

BCD Riding Park

Broome|Chenango|Delaware



A Project for New York State Families

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Executive Summary

The concept of the BCD Family ATV & Dirt bike Park is to designate a very small section of the New York State Park system as a place where residents of New York State and visitors from all over the east coast can legally ride ATV's and dirt bikes. 20,000 acres, less than .5% of the New York State park system, would be allocated for this park. The location would be at the confluence of Broome, Chenango and Delaware County. This is a very lightly populated and rural area. At the center of this park system is Oquaga Creek State Park which would provide camping opportunities for families that come to ride. The park would be modeled after Croom Motorcycle and ATV park in the Withlacoochee State Forest in Brooksville, Florida which has been successfully operating since the early seventies.

The rationale for this park is sevenfold:

The use of drugs in our upstate communities and inner cities has reached epidemic proportions. Families all over the United States, regardless of race, income level or location, are struggling with this issue. It primarily affects one of our communities most valuable resources: our young adults. This park will provide an alternative to the lifestyles and activities that can lead to drug and alcohol abuse. There isn't a single family that wouldn't trade every nickel they have to bring back their kids from the devastating effects of drug addiction.

Communities are made stronger by having strong families where the parents & guardians have significant interaction with their children. Recreational riding not only promotes social interaction between children, young adults and adults, in many ways it requires it. There are very few young people who can pursue riding without the financial, transportation and supervisory support of a parent or interested adult. This park and the activities it promotes, will provide a venue to have families spend time together far beyond what they normally would.

Increasing tourism by attracting people from the eastern third of the United States will provide an economic stimulus to New York State and the communities that surround this park in several ways. We will sell more food, lodging, fuel, bikes, ATV's, campers, trailers and trucks than we would if we did not attract tens of thousands of people each year to the park.

Retaining the young people in our communities has been identified as a significant issue for our economic development. Besides providing jobs, if we don't provide fun activities for our young people to pursue they will leave for communities that do. Throughout the southern United States there are innumerable activities for our young people to pursue, some exactly as the park proposed here (Croom Motorcycle are – State of Florida for example). If we don't start to think about serving this population with activities to enhance their quality of life in New York, they will continue to leave our state.

Executive Summary

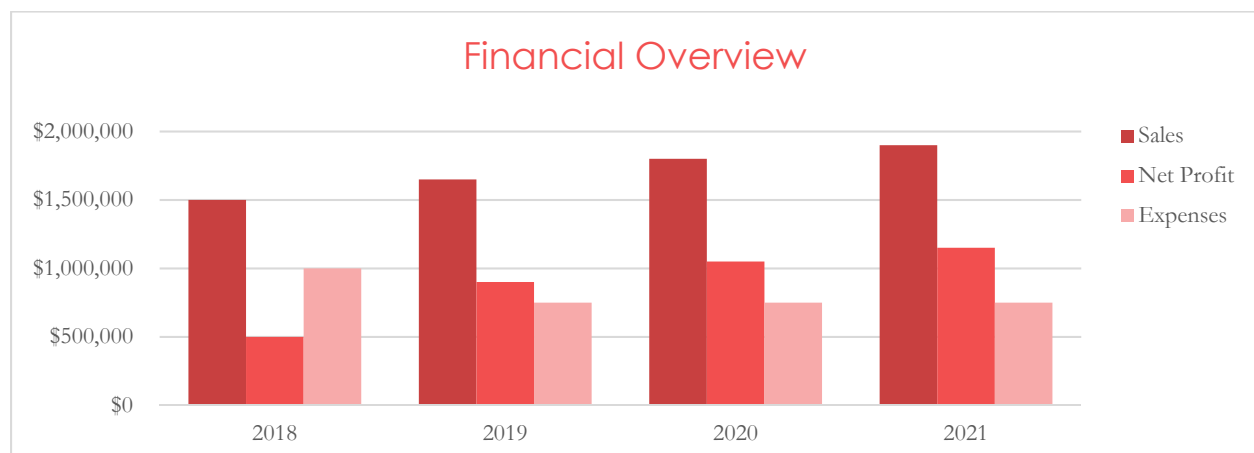
Retaining our blue-collar work force is also a significant issue in all our communities in New York State. This park will provide an activity alternative that is very popular, especially with our blue-collar workforce. The working families of New York State have built this state into what it is today and enhancing the quality of life for our working families will help strengthen all our communities.

We will increase the use of and economic stimulus effect of the current state forests that would make up this park. Currently, there is very limited use of these state forest lands and this park would substantially increase that use and the economic impact this land will have on the state and surrounding communities. We can use this economic stimulus to further efforts to conserve our state forest system as well as provide funds to lower the tax burden on working families in this state.

Private Investment will be encouraged by providing opportunities to serve the visitors to this park. You can envision moto-cross parks, bmx bike parks and mountain biking trails being developed on adjacent private land to serve the same people who would come to the park. You can envision an increase in camping facilities to accommodate riders and other related commercial enterprises to serve the visitors to the park as well.

Highlights

This Park will bring in substantial dollars to the state coffers for conservation efforts. It will also promote economic growth in the surrounding communities.



Executive Summary

Objectives

The objective of this park will be to provide a safe and legal space for dirt bike and ATV enthusiasts and their families to spend time together riding in the great outdoors of New York State. This will achieve a number of objectives:

1. Promoting Fun Family Activities in NYS
2. Promoting Physical Fitness among NYS youth and adults
3. Promoting New York State Tourism
4. Promoting Economic Development
5. Promoting Healthy Life Choices
6. Providing a Legal alternative to illegal and unlawful ATV & Dirt Bike riding

Mission Statement

The Mission of the BCD Family ATV & Dirt bike Park will be to provide a healthy family activity for the families of New York State.

Keys to Success

The key to success of this initiative will be the limited scope and narrow focus. There have been initiatives in the past to open up all of the state forest system to ATV riding. These have been defeated in the past, in large part because of environmental and quality of life concerns. Since this project is contemplating such a small section of state forest (less than .5%), the environmental concerns will be limited and can be mitigated. Since the project is proposed in a sparsely populated area, the quality of life issues will also be limited. In fact, since many of the area residents are already ATV/Dirt bike riders, this may be a positive move to increase the quality of life for them. The communities that surround this park and the businesses in them will also be key to the success of this park. Since this park will bring in many visitors from all over New York State and the eastern third of the United States, this will provide an economic stimulus to many times of business surrounding the park.

Description of Project

BCD ATV & Dirt Bike Park will be a state operated park that provides wide open spaces for trail riding of ATV's and dirt bikes. It will also provide a space for families to camp in overnight camping spots with full hook ups (electric, water & sewer). In addition, there will be a lake area of swimming, canoeing and fishing. In addition, there will be picnic areas for riders and their families.

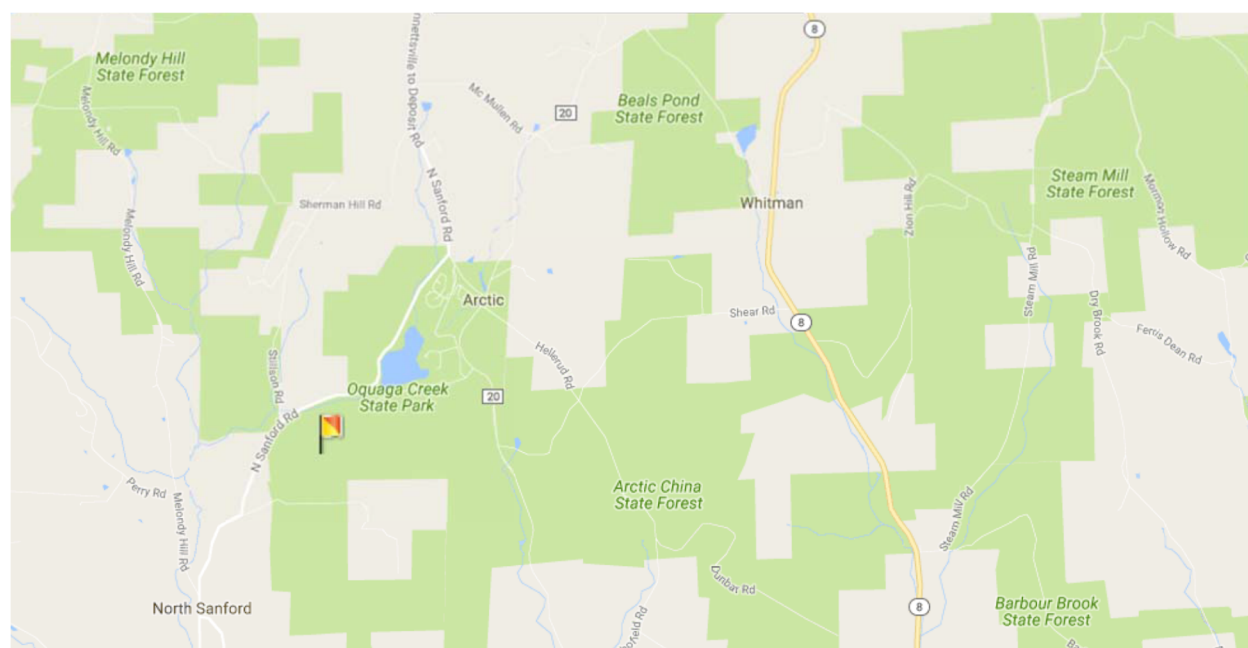
Company Ownership/Legal Entity

This will be a state-owned park.

Location

The location will be at the confluence of Broome, Chenango and Delaware Counties in upstate New York. It will include 20,000 acres of state forest lands:

Arctic China State Forest	2,959 Acres	Melondy Hill State Forest	5,400 Acres
Steam Mill State Forest	5,600 Acres	Beaver Pond State Forest	791 Acres
Beals Pond State Forest	1,100 Acres	Marsh Pond State Forest	893 Acres
Barbour Brook State Forest	768 Acres	Oquaga Creek State Park	1,385 Acres
Michigan Hill State Forest	1,180 Acres	Total:	20,076 Acres



Description of Project

Interior

This park will have a main trail system, but will be primarily “free range” riding. This means that riders are free to make their own trails and paths. It will also have designated areas for beginner and advanced riders.

Hours of Operation

The riding times at the park will be limited between the hours of 9am and 8pm.

Products and Services

Dirt Bike and ATV Riding

Camping

Food Services

Firewood

Canoe & Kayak Rental

Suppliers

N/A

Service

N/A

Manufacturing

N/A

Management

This park will be managed within the existing NYS Park System

Financial Management

This park will be managed financially to be self-sustaining and to provide a surplus for conservation efforts in the NYS Forest system

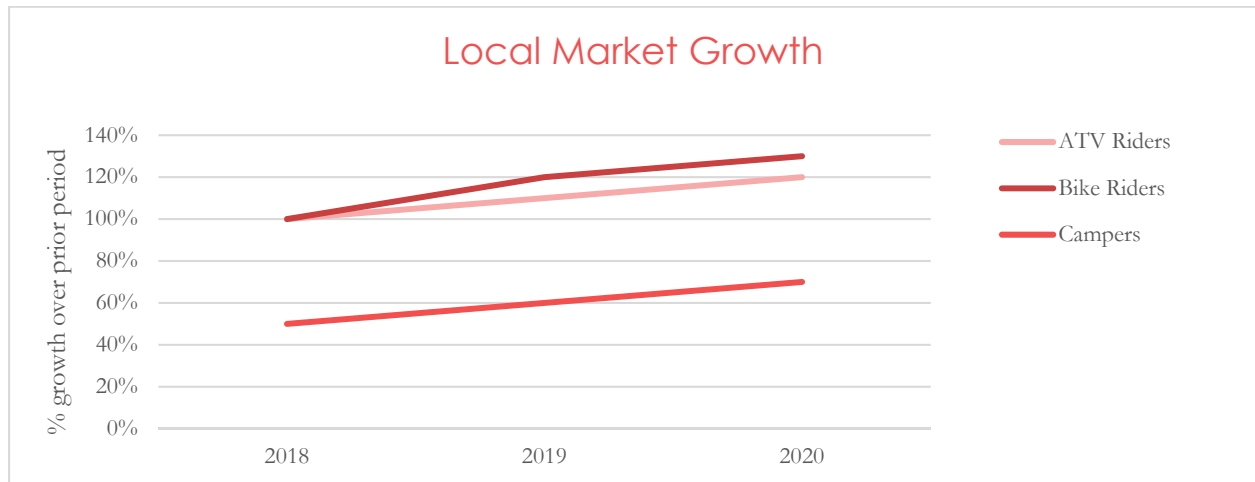
Start-Up/Acquisition Summary

The state land is already in the state forest system and therefore no costs will be associated with the initial 20,000 acres. However, there will be fencing, trail building and supplemental land acquisition that should be contemplated for the initial cost of the project. Start-up costs of \$6,000,000 should be allocated to this project.

Marketing

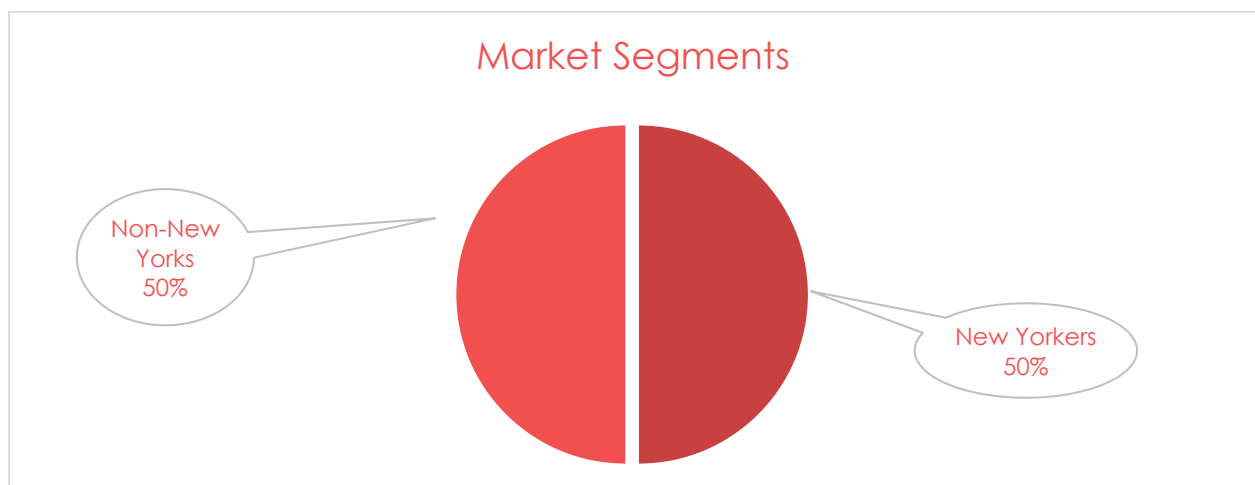
This park can be promoted through existing ATV & Dirt Bike clubs and associations in New York State and up and down the east coast. We can expect significant growth in park attendance and rider participation.

Market Analysis



Market Segmentation

The market for this park will be both New York State residents and the eastern third of the United states. Approximately 50% of the park traffic will come from New York. There are over 1.9M New Yorkers who own ATV's (source: NYSORVA)



Marketing

Competition

The competition for this park will be limited. There are currently no vast ATV/Dirt Bike riding areas in New York State. Florida has the Croom Motorcycle area within the Withlacoochee State Forest in Northern Florida. This 2400 acre park has been running successfully since the 1970's and is widely known by riders up and down the east coast. Because of weather patterns, the NY park should not have a great deal of competition from Croom during the summer months. There is also the Hatfield & McCoy trail system in West Virginia that has over 600 miles of trail riding.

Pricing

Pricing has already been developed for the camping at Oquaga Creek State Park and that can continue. There will also be fees associated with ATV's and Bikes that come into the park. Annual, Weekly & Daily passes can be sold and affixed to the bikes. Pricing might range from \$80 for an annual pass, \$30 for a weekly pass and \$15 for a daily pass.

Advertising and Promotion

This will be advertised and promoted mainly online through the network of ATV/Dirt bike clubs, racing series and ATV/Dirt bike dealers in the eastern third of the US.

Strategy and Implementation

This initiative is starting small with a small group of individuals and of New York State legislators who understand the need for recreational activities for the families of New York. They also understand the need to balance the needs of the environment and the people who live in this state. From that initial group, several regional and national racing associations will be brought into the process to provide support and feedback to the development of the park. We will then expand to gather support of the communities that surround the park and stand to be impacted, both positively and negatively by the establishment of this park. The last piece will then be to gather support of a wider array of legislators who will support the establishment of this park in the State of New York.

Appendix

Croom Statistics:

	2015/2016 Year End
Annual Day Passes Sold	6,723
One Day Passes Sold	6,363
OHVs @ CMA	33,196
CMA Staff Entrance Visitors	35,507
Total Gross Permit Sales	\$443,870
Buttgenbach Gross Revenue	\$55,232

Oquaga Creek State Park Statistics:

Year	OPRHP Region	County	Facility	Attendance	Revenue
2016	Central	Broome/Delaware	Oquaga State Park	53,265	\$94,264
2015	Central	Broome/Delaware	Oquaga State Park	51,214	\$98,946

Year	OPRHP Region	County	Facility	Attendance	Revenue
2016	Central	Broome	Chenango Valley St Pk	198,082	\$941,392
2015	Central	Broome	Chenango Valley St Pk	173,758	\$853,032

Background on project originator



Stephen P. Feehan, MBA, CFP®, CPWA®

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Professional Summary

Stephen P. Feehan joined Northwestern Mutual as a Financial Representative in 1998. During his tenure with Northwestern Mutual, Stephen has held numerous leadership positions within the company, including Field Director, Managing Director, and Chairman and Committee Member on the Investment Products Services Field Committee. Stephen has also served as Government Relations Delegate for Northwestern Mutual and as a member of Northwestern Mutual's Field Compensation Committee. Prior to his time with Northwestern Mutual, Stephen served as the Vice President and General Manager for the Deposit Telephone Company.

Qualifications & Expertise

B.S. — Bachelors of Science, Economics — Albany State University, 1987

MBA — Masters in Business Administration — Binghamton University, 1990

ChFC® — Chartered Financial Consultant — American College, 2001

CLU® — Chartered Life Underwriter — American College, 2002

CFP® — Certified Financial Planner — Certified Financial Planner Board of Standards, 2003

AEP® — Accredited Estate Planner — National Association of Estate Planners Councils, 2003

CAP® — Chartered Advisor in Philanthropy — American College, 2005

CPWA® — Certified Private Wealth Advisor- Investment Management Consultants Association, 2016

Community Involvement

New York State Teacher's Retirement System, Board Member, 2016-present

UHS Hospital Board, Member, 2015-present

Windsor Central School's Board of Education, Member, 2007-present

Broome County Industrial Agency & Local Development Corporation, Board of Directors, 2016-present

Busfield Foundation, Managing Trustee, 1996-present

Binghamton University's School of Management Advisory Committee, Member and Past Chairman

Binghamton University Forum Membership Committee, Member, 2015-present

Community Foundation for South Central NY, Past Chairman

UHS Hospital Foundation Board, Past Chairman

Binghamton University Foundation, Past Member

Broome County All Wars Memorial Committee, Past Member

Broome County Library Committee, Past Co-Chairman

Personal

Stephen is a lifelong resident of the area, and currently resides in Windsor with his wife Maureen, along with their three sons Dayne, Devon and Dylan.