



Bentonville Parks & Recreation

2023 ANNUAL REPORT





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Our Mission

To enrich lives through Recreation, Leisure and Culture.



Our Vision

Bentonville Parks and Recreation is the choice provider of recreation, leisure and culture. Our parks, trails, programs and events make Bentonville a premier destination for residents and visitors. The parks system and its beauty encourage active lifestyles and enhance quality of life for citizens. We shape the character of Bentonville with parks, greenways and trails that are sustainable, well-maintained and safe. As an innovative organization, Bentonville Parks and Recreation offers comprehensive and diverse recreation programs for people of all ages, abilities and interests.



Advisory Board

Ashton Alsup

Brady Blake

Chris Sooter

Cortney Carlson

Craig Gilbert

Dan Grover

Eileen Patrick

Justin Hundley

Ryan Hollingsworth

Steven George



Our Team

David Wright

Jackie Bubenik

Tracy Acosta

Maria Aleman

Quentin Askew

Jesse Barrett

Geoffrey Braga

Amanda Brothers

Tighe Brown

Elijah Burch

Murray Burns

Andrew Campbell

Seth Carney

Jorge Chavez

Petr Chizh

Joe Costiloe

Scott Couture

Chris Cuchia

Derek Curtis

Imelda Giron - Delgado

Kyle Dixon

Baylee D'Amico

Chris Flores

John Francis

Scott Mendenhall

Kelly Schmidt

Shelby Franklin

Ricky Gaddie

Angel Gomez

Sue Hayes

Alex Hollister

Michael Van Horn

Jimmy Hutchison

Michael Mackey II

Willam Snyder II

Tyler Johnson

Koury Jones

Donavin Kester

Chris Kester

Emily Krol

David Lynn

Julie Manning

Brandon McDonough

Jenni McElhannon

Boe Milton

Christian Moore

Maria Rocha Moreno

Kendra Musick

Josh Stacey

Wade Tomlinson

Sandra Negrete

Cameron Nell

Stephanie Nell

Amy Newman

Herman Owens

Nick Pilgrim

Pamela Reiger

Karen Relech

Daniela Sanchez

Timothy Sligar

Tammy Stanley

Ramona Stein

Hunter Stewart

Jimmie Weatherford

Creek Wenger

Eric Westermeyer

Hugo Wilkerson

Jon Wilson

Dayton Wiltz

Sandra Younger

Letter from the Director

Hello Friends,

I am pleased to share that it was another successful year for Bentonville Parks and Recreation. While preparing the 2023 annual report, I had the distinct privilege of reflecting on the department's accomplishments to date and acknowledging the people and partners that made it possible.

Based on the explosive population increase in Northwest Arkansas, we outproduced expectations across the board. In 2023, an estimated six million people, including three million trail users, visited a public park in Bentonville. According to registration numbers, we had over 106,000 participants in adult sports, youth sports, and running events combined. At the Bentonville Community Center, membership exceeded 71,416 patrons. To stay relevant in their respective roles, several of our staff members attended conferences, completed management school, obtained certifications, and participated in educational classes from forklift to stormwater to American Red Cross Water Safety Instructor training.

As an active city, we continue to focus on the following priorities – groundbreaking designs, increased access and entertainment value, vibrant outdoor recreation space, inclusive environment, and cultural impact. Serving residents remains at the top of the list. Look to Creekside Park and the Wishing Spring Trail as perfect examples. These projects were specifically designed with a distinct purpose in mind, and both have exceeded the primary goal and expected use.

Thanks to the generous support from private partners, stakeholders, and the public at large, our community is leading the way in creating and maintaining open green spaces. With \$200 million worth of capital improvement projects in motion, the scale and scope of our work remains extensive. In simpler terms, there is a lot going on and a lot to do. Two of the bond projects passed by voters in 2021 are under way with major dirt work happening at Phillips Park and Phase 1 of the A Street Promenade (Quilt of Parks) under construction. Heading into 2024, there is considerable focus on different modes of transportation and shared use including an aggressive plan for developing 35 miles of bicycle infrastructure. It is indeed a time of transformation, and I am grateful our team will lay the groundwork and bring the community's vision to life.

Sincerely,

David Wright, CPRP

Bentonville Parks and Recreation Director



Facilities



Bentonville Community Center

1101 SW Citizens Circle

- 84,000 square foot facility
- Family Leisure Pool, Indoor Water Park
- Competition Pool, Fitness Center, Gymnasium
- Indoor Track, Kids Center, Locker Rooms
- Multi-Purpose Rooms, Arts and Crafts Room



Lawrence Plaza

214 NE A Street

- 7,000 square foot multi use facility
- Splash Park with water jets during summer months
- Ice Skating Rink during the winter months



Downtown Activity Center

215 SW A Street

- 8,400 square foot facility
- Wellness Studio, Conference Room
- Locker Rooms, Lobby Area
- Department Administrative Offices



Melvin Ford Aquatic Center

2000 NE Memorial Park Square

- 75,000 square foot outdoor aquatic facility
- Olympic Size Pool, Wading Pool, Locker Rooms,
- Dive Well, Concessions Area



Trails



Applegate Trail

1 mile trail that connects 3rd St. to 8th St.

Arkansas Missouri Trail

.75 mile trail that parallels the AR/MO Railroad

Bella Vista Lake Trail

1.75 mile hard surface /2.5 mile mountain bike trail

Citizens Park Trail

1 mile paved trail at the Bentonville Community Center

Crystal Bridges Trail

1 mile trail including sculptures and the Sky Space

Downtown Trail

1.5 mile trail downtown connecting to Razorback Greenway

Enfield Park Trail

.21 mile connects Greenway to Enfield Park and to Crystal Bridges

Heritage Trail

3.4 mile trail split trail along Central Ave and SW I Street

John DeShields Trail

1 mile trail that parallels John DeShields Boulevard

Little Osage Creek Trail

1.4 mile trail that connects SW 28th to Greenhouse Road

Members Place Trail

.36 mile trail connecting Razorback Greenway & Moberly Lane

Memorial Park Fitness Trail

1 mile trail at Memorial Park

Moberly Lane Trail

2 mile trail that connects to Memorial Park Trail

NE J Street Trail

1.23 mile trail connecting to Memorial Park

North Bentonville Trail

2.2 mile trail that is part of the Razorback Greenway

Park Springs Park Trail

2.5 mile trail through wooded areas with a natural spring

Slaughter Pen Mountain Bike Trail System

27 (+) mile mountain bike system – Silver Level Ride Center

South Bentonville Trail

2.5 miles connecting Bentonville trails to Rogers trails

SW Bright Road Trail

0.5 mile trail connecting Southwest 28th Street to SW Regional Airport Boulevard

Tiger Trail

1.5 miles of trail connecting N. Bentonville trail to NE J Street Trail

Town Branch Trail

1.1 miles of trail traveling through downtown neighborhoods

Trail of Two Cities

1.5 mile trail connecting SW Bentonville to Razorback Greenway

North Walton Boulevard Trail

2.5 mile trail running length of N. Walton Boulevard

Wishing Spring Trail

1.5 miles of trail connecting Slaughter Pen to Bella Vista



Parks

Austin-Baggett Park

One-acre park with playground, pavilion, and picnic area

Bark Park/Bike Playground

Nine-acre park with dog park, children's bike playground, restroom

Bella Vista Lake

132-acre park with trail, pavilion, fishing lake, and playground

Bogle Park

.63 acre neighborhood park with gazebo and landscape gardens

Citizens Park

35-acre park with multi-purpose fields, trail, pavilion, all-inclusive playground, amphitheater, and tennis courts

Creekside Park

35-acre park with a cricket field, pickleball courts, dog park, splash pad, and playground

Dave Peel Park

Two-acre park with pavilion and playground

Downtown Bentonville Square

One-acre park serving as Bentonville's city center

Durham Place Park

.4-acre neighborhood park with playground

Enfield Park

2.5-acre neighborhood park with pavilion and open turf area

Gilmore Park

One-acre park with playground and picnic tables

Lake Bentonville Park

20-acre park with pavilion, playground, and fishing lake

Memorial Park

73-acre park with tennis, basketball, volleyball courts, soccer, baseball & softball

Merchants Baseball Park

Eight-acre baseball complex with concession facility

Old Tiger Track

Six-acre park with track and multi-purpose field

Orchards Park

16.5-acre park with walking trails, tree orchard, pavilion, amphitheater, playground, dog park, and pond

Park Springs Park

14-acre park with pavilion, soft surface trails, and playground

Phillips Park

40-acre park, baseball complex, multi-purpose fields, concession & playground

Slaughter Pen Mountain Bike Park

27 miles of single track trail with restroom facility

Town Branch Park

One-acre park with gazebo

Train Station Park

.4-acre park with gazebo

Wildwood Park

1.5-acre park with tennis complex, pavilion, and playground







Creekside Park

Creekside Park, roughly 35 acres in total, represents one of Bentonville's most innovative public parks, housing Northwest Arkansas' first regulation cricket field. Also located in the park are eight lighted pickleball courts, a destination splash pad, playground, shaded picnic pavilion with smaller shaded tables, a maintenance building, 1.6-mile bike trail (Little Osage Creek Trail) and Bentonville's first illuminated dog park. The on-site trail segment will eventually provide access as far south as the Bentonville Community Center and as far north as Osage Park, 8th Street Gateway Park and the Coler Mountain Bike Preserve – further expanding Bentonville's "grand loop" trail system.

The \$7.9 million project at Creekside Park was funded primarily through parks impact and capacity fees. The Walton Family Foundation contributed the balance of \$1.6 million for additional park amenities. Cynthia Coughlin generously donated the property. Ecological Design Group provided the park design and Flintco served as the contractor. Simultaneously, the City of Bentonville transportation department completed the extension of Bright Road, creating the first green street initiative in Bentonville. Collaboration was key in establishing connectivity and access for numerous subdivisions in proximity to the park.



Throughout new project development, Bentonville Parks and Recreation strives to offer accessible spaces and programming for all members of the community. A concrete example is the department's long-standing commitment to the NWA Cricket community. For over two decades, local cricket players used Phillips Park, a baseball complex, as their designated playing fields. Since 1998, the number of cricket teams expanded from two to thirty-two. Over 500+ players in the league respectively waited year after year to see their dream fulfilled. Creekside Park was intentionally designed with these dedicated players in mind.

The grand opening of Creekside Park on Saturday, June 17, included a public art unveiling of Upper Cut by New York artist Alvaro Bonfiglio. The installation consists of a 31-foot-long sustainable wood sculpture designed in the shape of an oversized cricket bat gripped by



magic gloves. The significance celebrates the history and heritage of residents from countries of origin where cricket is the most popular sport.

According to the census website, the current Bentonville population is close to 64,000. Based on data from the 2020 census, approximately 20% of the population is of Asian descent. Establishing a park in the southwest corridor of Bentonville was identified a top-tier priority in the Play Bentonville Master Plan prepared years ago. Building Creekside Park surpassed the objective by creating socialization and multipurpose space, incorporating shade, comfort, and architectural elements, implementing water sustainability measures, and meeting the interests of a growing and diverse population.



Wishing Spring Trail

Bentonville Parks and Recreation celebrated the grand re-opening of the Wishing Spring Trail with a ribbon-cutting event at the bridge on November 8. This portion of the Razorback Greenway is a highly traveled thoroughfare for more than 1,000 people per day, connecting residents and visitors from Bentonville to Bella Vista and all points north. The trail was disconnected during construction of the I-49 Bypass. An impressive bridge was installed, spanning a key section of Town Branch Creek, and reorienting the new hard surface trail in either direction. The much-anticipated trail renovation was completed thanks to funding

from the Arkansas Department of Transportation and the Walton Family Foundation. Trailblazers and CEI were instrumental in the project design. Both Milestone Construction and Bentonville Parks and Recreation handled the work. Bentonville Moves Coalition collaborated with local organizations and area businesses to organize a series of engaging activities leading up to and following the City celebration. As part of the festivities, Buddy Pegs, Gnargo Bikes, All Bodies on Bikes, and Women of Oz NWA hosted bike trains and group rides.





Slaughter Pen Skills Park

The skills park was a project that NWA Trailblazers presented to Bentonville Parks and Recreation. Its main function is to serve wheeled enthusiasts in a self-regulated environment that is safe and approachable for all ages and abilities. Although the skills park is only 40% complete, it has already made a big impact in our community of wheeled enthusiasts and continues to capture and attract visitors and locals alike who are looking for a safe place to do bike maneuvers. Future expansion will include additional features that are adjacent to the new skills area.

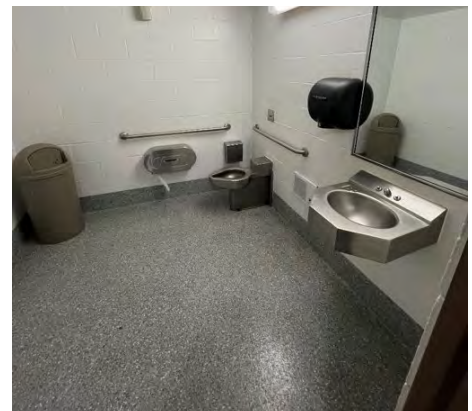




Park & Facility Renovations

Bark Park and NE A Street Restrooms

Restrooms at the Bark Park and NE A Street have undergone a recent upgrade with new epoxy flooring, enhancing aesthetics and functionality. The seamless and glossy epoxy surface ensures durability, easy maintenance, and resistance to stains, creating a more inviting and hygienic environment for visitors in these public spaces.



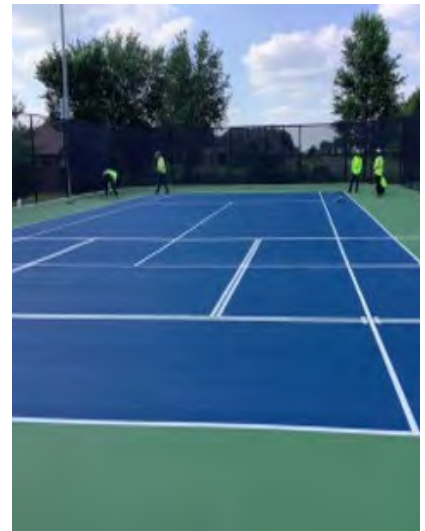
Tennis Court Resurfacing

Some of the tennis courts at Citizen's Park and Memorial Park have been recently resurfaced, revitalizing the playing surface for an enhanced sporting experience. This not only improves the overall appearance of the courts but also ensures a more responsive and safer playing environment. The project reflects a commitment to maintaining top-notch facilities, benefiting both recreational and competitive players who can now enjoy a renewed and improved tennis experience.



Parking Lot Revitalization at Memorial Park

Memorial Park's parking lots recently underwent resealing and striping for improved functionality and appearance. The resealing process, involving a protective layer, enhances durability against the elements. Fresh striping was added to clearly mark parking spaces, improving safety and organization. This initiative extends the parking lot's lifespan and boosts overall aesthetic appeal, creating a more organized and welcoming environment.



Bentonville Community Center Improvements

- Leisure pool slide recoating
- UV light filter replacement
- Floor grate replacements
- New diving boards
- Repainting skywalk
- New lounge furniture
- New washer/dryer unit





Public Art

Cozy Apple

Cozy Apple is a three-foot wide custom-shaped inflatable apple wrapped with handmade crocheted granny circles. Different shades of red acrylic yarn were used to crochet granny circles and then sewn together and wrapped around the inflatable apple.

The unique piece by artist Gina Gallina was designed to “roam” around the community as tribute to Bentonville’s rich apple history and community spirit. It was moved throughout the city with a goal of uniting our past and present in a celebration of creativity and heritage. Residents and visitors were encouraged to take photos by the Cozy Apple and upload them to a collective site.



Double Slit Skyline

Double Slit Skyline by Texas sculptor Dewane Hughes was installed Wednesday, May 17, 2023. The artwork is a steel sculpture approximately 16 feet tall by 5 feet wide. Hughes describes Double Slit Skyline as “a reference to the quantum mechanical double slit experiment that helped determine that outcome is based on perspective.” The artwork recreates that concept formally by framing two adjacent perspectives of the world around us. Double Slit Skyline will be on display for approximately one year.

Hughes is a Distinguished Professor of Sculpture at the University of Texas at Tyler. He has a Bachelor of Arts in Sculpture from Buena Vista University in Storm Lake, Iowa and a Master of Fine Arts in Sculpture from Montana State University in Bozeman, Montana. He was recently nominated for the International Sculpture Center’s Outstanding Educator Award.

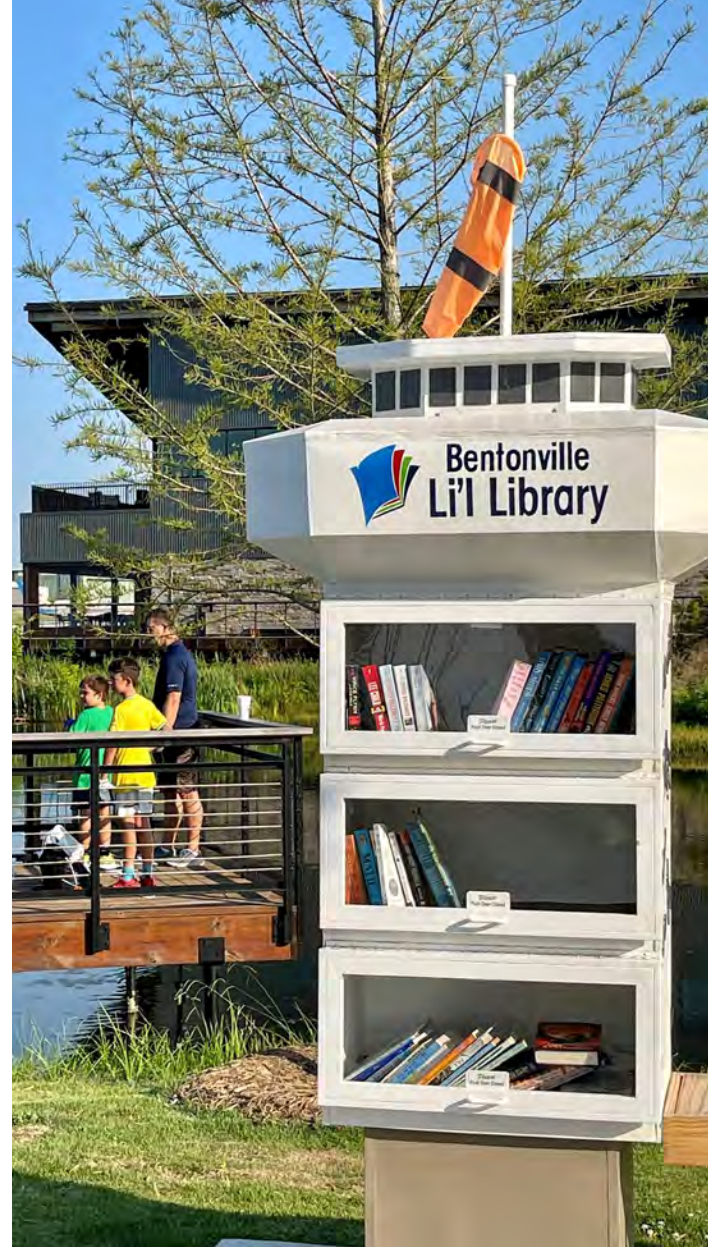
Uppercut

Upper Cut by New York artist Alvaro Bonfiglio is being installed in June 2023 in the new Creekside Park at SW 28th Street and Bright Rd. This installation commemorates the first cricket pitch field in Arkansas and celebrates our local residents whose country of origin is one in which cricket is the most popular sport. The 31-foot-long sustainable wood sculpture is the shape of a gigantic cricket bat held by magic gloves that just hit an “upper cut.” The irregular wood cladding design represents the texture of the batting gloves and leg pads used in the sport.

Bonfiglio is a licensed architect, continuing adjunct professor and thesis adviser at New York University, and a managing member of Bonfiglio Construction, LLC. He has an architecture degree from Universidad de la Republica in Uruguay and a PhD in Engineering from The University of Tokyo in Japan. His past work includes numerous international publications, lectures, awards, travel grants, exhibitions, structural construction and art installations.

The piece was locally fabricated by Heritage Woodwork - Austin Vanderveer.

This artwork was selected from 12 submittals in response to a Request for Proposals. It is funded by the Parks and Recreation Department and Visit Bentonville.



Li'l Library

Bentonville Public Library is spreading their mission to promote literacy across Bentonville with Li'l Libraries. Lake Bentonville was chosen as the first installation site because many families go there to play, relax by the water, or look to the sky. Libraries promote the idea of sharing with an invitation to take a book or leave one to share with the community.



Bentonville Community Center



496,615
patrons



7,286
memberships



27,862
members





Downtown Activity Center



10,658
patrons





The Rink at Lawrence Plaza

A featured event at the Rink at Lawrence Plaza is the annual ice-skating exhibition presented by the Arkansas Figure Skating Association, showcasing the impressive talent of the Ozark Figure Skating Club. It is the perfect kickoff to rink season which extends through mid-February.



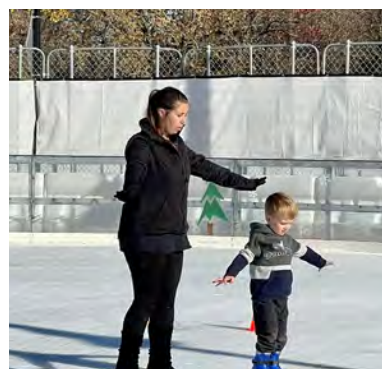
20,107 Tickets

Record ticket sales for the 2023-2024 season



325 Attendees

Average daily attendance





Melvin Ford Aquatic Center



28,073

summer
participants
in 2023



452

summer
swim lesson
participants



17

weekend
pool parties

Special Events That Brought Over 3,800 Participants

- Walmart Shareholders Tri
- Memorial Classic
- Splash-n-Dash
- TriFest for MS





Maintenance Hours & Highlights



The City of Bentonville Parks and Recreation Department Maintenance Team consists of 51 fulltime staff. Four positions were added in 2023: a third horticulturist and three Parks Maintenance Workers. The staff is broken into teams and individuals that focus on sanitation, trails, sport fields, horticulture, turf maintenance, forestry, custodial, grounds, and facilities.

One promotion on the grounds team from Parks Maintenance Worker I to II.



Besides routine maintenance, highlights included:

 **263**
trees
planted

 **20,000**
tulips
installed

 **900**
volunteer
hours

 **700**
yards of mulch
installed in landscapes

 **5,000**
annuals propagated and
installed in landscapes

**New Equipment/
Vehicles:**
2 Zero Turn mowers
2 UTVs
Tow Behind Debris Blower
Jacobsen Mower
Sports Field line painter
2 Ram 1500
Ram 3500
Karcher Floor Scrubber
Rigid Floor drain Jetter
and Camera system



Trainings and Certifications

Staff Trainings

- Forklift Training
- Invasive Species Removal Workshop
- Professional Drainage Contractor Certification
- Grow Native! Professional Certification
- Stormwater Training
- CPR/First Aid Certification
- Smart Growth for Source Water Protection
- Hillyard Janitorial Open House and Vendor Fair
- Personal Training Certification Renewal
- American Red Cross Lifeguard Instructor Trainer
- American Red Cross Water Safety Instructor Trainer
- Active Net Academy
- NRPA National Conference
- USSSA Convention



NRPA Schools Attended

- Supervisor's Management School
- Maintenance Management School
- Park Planning and Maintenance Academy
- Parks Director's School
- Event Management School





Lighting of the Square

In partnership with Downtown Bentonville Inc., the Bentonville Square transformed into a “winter wonderland” on Saturday, November 18, during the annual Lighting of the Square celebration. A highlight of the evening, and one of Bentonville’s most beloved seasonal traditions, is a “flip of the light switch” by Mayor Stephanie Orman, illuminating the Bentonville Square with over 30 miles of wrapped colorful lights. The Bentonville Parks and Recreation maintenance team works a total of 3,600 hours over a 10-week time period installing 410,000 individual lights bulbs. The result is pure magic that is enjoyed by thousands of residents and visitors during the holiday season.





Adaptive Sports

On Saturday, March 18, we had the privilege of hosting the Ozark Adaptive Sports Association (OZASA) at the Bentonville Community Center. They showcased adaptive equipment, creating possibilities for individuals with physical disabilities to engage in sports and maintain active lifestyles. OZASA is a nonprofit organization that shows individuals what is possible by getting them back on the move and physically active.





Camp Bentonville

A total of 2,410 campers participated in Camp Bentonville 2023. From Camp Lego to Camp Mountain Bike to Camp Volleyball to Camp Theatre, Bentonville Parks and Recreation offered something for everyone, hosting 120 different sessions throughout the spring, summer, and fall.





RUN BENTONVILLE

HALF MARATHON

EST. 2011

Run Bentonville Half Marathon

The Run Bentonville Half Marathon has established itself as one of the largest and most premier running races in the region with a record year of 3,317 runners in 2023 from 35 states and 3 countries. Consisting of 3 different distances – Half Marathon, Relay, and 5K – the Run Bentonville Half Marathon is also a staple within the local running community and often the first weekend circled on runners' race calendars every year. Run Bentonville Half Marathon's unique combination of community spirit and "big city" production has helped establish itself as a top tier event in not only Arkansas, but in all the US and keeps runners coming back year after year. Come run with us on April 6, 2024, to experience the magic yourself!

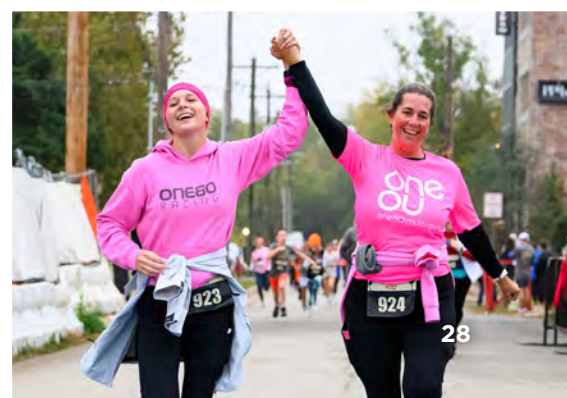




Run Bentonville Race Series

The 2023 Run Bentonville Race Series saw **6,200 runners** participate across **six events**—a 7.6% increase over 2022 for the same six events! We successfully introduced the Run Bentonville Race Series Race Pass for 2023 with 155 participants.

The Worst Race Ever, Goblin Run, and Freedom Frosty 5K all saw highest registration numbers ever!





Square 2 Square

Square 2 Square Bike Rides are a yearly collaboration between Bentonville Parks and Recreation and Fayetteville Parks and Recreation, designed to celebrate the trail systems of Northwest Arkansas while benefiting the Greenway Alliance. This 2023 Square 2 Square hosted over **3,600 riders** across the spring and fall events between in person and virtual participants. The May Square 2 Square Bike Ride began in

Fayetteville and finished at Lawrence Plaza where riders were greeted with a finish line celebration and the vibrancy found around the Bentonville Square. For the October Square 2 Square Bike Ride, riders started in Bentonville at the beautiful Sam's Club Home Office before making the journey south to Fayetteville.





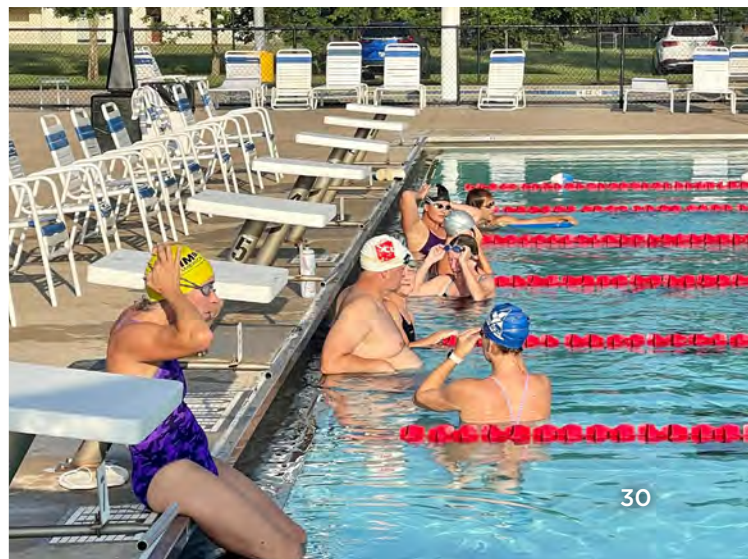
Adult Sports

Program	Participants
Adult Kickball.....	256
Adult Sand Volleyball.....	720
Adult Soccer.....	800
Cricket.....	512
Half Marathon Training.....	300
Healthy for Life Program.....	90
Masters Swim Team.....	964
Personal Training.....	5,530
Pickle Ball.....	408
Team Run Bentonville	341
Wellness Classes	46,595



TOTAL PARTICIPANTS

55,900





Youth Sports

Program	Participants
Barracudas Swim Team	715
Baseball/Softball Tournaments	9,096
Indoor Volleyball Lessons	198
Ice Skating Lessons	360
Swim Lessons	6,490
Tennis Lessons/Tournaments	2,390
Youth Baseball	1,623
Youth Soccer	4,402
Youth Softball	765
Youth Triathlon	280



TOTAL PARTICIPANTS

32,362







Recreation Participants

TOTAL PROGRAM PARTICIPANTS

757,632

Program	Participants
Adult Kickball	256
Adult Sand Volleyball.....	720
Adult Soccer.....	800
Barracudas Swim Team.....	715
Baseball/Softball Tournaments.....	9,096
BCC Patrons	496,615
BCC Sports Programs.....	198
Bentonville Outdoors	237
Camp Bentonville	2,400
Creekside Splash Park Patrons	30,000
Creekside Grand Opening	750
Cricket	512
DAC Patrons	10,658
E-Sports	32
Enrichment Classes	125
Evening at Orchards	15,000
Father/Daughter Dance.....	545
Fitness Assessments	139
Fitness Programs	40
Half Marathon Training	300
Healthy for Life Program	90
Ice Skating Lessons	360
Kids Center	23,662

Program	Participants
Lawrence Plaza Rink Patrons.....	20,228
Lawrence Splash Park Patrons.....	15,000
Lighting of the Square.....	15,000
Masters Swim Team.....	964
Melvin Ford Patrons.....	28,073
Mommy & Me Party.....	218
Personal Training	5,530
Pickleball Lessons/League	408
Race Series.....	6,200
RB Half Marathon.....	3,317
Square 2 Square	3,678
Swim Lessons- Group	923
Swim Lessons- Private.....	5,567
Swim/Dive Meets	1,810
Team Run Bentonville	341
Tennis Lessons/Programs.....	2,390
Tennis Tournaments.....	872
Indoor Volleyball.....	198
Wellness Classes.....	46,595
Youth Baseball.....	1,623
Youth Soccer.....	4,402
Youth Softball.....	765
Youth Triathlon.....	280

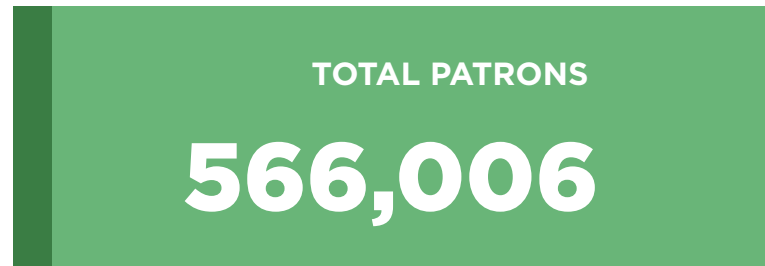


Facility Numbers

Bentonville Community Center	496,615 Patrons
Downtown Activity Center	10,658 Patrons
Lawrence Plaza ice Rink	15,660 Patrons
Lawrence Splash Park	15,000 Patrons
Melvin Ford Aquatic Center	28,073 Patrons
Creekside Splash Pad	30,000 Patrons



38,566
Volunteer Hours



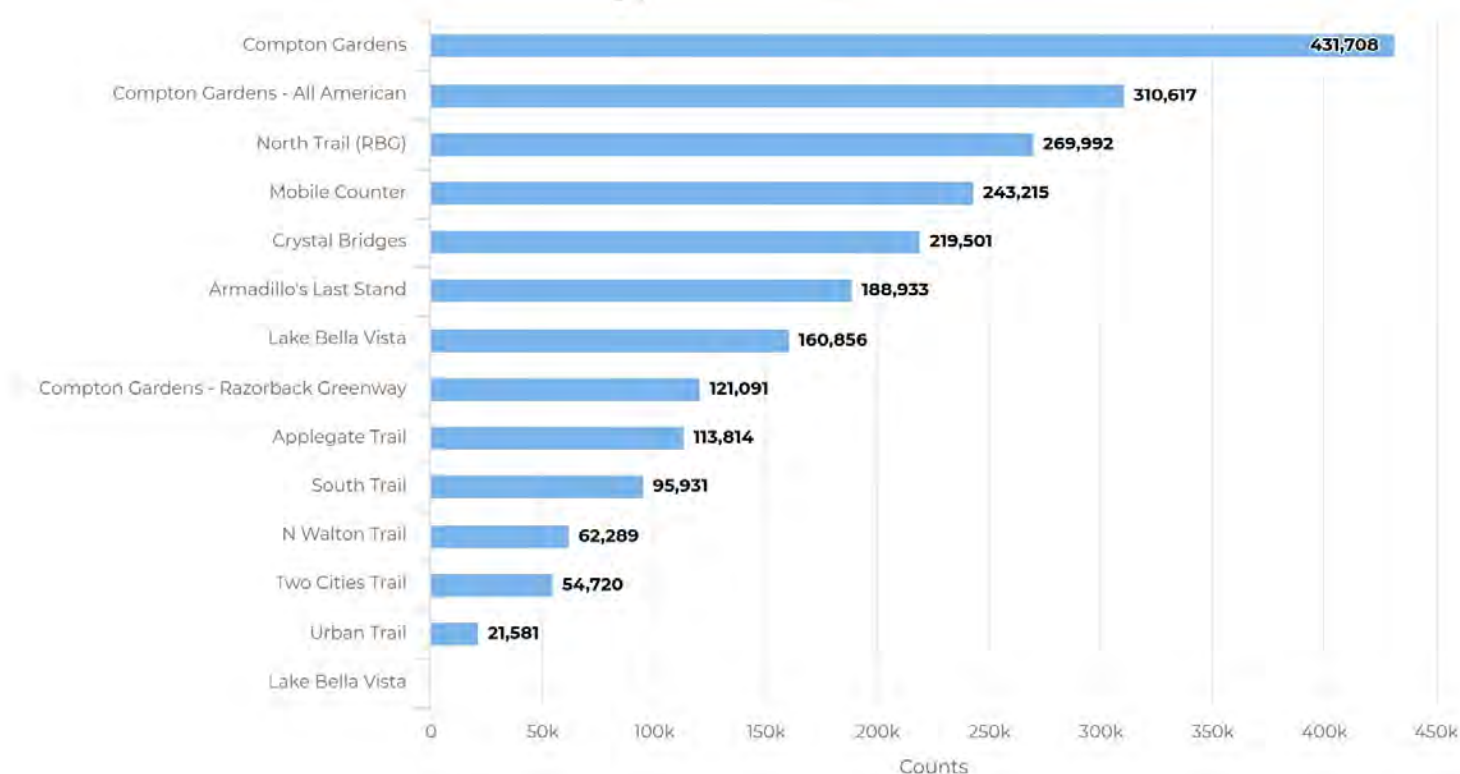
TOTAL PATRONS

566,006



Trail Numbers

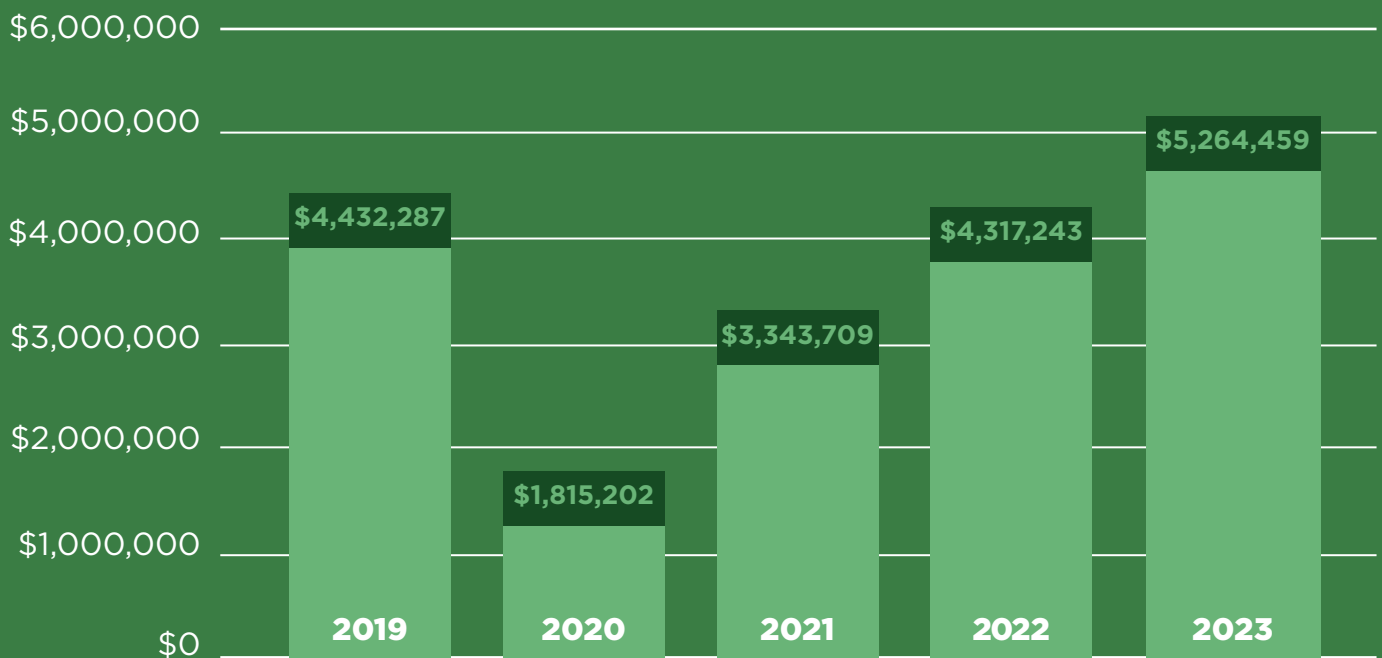
Parks maintenance maintains eleven (11) Eco Counter trail user counting systems strategically placed throughout the parks trail system. Data is collected by the counter and relayed via a cellular connection to the Eco Visio data management software platform which breaks down the trail use into a variety of categories including day, time, peak use, and in one installation the counter differentiates between pedestrian and bike. The counters do not fully cover all of the trails and subsequently the counts are a snapshot of trail use.







Revenue

Annual Report Revenue Numbers





Economic Impact

	Baseball and Softball Tournaments	\$1,986,300
	Tennis Tournaments	\$136,355
	Run Bentonville Race Series	\$877,059
	Square 2 Square	\$322,740
	Swim Meets and Trifest for MS	\$406,906

TOTAL 2023 ECONOMIC IMPACT

\$3,729,360





Downtown Activity Center

215 SW A Street
Bentonville, AR 72712
(479) 464-7275

Bentonville Community Center

1101 SW Citizens Circle
Bentonville, AR 72713
(479) 696-0200

Lawrence Plaza

214 NE A Street
Bentonville, AR 72712
(479) 271-3390

Melvin Ford Aquatic Center

2000 NE Memorial Park Square
Bentonville, AR 72712
(479) 273-9206

