

BECKLEY AREA TRAILS

ROAM  JOIN  VOLUNTEER

2025 IMPACT REPORT

www.beckleyareatrails.org / info@beckleyareatrails.org

HOW WE STARTED & WHERE WE ARE NOW

What started as a grassroots passion for the outdoors and community has evolved into a formally membership based nonprofit, committed to preserving existing trail investments while supporting the growth and creation of trails the community has asked for.

What began as a shared love for the outdoors has grown into something far bigger than any of us expected. Over the past year, I've had the privilege of watching neighbors, volunteers, advocates, elected officials, landowners, partners, and supporters come together with a common belief: that trails matter—to our health, our economy, our sense of place, and our identity. We are West Virginians and we love our home in the mountain state. Every hour volunteered, every meeting attended, every idea shared has helped turn a grassroots movement into real momentum on the ground. This progress is the direct result of a community that cares deeply about where we live and how we experience our small trail town.

Because of that collective effort, Beckley Area Trails has officially become the community's first nonprofit dedicated solely to trails. This milestone belongs to everyone who helped build the trails we enjoy today and to those who continue to envision what they can become tomorrow. Our work is about stewardship, access, and opportunity—preserving what exists while thoughtfully growing what's next. As we look ahead, I'm inspired by the energy behind this organization and confident that, together, we are creating a trail system that reflects the pride, passion, and potential of the Beckley community.

Adventure on,
Andrew Hitchcock
Founding Board Chair of BAT



LOOKING AHEAD

The future of Beckley Area Trails is full of momentum and possibility. In 2026, we will celebrate a major milestone with the ribbon cutting of Phase 1 of the Stanford Grove Trail System at the West Virginia Land Trust's Piney Creek Preserve—marking the next chapter of intentional, community-driven trail development in the Beckley area. That progress will be complemented by the addition of a new bike skills park in downtown Beckley along the rail trail, creating an accessible and welcoming place for riders of all ages and abilities to build confidence and connect. Along the way, the trail community can expect multiple volunteer trail maintenance days, group rides, and community events that bring people together on the trails themselves. These efforts reflect our commitment not just to building trails, but to building a culture of stewardship, inclusion, and shared ownership in the outdoors.



COMMUNITY



BECKLEY AREA (I) (M) (B) (A)
TRAILS



BUILDING



BECKLEY AREA TRAILS STATISTICS

This annual report statistics page highlight's the measurable impact of Beckley Area Trails' work in 2025, reflecting progress in stewardship, partnerships, and organizational growth.

472

VOLUNTEER HOURS

This reflects a growing community of stewards investing sweat & pride into the future of Beckley's trails.

18

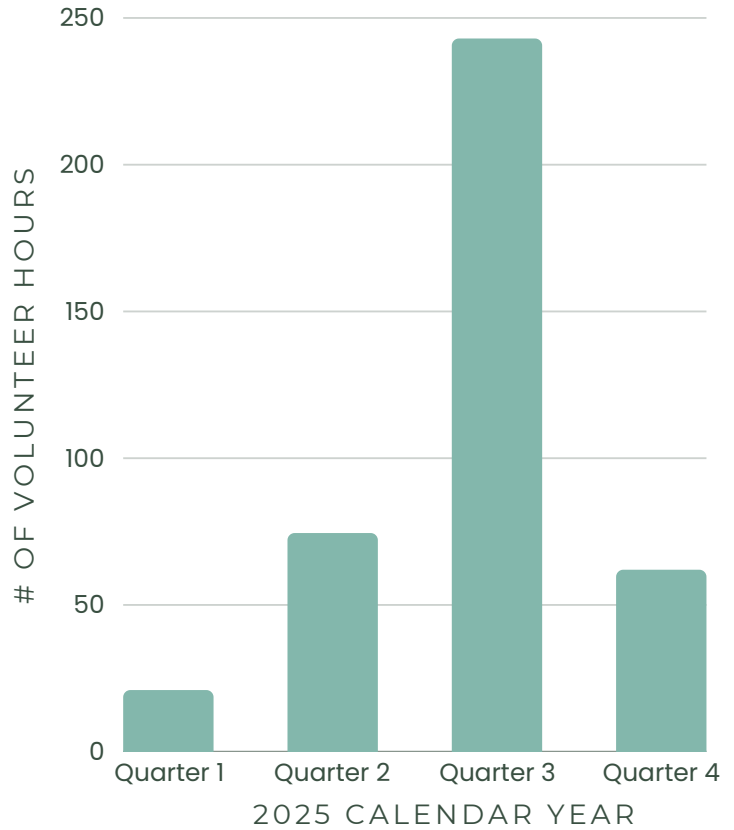
PAYING MEMBERS

Launched in early December, Beckley Area Trails' new membership program enrolled 18 paying members within its first weeks, demonstrating early community support

\$53K

TOTAL RAISED

These funds support trail development, stewardship, and organizational growth



In 2025 Beckley Area Trails (BAT) has emerged as a leading voice for trail advocacy & outdoor recreation in the Beckley and New River Gorge region. BAT has played a vital role in advancing the goals of the Beckley Outdoors Economic Action Plan by supporting trail development projects, organizing community volunteer efforts, fostering local partnerships, & promoting a culture of human-powered recreation for quality of life of the area's residents.

In its first months BAT has built, maintained & improved local trails, advocated for new trail construction, hosted group rides & events to build community, & launched a coordinated branding & outreach effort to connect more people to the outdoors, each other, & to BAT's mission.

Passage of the Beckley Outdoors Economic Action Plan

BAT played a key advocacy role in the **successful adoption** of the Beckley Outdoors Economic Action Plan by Beckley City Council. The group organized local support to demonstrate public interest in trail development and helped position outdoor recreation as a strategic priority for the city's future growth.

WV Outdoor Non-Profit Development Hub Smith OEDC

BAT was accepted into the Smith Outdoor Economic Development Collaborative's Nonprofit Development Hub. Through this program, BAT receives technical assistance, strategic guidance, leadership development to support long-term organizational growth, and **\$1,834** to go toward strategic goals.

Trail Development

BAT supported the development and implementation **1+ miles of trails** throughout the WV Land Trust's Piney Creek Preserve, contributing to planning, community engagement, and volunteer support. These trail enhances public access to scenic natural areas and adds a new destination to the Beckley-area trail network.

\$24k Awarded for Trail Design

BAT helped secure **\$24,000** in funding to support two major projects: the design of the Beckley Rail Trail Bike Skills Park and trail design work for the New River Drive Trail System. These projects represent significant steps toward growing Beckley's trail network and expanding recreation opportunities.

Branding Strategy and Website

To build community awareness and present a unified identity, BAT was awarded **\$9,300** to launch a professional branding strategy, website, and content package. These tools strengthen outreach efforts, improve communications, and establish BAT as a trusted regional leader.

Free Trail Building Workshop

BAT successfully secured an Intro to Trail Building Workshop for Raleigh County residents, that took place in September 2025 valued at over **\$5,000**. The workshop will offer hands-on skills training and education in sustainable trail construction, helping to build local capacity for trail work in outdoor stewardship.

Operations & Governance

In 2025, BAT strengthened its operations and administration as part of building a more sustainable organization by **establishing a centralized Google Workspace** with a shared drive to support document management and board collaboration. BAT also **adopted Robert's Rules of Order** to formalize governance practices and support effective, transparent decision-making.

Policy and Representation

Beckley Area Trails played an active role in local and regional advocacy by **supporting the inclusion of trails in the Raleigh County Parks and Recreation Master Plan**. The organization also maintained leadership and committee representation within the Chamber of Commerce, the Beckley Outdoors Coalition, and the New River Gorge Ride Center Initiative, ensuring trails remain a priority in broader economic and community development efforts.

Communications

Beckley Area Trails aligned all social media platforms, website, and communications channels with its new brand identity, including the Beckley Area Trails Community Facebook Group of more than **1,800 members**. An organizational email sign-up form was also implemented to support direct communication, professionalism, and long-term organizational capacity.

Stewardship Capacity

Beckley Area Trails partnered with the West Virginia Land Trust to secure a **\$5,000 grant** for a trail tool trailer, expanding capacity for its trail stewardship program through improved access to shared tools and resources. BAT also partnered with the City of Beckley and the Stewards Individual Placement Program to **host an AmeriCorps VISTA for six months**, providing dedicated support for the development and growth of its volunteer trail stewardship program.



Roam. Join. Volunteer.

Volunteer with BAT

Volunteers are the heart of BAT. Whether you're digging dirt on a trail day, helping at events, offering behind-the-scenes skills, joining a board meeting, or just showing up for a group ride — there are plenty of ways to get involved and support Beckley's trail community.

Donate to BAT

BAT relies on donations to build and maintain high-quality trails in the New River Gorge area. As a 501(c)(3) nonprofit, we depend on your support to keep our trails open, safe, and fun for all riders. Every dollar makes a difference.

BECOME A BAT MEMBER

When you join BAT, you help maintain and improve the trails we all love to hike & ride. Your support strengthens local advocacy efforts, funds essential tools & materials for trail care, & fuels community-building events like group rides.



FOLLOW US! and join our FB group:
Beckley Area Trails.

Instagram: @BeckleyAreaTrails

Facebook: @BeckleyAreaTrails

For further inquiries and information

*Visit beckleyareatrails.org or email
Info@beckleyareatrails.org*

*3100 Robert C Bryd Dr,
Beckley, WV 25801*

