

the  
**Railyard**  
victoriapark



# INTRODUCTION

## TOWN OF TRURO - THE RAILYARD MOUNTAIN BIKE PARK

Having amazing mountain biking trails in a community not only appeals to local riders, they also attract a unique tourist segment from all over the world. Mountain bike parks have also been proven to revitalize and grow local economies, and put that destination on the map. The economic benefits from these travellers is growing. For many key mountain biking destinations, people will fly from all over the world for the express purpose of riding these parks.

The Railyard Mountain Bike Park in Truro provides riders from all backgrounds, ages, skills and abilities a wide range of exciting riding opportunities, including exploring the trails and unique landscapes found within the park. It has been designed to build and expand on riders skills, starting with the Bike Skills Park and Short Track area, to tackling a wide range of technical trails and enhanced terrain features. The park has the potential to become a hub for the community and directly engage and inspire local youth, young adults, and families in the sport. It promotes healthy, active, outdoor lifestyles and provides exciting, challenging and rewarding experiences.

The first phase to developing a mountain biking destination is to build great trails. For years, some of the best local experts have been volunteering their time and resources to develop a number of trails throughout the upper part of Victoria Park. These trails are top quality and provide for a mix of experiences. They offer climbs, cliffs, amazing views, and best yet there is something for the entire family or those at any skill level. Not only does this park have increasing tourism potential, it also appeals to local residents.

One of the short term actions identified in the Victoria Park Master Plan, completed in 2014, was to work with the mountain biking community to develop and maintain appropriate routes, infrastructure, and education programs to manage environmental impacts of off-road biking.

Given the work of many volunteers, the Town of Truro is at the point where an amazing mountain biking experience has been developed and now there is a need to put the infrastructure, signage, and marketing in place to be able to market it as a must see tourist destination in Truro.

In order to advance the project, a small working group has been established to include Town staff from the Parks, Recreation and Culture Department, the GIS Technician and Planning staff, as well as the Business Development Officer. Leading park volunteers and trail developers are also active on this project. The group has been actively working since the Spring/Summer 2017 to get branding, signage, and marketing materials in place. Current timeline will see these items all in place in the Spring 2018 to create a true marketable destination for mountain biking in Truro!

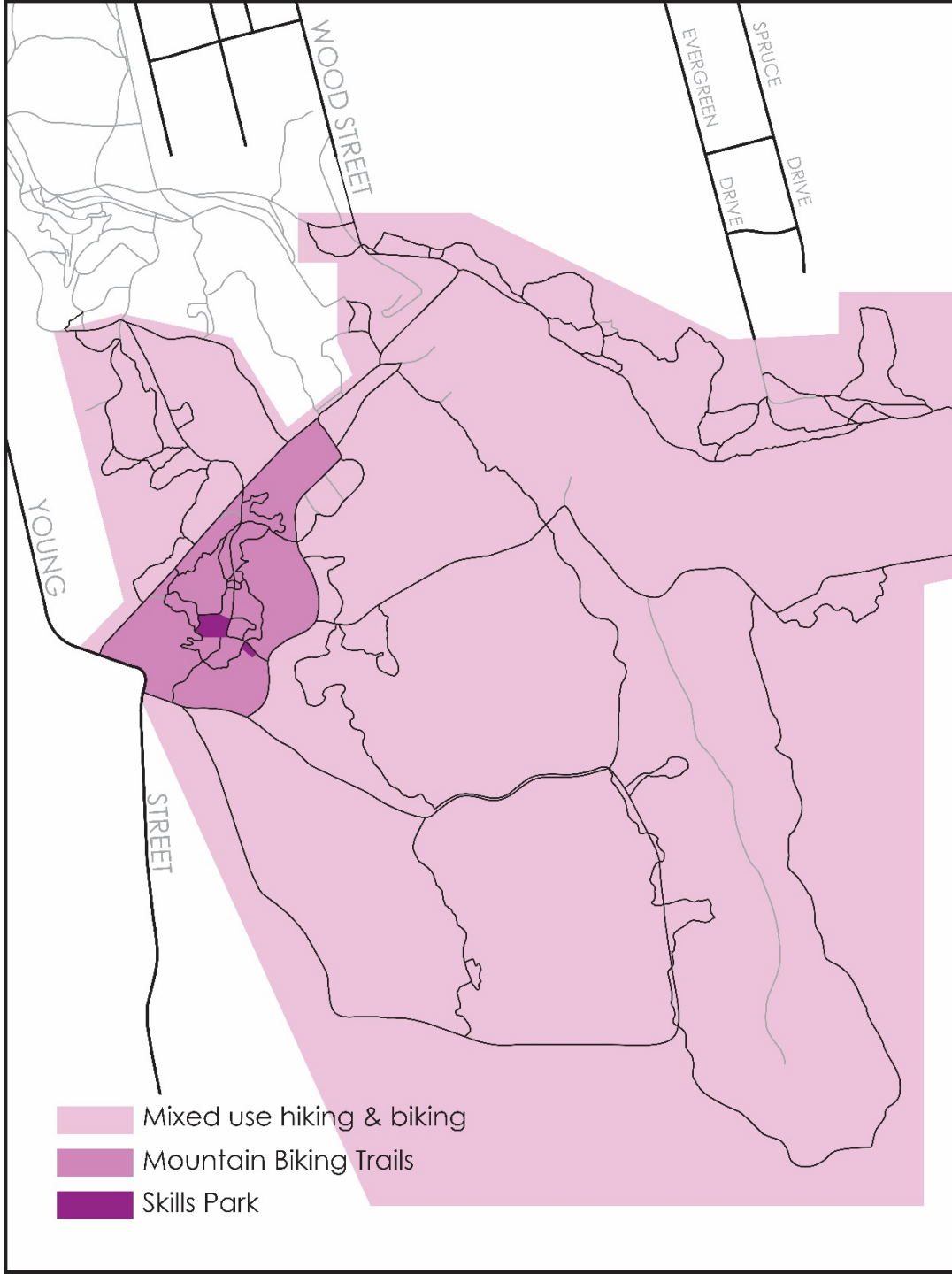
## LOCAL RESOURCES AND KNOWLEDGE

With local knowledge and resources, Truro is a prime location to become a mountain biking destination. With local retailers such as Hub Cycle and Bike Monkey located minutes away from the park in Downtown Truro, there is a connection for visitors looking for resources and products, as well as endless opportunities for partnership. Partnerships may include bike rentals or demos, guided rides, and mountain biking events.

This includes the growth of the annual Victoria's Secret Mountain Biking Race, which attracted 160 participants in 2017 and includes a children's component. This race is a great spectator event drawing top riders from all across Nova Scotia and New Brunswick. The Truro Mountain Bike Park's trails dry out quicker than most other venues, and therefore the Truro race is always the first race on Bicycle Nova Scotia series and ridership is growing. NS's Canada Games team also uses this event as a selection race. The race is organized by Bruce and Daisy Roberts of Hub Cycle.

The use of winter fat bikes is also growing in the local area. Local bike shops have seen an increase of 300% over the last 3-4 years. Fat bikes have much wider tires and are also inflated with much less pressure. This enables fat bikes to float over snow and sand where a traditional tire digs in. Considering the amount of winter uses in Victoria Park, being able to use the Mountain Biking Park in all four seasons is an added benefit not only for the sport, but for the overall attractiveness of Victoria Park. Currently Victoria Park, and the area in general is being marketed for its tourism potential in the winter, attracting those interested in fat biking, snow shoeing, cross country skiing, skating and downhill skiing.

With so many local volunteers involved in the trails creation, and with the sport of biking growing within the community, local residents become brand ambassadors for the park. Word of mouth and testimonials are invaluable resources when it comes to marketing a destination. Visitors are able to mix with local riders and receive local knowledge and insider tips. With so many visitors looking for authentic experiences and seeking to "do what the locals do", this will again promote the park as a must experience destination.



## MAP

The Railyard will be marketed as a full Mountain Bike Park within the shared space of Victoria Park. The majority of the Railyard is located in the Upper Park, and includes mixed use hiking and biking areas, a area for mountain biking trails only, and Bike Skills Park and Short Track area.



# PROJECT SCOPE

THE PROJECT INCLUDES A NUMBER OF COMPONENTS. DUE TO THE SCOPE OF THE ENTIRE PROJECT, IT IS SUGGESTED THE PROJECT BE COMPLETED IN TWO PHASES.

Project Scope see the following items being implemented over the next 2-3 years (2018-2021):

Signage – Project includes entrance signage, bike skills park signage, trail wayfinding signs, trailhead signage, sponsorship signage, parking and other miscellaneous signage. Signage to be installed in the Spring 2018.

Trail Guides, Mapping and Marketing Materials - Trail Guides, mapping and marketing materials to be designed and printed to be available in the Spring 2018.

Photography – Professional photographer has been hired and the contract is underway (Fall 2017/Winter 2018)

Dedicated Website - Design and development of a dedicated website to be rolled out Fall 2018.

Public Washrooms and Supporting Facilities – Project includes capital infrastructure component such as public washroom facilities and a small covered rest area, as well as picnic tables, garbage receptacles, and bike racks, work stations, etc outside of the rest area.