

CASE FOR SUPPORT

HOLLAND BIKE PARK



Holland
MICHIGAN



VELO
KIDS



Holland has an exciting opportunity:
to build a Community Bike Park
where kids, teens, and adults can
ride, connect, and thrive.





EXECUTIVE SUMMARY

The Holland Bike Park is a bold, community-centered investment in health, connection, and economic vitality. Led in partnership by the City of Holland and Velo Kids, this project will transform an underutilized, city-owned riverfront parcel into a vibrant, inclusive outdoor destination where kids, teens, adults, and adaptive riders can ride, connect, and belong, free of cost.

This \$1.5 million public-private initiative leverages municipal leadership alongside philanthropic and community investment to create a permanent public asset that strengthens downtown activation, expands equitable access to outdoor recreation, and delivers measurable economic and social returns year after year.

ORGANIZATIONAL BACKGROUND: VELO KIDS

Velo Kids is a Holland-based nonprofit with a mission to get all kids outside and on bikes. Each year, more than 4,000 children participate in Velo Kids programs, gaining confidence, resilience, and joy through cycling. The Holland Bike Park extends this impact beyond programs by creating a shared community space open to all.



THE COMMUNITY NEED

Nearly 12,000 residents live within one mile of the proposed Bike Park site. Yet there are limited free, skill-based outdoor recreation spaces where people of all ages and abilities can gather and be active together. The Holland Bike Park addresses barriers related to cost, transportation, and access.



PROJECT VISION & DESIGN

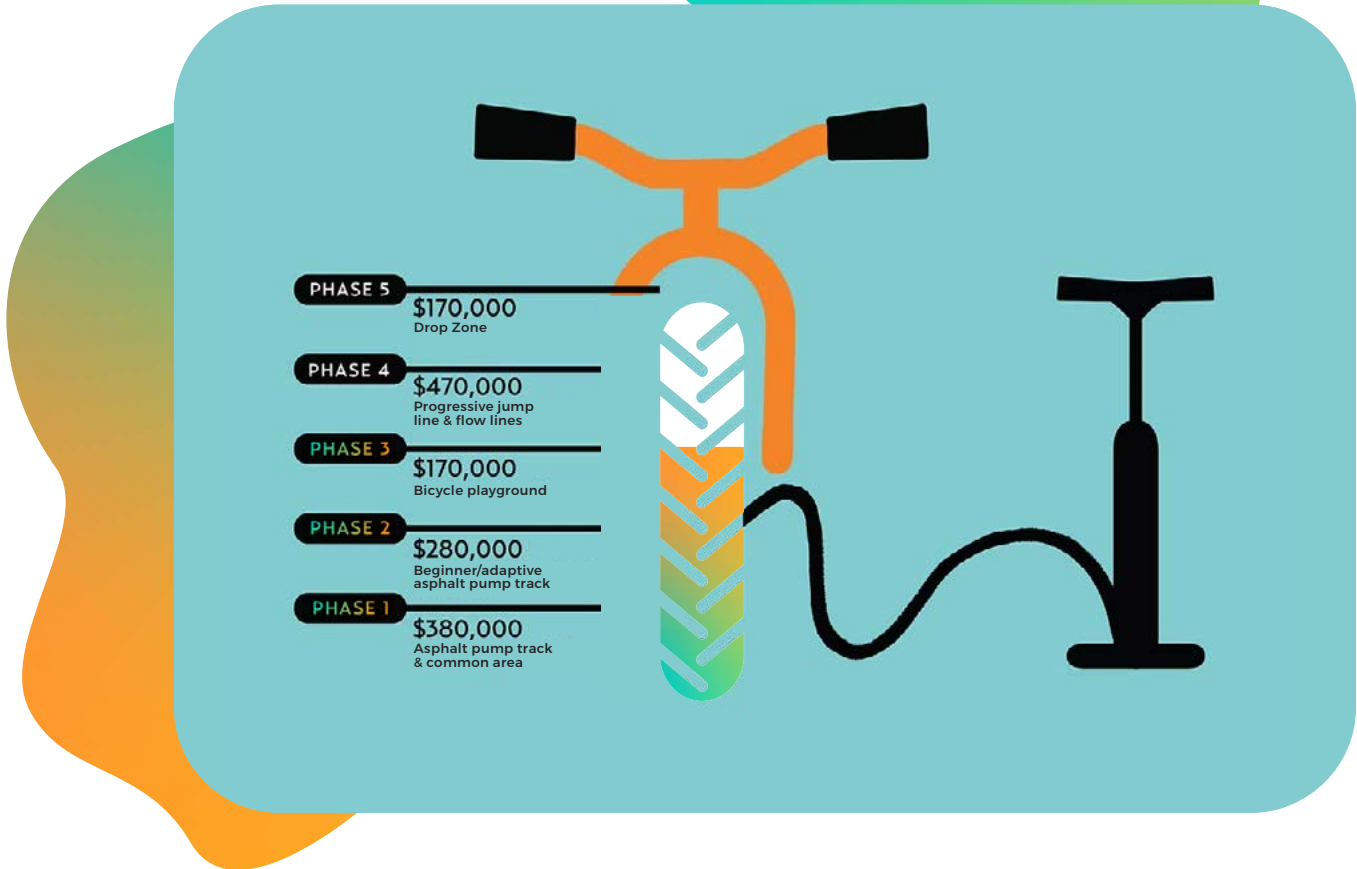
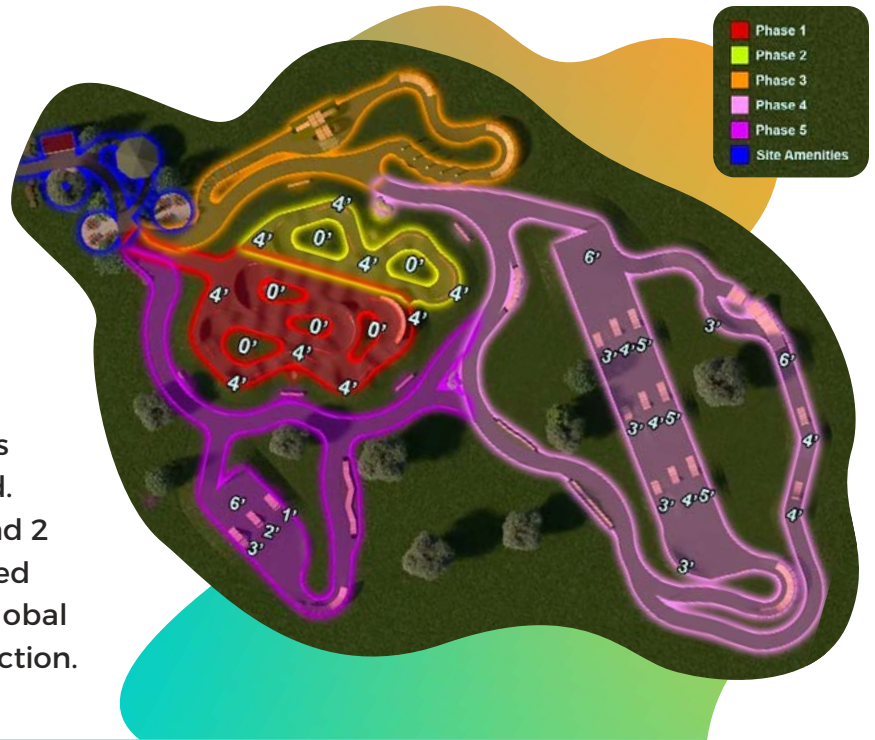
Located just north of the Unity Bridge on River Avenue, the Holland Bike Park will sit on city-owned land directly connected to the Macatatawa Greenway. The planned design includes a 600-foot asphalt pump track, beginner and advanced riding zones, adaptive-friendly features, and a durable community gathering space.





MOMENTUM & CREDIBILITY

The City of Holland has committed \$703,000 and partnered with Velo Kids to establish a dedicated Bike Park Fund. Funding is secured to begin Phases 1 and 2 in 2026. The project team has contracted with American Ramp Corporation, a global leader in bike park design and construction.



FUNDING NEED & PHASING

The Holland Bike Park is a multi-phase project with an overall estimated cost of \$1.5 million. While early phases are funded, continued philanthropic and community investment is needed to complete later phases and realize the full vision.



COMMUNITY & ECONOMIC IMPACT

Projected annual visitation of 58,000–86,000 visits is expected to generate \$3.0–\$12.0 million in annual economic impact. Additional benefits include improved public health outcomes, youth development, and enhanced downtown vitality.*

*Source: National Recreation and Park Association, *Economic Impact of Local Park and Recreation Agencies (2023)*.



JOIN US!

The Holland Bike Park is an investment in healthy lifestyles, inclusive public spaces, and long-term community vitality. We are asking you, our community partners, to join us in bringing this transformational project to life.

DONATE TODAY!



Velo Kids, in partnership with the City of Holland.

For all giving, donation and volunteering opportunities, please scan the QR code, email us, or visit our website.



WEBSITE

velo-kids.org/bike-park

EMAIL

hello@velo-kids.org



THANK YOU TO OUR EARLY PARTNERS

CENTENNIAL INN



HAWORTH helps



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