

# STONE EATER BIKE PARK

The Stone Eater Bike Park is a newly redesigned multi-property area. This project aligns with the “Quality of Life”, one of the three READI 1.0 qualities. The park incorporates two of the READ 1.0 focus area: “Trails & Parks”; and “Capital/Infrastructure”. The project is located near Thorntown, IN. READI Program invested \$750,000 and the total matching amount from non-READI sources was \$3,751,066. The total investment was approximately \$4,501,066.

“The project is construction of a mountain bike park, named Stone Eater Park celebrating Chief Stone Eater with interpretative features. The park will be accessible and adaptive and provide riding experiences for families though competitive events held in partnership with the National Interscholastic Cycling Association. The park will be free and open to the public. The City of Lebanon is partnering with Marian University cycling and the Hoosier Mountain Bike Association to bring additional events and activities to the park. The READI portion of the project is for infrastructure projects in the park plan including stormwater and pavement, power to the park, and trail amenities. The City of Lebanon owns and will maintain the site and has a long-term obligation to environmental monitoring of the former landfill site. The outdoor recreation economy is large and there are 6M cyclists within a 3-hour drive of Lebanon. Approximately 15% of Americans identify as some kind of cyclist. Construction is expected to start in February 2023 and be completed by July 2024.”

*Photos by Stone Eater Bike Park*



## QUALITY OF LIFE PROJECT OVERVIEW

# STONE EATER BIKE PARK



**BEFORE** (January 1, 2023 - December 31, 2023)

**AFTER** (January 1, 2025 - December 31, 2025)

READI funds supported Stone Eater Bike Park near Thorntown, Indiana, developing an accessible and adaptive mountain bike destination with trail and infrastructure improvements to support recreation and competitive cycling, representing an investment of approximately \$4.5 million.

Unique Visitors



1,200

4,300

↑ 258%

Total Visits



7,359

11,836

↑ 61%

Most Weekly Visits



608 *Week of*  
Nov 11, 2023

1,318 *Week of*  
Oct 13, 2025



**\$4,501,066**

Total Project Investment

**\$3,751,066**

Non-READI Sources

**\$750,000**

READI Program Match

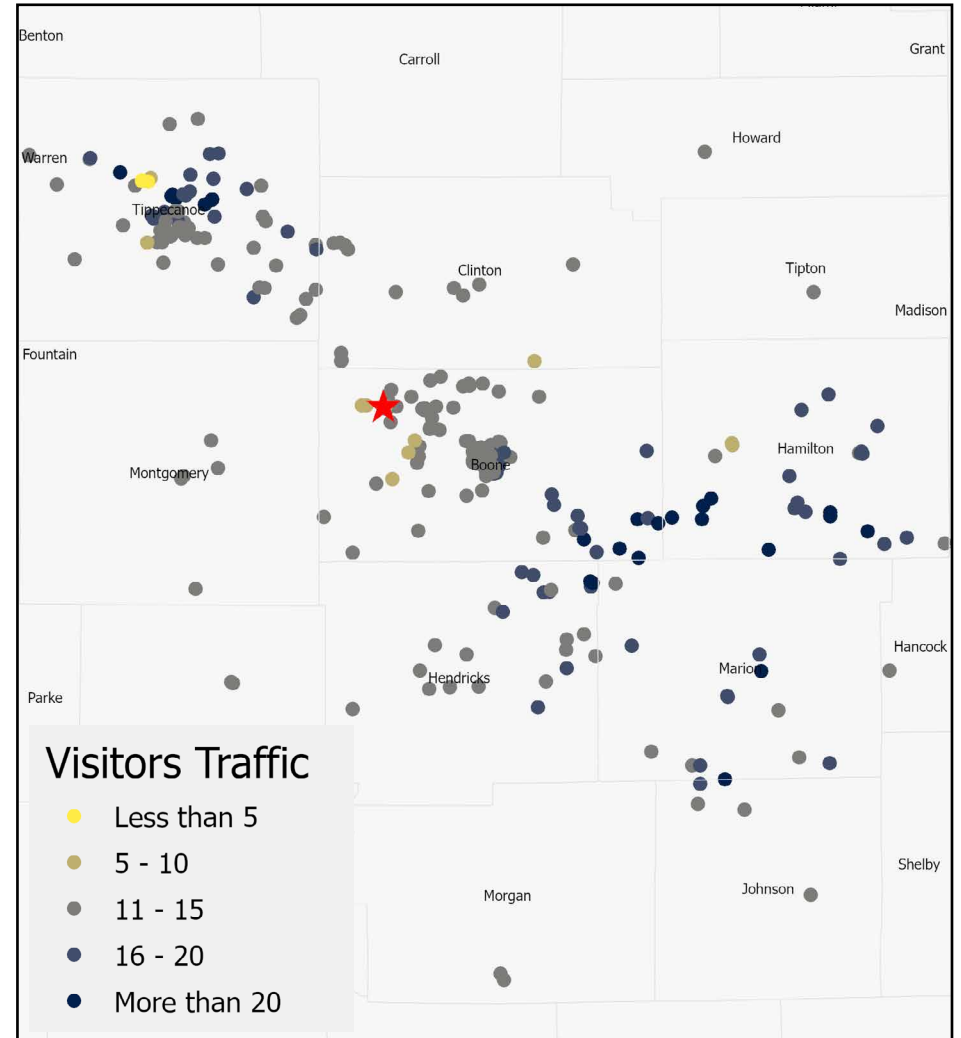
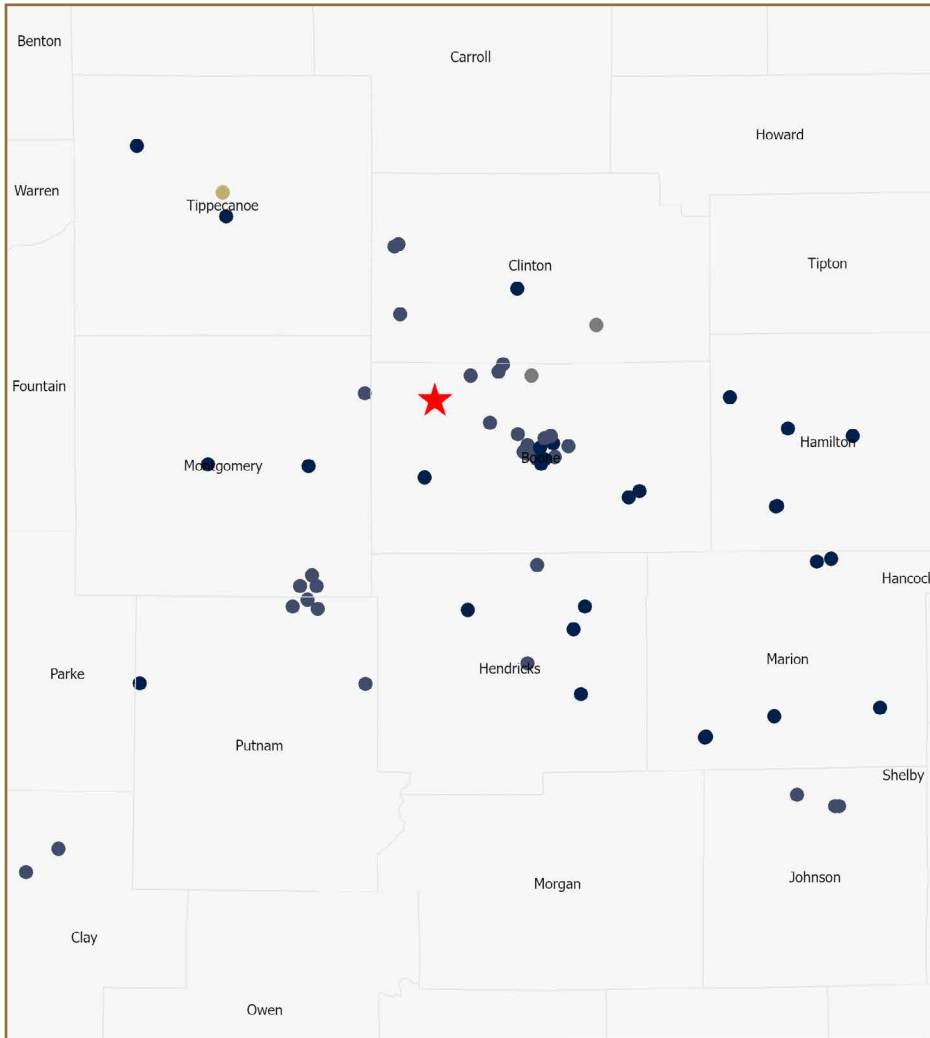
QUALITY OF LIFE PROJECT VISITOR TRAFFIC

# STONE EATER BIKE PARK



**BEFORE** (January 1, 2023 - December 31, 2023)

**AFTER** (January 1, 2025 - December 31, 2025)



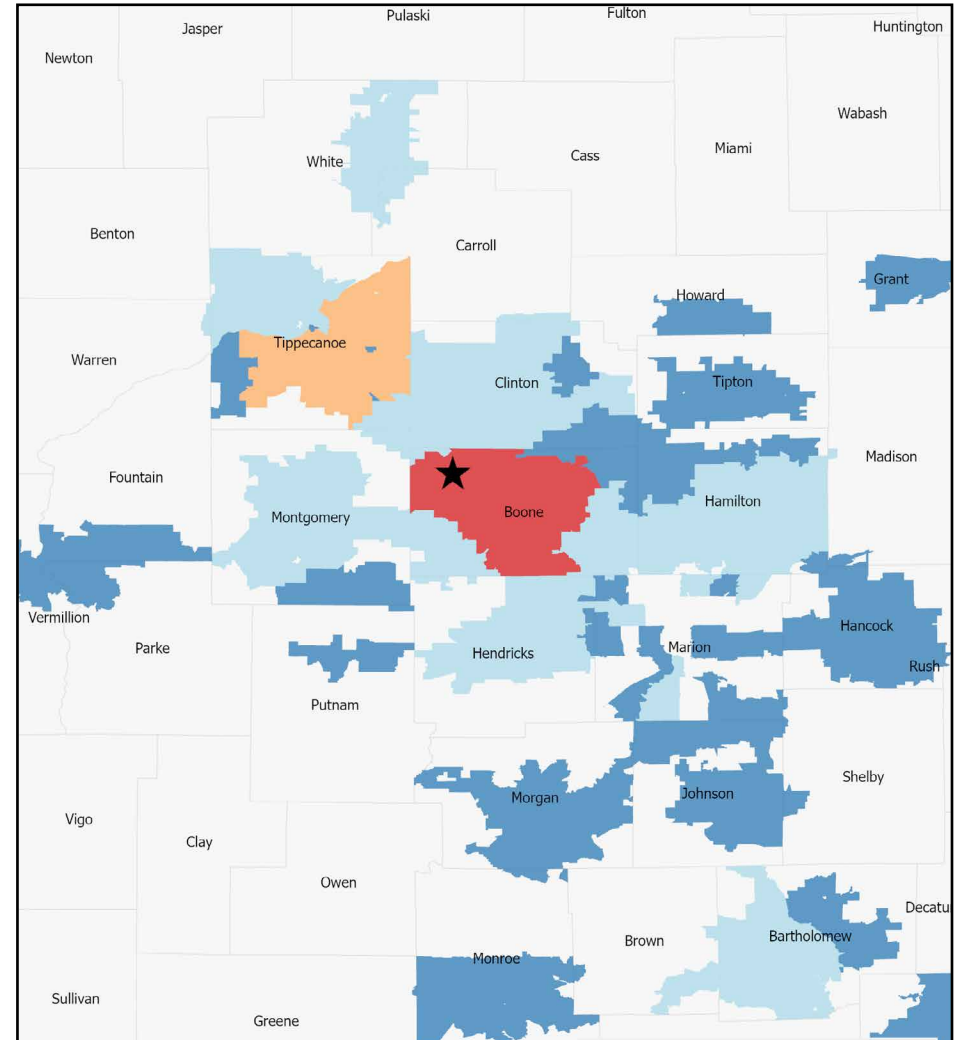
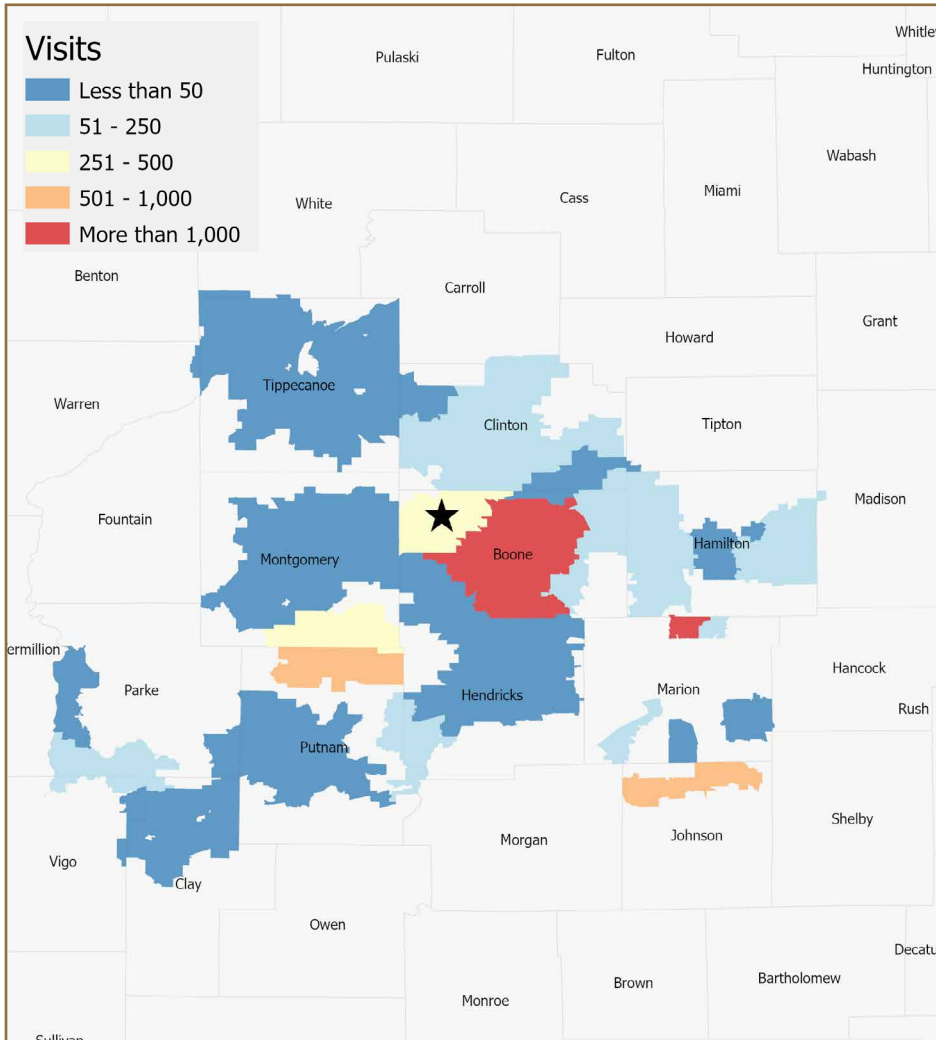
QUALITY OF LIFE PROJECT VISITS

# STONE EATER BIKE PARK



**BEFORE** (January 1, 2023 - December 31, 2023)

**AFTER** (January 1, 2025 - December 31, 2025)



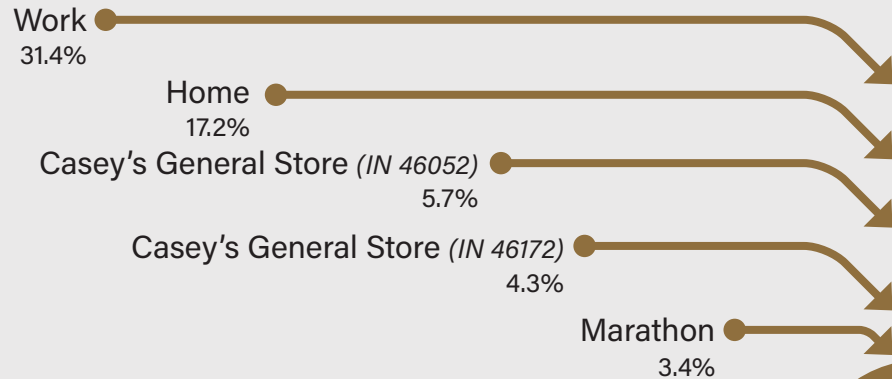
# STONE EATER BIKE PARK



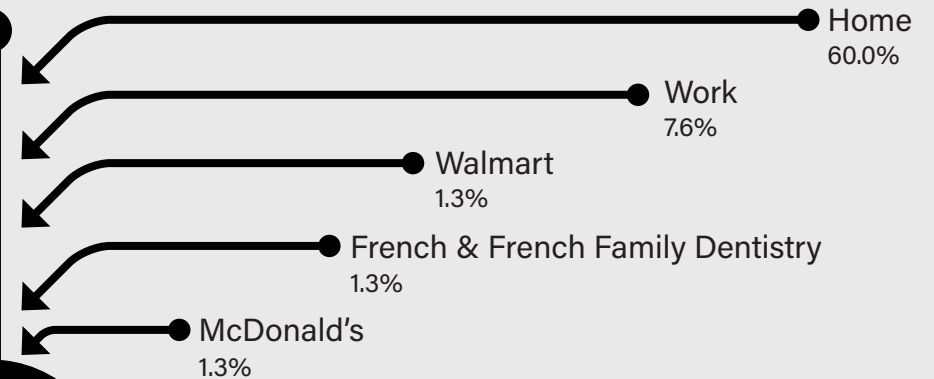
**BEFORE** (January 1, 2023 - December 31, 2023)

**AFTER** (January 1, 2025 - December 31, 2025)

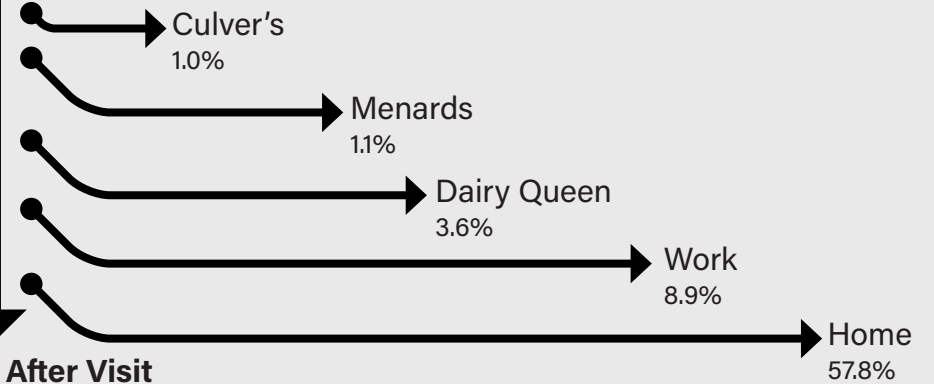
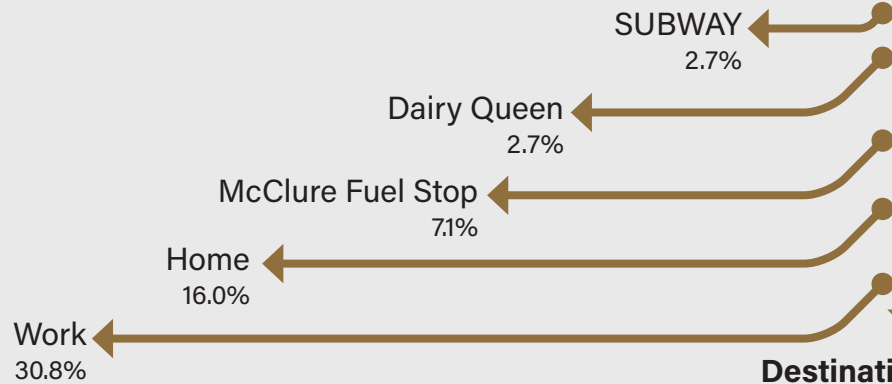
Destination Prior to Visit



**Stone Eater Bike Park**



Destination After Visit



## QUALITY OF LIFE PROJECT DRILLDOWN

# STONE EATER BIKE PARK



**BEFORE** (January 1, 2023 - December 31, 2023)

### Unique Visitors

Visit	7,359	➔	11,836
Visit YoY	19.9%	➔	-16.6%
Visitors	1,200	➔	4,300
Visit Frequency	6.4	➔	2.76
Panel Visits	348	➔	794

### High Frequency Visits

Days with over 100 visits	25	➔	42
Days with over 200 visits	14	➔	24
Days with over 300 visits	6	➔	13
Days with over 400 visits	3	➔	3
Days with over 500 visits	1	➔	2

### Visitor Journey

Prior: Most Place	Work (31.4%)	➔	Home (60.0%)
Prior: Second Most Place	Home (17.2%)	➔	Work (7.6%)
Post: Most Place	Work (30.8%)	➔	Home (57.8%)
Post: Second Most Place	Home (16.0%)	➔	Work (8.9%)

**AFTER** (January 1, 2025 - December 31, 2025)

### Trip & Demographic Characteristics

#### Trip Characteristics

Most Daily Visits	Friday (24.6%)	➔	Sunday (19.1%)
Least Daily Visits	Sunday (1.3%)	➔	Tuesday (10.4%)
Most Hourly Visits	1:00 pm (12.6%)	➔	2:00 pm (9.0%)
Average Visit Duration	56 min	➔	59 min
Median Visit Duration	24 min	➔	34 min

#### Demographic Characteristics

Median Household Income	\$56,800	➔	\$71,500
Bachelor's Degree or Higher	25.2%	➔	36.4%
Median Age	30.3	➔	33.5
Most Common Ethnicity	White (86.1%)	➔	White (77.2%)
Persons Per Household	2.48	➔	2.48

### Favorite Places

First Favorite Place	McDonald's (4.4 mi)	➔	Indianapolis International Airport (29.4 mi)
Second Favorite Place	Indianapolis International Airport (29.4 mi)	➔	The Shoppes at Whitestown (14.0 mi)