



## Community Outreach



*"The VVCC is not as much about what it does for members, but more about what it does to improve the quality of life of all cyclists and the community."* Lars Romig, VVCC Board Member

## VVCC Community Outreach

**The Verde Valley Cyclists Coalition's Community Outreach** activities are diverse and open to evolution in response to Verde Valley resident needs. These activities include:

- Youth programs supporting local schools' cycling activities
- Kids helmet distributions at various community events
- Bike lanes added to SR-179 & 89A (2010); Sedona Bike Skills Park (2016); ADOT taking over SR-179 sweeping responsibility (2018)
- 40 workdays/1,600 volunteer hours to the Red Rock Ranger District, Dead Horse State Park and Sedona Bike Skills Park
- Semi-annual Adopt-A-Highway cleanups on SR-89A and quarterly Sweeping of SR-179 (2011-2017)
- Bicycle Friendly Communities designation by the League of American Bicyclists - Cottonwood – Bronze/Sedona – Silver

- Raising \$100,000+ for trail maintenance work and new trail construction in the Red Rock Ranger District
- Securing bicycles for selected veterans, the homeless, and low-income residents of the Verde Valley through partnership with Chain Reaction
- Operating the all volunteer Red Rock Mountain Bike Patrol which assists both cyclists and hikers
- Information booth at the Sedona Mountain Bike Festival raising funds & increasing awareness
- Website with current information about biking news, events, and trails
- Working with other community organizers to develop policies that support cycling in the Verde Valley
- Bike Rodeos for kids at Sedona and Cottonwood schools
- Sedona Ride of Silence

**A VVCC Sponsorship is an investment in our community.** The Verde Valley Cyclists Coalition improves quality of life and access to recreation. The natural scenic beauty of the Verde Valley attracts thousands of cyclists here each year. These riders create jobs as well as retail and hospitality opportunities.

### **How do businesses benefit by supporting the VVCC**

- An opportunity to give back to the community
- VVCC members will know which businesses support cycling in the Verde Valley
- Visitors will know which businesses are bike friendly – the VVCC reaches millions of mountain bikers from around the world – past, current, & potential visitors – through its partnership with [www.trailforks.com](http://www.trailforks.com)
- Sponsors are identified on VVCC website and other media as giving back to the community!