



Ozark Foundation



CELEBRATING
5 Years

OUR 2025 IMPACT REPORT

Highlighting 5-years of Outdoor Recreation IN THE NATURAL STATE

2020

- OZ GLOW RIDE
- OZ TRAILCAT CHALLENGE
- UCI CX WORLD CUP

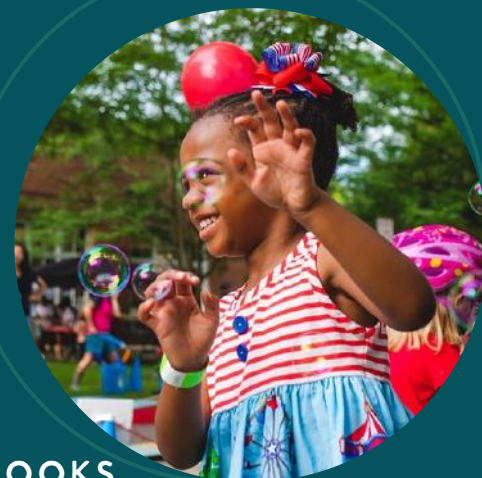


2022

- OZ KIDS CRIT SERIES
- ARKANSAS ENDURO SERIES

2021

- US PRO CUP
- WALMART UCI CX WORLD CHAMPIONSHIP
- OZ KIDS BIKES & BOOKS
- OZ CX & UCI CX WORLD CUP



“When we launched Ozark Foundation 5-years ago, we didn’t realize the contagious energy we would unleash across our region and state. I truly believe our best years have yet to come.”

Gary Vernon, Ozark Foundation Co-Founder & Board Member



2024

- ARKANSAS GRAVELER
- ARKANSAS DOWNHILL SERIES
- RURAL RECREATIONAL ROADS PROGRAM



2023

- US PRO CUP
- EXPEDITION OZARK
- OZ MILE SWIM
- OZ PARA TRAINING CAMP



2025

- US ADVENTURE RACING NATIONAL CHAMPIONSHIP
- RACE THE BASE

Ozark Foundation is a community-supported 501(c)(3) charitable organization focused on positioning our state as a premier outdoor recreation destination.

By producing and supporting a diverse lineup of events, we aim to make outdoor recreation accessible to all and elevate the region as a better place to live, work, and play.



Message from our CEO

I founded Ozark Foundation in 2020 to create healthy, outdoor recreation experiences across our region. In five years, the Foundation has grown through resilience, shared purpose, and the generosity of partners who have provided the stability needed to advance our mission. We are grateful to the individuals and organizations whose belief in this work continues to make our impact possible.

Mike Spivey, President & CEO



[Listen to Mike's 2025 interview on the *Southern Fried Podcast*](#)

KEY OUTCOMES FOR 2025

40

Events
Operated/Supported

25

Arkansas
Communities
Impacted

\$2M

Community
Investments

17

Philanthropies
Supported



Our Commitments

CONNECT

We are committed to building community through healthy, welcoming outdoor experiences.

COMPETE

We attract and support racers of all levels and abilities through a diverse lineup of events.

CONSERVE

We seek eco-conscious conservation initiatives and advocate for shared use of public lands for all.



“In 2025, our financial position reflects a focused effort to strengthen event production and support long-term mission growth. Our financial statements for the year ending June 30, 2025, were independently audited by S.F. Fiser, reaffirming our commitment to transparency and responsible stewardship.”

Lisa Moore, Chief Financial Officer

[Read additional financial results](#)

KEY FINANCIAL METRICS FOR 2025

+85%

Revenue invested into programming

100%

Key Partner Retention

4%

Liabilities to assets ratio

16

Months of cash on-hand





OZ KIDS™

Crit Championship Series

PEA RIDGE FAYETTEVILLE GRAVETTE
BELLA VISTA BENTONVILLE

We invest in our communities by bringing families together for fun, outdoor bike races that build confidence, connection, and a lifelong love of active living.

“In 2025 we expanded our community & family events to 5-cities in Northwest Arkansas. The OZ Kids™ brand has quickly become a trusted brand representing fun, safe and a festive experience for families in our community”

Julie Heimeshoff, Director of Community & Family Experiences





TOTAL
RACERS

930

INCREASED
PARTICIPATION BY

150%

EXPANDED RURAL
GROWTH BY

250%

SMILES
GENERATED

1000s



[Learn more about OZ Kids™](#)



*MENA – GLENWOOD – HOT SPRINGS –
MORRILTON – RUSSELLVILLE*

A multi-day cycling experience that invites riders to explore, connect, and discover the Natural State—celebrating its landscapes, communities, and outdoor culture.

“As one of our signature event, we strive to make Arkansas Graveler the most hospitable bike tour in North America. It’s more than a ride -- it’s a summer camp experience for aging children.”

Kevin Tucker, Senior Director of Operations



300

PARTICIPATION

32

STATES REPRESENTED

96%

PARTICIPANT
SATISFACTION SCORE

1600

CUPS OF ONYX
COFFEE SERVED



[Learn more about Arkansas Graveler](#)



FAYETTEVILLE EUREKA SPRINGS
LITTLE ROCK BENTONVILLE

**Showcasing Arkansas' diverse
and rugged world-class trails,
this premier enduro series
attracts elite and amateur riders
from 20+ states.**

"The Arkansas Enduro Series is a blend of rowdy course design and festive atmosphere, all at an affordable price. Mixing some downhill races in 2026 will further position this series as a top national event in gravity racing."

Brannon Pack, Event Director





RACE STARTS

816

JUNIOR
PARTICIPATION

27%

21

STATES
REPRESENTED

OUT OF STATE
PARTICIPATION

49%

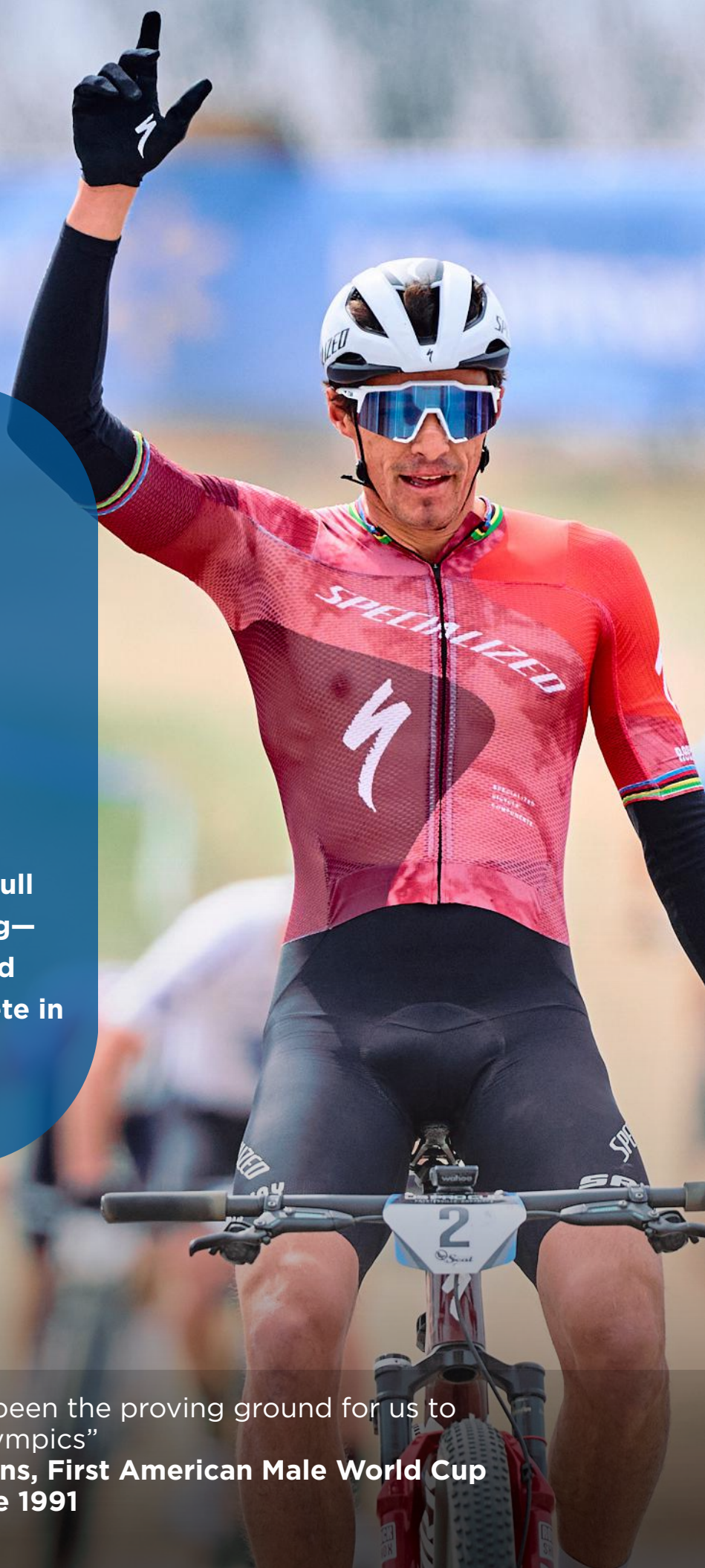


[Learn more about Arkansas Enduro](#)



The US Pro Cup showcases the full pathway of elite mountain biking—bringing today's Olympians and emerging stars together to compete in North America's largest UCI-sanctioned XC series.

"US Pro Cup has been the proving ground for us to qualify for the Olympics"
Christopher Blevins, First American Male World Cup Title Winner since 1991





RACE STARTS

1600

DIRECT ECONOMIC
IMPACT

\$3M

STATES
REPRESENTED

41

OUT OF STATE
PARTICIPATION

91%





RACE THE BASE

TRAIL RUN

A 7k technical trail run at Pinnacle
Mountain State Park

ADULT RACERS

251

YOUTH
PARTICIPANTS

85

INCREASE IN
PARTICIPATION

10%

50%

FEMALE
PARTICIPATION





ADVENTURE RACE NATIONAL CHAMPIONSHIP

A 30-hour multi-disciplinary
test of endurance

PARTICIPANTS

200

TEAMS
COMPETING

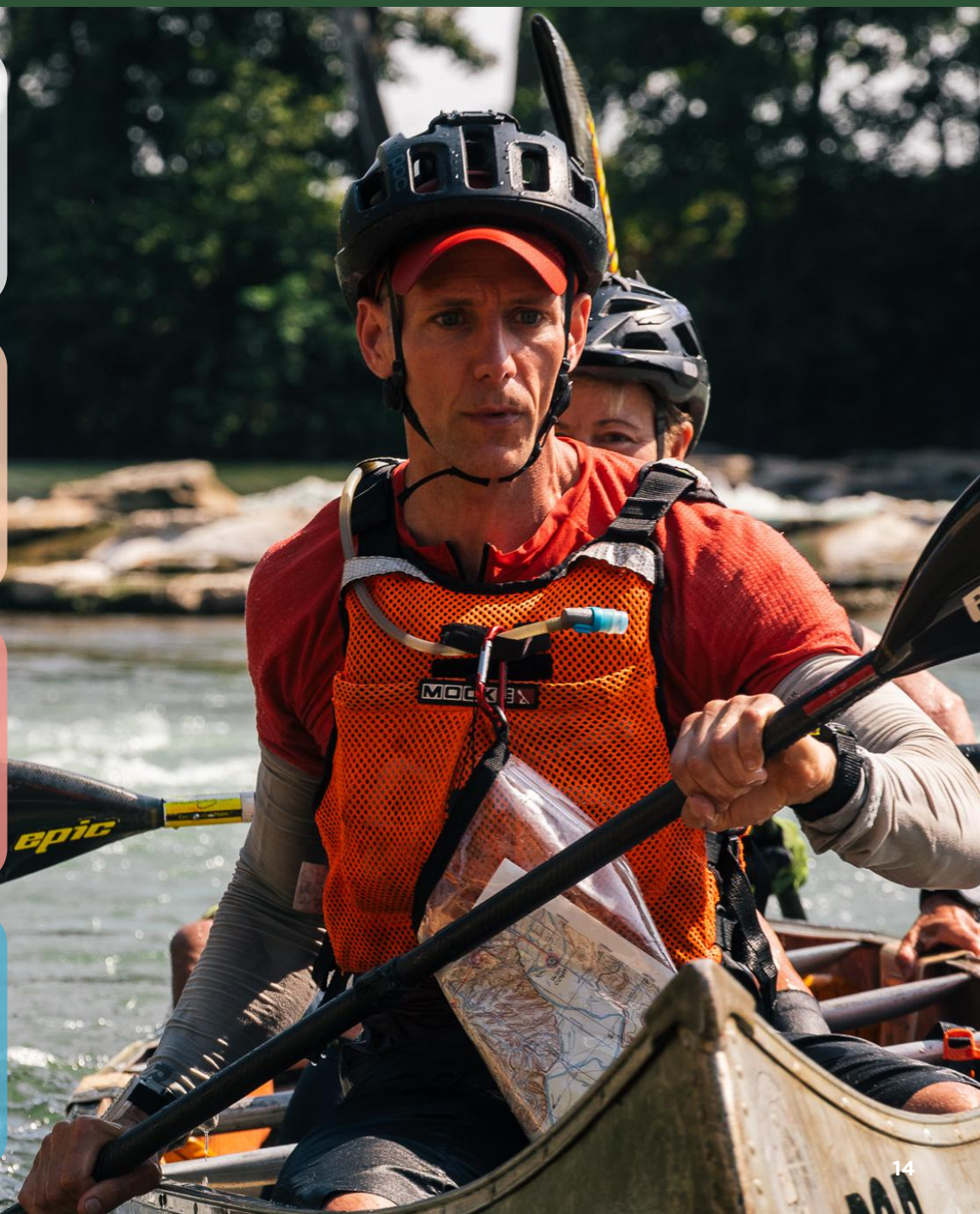
77

STATES
REPRESENTED

40

CANOES THAT DIDN'T
TAKE ON WATER AT
WOKA PARK

0





RURAL RECREATIONAL ROADS

The Rural Recreational Road (R3) Program enhances outdoor recreation across Arkansas by partnering with communities to transform existing road infrastructure into new opportunities for exploration and adventure.



“The R3 program is more than an infrastructure project, it’s an invitation to slow down, see one another, and reconnect with the people and places that define Arkansas.”

Mike Rusch, host of “The Underview” podcast

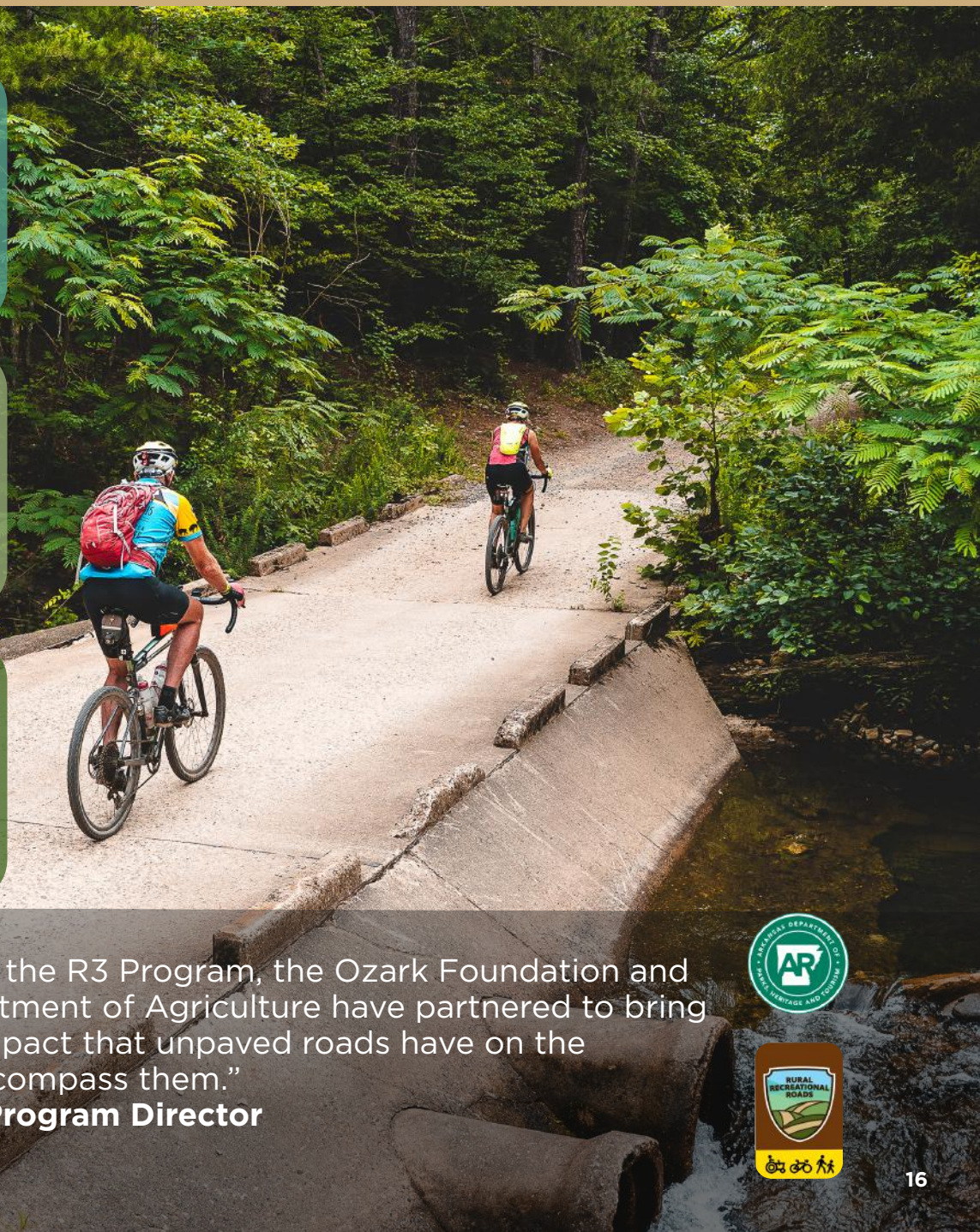
[Listen to Mike's podcast to learn more about the R3 program](#)



**Activate
Recreational
Opportunities**

**Promote
Safety**

**Protect
Sensitive
Watersheds**



“As a companion to the R3 Program, the Ozark Foundation and the Arkansas Department of Agriculture have partnered to bring awareness of the impact that unpaved roads have on the watersheds that encompass them.”

Bobby Finster, R3 Program Director



We Build Community

As part of our philanthropic mission,
we support over 16 non-profits and over 20 events



As part of our enduro race series we support members of the Veterans Future Foundation's *Dirt Therapy Project* to promote healing, connection, and well-being for veterans through shared experience and community



We support Arkansas NICA League with financial and technical support to ensure that our state's inter-scholastic program is a premier mountain bike leagues in the nation.

Non-Profits We Support

- Arkansas Back Country Association
- Arkansas Community Foundation
- Arkansas NICA
- Bentonville Public Library
- Buffalo River Bike Shop
- The Community Table
- Dirt Therapy Project
- NWA Trailblazers
- Pedal It Forward NWA
- Pack Shack
- People for Bikes Foundation
- Race the Ozarks
- Rampy MS Research Foundation
- Second Street Pantry
- Studio Drift
- Thaden School
- Young Men's Service League

ADDITIONAL EVENTS WE SUPPORT

RULE OF THREE

Bentonville, Arkansas

ARKANSAS NICA STATE CHAMPIONSHIP

Fayetteville, Arkansas

HAZEL VALLEY RALLY

Fayetteville, Arkansas

BIKE-A-PALOOZA

Bella Vista, Arkansas

OZARK ENDURO LITE

Bentonville, Siloam Springs,
Fayetteville, Arkansas

OZ TOWN SERIES

Bentonville, Arkansas

DELTA GRIND

Helena, Arkansas

NICA CENTRAL REGIONAL CHAMPIONSHIP

Fayetteville, Arkansas

OZ MILE SWIM

Eureka Springs, Arkansas

KIDS SPLASH AND DASH

Bentonville, Arkansas

BENTONVILLE BIKE FEST

Bentonville, Arkansas

TRIFEST FOR MS

Bentonville, Arkansas

ARKANSAS HIGH COUNTRY RACE

Russellville, Arkansas

RACE THE OZARKS

Bentonville, Arkansas

BIRDEYE GRAVEL

Birdeye, Arkansas

NATURAL STATE CRITERIUM SERIES

Springdale, Arkansas



PARTNERS

Our mission is powered by the generous support of our partners who share our passion for building a healthy, strong community for all.

ANCHOR PARTNERS



COMMUNITY PARTNERS



MEET OUR BOARD

Our Board is guided by dedicated volunteer directors whose leadership, experience, and commitment help strengthen our communities and advance our mission.

MESSAGE FROM OUR CHAIRWOMAN

Now in my third year as chair of Ozark Foundation, I have had the privilege of witnessing both the joy and the challenges our dedicated team embraces as they engage thousands of participants from across the nation and beyond through competitive and celebratory outdoor recreation experiences. On behalf of our Board of Directors, we are proud of the work our team accomplished in 2025.



ANN BORDELON
Board Chairwoman

BOARD OF DIRECTORS



Gary Vernon

GM of OZ Trails
Bike Park
Runway Group



Dave Guggina

President & CEO
Walmart US



Charlie O'Carroll

SVP & CFO of
Tyson Fresh
Meats
Tyson Foods



Jenn Dice

President & CEO
PeopleForBikes



Kevin Igli

Board Member
Carylon Corporation



Dan Bartlett

EVP of Corporate
Affairs
Walmart Inc



Meredith Miller

Road Sports
Marketing
Specialist
Shimano North
America



Nick Gowan

VP of Operations
J.B. Hunt Transport
Services



Philip Sigsworth

Sr. Director,
Corporate Finance
Tyson Foods

MEET THE CREW

For over five years, our hardworking staff has strived to bring unique, fun and healthy experiences to our region and state.

OUR TEAM



Bobby Finster, Lisa Moore, Brannon Pack, Winnie Kimball, Julie Heimeshoff, Jamie Cathey, Kevin Tucker, Mike Spivey

NEW EVENTS FOR 2026



May 21-24, 2026
Bella Vista + Bentonville



June 5-7, 2026
Bentonville



August - November, 2026
Bella Vista | Bentonville
Mt Nebo



Ozark
Foundation



[Click here
to donate](#)

Join Our Mission

The events we produce are made possible by the generous community support we receive. Your support will help us continue providing quality programming for the outdoor recreation community of our region and state.

www.ozarkfoundation.org // [@ozarkfoundation](#)

