltwater and Fly Fishing	49,696,000	51,836,000	48,206,000
Car, Backyard, and RV Camping	43,123,000	39,836,000	42,396,000
Running/Jogging and Trail Running	38,719,000	41,957,000	42,103,000
Road Biking, Mountain Biking and BMX	39,688,000	42,126,000	41,548,000
Hiking	29,863,000	29,965,000	32,511,000

We have about 3000 average daily trips during the workweek and 4000 average daily trips during the weekend.

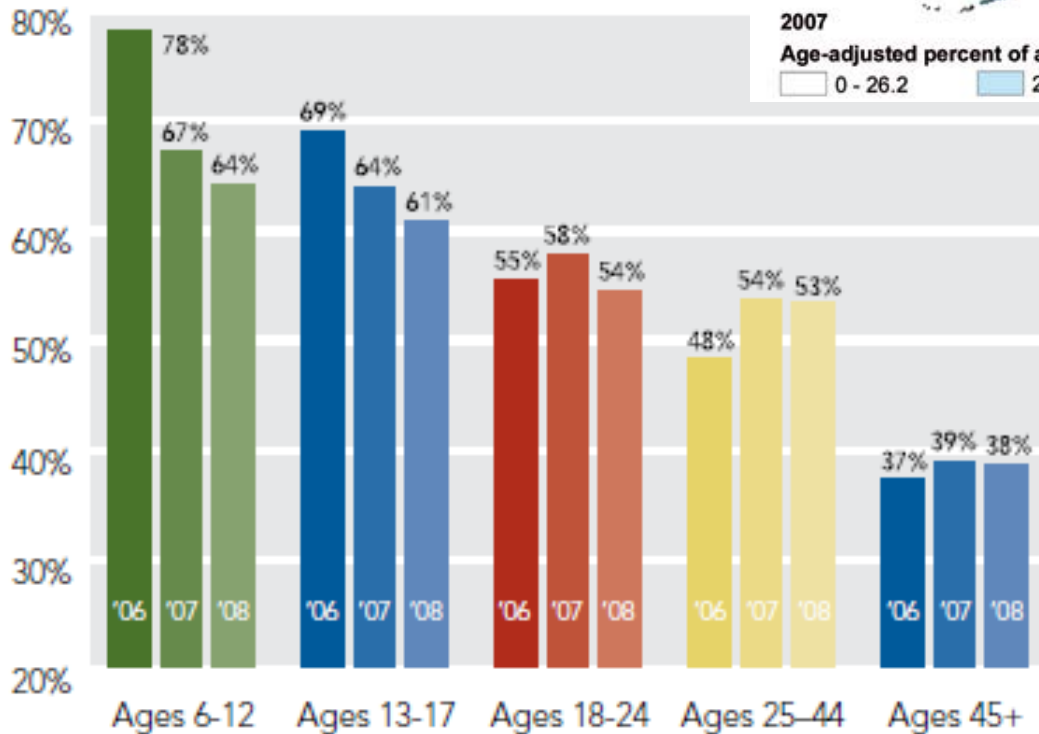
The network of trails of which the Mount Vernon Trail is a part support a great number of bicycle and running services and shops. There are at least 10 bicycle shops within a mile or less of the trail. We have spoken to several of the managers and employees of a couple of these stores and they universally report an expansion of customer base and sales.

We have talked with a significant number of visitors who report recently purchasing a bicycle with the intention of increasing their trail usage

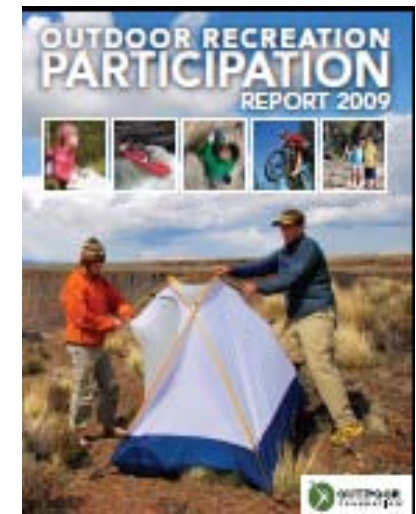
Where we are failing...



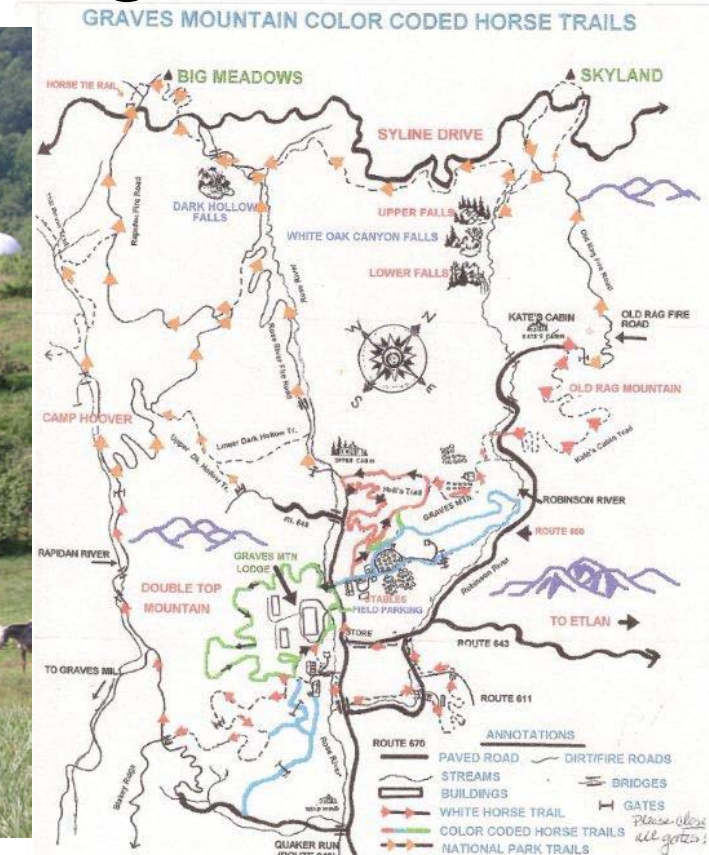
Participation in Outdoor Recreation :
All Americans



Obesity Prevalance, 2007



Graves Mountain Lodge




- “10 percent of our lodge business is due to our equestrian trail network. Additional income is made through equestrian camping, stable rental, and horse rental. People come from states like NC, DE, and NJ to enjoy our trail network.”—Jimmy Graves

VA State Parks 2009 Attendance and Economic Impact

Park	Total Attendance	Economic Impact	Trail Miles
Lake Anna	145,778	4,041,796	13
New River Trail	960,096	15,896,194	57
First Landing	1,762,464	35,223,138	19
Douthat	205,654	7,606,255	43
Pocahontas	381,306	12,638,332	58

High Bridge Trail State Park

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- A photograph of two young children walking away from the camera on a wide, light-colored gravel path. The child on the left is a girl with dark hair in pigtails, wearing a purple patterned shirt and dark pants. The child on the right is a boy with blonde hair, wearing a white patterned shirt and a white skirt. They are holding hands. The path is flanked by dense green trees and foliage, leading towards a bright, overexposed area in the distance.
- '08 9,528 visitors, 4 miles
 - '09 45,098 visitors, added 10 miles early June, added 6 miles mid Nov.
 - '10 57,927 visitors, added 4 miles early July, added 6 miles early Sept.