



The Baileys Trail System:

Improving Communities through a Collaborative Vision & Conservation Finance

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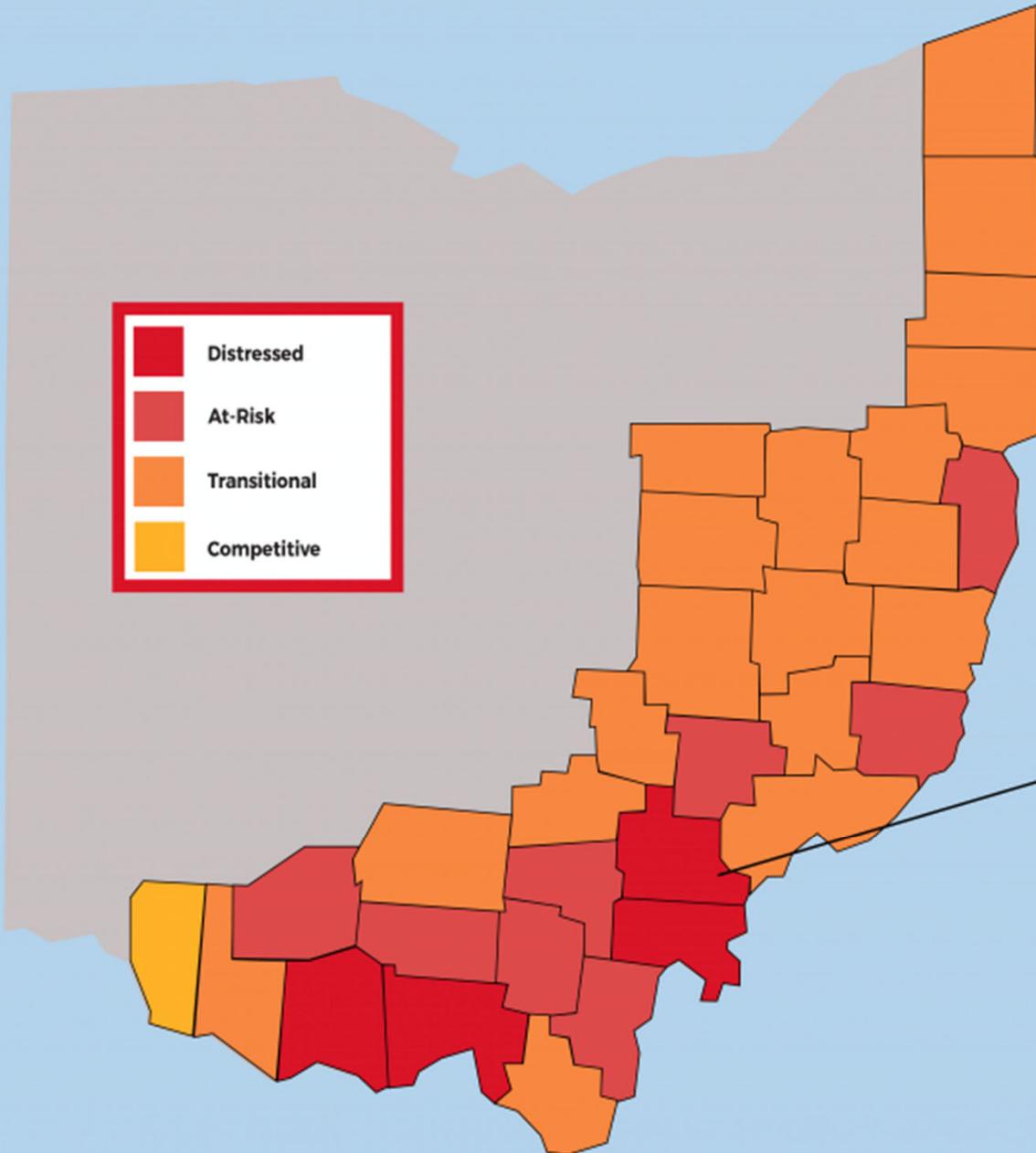
Quantified Ventures
Senior Associate



Introductory Video (2:20)

THE ATHENS BICYCLE CLUB AND THE WAYNE NATIONAL FOREST ARE PARTNERING TO BUILD 88 MILES OF MULTI-PURPOSE TRAILS IN SOUTHEAST OHIO.

Appalachian Ohio county economic status for 2018



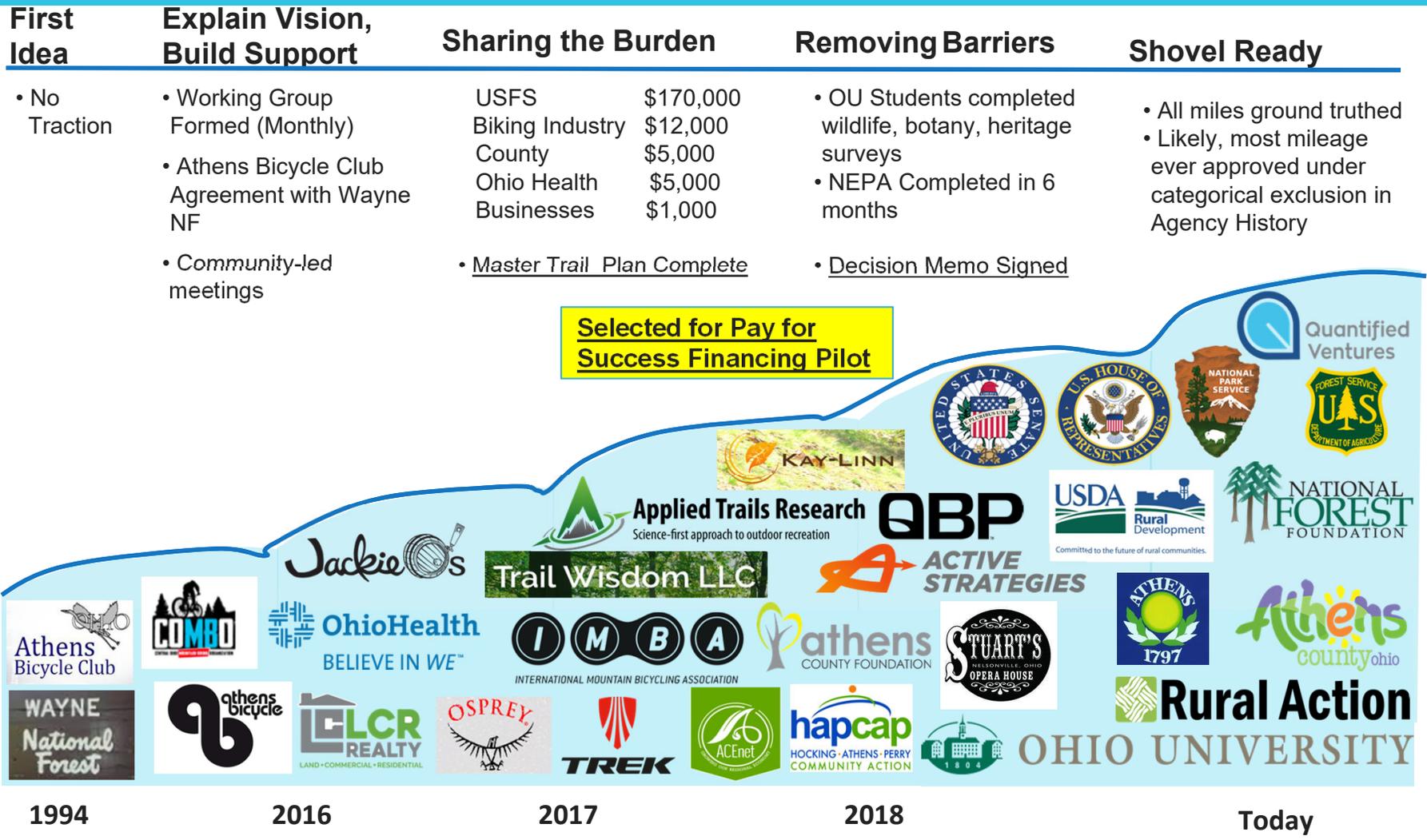
Athens

Three-Year Average
Unemployment Rate: **7.3%**

Per Capita Market
Income: **\$23,595**

Poverty Rate: **33%**

The Baileys is a Community-Led Movement with a Long and Growing History of Bringing Together National and Local Leaders



The Final Proposal, 88 miles trail system, was designed by Applied Trails Research with difficulty for all skill levels and trailheads in the communities

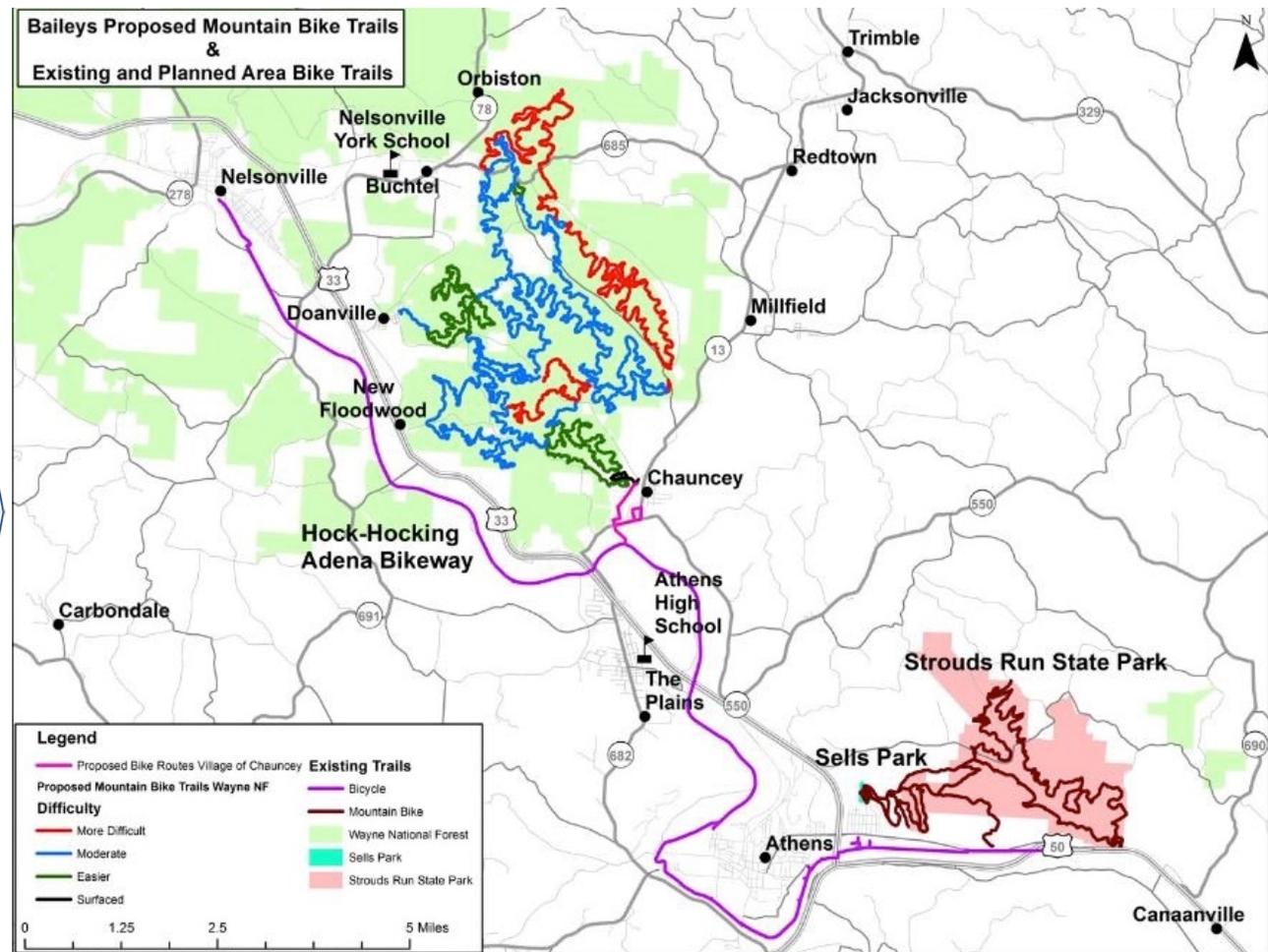
Total Miles	88
Beginner	18%
intermediate	59%
Advanced	23%

Trailheads in:

- Chauncey
- Doanville
- Buchtel

Designed for:

- MTB optimized
- Trail Runners
- Hikers
- Nature Watchers
- Backpackers
- Educational Opportunities



Despite numerous non-monetary benefits, our goal is to identify benefits that can be financed; therefore, we focused on economic outcomes

- 1 Health
- 2 Environmental
- 3 Economic Development
- 4 Intangible

The Baileys trail will be an opportunity for regional economic development.



The Baileys will become a premier mountain biking destination leading to **greater utilization and visitation**

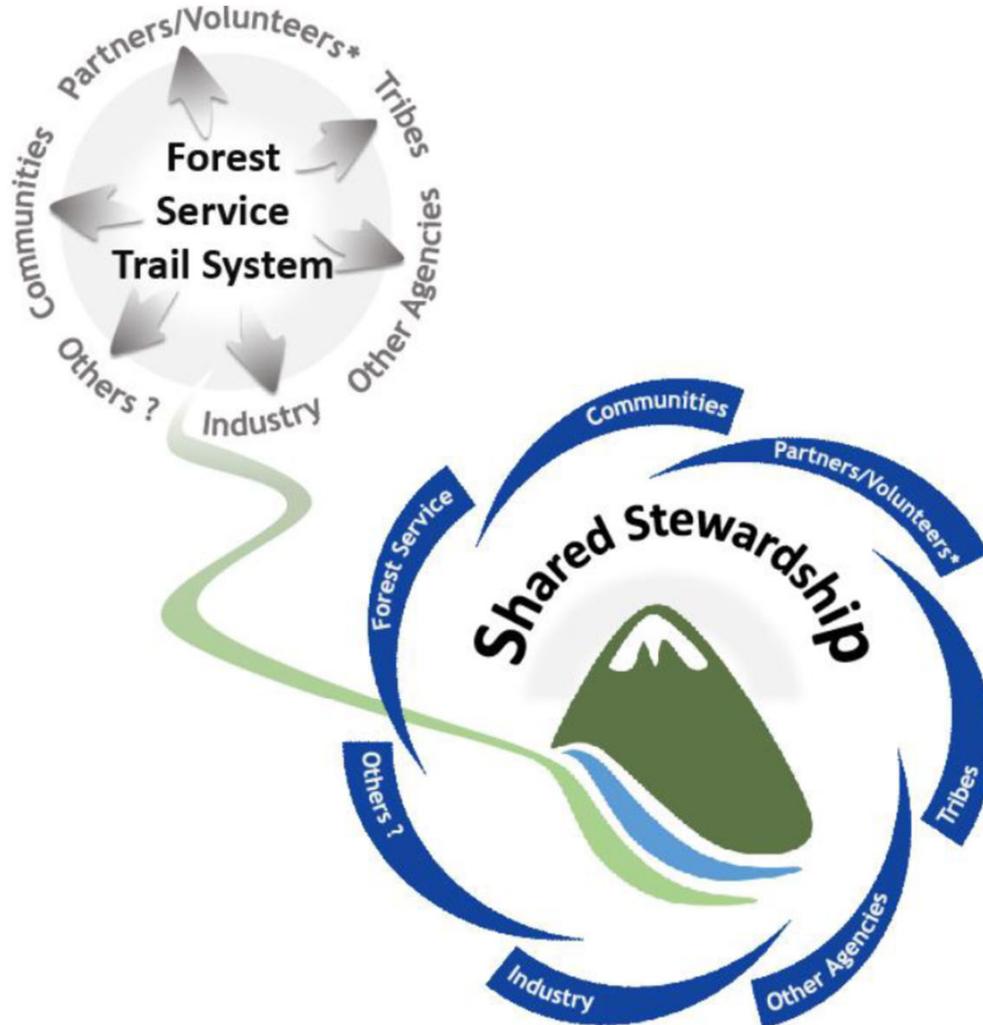


Greater visitation will result in increased spending from across local industries and communities.



Increased spending results in **increased earnings, tax revenue and job opportunities**

National Strategy for a Sustainable Trail System (2016)



Shifting to a Model of Shared Stewardship:

Shifting from a model of the Forest Service attempting to “do it all” to meet the expectations and needs of trail users and stakeholders, to a model where the Forest Service, trail users, and stakeholders form a collective community of stewards who provide support to and receive shared benefits from trails.



While we talk about economic benefits, we cannot forget the bigger picture

“While recreational resources bring tourism revenues, their **greatest value is in enhancing the quality of life of residents.** The existence of parks, trails, nature preserves, and other recreational opportunities make Athens County a desirable place to live, and further development of these resources will help attract future residents”

(Athens County Comprehensive Plan, p. 99)