



BENTONVILLE PARKS
& RECREATION

2024 ANNUAL REPORT



Square 2 Square



Alliance Fastpitch Central Championship



Daddy Daughter Dance



Camp Bentonville

Melvin Ford Aquatic Center

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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.



Our Core Values

QUALITY

We strive to provide the highest quality amenities to our citizens.

CREATIVITY

Our work environment empowers staff to think creatively, constantly striving for improvement.

FUN

Our work can be intense and having fun helps us keep it in perspective.

BUILDING A LEGACY

Our organization is bigger than any one individual and the work we perform will benefit residents for generations to come.

INTEGRITY

Our team strives to make decisions that reflect the highest standard of accountability. We uphold the highest ethical principles while demonstrating honesty and sincerity in all of our dealings.

LEADERSHIP

We respect the vision and leadership that built the parks and recreation system and recognize the need for ongoing leadership in achieving excellence.

EXCEPTIONAL CUSTOMER SERVICE

We want to exceed your expectations by providing accurate information, helpful assistance, and great solutions.

WE ARE A TEAM

Our team works as one with the community to create great things.

SAFETY

We never compromise in creating the safest environments for patrons and employees.

ACCESSIBILITY

Bentonville Parks and Greenways are available to and welcome everyone.

HEALTH & WELLNESS

We encourage citizens to live a healthy lifestyle. We model that message in our daily work environment.



Letter from the Director

Hello Friends,

As always, preparing the Bentonville Parks and Recreation annual report is a perfect opportunity to reflect on where we have been, where we are now, and where we are going. Without a doubt, 2024 was a truly remarkable year - both in the work accomplished and the challenges addressed. From ribbon-cuttings to recovery efforts, our team persevered. I am profoundly grateful to the entire department - parks, maintenance, and facilities - for remaining dedicated to the mission of enriching lives through recreation, leisure, and culture.

Prior to May 26, it was business as usual throughout the city. We were experiencing record growth in our race series, sports programming, and facility memberships. Capital projects were in various stages of construction and completion. Unfortunately, the category 3 tornadoes that swept through the region over Memorial Weekend left considerable destruction and debris, changing the landscape and redefining work priorities.

Despite the adversity, 2024 was a remarkable year in our park system's history with an estimated seven million visitors. Our team hosted more than 145 recreation programs and special events, drawing over 752,000 attendees and participants while generating more than \$5.2 million in revenue. We celebrated the opening of the Razorback Greenway Flyover Bridge - a multi-modal elevated bridge extending over NE A Street, broke ground on 8th Street Gateway Park, started extensive renovations for the Bentonville Adult Recreation Center, made significant progress on the A Street Promenade, launched a Bentonville E-Bike Rebate Program, expanded the Southwest Bentonville Trail - adding 4,240 linear feet of new trail for the community, and so much more.

In full disclosure, I have high standards and expectations. I know big things are possible with demonstrated leadership, intentional and collaborative effort with city leaders and key stakeholders, and public input from engaged citizens. Thank you for trusting me to lead the charge on behalf of Bentonville Parks and Recreation. Rest assured that decisions will be based on core values and long-term sustainability will be top of mind. Our department is determined to leave a legacy for several generations to follow.

Sincerely,

David Wright, CPRP

Bentonville Parks and Recreation Director





Parks & Recreation Advisory Board



Ashton Alsup
Brady Blake
Allyson de la Houssaye
Steven George

Dan Grover
Ryan Hollingsworth
Kristin Kuhlow

Eileen Patrick
Chris Sooter
Jon Terlouw

Our Team

David Wright
Jackie Bubenik

Greg Hughes
Scott Mendenhall

Josh Stacey
Wade Tomlinson

Tracy Acosta
Maria Aleman
Quentin Askew
Silva Benitez
Makto Boaz
Palmer Bowles
Dalton Bridges
Amanda Brothers
Elijah Burch
Murray Burns
Andrew Campbell
Britnie Carlson
Seth Carney
Joe Costiloe
Jorge Chavez
Tyler Cheek
Petr Chizh
Joe Costiloe
Scott Couture
Chris Cuchia
Haley Deatherage

Kyle Dixon
Chris Flores
John Francis
Shelby Franklin
Rick Gaddie
Joshua Gibson
Imelda Giron
Sue Hayes
Steven Hernandez
Alex Hollister
Jimmy Hutchison
Ed Kallas
Chris Kester
Emily Krol
Joana Lome
David Lynn
Mike Mackey
Julie Manning
Jenni McElhannon
Dan McKinely
Boe Milton
Christian Moore

Kendra Musick
Sandra Negrete
Cameron Nell
Stephanie Nell
Herman Owens
Elias Payas
Nick Pilgrim
Zack Raggio
Pamela Reiger
Karen Relech
Bertha Robles
Luis Romero
Daniela Sanchez
Taylor Seckington
Tim Sligar
Will Snyder
Tammy Stanley
Hunter Stewart
Michael Van Horn
Creek Wenger
Jon Wilson
Sandra Younger



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 | 0.63-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 | Four-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 | Four-acre park with gazebo

Wildwood Park | 1.5-acre park with tennis complex, pavilion, and playground

Trails



All-American Trail | 2.3 mile beginner-friendly mountain biking trail; gateway to advanced trails

Applegate Trail | 1 mile trail connects 3rd St. to 8th St.

Arkansas Missouri Trail | 0.75 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 | 0.21 mile trail connects Greenway to Enfield Park and to Crystal Bridges

Heritage Trail | 3.4 mile trail split trail along Central Ave and SW 1 Street

Jefferson Trail | .25 mile concrete trail connects Old Tiger Track south to NW 9th Street

John DeShields Trail | 1 mile trail parallels John DeShields Boulevard

Little Osage Creek Trail | 1.4 mile trail connects SW 28th to Greenhouse Road

McCollum | Side path designed to improve hard-surface trail infrastructure

Members Place Trail | 0.36 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

North Walton Boulevard Trail | 2.5 mile trail running length of N. Walton Boulevard

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 SW 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

Wishing Spring Trail | 1.5 miles of trail connecting Slaughter Pen to Bella Vista



Razorback Greenway Flyover Bridge

The highly anticipated mountain bike and pedestrian bridge on NE A Street opened for public use in April. As a result of the multi-modal elevated bridge project completion, Bentonville residents and visitors are the beneficiaries of improved access to the Razorback Greenway and All-American trails near the future Crystal Bridges Museum of American Art expansion. Trail features include a unique two lane, bike/pedestrian bridge that extends over NE A Street with two designated sides. One is for the Razorback Greenway multi-use trail and the other is for the All-American Mountain Bike Trail that safely separates each user group. The 1053-foot-long Greenway extension, with nearly 1000 feet completely on piers, creates an exceptional trail experience woven through the existing tree canopy.





Town Branch Park

In early May, Bentonville Parks & Recreation celebrated the completion of renovations at Town Branch Park with a ribbon-cutting event. Just east of the Bentonville Square, located at 401 SE 2nd Street, Town Branch is a one-acre, neighborhood pocket park with a wonderful woodland setting – featuring a small section of the Razorback Greenway Trail and Town Branch Creek interface. Goals of the project included bike interaction and circulation improvements, stream bank stabilization restoration, general landscaping enhancements, and social gathering space. This renovation represented the first phase in the Quilt of Parks – a project connecting six parks and public spaces in Downtown Bentonville through a designated pedestrian promenade.



Storm Damage: Parks



In May 2024, our community faced an extraordinary challenge when a severe storm caused widespread damage to several parks, trails, and facilities across Bentonville. Park Springs, Town Branch, Austin-Baggett, and Memorial Parks were among the hardest hit, along with the Slaughter Pen Trails. The destruction was profound, affecting both the natural beauty and functionality of these beloved spaces.

Thanks to the resilience and dedication of our Parks and Recreation team, the majority of repairs have already been completed, though efforts continue to fully restore these areas. While we anticipate much of the remaining work will be finalized in 2025, the reality is that it will take decades for newly planted trees and landscapes to mature and reflect the vibrancy we once enjoyed before the storm.



Storm Damage: Trails



Applegate Trail



Slaughter Pen



Jefferson Trail



Enfield Trail



Crystal Bridges Trail



Promenade

Phase 1



A Street Promenade and Lawrence Plaza reimagined! The Promenade has transformed from a busy roadway into a pedestrian and bike-friendly oasis, offering public open spaces that feel more like a park. Lawrence Plaza shines with lush landscaping, tree-lined paths, and wide areas for food trucks, events, and gatherings near the skating rink. The splash pad now features cozy seating areas with tables and chairs for relaxing or enjoying a bite under the shade. Updates to the courthouse steps and square connection create a welcoming space for farmers' markets, races, First Fridays, and other vibrant community events.



Promenade

Phase 2

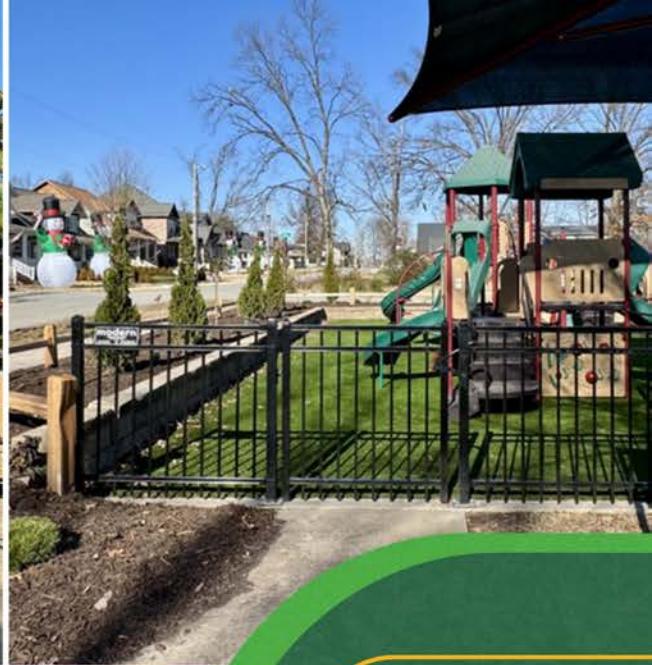




Bella Vista Lake

Transforming Bella Vista Lake Park! The north side now boasts a well-organized parking lot, enhancing traffic flow and pedestrian safety. New additions include a modern restroom, a connecting trail linking soccer fields to the greenway, and a vibrant playground for endless family fun!





Gilmore Park

Gilmore Park gets a playful upgrade! Enjoy the expanded play area, brand-new spring toys and spinners, a safe playground fence, and a soft synthetic turf surface. Highlights include an enhanced climbing boulder, a shady totscape, and a beautifully landscaped edge to complete the transformation.

Orchards Park Shade Structure

In June of 2024, ACS Contractors, Inc. installed a shade canopy over the Orchards Park playground. Work activities included digging, movement of excavated soil out of the work area, pouring of concrete, steel bending and cutting, use of ladders, use of torque tools and other miscellaneous tools. The canopy's fabric has been a valuable addition to the park by providing ample shade for all users – especially during the heat of summer.



Groundbreaking Events

Adult Recreation Center

The new Bentonville Adult Recreation Center began construction in late 2024. Set to open in 2026, this state-of-the-art facility will offer a wide range of amenities for our over-50 population, including fitness spaces, multi-purpose areas, a café, lounges, pickleball courts, a gymnasium, and a pool.



8th Street Gateway Park

Following a groundbreaking event in mid-September, construction of 8th Street Gateway Park was underway. This will be the largest recreation project to date in Bentonville. Located at 1815 SW 8th Street, Gateway Park sits on an estimated 100 acres of natural space with an extensive tree canopy. The park will be divided into three cores or sections with dedicated space to explore, play, gather, and commune. Key features of the project include a destination playground, pavilion, event plaza, access to trail connections and a state-of-the-art wheel sports garden.



Grant Funded Tree Program



158 Trees



15 Species



5 Parks and **1** City
Owned Property

Tree Inventory

The City of Bentonville Parks and Recreation Department has partnered with Plant Geo to utilize their tree inventory and tracking software. Plant Geo has inventoried 5,000 existing trees in and around Park property, enabling efficient and precise management of our urban forests by providing tools to collect, analyze, and visualize tree data, including species, size, health, and location. The comprehensive database aids in planning maintenance activities, tracking tree growth and health, and making data-driven decisions for urban forestry management. Additionally, it supports sustainability efforts by helping Bentonville Parks and Recreation monitor green infrastructure and optimize resources for tree care. With Plant Geo's user-friendly interface and robust features, the department can enhance its tree management practices, promoting a healthier and more resilient urban environment.

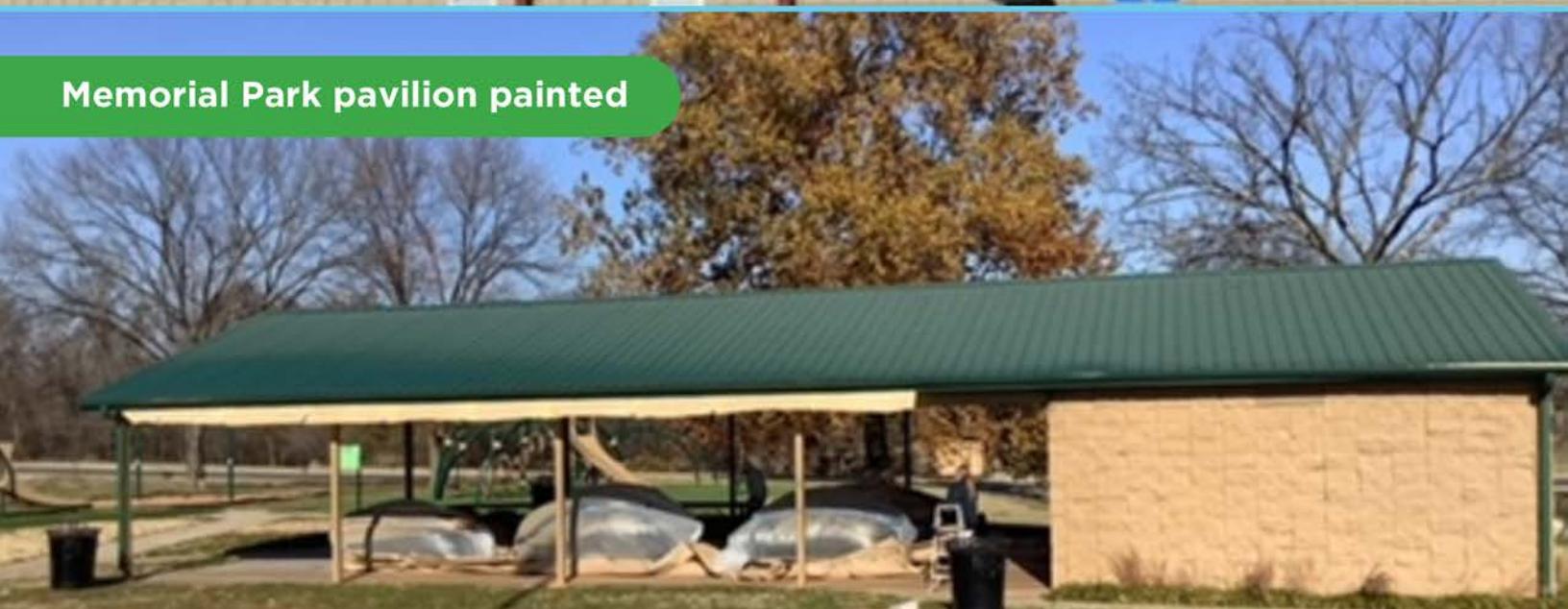


Bentonville Parks & Recreation Upgrades/Repairs

PA installed at the baseball/softball complex



Memorial Park pavilion painted



Memorial Soccer Fields



Bentonville Parks & Recreation Upgrades/Repairs

Field Details:

Field 8A - 16,000 sq ft.
Field 8B - 12,500 sq ft.
Field 11A - 12,500 sq ft.
Field 11B - 11,500 sq ft.
Field 9A - 15,000 sq ft.
Field 9B - 15,000 sq ft.
Field 10A - 7,500 sq ft.
Field 10B - 7,500 sq ft.

Total for top fields 52,000 sq ft.
(1.193 acres)
Total for bottom fields 52,500 sq ft.
(1.205 acres)
Citizens Field Details:
Total for all Citizens 52,000 sq ft.
(1.193 acres)





Bentonville Community Center Upgrades/Repairs

- Rebuilt competition pool UV system
- All air line hoses were replaced for both pool valves and filters
- Replaced seal kit for the leisure pool filter motor
- Replaced whirlpool pump housing
- The trim was replaced on all 3-slide wall penetration points and resealed
- Replaced 6" pipe on the water feed pipe for the blue slide due to a leak
- Replaced several broken inlet floor drain covers
- Replace both chlorinator pumps
- Replace internals for the green bowl rotating water feature
- Removed old failed pool heater and installed new pool heater
- Sanded, primed, and painted the staircase for the slides in the leisure pool

- Acid washed the competition pool
- Removed and replaced the damaged pad at the end of the red slide in the leisure pool
- Removed and replaced play structure netting in the leisure pool
- Removed and replaced 6 pool lights
- Changed over the remaining overhead pool lights to LED
- Installed all new hydrostatic valves in both pools
- Installed all new drain covers in both pools
- Complete rebuild both pool chlorinator
- Rebuilt floor hose bibs on the pool decks





New artificial turf outside of Kids Center

Bentonville Community Center Upgrades/Repairs





Sidewalk/Sidepaths

BCC to Bright Road



Cost: ~\$855,000



~1,600 LF in length



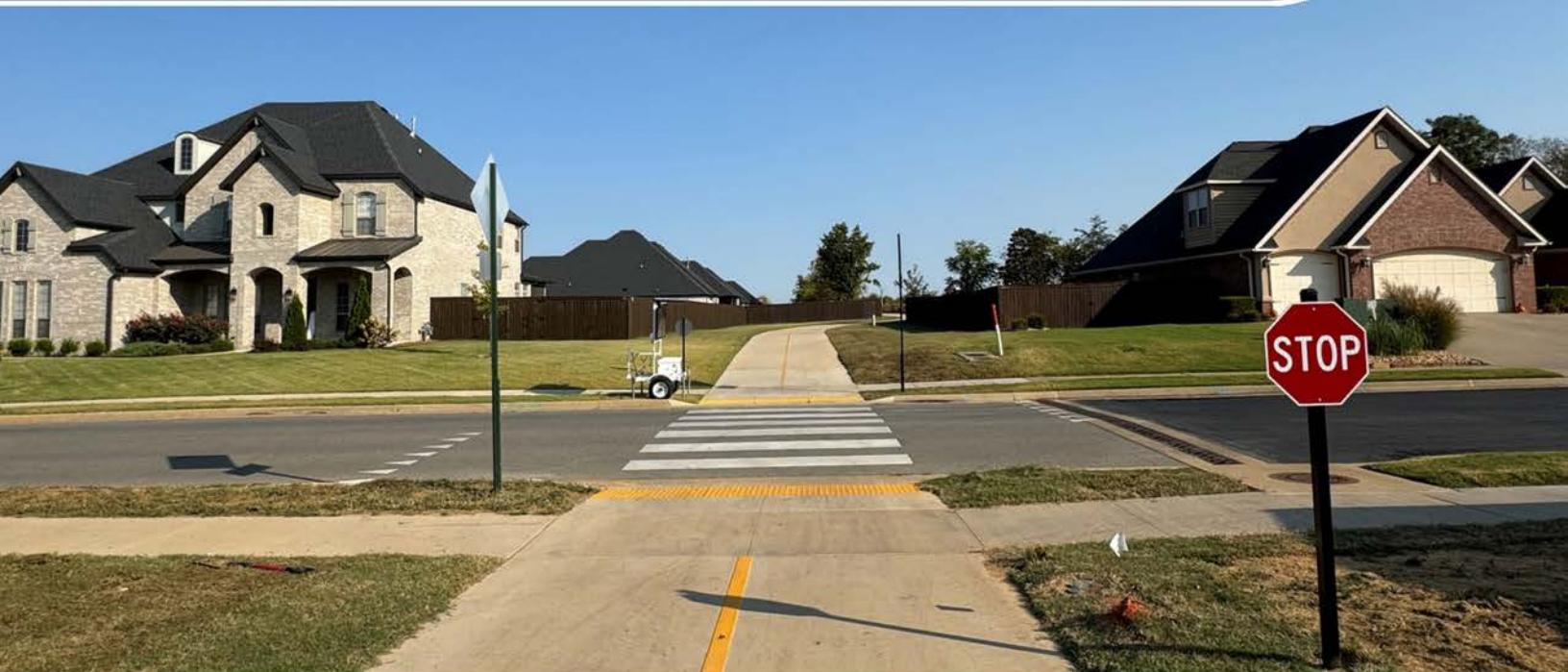
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**Ribbon-cutting event with
Bentonville Moves on October 8**



SW Bentonville Trail





E-Bike Rebate Program

With the goal of promoting alternative forms of transportation by providing safe and intuitive trail corridors, Bentonville Parks and Recreation officially launched the Bentonville E-Bike Rebate Program in September. Rebate amounts varied for income qualified and non-income qualified applicants, as well as e-bike selection. There were two additional registration sessions in October and November. With applicants selected at random, the program was specifically designed for City of Bentonville residents only. A total of 288 rebates were redeemed. It will open again in spring 2025.



Trainings & Certifications



Recreation

- Lifeguard Instructor and Instructor Trainer 2024 Update
- ActiveNet Training
- Athletic Business Conference
- Dale Carnegie Leadership Training
- Arkansas Recreation and Parks Association Conference
- Aquatics Facility Operator



Maintenance

- Grow Native Certification
- American Public Gardens Conference 2024
- NRPA Maintenance Management School
- NRPA Supervisor Management School
- International Society of Arborists Certification
- Southwest Park and Recreation Training Institute-Park Planning and Maintenance Academy
- Arkansas Department of Agriculture Pesticide Applicator License
- Forklift Training Certification
- CPR/AED for Professional Rescuers Certification/First Aid Training Certification
- Invasive Plant Removal and Native Plant Workshop
- Arkansas Turfgrass Association Conference





Public Art

"All Bike(r)s Welcome" celebrates the beauty of Bentonville's cycling corridor and encourages inclusivity in our cycling community, giving visitors and residents a sense of belonging in this space. The public was invited to paint the mural to foster placemaking and an investment in the community. Artist Paige Dirksen has extensive experience with facilitating community mural projects and worked in collaboration with the nonprofit group, All Bikes Welcome, based in Northwest Arkansas. Their Mission is to build more racial equity and gender diversity in cycling by providing free and low-cost outdoor programming in the Northwest Arkansas corridor.



Caminos: Celebrando la Vida y el Legado (Pathways: Celebrating Life and Legacy) was designed by artist Briseida "Brioach" Ochoa. Created in four separate panels, the colorful, acrylic painted mural measured 8 ft tall by 16 ft wide. First displayed at Orchards Park, the mural was relocated to the Promenade at Lawrence Plaza for all cultures to enjoy during the Bentonville Together celebration.



A playful option, “Bubble” invites you into a patchwork world of color as you approach. It offers a place to sit and meet friends old and new in the Promenade at Lawrence Plaza. Bubble was designed by Hou de Sousa with art by Josh de Sousa. The display mimics a community quilt revealing diverse perspectives in addition to the common threads that binds neighbors. Each element of the design reflects inspiration from something unique in Bentonville.

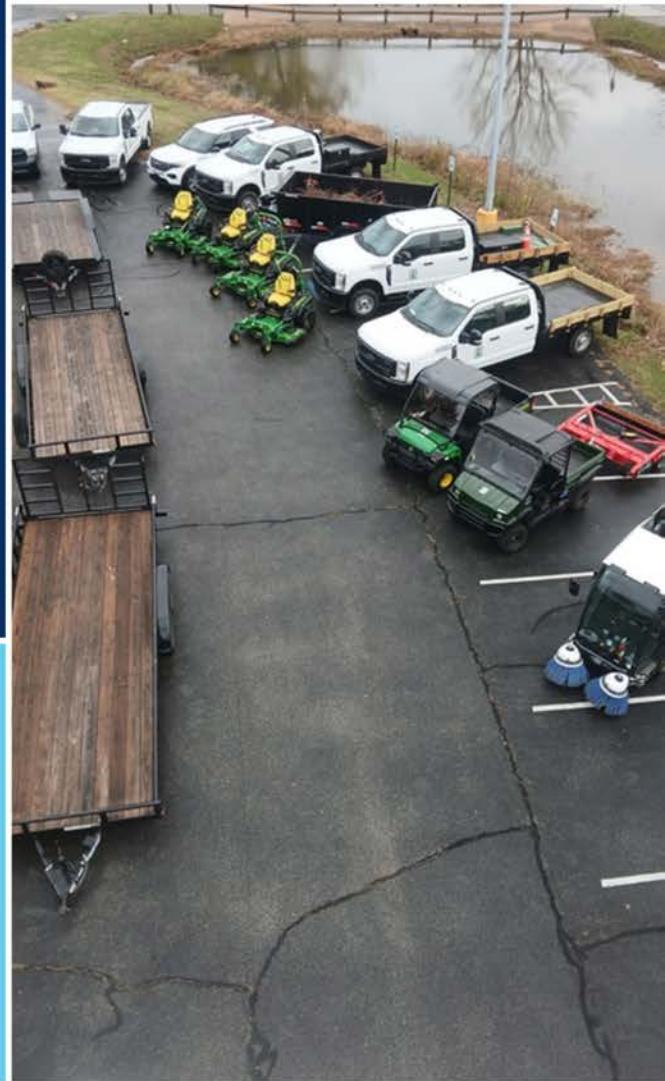


Residents and visitors of Bentonville enjoyed artist Gina Gallina’s sculpture “Humongous Fungus” while on display at the Bentonville Community Center. The 11-foot-tall mushroom, flower garden and butterfly design invited guests to channel their inner forager and meander through the impressive piece constructed from a steel frame covered in over 1,300 crocheted squares. Along with the Public Arts Advisory Committee, a team from Arts One Presents made the exhibit possible.

Maintenance Highlights

Equipment Purchases

- 2 F-250s
- 2 Ram 3500s
- 10 F-350s
- 2 Ram 1500s
- 1 Ford Explorer
- 1 Ford Maverick
- 2 Buffalo Debris Blowers
- 6 John Deere Zero Turn Mowers
- 2 Flatbed Trailers
- 1 Dump Bed Trailer
- Mini Street Sweeper
- 2 UTVs
- Pool Deck Scrubber
- Automatic Pool Vacuum
- Trash Truck



Flock Security Cameras

16 Total

- Lake Bentonville (2)
- Memorial Park (5)
- Citizens Park (3)
- Merchants Park (2)
- Bark Park (2)
- Creekside Park (2)





Maintenance Highlights

Our Parks Maintenance Team is dedicated to enhancing the community by maintaining parks, plazas, public gardens, and recreation centers. Their efforts this year include preparing fields for thousands of sporting events, planting 200 trees, and cultivating gardens with over 25,000 flower bulbs and 6,000 greenhouse-grown plants. They also tackled unexpected challenges, such as cleaning up after the May tornado, always striving to serve the community with excellence.



An Evening at Orchards Park

Bentonville Parks & Recreation invited the community to attend An Evening at Orchards Park on Thursday, July 4. The annual Independence Day event was set to include all the sights and sounds of a traditional, patriotic celebration with music by Two Story Radio and Arkansas Winds. Due to excessive rain and high winds, the fabulous fireworks show was postponed until Friday, July 5. The record crowd (on night 2) had prime viewing of the newly-designated shoot site – Memorial Park Soccer Field #9.





Bentonville Together

Bentonville Parks and Recreation was pleased to host Bentonville Together: A Multicultural Community Festival presented by Walmart and PepsiCo. The 3rd annual celebration highlighting art, music, customs, and traditions from around the world was held Saturday, October 5, on the Bentonville Square - in conjunction with the Bentonville Farmers Market hosted by Downtown Bentonville Inc. Rachel Williams with 5NEWS served as the Bentonville Together emcee alongside Mayor Stephanie Orman.

Divided into three key sections (Learn – Taste – Discover), exhibitors showcased their culturally significant products and services while leading “hands on” activations. With 33 community vendors, 13 on-stage performances, food trucks, crafts, and more, participants had an enriching, cultural experience.



Lighting of the Square

One of our team's most cherished projects each year is the annual holiday light display on the downtown square. In 2024, we installed over 420,000 individual light bulbs, spanning more than 37 miles of string lights. This monumental effort pays off as thousands of visitors flock to the square to enjoy the display. In 2024, over 10,000 people attended the Lighting of the Square event, and more than 250,000 visited the square throughout the season.



The Rink at Lawrence Plaza

-  **16,769** Tickets pre-sold online
-  **5,810** Tickets sold at the window
-  **119** Family passes sold
-  **28** Private parties
-  **259** attendees at skate lessons
New for 2024 - Adult lessons



214 NE A STREET.
The Rink
AT LAWRENCE PLAZA.





Bentonville Community Center

1101 SW Citizens Circle
Bentonville, AR 72713

465,761 Patrons YTD

- 1,346 walk through the BCC doors on a daily basis
- 1,240 average in 2023

7,584 Memberships Packages

- More than 300 memberships year over year

45,911 Members

- 27,862 in 2023





Melvin Ford Aquatic Center

2000 NE Memorial Park Square | Bentonville, AR 72712



29,784

Summer participants
in 2024



419

Kids through summer
swim lessons



13

Weekend
pool parties



Special Events

Memorial Classic
and TriFest



Camp Bentonville

2,522 Campers

39 Camps

120 Sessions

Spring Break | Winter Break | Summer Break

*New in 2024 -

- Camp Mountain Bike
- Camp Pickleball

Learn EXPLORE
CREATE PLAY





BCC Programs and Events



Daddy Daughter Dance
545 participants



Mommy & Me Par-Tea
390 participants



Volleyball Lessons
254 participants



Babysitters Course
40 participants



Lifeguard Course
30 participants



School of Fitness
86 participants



Youth E-Sports Tournament
43 participants



Kids Night Out
13 participants



Run Bentonville Half Marathon

The Run Bentonville Half Marathon has established itself as one of the largest and most premier running races in Northwest Arkansas with a record year of 3,875 from 42 states. Consisting of 3 different races – Half Marathon, 2-Person 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 earn respect as a top tier event and keeps runners coming back year after year. Come run with us on April 5, 2025, to experience the magic yourself!



Run Bentonville Race Series

The 2024 Run Bentonville Race Series had 8,228 participants across six events – a 35% increase over 2023 for the same six events! In addition, the Run Bentonville Race Series Pass also hit a record with 160 participants.



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 benefitting the Greenway Alliance. The 2024 Square 2 Square hosted over 3,300 riders across the spring and fall events. The May Square 2 Square began in Fayetteville and finished at the beautiful Sam's Club Home Office where riders were greeted with a celebration consisting of 8 sponsors and vendors. For the October Square 2 Square ride, riders reversed direction - starting at Sam's Club Home Office and finishing in Fayetteville.





Bentonville Outdoors

Bentonville Outdoors offers adventure activities and outdoor learning opportunities within the Bentonville Parks and Recreation park system that bring the community together through outdoor recreation. Program options include kayaking, hiking, fishing, mountain biking and many more offered. Patrons have the option to purchase monthly or annual individual and family memberships or drop-in to an activity.

Participation in outdoor activities with Bentonville Outdoors fosters confidence, cultivates appreciation, and deepens the understanding and love for the great outdoors!



Bentonville Outdoors



Recreation Participants - Youth



Spring 2024 Soccer
2,477 Players



Spring 2024 Softball
407 Players



Spring 2024 Baseball
960 Players



Fall 2024 Baseball
569 Players



Spring 2024 Tennis
123 Participants

Summer 2024 Tennis
58 Participants



NEW to 2024 - Youth Pickleball

Spring 2024 -
15 Players

Summer 2024 -
14 Players

Fall 2024 -
44 Players





Recreation Participants

- Adult



Sand Volleyball
96 Teams



Kickball
13 Teams



Soccer
54 Teams
28 Spring
26 Fall



Tennis
88 Participants
27 Spring
23 Summer
38 Fall
3,338 Lessons
-Private
-Semi-private
-Group



Pickleball
353 Participants
105 Spring
80 Summer
168 Fall
111 Lessons



Cricket
90 Teams | 1440 Players





Aquatics Numbers

Competitive Swim Coaching
529 Lessons

Group Swim Lessons
1,241 Swimmers

Private Swim Lessons
4,344 Lessons

Year-Round Barracudas Swim Team
757 Swimmers

Masters Swim Team
1,047 Swimmers

Summer Youth Triathlon Teams
155 Athletes



Special Olympics is making a come back!
This year there were over 25 swimmers in
the annual swim meet.



Dedicated Volunteers

Volunteers remain the backbone of our Parks and Recreation initiatives. In 2024, volunteers dedicated over 39,000 hours of service through tree plantings, litter cleanups, youth sports coaching, event support, and much more. We are deeply grateful for their tireless contributions which make our parks such special places for all to enjoy.



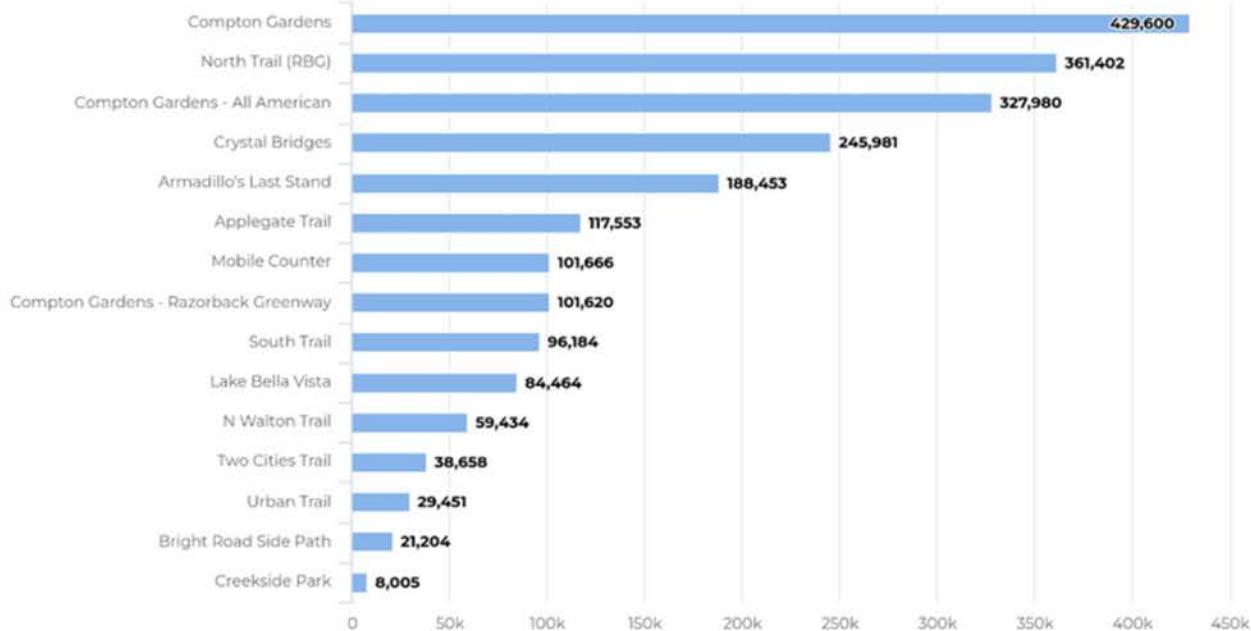


Trail Numbers

The Bentonville Parks and Recreation maintenance team currently collects data from 13 different eco counters strategically placed throughout the parks trail system. Through a cellular connection to the Eco Visio data management software platform, trail use is categorized and analyzed by day, time, and peak use. One specific counter differentiates between pedestrian and bike traffic. The overall goal of the Eco Counter trail user counting system is to provide a snapshot of trail use.

Key Figures Summary

January 1, 2024 → December 31, 2024





Revenue





Economic Impact



Swim Meets and Trifest for MS
\$206,600



Square 2 Square
\$307,212



Run Bentonville
\$480,633



Tennis and Pickle Ball Tournaments
\$328,019



Baseball and Softball Tournaments
\$4,130,694

Total: \$5,453,158







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

