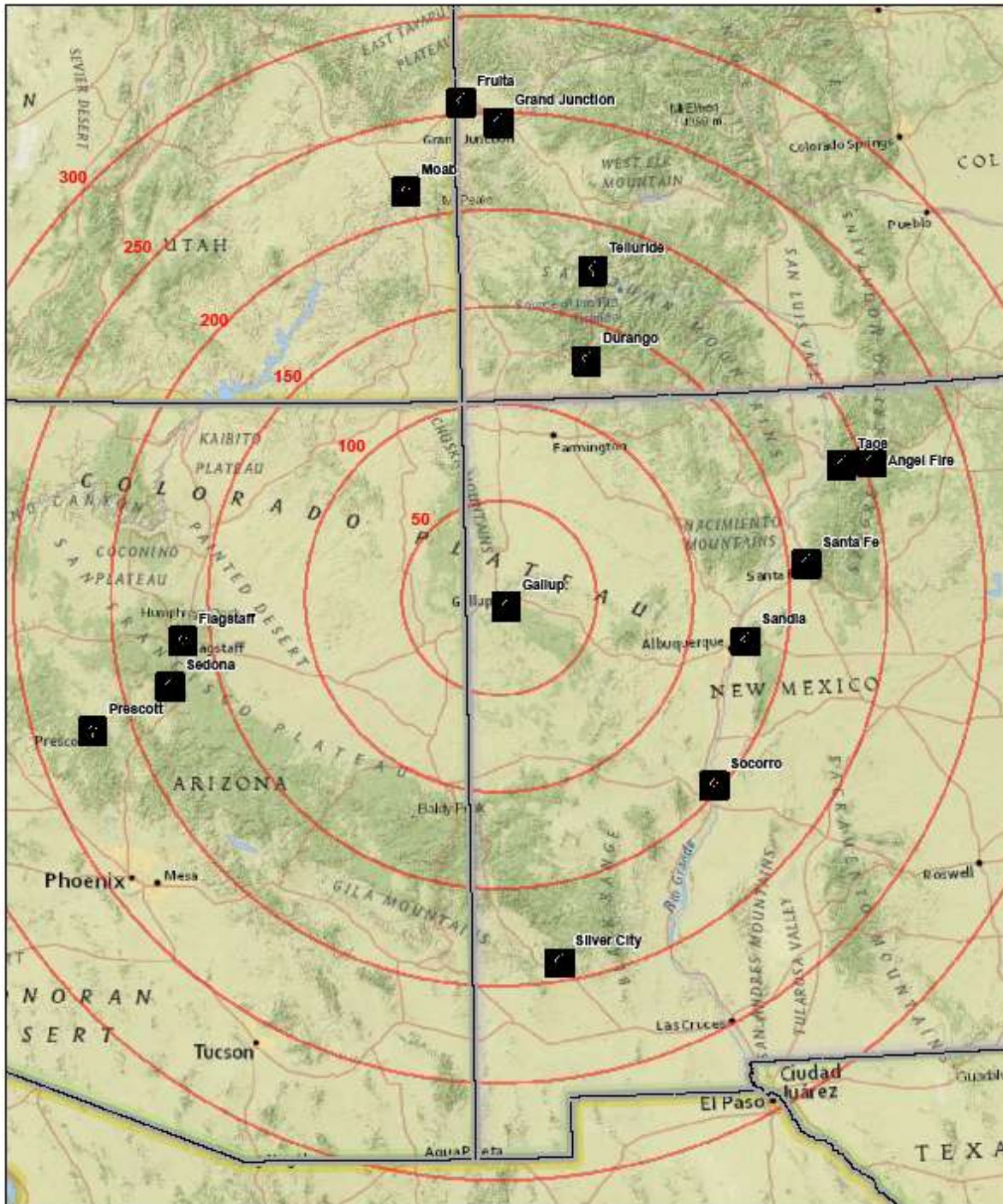


# Driving Community Success with Trails: the Gallup Story

Bob Rosebrough  
Rep. Patty Lundstrom  
Olin Clawson  
Karl Lohmann  
Lindsay Mapes



# Outline

Part 1: Where we started

Part 2: The Public Component

Part 3: The Workforce Component

Part 4: The Private Component

Part 5: Where we're going

## Part 1: Where we started

### History of Gallup:

- the people
- industry





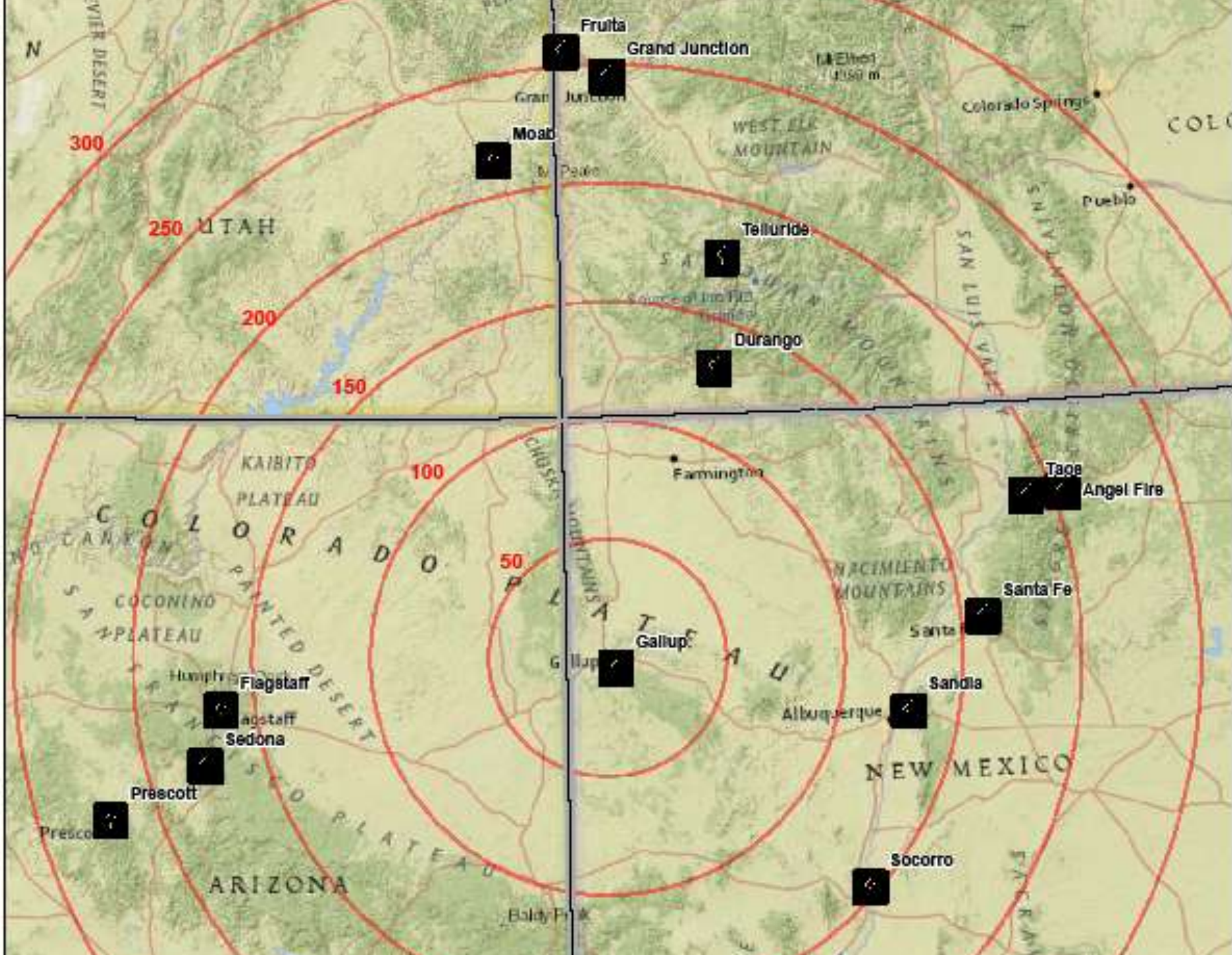
## Part 1: Where we started

### Impact of Trails:

- quality of life
- professional recruitment
- tourism
- economic base
- self image
- functionality







## Part 2: Public Component

# Steps to Becoming a Destination



1999: The "Adventure Gallup" concept emerged during the *Comprehensive Economic Development Strategy (CEDS)* planning process. The concept was to develop and market our natural assets as an adventure tourist destination similar to Moab, Utah.

2000: A ***Steering Committee*** was formed including the COG, City of Gallup, McKinley County, tribal representatives, non-profit organizations and the private sector.

2000: McKinley County obtained funding from the State of New Mexico via a Community Development Block Grant (CDBG) to study the ***feasibility*** of developing adventure tourism.





<b>Economic Indicator</b>	<b><i>Impact</i></b>
<b>Direct Lodging Spending Increase</b>	<b><i>\$3,449,250</i></b>
<b>Total Spending with IMPLAN multiplier</b>	<b><i>\$5,008,311</i></b>
<b>Total Employment</b>	<b><i>170 jobs per million dollars spent per year</i></b>
<b>Total Wages on New Employment</b>	<b><i>\$2,720,000 in wages</i></b>
<b>GRT Revenues</b>	<b><i>\$157,781 per year</i></b>
<b>Lodger's Tax Revenues</b>	<b><i>\$197,608 per year</i></b>

*Southwest Planning & Marketing's Feasibility Study* proved that adventure tourism fully developed & marketed could be an economic engine for the region.

## Part 2: Public Component

# Steps, con't



2001:

- The *feasibility study* demonstrated that adventure tourism, once implemented, could initially increase tourism spending in Gallup.
- The "Adventure Gallup and Beyond" initiative was born.

2002:

- UNM Anderson School of Business completed a *marketing plan* for Adventure Gallup & Beyond.
- State of New Mexico Legislature appropriated \$35,000 to purchase *Mentmore Rock Climbing Area*.
- Gallup's flagship hiking trail up "*Pyramid Rock*" (3-mi) is designed and built by the Youth Conservation Corps (YCC).



## Part 2: Public Component

# Steps, con't

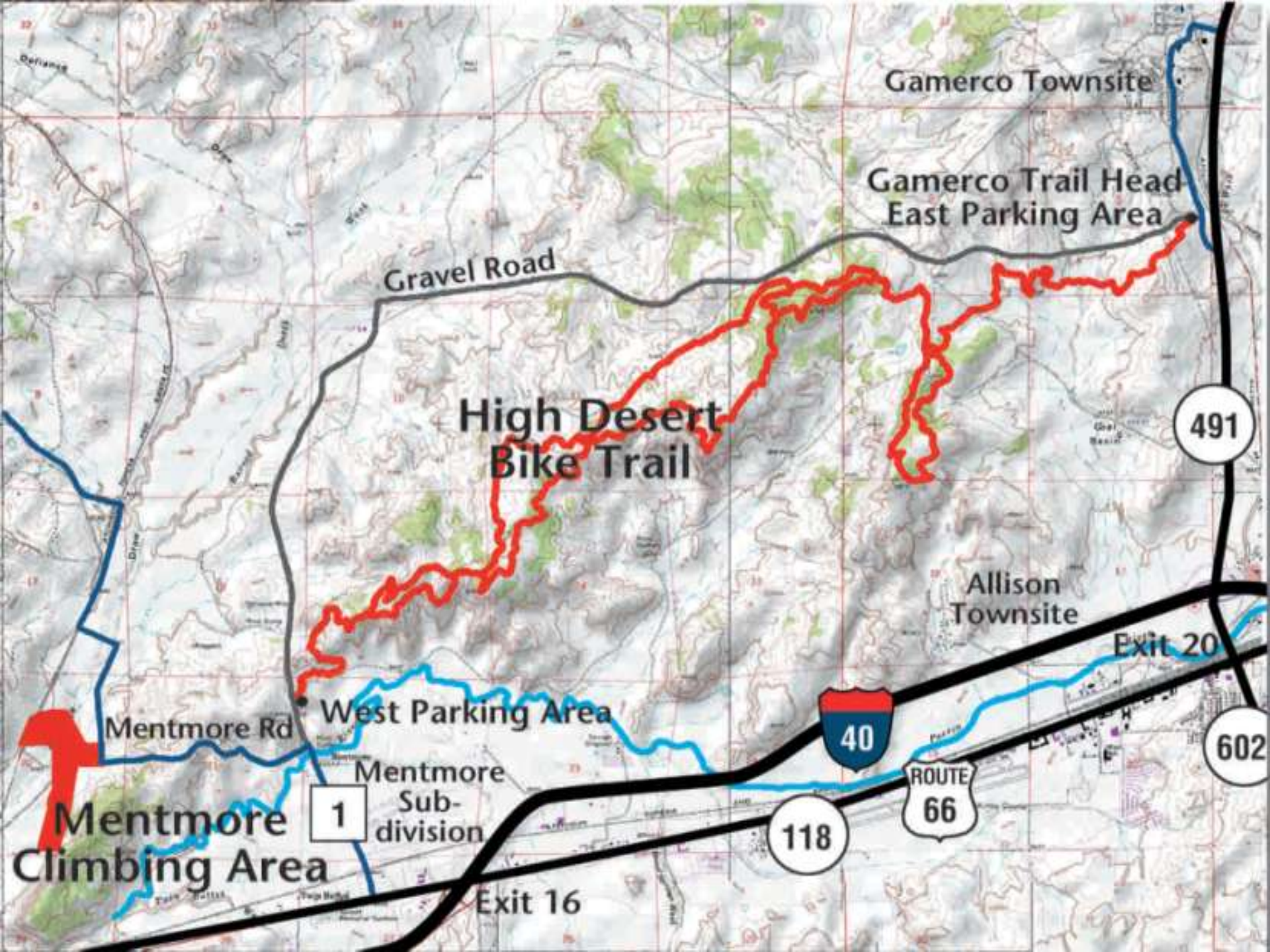


2003:

- McKinley County accepts deed of easement from private landholding firm to develop the ***High Desert Trail System***.
- Trail work begins with ***Gallup Trails 2010 and Youth Conservation Corps*** (YCC).

2004:

- City of Gallup passes a ***multi-million dollar*** quality-of-life bond for adventure projects, and State Legislature appropriates \$65,000 for adventure venue improvements.
- ***High Desert Trail System***, a stacked loop, singletrack trail system (26-miles) is dedicated.



Gamerco Townsite

Gamerco Trail Head  
East Parking Area

Gravel Road

High Desert  
Bike Trail

491

Allison  
Townsite

Exit 20

Mentmore Rd

West Parking Area

Mentmore  
Sub-  
division

1

40

ROUTE  
66

602

118

Exit 16

Mentmore  
Climbing Area



## Part 2: Public Component

# Steps, con't



2005:

- January: State Legislature appropriates \$80,000 for Adventure Gallup improvements.
- March: City of Gallup sponsors the ***Gallup-McKinley Trails and Open Space Master Plan***.
- April: Gallup's first 12-hour mountain race ***Dawn 'til Dusk*** at new High Desert Trail System.
- May: Gallup's first XC mountain bike race – ***High Desert Screamer***

2006:

- ***Zuni Mountain Trail Partnership*** formed as a result of an agreement between the US Forest Service, McKinley County, Gallup Trails 2010, Connections/YCC, and Adventure Gallup & Beyond.

## Part 2: Public Component

# Steps, con't



2007 - 2012:

- Work with *NPS-Rivers, Trails, & Conservation*, *ZMTP*, and *IMBA* on a comprehensive trail system for the Zuni Mountains (connecting rural communities including Gallup).
- 2010: ***24 Hours in the Enchanted Forest*** – NM's first and only 24-hour mountain bike is established in the Zuni Mountains.
- 2011: Dedication of the ***Hilso Trailhead*** and ***McGaffey Trail System*** in the Zuni Mountains (Cibola National Forest).
- 2012: Gallup is named the "***Adventure Capital of New Mexico***" by NM Legislature, House Memorial 18.
- 2012: ***USA Cycling selects 24 Hours in the Enchanted Forest for Nationals in 2013-14.***
- 2012: ***High Desert Trails designated as a National Recreation Trail.***



## Part 2: Public Component

# Successes



- AGB and its partners have built, and provide access to, more than **150 miles of single-track** adventure trails and urban trail systems suitable for multiple uses, including hiking, running, biking, cross-country skiing, snowshoeing and equestrian activity;
- **Trail improvements** accomplished in partnership with the Youth Conservation Corps, Gallup Trails, and other groups, with trails such as Pyramid Rock trail, Church Rock trail, the Hogback trail system, the High Desert trail system and the Zuni Mountain trail system;
- **Dawn 'til Dusk 12-Hour Endurance Race**, which is in its 8<sup>th</sup> year and has drawn almost 3,000 participants and generated \$650,000 in revenues;
- **Squash Blossom Classic**, a two-day series of events for runners and mountain bikers that has drawn 1,640 participants and generated \$332,640 in revenues;
- **24 Hours in the Enchanted Forest**, completed 3 years, is the largest mountain bike race in New Mexico, the only 24-hour event, and hosting USACycling Nationals in 2013-14.

Adventure Gallup & Beyond is a broad partnership representing networks of partners that work together to drive this initiative and its events, projects and programs. There are land use partners, trail building and advocacy partners, investors, and tourism partners.

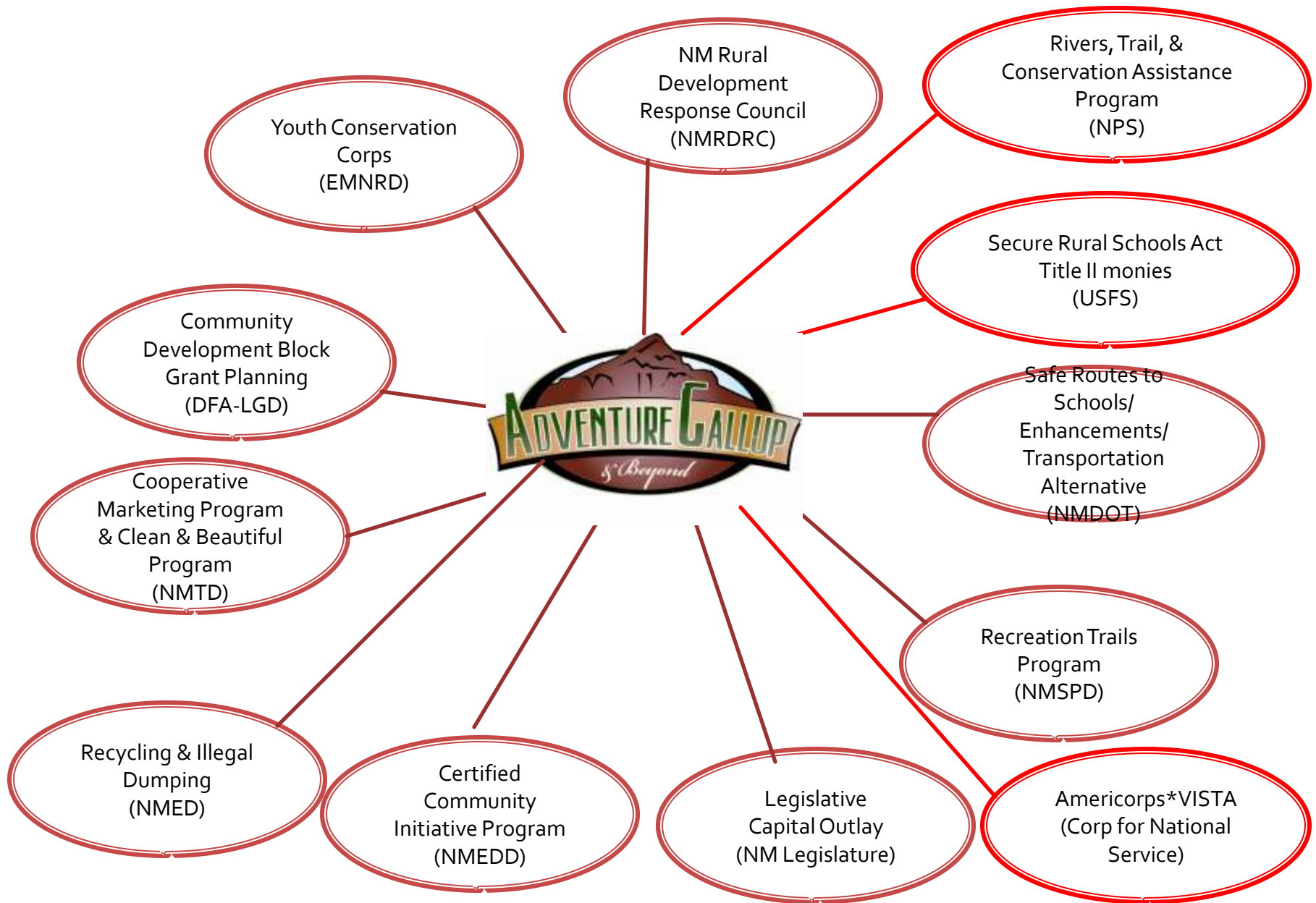
### Land Use Partners:

- **Private:** Gamerco Associates, Ramah Land & Irrigation, LLC, and other individual property owners;
- **Federal:** USFS, BLM, NPS, and BIA.
- **State:** EMNRD-State Parks and State Land Office;
- **Local/Tribal:** City of Gallup, McKinley County, Pueblo of Zuni, and Navajo Nation

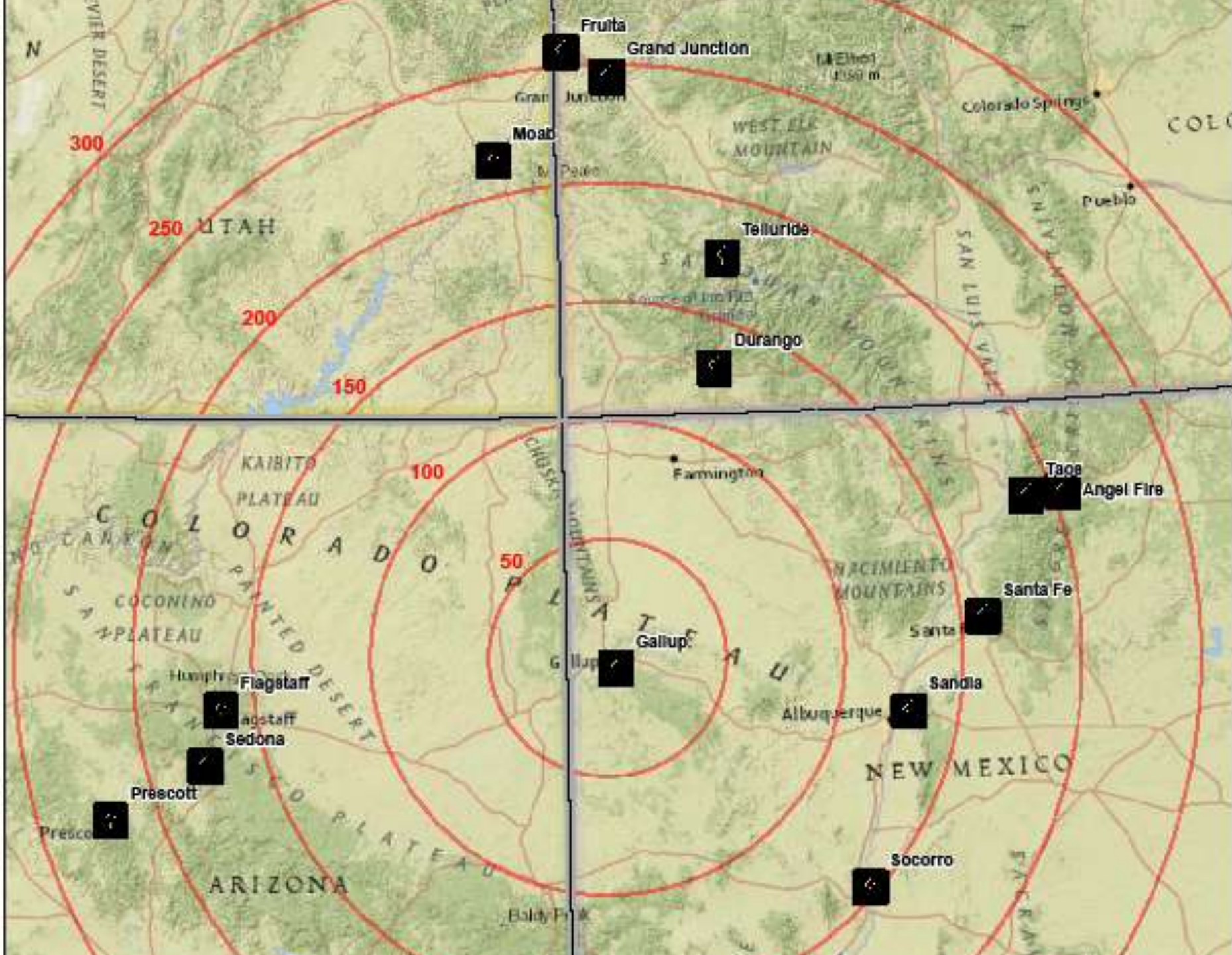
### Trail Building & Advocacy:

- Gallup Youth Conservation Corps
- Gallup Trails 2010
- Connections, Inc./McKinley Soil & Water Conservation District





Various State & Federal Programs that Have Invested in Adventure Tourism





## Part 3: Workforce Development

- Youth workforce's role in the trails and rural economic development
- Integral to high quality "trails on the ground"
- Event support



## Part 3: Workforce Development

### Challenges:

- married recruitment to “eligibility”
- “hungry kids” who need the job
- hiring kids “from the neck up” when it’s mostly “neck down” that their ability to do the work resides
- “I don’t care about your youth development aspirations, I want that trail built!”

Photo courtesy of Brian Leddy/Gallup Independent





## Part 3: Workforce Development

### Successful Model:

Physicality+ outdoor skills + an understanding of the value of the work

High retention rates

- pay raises
- Training
- civic engagement
- leadership opportunities flexible scheduling
- respect for workers

35 – 50% of YCC return annually promoting 4<sup>th</sup> years to supers

Photo courtesy of Brian Leddy/Gallup Independent





## Part 3: Workforce Development

Standards :

- YCC
- US Forest Service
- Quivira Coalition
- NRCS
- Plateau Science
- National Park Service (Atilla Baility and land managers) partnerships
- adequate funding
- high quality training

Photo courtesy of Brian Leddy/Gallup Independent



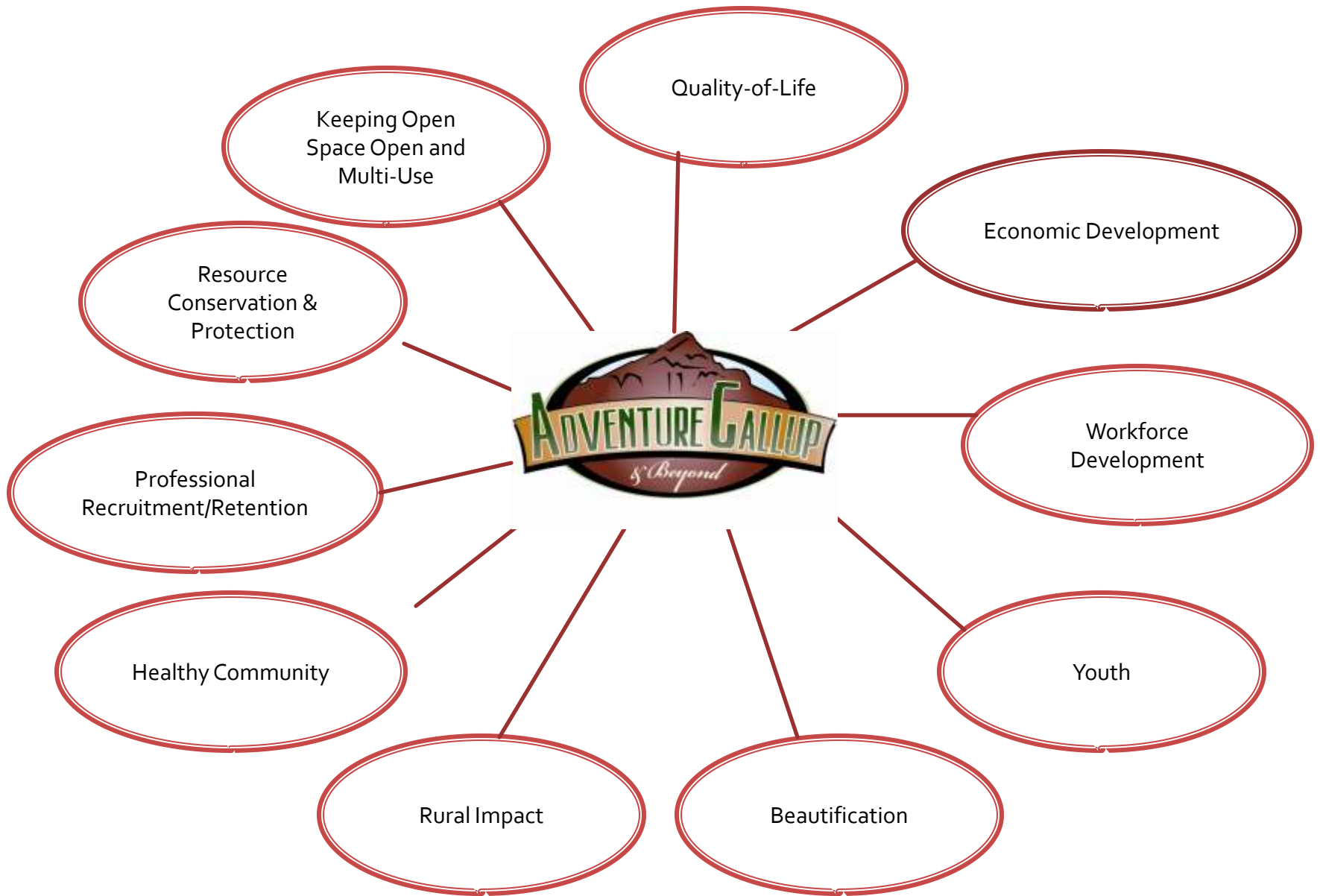


## Part 3: Workforce Development

### **Bike Mobile!**

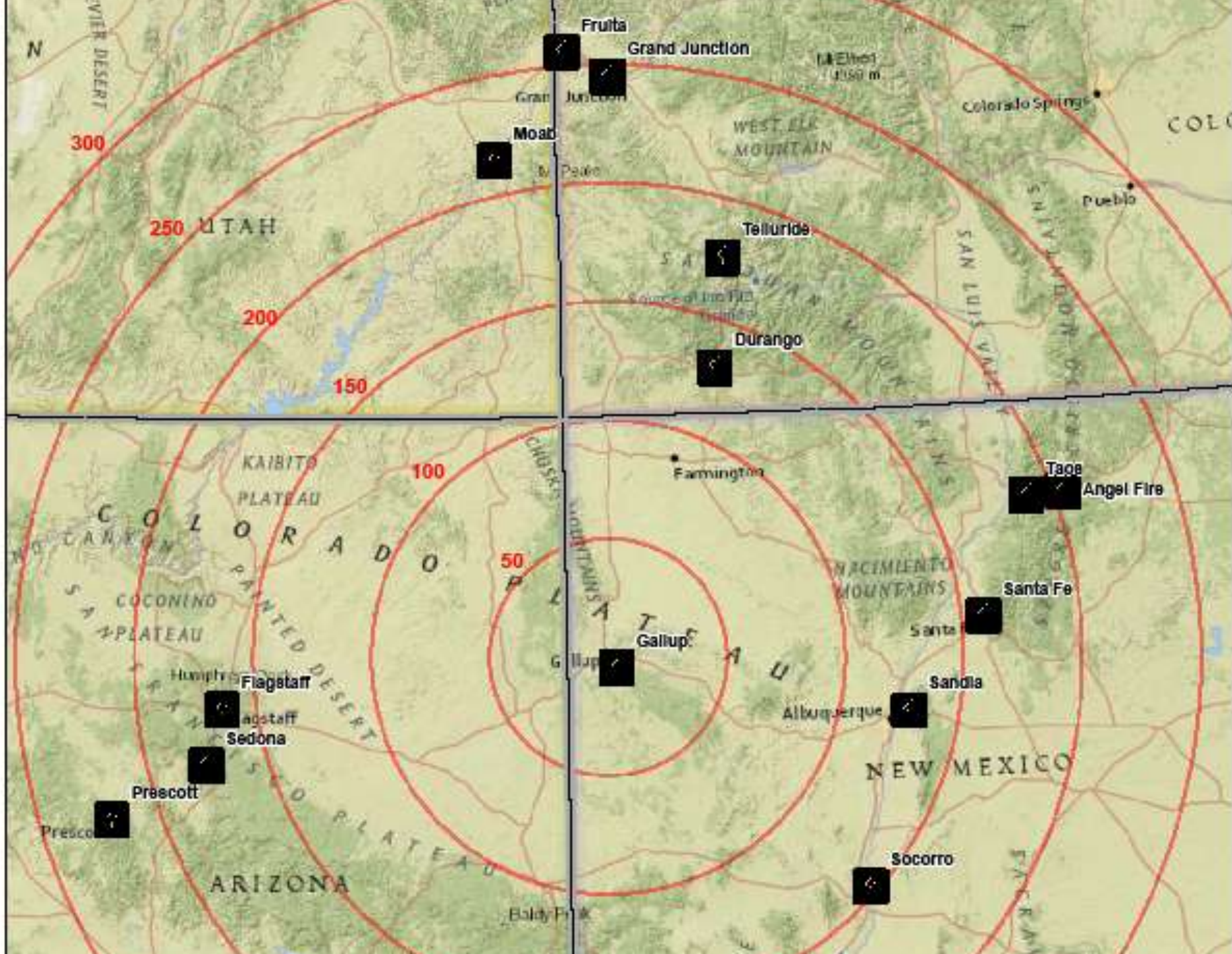
NIYLP and Boys & Girls Club provide bikes for youth (110 bicycles – all sizes)





**Total Community Benefit**





## Part 4: Private Component

Beginnings:

Public efforts paved the way for private venture

- Chamber job description
- Events followed organizer
- Make a choice – kill the races or dive in



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P.O. Box 1197  
Gallup, NM 87305

















## Part 4: Private Component

“The trail system you have out there is first rate, one of the best I have ever ridden. I will have to get out there later this year to explore the rest of the trail system that we did not get the chance to see.”

“This event has completely changed our family’s perception of Gallup. We can’t wait to come back and explore the High Desert Trail System as well as some of the other areas around Gallup.”

“Thanks for putting Gallup on the map as a true mountain biking destination.”

## Part 4: Private Component

- Started in 2011
- 120 riders
- Near Ruidoso, NM
- Stellar trails
- Fantastic community support
- Building a mtn bike destination











June 15, 2013, Gallup, New Mexico

# 24<sup>HOURS</sup> IN THE ENCHANTED FOREST



[www.ZiaRides.com](http://www.ZiaRides.com)

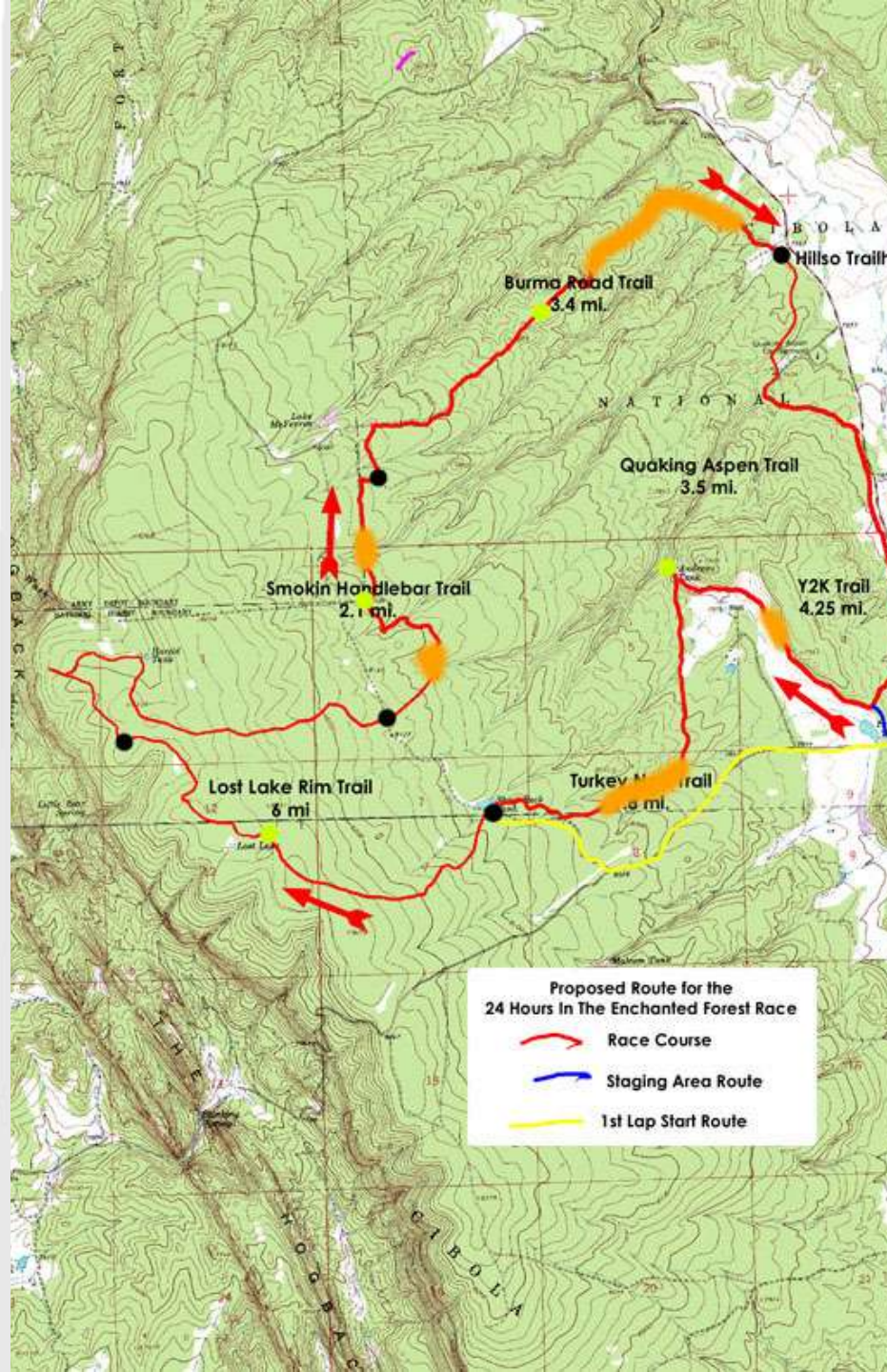
Beer is free. Green chili is optional. Enchantment is mandatory.  
You have 24 hours...

NEW MEXICO *True*  
ride every day



NEW MEXICO  
ECONOMIC DEVELOPMENT  
JUNE 15

**ZIA**RIDES

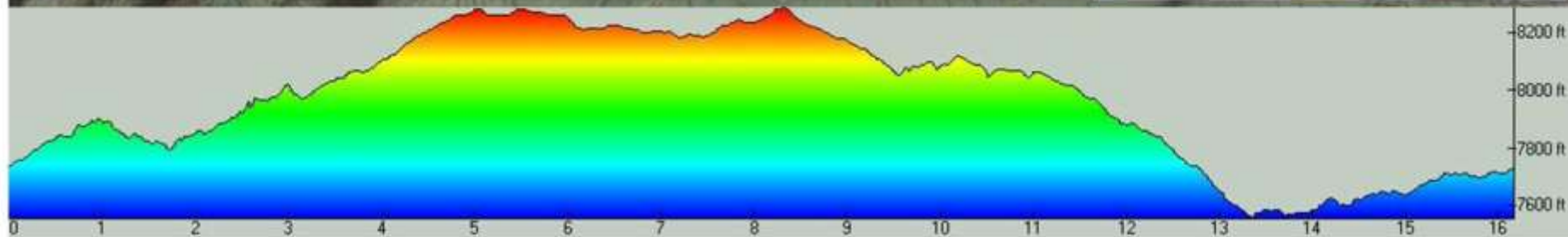
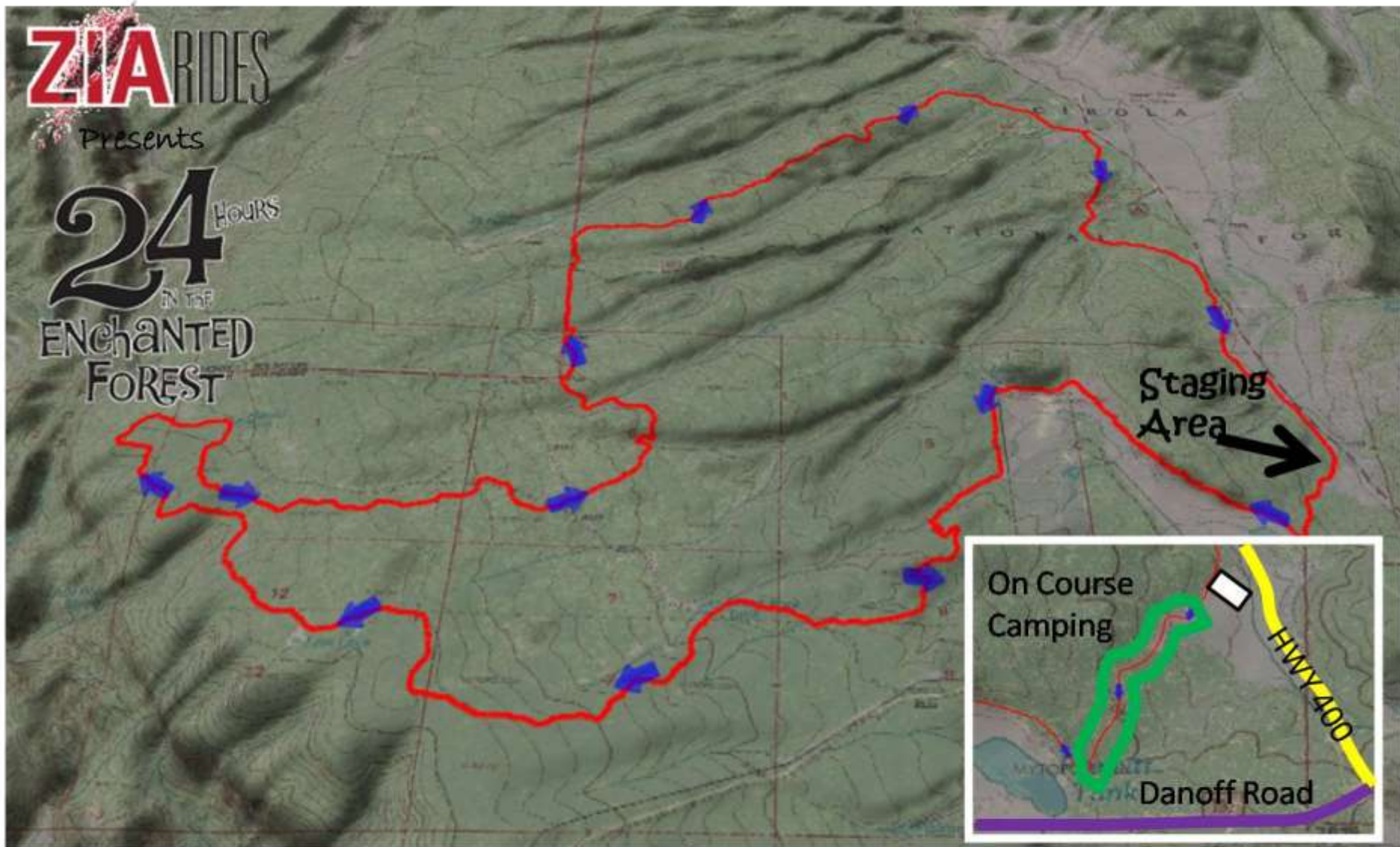




**ZIA RIDES**

Presents

**24** HOURS  
IN THE  
**ENCHANTED  
FOREST**

















## Part 4: Private Component

- 500 participating racers;
- Each racing team will average 4 people (=2,000);
- Add a minimum 1,000 spectators (=3,000);
- If each person spends \$200 a day for the 3 day event;
- Direct Economic Impact =\$1,800,000

McKinley County's IMPLAN multiplier is 1.452. =\$2,613,600

**Return on Investment =14**

to 1

# Adventure Tourism: Economic Impact

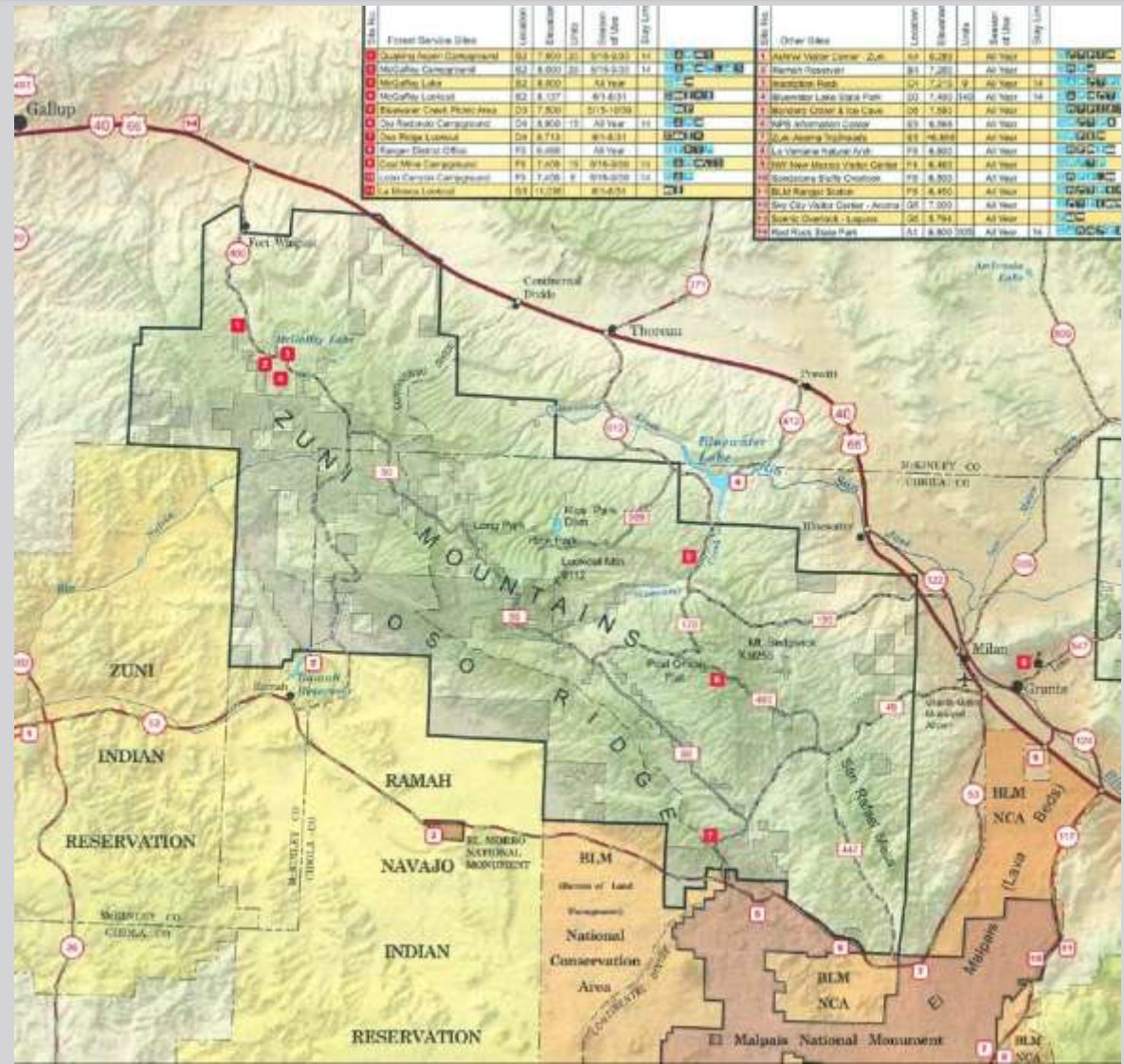
- **Currently Gallup is attracting 32,000 adventure tourists annually** from outside 50 miles
- **Mountain Biking Events:** Over **\$1M** for 8 years of 12-hour Dawn 'til Dusk and Squash Blossom Classic
- **New Business Creation** (Bike shop, B&B, outfitters, event promoters, trail guides, etc.)



## Part 5: Where We Are Going



The larger vision for this project is to create an **epic ride center**. Developing a large stacked loop, singletrack system throughout the entire Zuni Mountains area with connections to both **community trail systems** in the Gallup, Breadsprings, Continental Divide, Milan, Grants, Fort Wingate, McGaffey, Bluewater, Ramah and Zuni areas, as well as, nationally prominent trail systems, trade routes, monuments, and parks, such as the historic Zuni-Acoma Trail, the Chain of Craters, the Hogbacks, Ramah Lake, Ojo Redondo Campground, Ramah Trailhead and System, El Malpais National Monument, El Morro National Monument, Mount Taylor, Mount Sedgwick, and the Continental Divide Trail System.



# The Crown Jewel of the Southwest

## ZUNI MOUNTAINS TRAIL SYSTEM

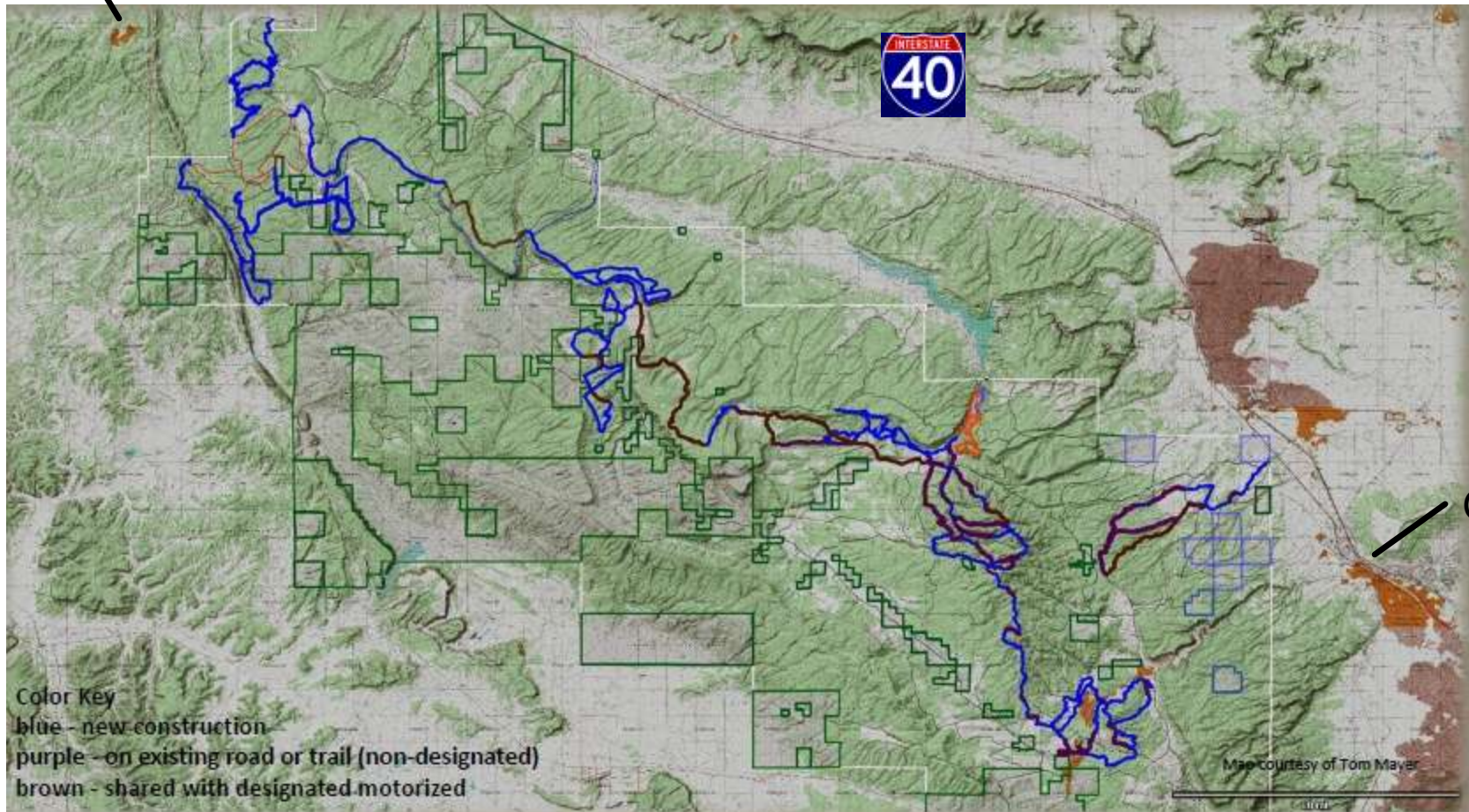
The Epic Singletrack Ride Center of the Future

- Current miles of trails: 26.
- Home of 24-Hour Mtn. Biking National Championships.
- Proposed miles of trail: **250**. A **stacked loop system** that would provide riding opportunities for *beginner, intermediate and expert levels*, according to IMBA guidelines
- **Start date for NEPA planning is October 2012.**
- **Completion of NEPA planning is September 2013.**



# ZMTP Pre-Planning Map, which has been updated and added to

Gallup



Grants



**QUESTIONS?????**

**Contact Information:**

Adventure Gallup & Beyond  
Olin Clawson, President

[www.adventuregallup.org](http://www.adventuregallup.org)



For more information on the 2013 & 2014 USAC  
24 Hours Nationals: <http://www.ziarides.com/24hitef/>

**Please grab a map  
and come experience  
NM's "Adventure Capital"**

**NEW MEXICO** True

