



Quick Facts

BMX Cycling and Rock Hill

- *World Championship for Fast-Growing Action Sport in Rock Hill in 2017*
- *Biggest International Sporting Event in South Carolina History; Worldwide Media Coverage; Olympic medalists*
- *Over 40 Countries Represented by 3,300 Athletes/Coaches and Projected 20,000 Spectators*
- *First Time Event in US Since Louisville, KY in 2001; 2016 event in Medellin, Colombia*

Rock Hill will be the center of the BMX world the last week in July in 2017 for the BMX World Championships. The community is organizing a wide-range of special events and activities to ensure visitors get to see our area and feel and enjoy Southern hospitality to the maximum. Opening event will be July 22 in downtown Rock Hill. Closing event with fireworks will be July 29 at the BMX site.

BMX Off-Road Bicycle Racing

- First gained popularity in the 1970s when children began racing their bicycles on dirt tracks in southern California
- BMX, an abbreviation for bicycle motocross, ranks among the fastest-growing sports for US youth participants across all sports
- 2.6 million people are involved in BMX across the US; 70 percent of participants under the age of 24
- International Olympic Committee (IOC) made BMX a full medal Olympic sport beginning with the 2008 Summer Games in Beijing, China
- BMX was the first youth oriented action sport in the Summer Olympic Games program

Novant Health BMX Supercross Track

- World-class destination facility for amateur to elite athletes; opened in 2014
- First Olympic-caliber BMX training facility open to the general public on the East Coast
- Located in Riverwalk, a live-work-play community on the Catawba River near I-77, just 10 miles south of the Charlotte, NC city limits and within 30 minutes of an international airport
- Built to standards set by the Union Cycliste Internationale (UCI), the world governing body for the sport of cycling recognized by the IOC; UCI administers and promotes the development of cycling disciplines around the world
- Track owned by the citizens of Rock Hill, SC; operated by the City of Rock Hill Parks Recreation and Tourism Department
- Weekly instruction, open ride time and races for youth and adults; summer camps; clinics and rider orientation by Rock Hill Parks, Recreation & Tourism staff

Other Major BMX Attractions at Riverwalk in 2016 and 2017

- BMX Carolina Nationals, April 22-24, 2016, during Come-See-Me Festival; attracted 1,400 athletes and coaches; 2017 BMX Carolina Nationals held March 31-April 2, 2017 attracted 1,685 racers
- BMX Supercross World Cup, Sept. 30-Oct. 1, 2016, one of five events around the world; representatives from 30 countries, 650 athletes/coaches and 4,500 spectators

Sponsors of BMX Competition

- Rock Hill Sports Commission, a 501(c)3 tax exempt organization, in association with the City of Rock Hill, the city's Parks, Recreation and Tourism Department and Parks, Recreation and Tourism Commission sponsors BMX competitions as part of its mission to promote Rock Hill as a location for sporting events to enhance economic development and provide recreation facilities for city residents
- Sports Commission is chaired by John Gettys; members are community leaders Kathy Bigham, Bev Carroll, Mayor Doug Echols, Fred Faircloth, Manning Kimmel, Laurie Leader, Warren Norman, Bump Roddey and David Williams
- For the 2017 World Championships Local Organizing Committee Gerry Schapiro and Sig Huitt are co-chairs of the community outreach and Mark Sexton is the chair of the event logistics.

Financing the BMX Facility

- Built on land donated to the city; construction financed by a publically marketed \$5.615 million revenue bond
- Bond repayment is based solely on collateral from Rock Hill's local 2% food and beverage tax on prepared meals and not with property tax

- Annual debt payments for BMX facilities total \$445,000; \$5.9 million was collected in food and beverage taxes in fiscal year 2015-16 toward the city's \$2.14 million total annual debt payments for recreation facilities

Other Riverwalk Cycling Facilities

- Giordana Velodrome opened in 2012; 250 meter world class cycling facility
- Approximately seven miles of natural surface mountain bike trails winding through the woods along the Catawba River
- Criterium, a 1.1 mile closed road course completed in fall 2016; provides local residents a safe place to ride bikes with minimal interaction with pedestrians and motor vehicles
- Cyclocross course planned for the near future; form of bike racing that can include both paved and off road sections with man-made or natural obstacles to challenge participants

Sports Tourism in Rock Hill

- Growing industry for the city; over \$140 million direct economic impact to community businesses over the past ten years
- Facilities hosting numerous regional, state and national amateur events mainly for softball, soccer, tennis, baseball and bicycle track racing and BMX include Cherry Park, Manchester Meadows, Rock Hill Tennis Center, Giordana Velodrome and Novant Health BMX Supercross Track
- Additionally, through PRT programming, Rock Hill area residents have unique access to a diversity of sports and facilities that impact current and future quality of life

For further information, contact:

Katie Quinn, Communications Manager
City of Rock Hill
803-326-3791

Katie.Quinn@cityofrockhill.com

Laurie Helms, Marketing Coordinator
City of Rock Hill Parks, Recreation & Tourism
803-329-5655

Laurie.Helms@cityofrockhill.com