

# IMBA



# Introduction

## About IMBA

IMBA's mission is to create, enhance and protect great places to ride mountain bikes.

Model rails program – \ide enters

IMBA's recognition of large-scale mountain bike facilities that offer something for every rider. From backcountry adventures to shuttle-served gravity trails, and from expert-only to family-friendly, you'll be able to ride for days and encounter the best mountain biking has to offer.





# Anniston, AL



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION



# About Anniston

## Challenges

- No major tourist attraction
- Development challenges
- Declining population

Major shift - communities are no longer chasing businesses, business and the people they are looking to hire are chasing place.



# About Anniston

## Opportunities

- 1.5 hrs from Atlanta
- 1 hr from Birmingham
- Coldwater Mountain
- Forever Wild
- Dedicated local chapter
- Need for new ideas



# Investments



# About Anniston

## New Investments

- . funding for trails
- . local chapter fundraising

## Initial Results

- . miles of trails
- bronze-level ride enter designation
- .ncreased interest in visiting nniston



# Impact





# Economic Impact

## Coldwater Mountain Bike Trail Survey

- current number of users of the Coldwater Mountain bike trail
- economic advantages of creating a longer trail
- . respondents
- % ride up to . times per year
- . ore than half ride a half-day to a full-day
- \$. average for day trip; \$. for overnight
- % plan to visit Coldwater . tn in the next -. months

*Coldwater Mountain Bike Trail Survey (7/2014)*  
Southern Off-Road Bicycling Association.



# Economic Impact

## Expanding Coldwater Mountain Trails

- Look at sales tax, income tax and lodging tax revenues
- Based on the current range of visitors \$... was projected to be the daily amount spent biking
- Estimated number of annual bike users will range between ... and ...
- Translates to \$... per year to an optimistic \$... per year

*Expanding and Enhancing Coldwater Mountain Bike Trail (2014)*

Jacksonville State University's Center for Economic Development and Business Research.





# Economic Impact

## Expanding Coldwater Mountain Trails

- sales tax ~ \$,. annually
- income taxes ~ \$,. annually
- lodging taxes ~ \$,. annually
- \*ome sales increased in .into .
- \*teady decrease in unemployment

*Expanding and Enhancing Coldwater Mountain Bike Trail (2014)*

Jacksonville State University's Center for Economic Development and Business Research.

\*city-data.com



# New Investments





# About Anniston

## New Investments

- New tree bars
  - New restaurants/brewpubs
  - \$, in trail development
  - \$, for trail system
- 
- early miles at oldwater mountain
  - like path connections to trails



# About Anniston

## Thinking Regionally

- Duck \iver \eservoir
- heaha \ate ark
- oleman \ecreation rea
- ak \ountain
- \onte ano \ate ark
- \onte ano \and rust reserve

• ore opportunities are coming!







Thank you!