



**EX2** adventures

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Race Director/Owner





# EX2 Adventures

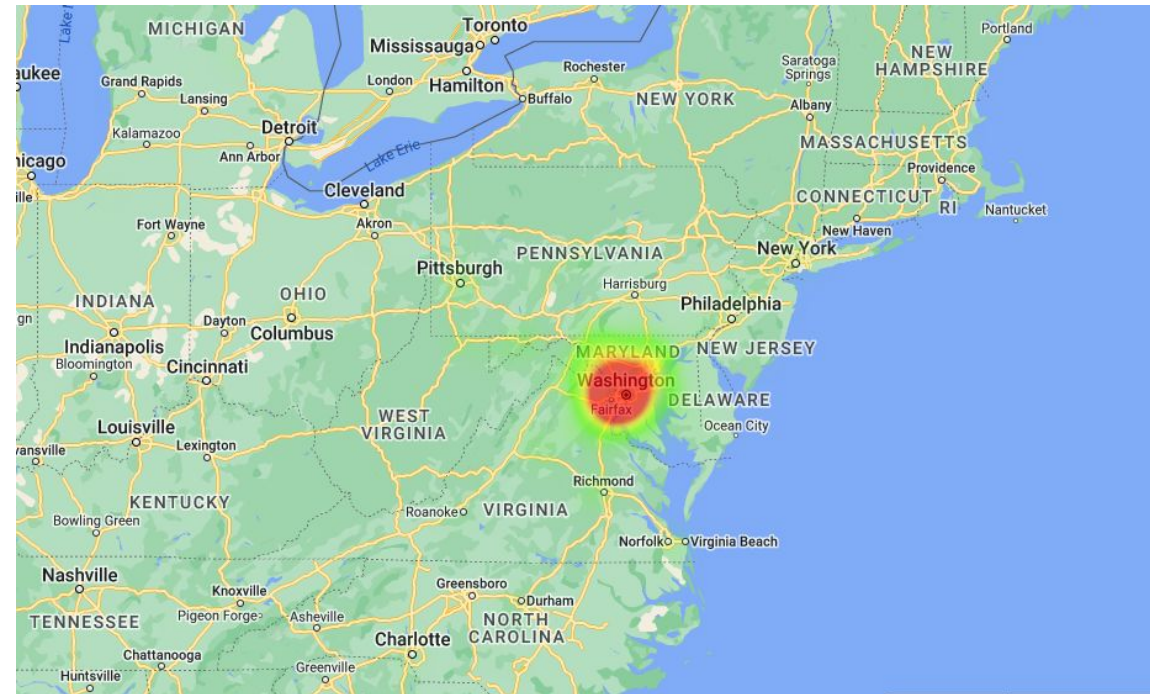
- 24 years of hosting trail-based events
- 350+ events
  - Trail running
  - Mountain biking
  - Adventure racing
  - Gravel cycling
  - Off-road triathlon (XTERRA)
- ~ 20 events per year in Virginia and Maryland
  - Fairfax County, Loudoun County, Montgomery County, Prince George's County, and Allegany County.
- 16 part-time operations staff...and 1 full timer...and some contract help





# Who are EX2 racers?

- ~8,000+ participants per year
- Largest event is 1,300+, but average is ~350
- Largest age segment is 35-59 (70%)
- 42% female, 58% male
- Majority are local to the DC market (within a 1-hour drive of DC)
- Beginners to seasoned athletes
- Consumers that are:
  - Health conscious
  - Environmentally conscious
  - Community focused



# Long History of Events in Maryland Parks



- Rocky Gap State Park – 21 years
- Seneca Creek State Park – 16 years
- Rosaryville State Park – 12 years
- Little Bennett Regional Park – 16 years

We LOVE introducing runners, cyclists, and adventurers to Maryland parks!

Many of our racers first learn about Maryland parks and the amazing trail networks through our races.



# Keys to Working With Maryland Parks

1. Do the work to develop relationships with park managers and their teams – meet in person, understand their perspectives
2. Do the work to develop relationships (and support) the user groups of the parks (e.g., mountain bikers)
3. Plan early and as completely as possible, but don't be afraid to get feedback on new ideas once relationships are established
4. Understand insurance requirements, use fees, and use agreements
5. Be self-sufficient and make things easy for park staff
6. Leave the parks better than when you arrived



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