

TRAILS

THE INTERSECTION BETWEEN
COMMUNITIES AND PUBLIC LANDS.

Mandela Echefu

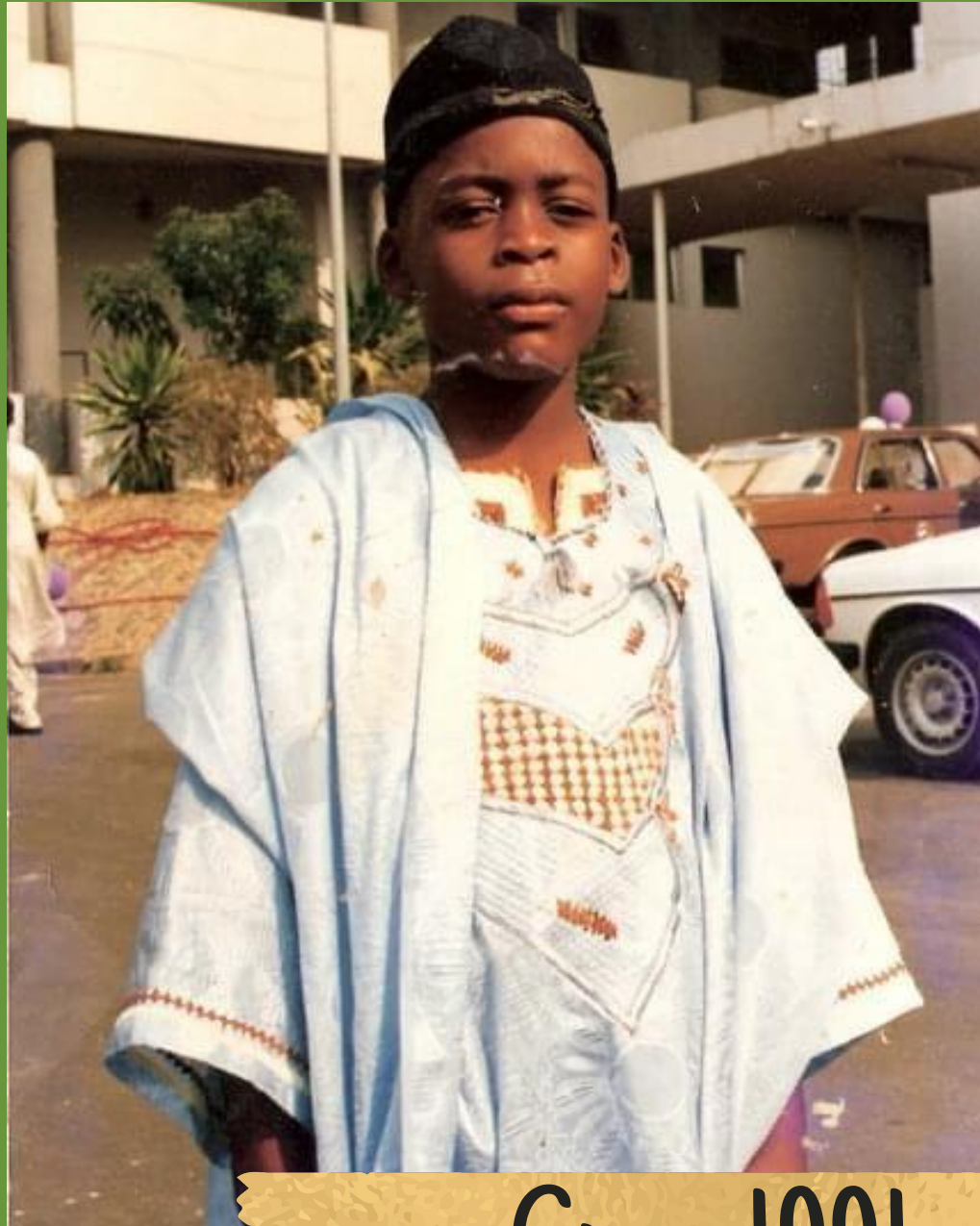
Wheelzup Adventures



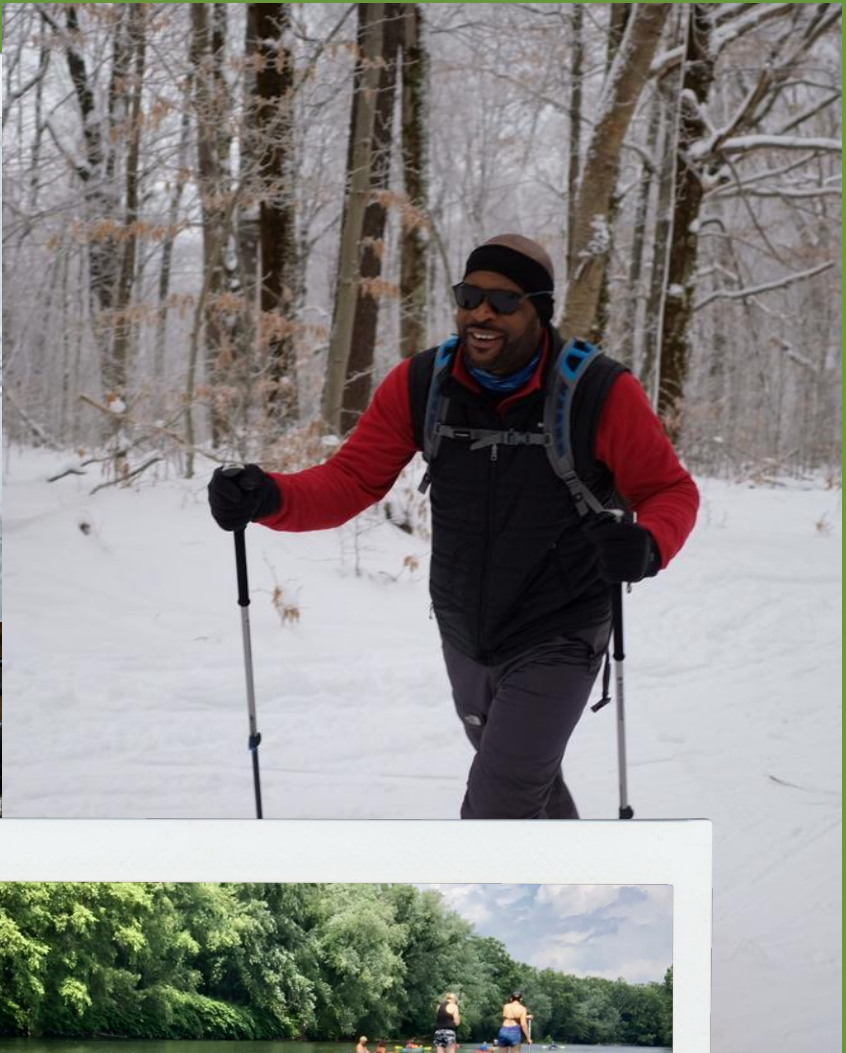
Where it all began.



Sidling Hill Overlook I-68



Circa 1991



Yesterday is but today's memory, and tomorrow is today's dream.

Khalil Gibran

→ 13



FILM NEGATIVE

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WHEELZUP

ADVENTURES

- Specialty Outdoor Retailer
- Outdoor Adventure Outfitter
- Bicycle Shop
- Maryland DNR Partner



MISSION

Core Pillars

Facilitating self-discovery in the Outdoors

. ACCESS . KNOWLEDGE . COMMUNITY .





Public Lands

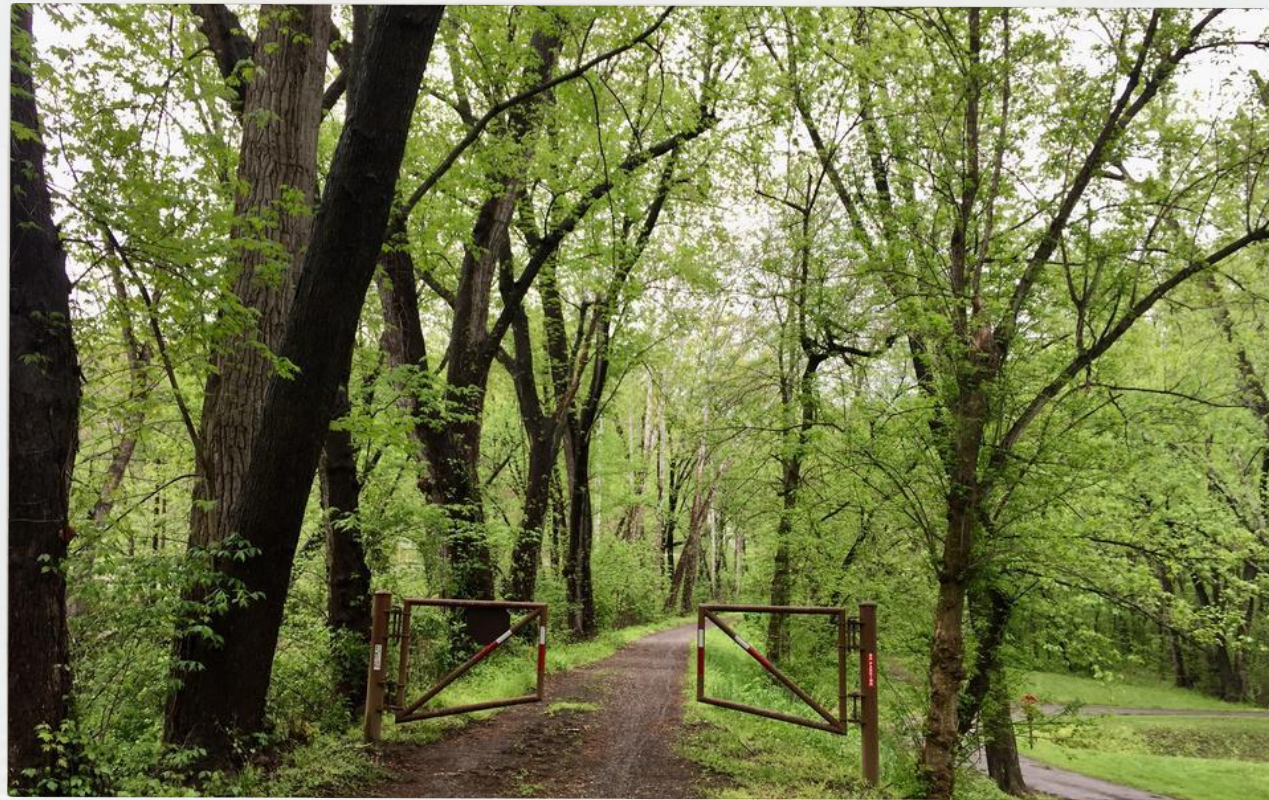
Public lands are areas of land and water that are owned by the government and managed for the public's use.

The Land and Water Conservation Fund (LWCF) Act of 1965 was established to support the preservation of natural areas, water resources, and outdoor recreation facilities across the United States



Community

A Feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.



Trail

A track, path or route made by passage especially through a wilderness.

Trails are the foundational infrastructure of the Outdoor experience and

and an intersection between Public lands and Community.
economy.

the numbers

Outdoor Recreation Satellite Account (ORSA)

2022—Maryland

Value added [gross domestic product]		Employment		Compensation	
ORSA total	Share of state	ORSA total	Share of state	ORSA total	Share of state
\$8.3 billion	1.7%	80,393 jobs	2.6%	\$3.9 billion	1.5%

Value Added by Select ORSA Activity
[Thousands of dollars]

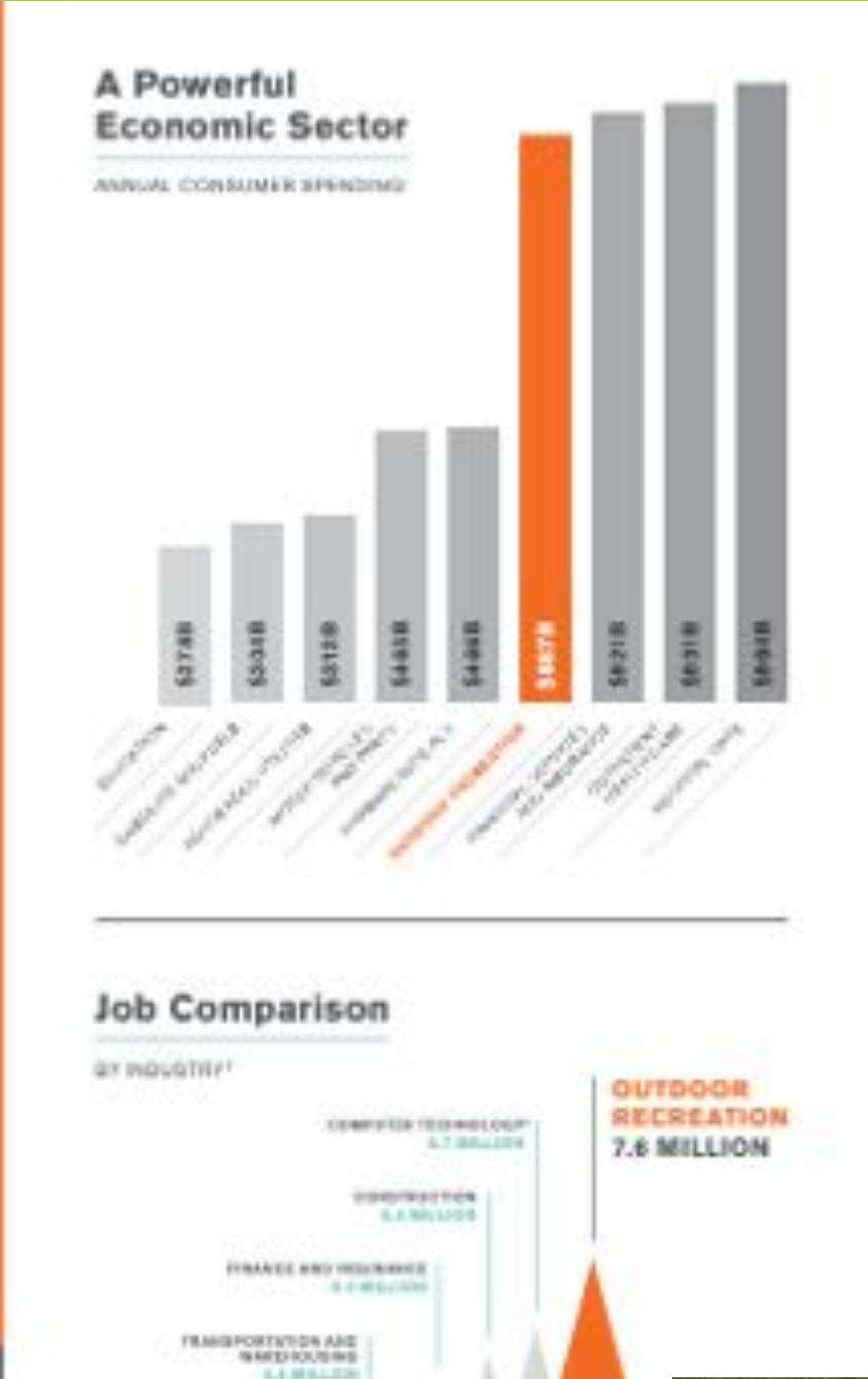
Activity	2020	2021	2022	State rank
Boating / fishing	746,384	560,966	552,376	21
RVing	178,714	249,861	270,224	35
Hunting / shooting / trapping	123,307	140,641	151,880	26
Motorcycling / ATVing	59,383	85,283	92,420	33
Equestrian	67,424	74,510	81,459	28
Climbing / hiking / tent camping	64,960	61,853	70,883	25
Snow activities	28,623	34,387	44,538	31
Recreational flying	8,326	10,446	33,540	30
Bicycling	22,868	26,245	23,922	25

OUTDOOR RECREATION IS A POWERFUL ECONOMIC ENGINE

Outdoor recreation is among our nation's largest economic sectors, representing the lifeblood of thousands of American communities and providing livelihoods for millions of American workers.

THE NATION'S OUTDOOR RECREATION ECONOMY GENERATES:

- \$887 BILLION** IN CONSUMER SPENDING ANNUALLY
- 7.6 MILLION** AMERICAN JOBS
- \$65.3 BILLION** IN FEDERAL TAX REVENUE
- \$59.2 BILLION** IN STATE AND LOCAL TAX REVENUE



SWOT ANALYSIS

How we evaluate the topic



STRENGTH

- Outdoor Recreation and Participation.

- Redefinition of Outdoor recreation
- Shared Spaces
- Cultural and Historical Conservation

- Economic impact on local communities

In 2019, 137,405 direct visits to Allegany county

\$32.1 million in annual economic impact (GAP

Roughly \$800,000 per mile

- Sustainable Development and



WEAKNESS

- Decreasing Public Lands
- Inadequate Environmental Education and Citizen Engagement
- Equitable Access, Inclusion and Participation



FILM NEGATIVE

FILM NEGATIVE



FILM NEGATIVE

threats challenges

- A Siloed Approach
- Access to Capital
- Bureaucratic Red Tape
- Climate Change



OPPORTUNITIES

- Invest in More Trails
- Embrace New Forms of Partnerships
- Adopt best practices
- Have Fun





Thank you!

