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PRESS RELEASE

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Mason City to Dedicate Iowa's First World-Class Mountain Bike Park

MASON CITY, Iowa – Mason City's quest to become the "*Outdoor Recreation Capital of the Midwest*" will take a major leap forward at 10 a.m. on Thursday, August 21, with the dedication of Iowa's first-of-its-kind mountain bike park.

The new **Prairie Rock Trails Bike Park**, located at 1500 Elm Drive, is a world-class facility adjacent to the Lime Creek Conservation Area, connecting riders to more than 20 miles of trails and 600 acres of scenic parkland.

Whether you're into racing, casual riding, or simply relaxing in nature, the **10-acre park offers something for everyone**. Young riders and families will enjoy the "*kiddy track*", complete with paved paths and a wooden boardwalk. More advanced cyclists can test their skills on exhilarating jumps, paved pump tracks, and technical single track trails.

For those who prefer a slower pace, the park also features a beautifully designed **shelter at the trailhead**, inspired by local architectural styles and surrounded by **picnic areas, public art installations, and educational displays**. This is the initial stage of the entire bike park which will feature additional trails later this year.

The nearest comparable mountain bike facility is located in northern Arkansas and attracts more than **1,000 riders each week** from across the nation. Prairie Rock Trails Bike Park is expected to become a similar destination, tapping into the explosive national interest in outdoor cycling. In fact, recent Google data shows a **900% increase** in searches for “bike parks near me.”

But Iowa’s cycling boom isn’t just good fun—it’s an economic powerhouse. According to a study by the **Iowa Bicycle Coalition**, cycling and trail use contribute **\$1.4 billion annually** to the state’s economy.

The site of the new bike park carries historical significance, too. Once home to the North End Decker Packing Plant—which closed in 1975—the land had remained undeveloped for decades until this transformational project. The project was made possible through a \$4.5 million **Destination Iowa Grant**, a statewide initiative aimed at boosting tourism and enhancing quality of life.

Design and construction partners include **ISG Architects & Engineers** of Des Moines, **Rock Solid Contracting** of Bentonville, Arkansas (trail design and construction), and **Henkel Construction** (shelter contractor).

Quote from Mayor Bill Schickel:

"This project is a bold step forward in our mission to become the outdoor recreation capital of the Midwest," said Mayor Bill Schickel. "Prairie Rock Trails puts Mason City on the map for cyclists and outdoor enthusiasts across the country. It's a celebration of our heritage, our landscape, and our future."

Quote from City Administrator Aaron Burnett:

"Prairie Rock Trails is more than just a bike park—it's a symbol of Mason City's commitment to revitalization, recreation, and economic growth," said City Administrator Aaron Burnett. "Transforming a long-vacant industrial site into a premier outdoor destination shows what's possible when public investment aligns with community vision. This park will bring visitors, improve quality of life, and serve as a catalyst for future development."

Quote from Lindsey James, Visit Mason City

"Prairie Rock Trails is a game-changer for tourism in North Iowa. We expect it to attract outdoor enthusiasts from across the region, boosting visitor spending and supporting local businesses. It positions Mason City as a leading destination for adventure travel."