

June 29, 2026

Grand County Trail Mix Committee

Attn: Committee Chair and Board of Directors
125 East Center Street
Moab, UT 84532

**SUBJECT: PROPOSAL FOR BLM INFRASTRUCTURE EXPANSION AT THE MOAB
BRANDS TRAILHEAD TO SUPPORT INTERSCHOLASTIC AND REGIONAL ENDURANCE
EVENTS**

Dear Members of the Trail Mix Committee,

On behalf of NICA Utah (the Utah Interscholastic Cycling League), I am writing to formally request your advocacy and partnership in petitioning the Bureau of Land Management (BLM) to expand the existing parking lot and staging infrastructure at the Moab Brands (Bar-M) trail system. As the undisputed Mountain Biking Capital of the World, Moab possesses the world-class trail networks, scenery, and reputation required to host premier youth and community cycling events. However, our ability to bring large-scale interscholastic events to Moab is currently entirely constrained by the physical limitations of the existing trailhead parking infrastructure.

NICA Utah has experienced unprecedented growth, introducing thousands of Utah high school and middle school student-athletes to lifelong outdoor recreation and competitive sportsmanship. The Moab Brands trail system is uniquely suited for NICA racing; its layout offers an ideal blend of beginner-friendly singletrack, wide passing zones, and progressive technical features that perfectly align with our race course standards. Unfortunately, a standard NICA race day requires parking and staging capacity for hundreds of student-athletes, coaching staff, families, and spectators. The current footprint of the Brands parking lot simply cannot safely accommodate this volume, preventing us from scheduling Moab as a staple venue on our race calendar.

This structural bottleneck impacts far more than youth cycling. The limited parking capacity currently restricts an array of premier running and multi-sport events from fully utilizing the area. Several major organizations are eager to increase their event presence at the Brands trail system but face identical logistical barriers. Expanding this parking infrastructure would immediately unlock access for prominent events and operators, including:

- **Mad Moose Events:** Premier trail running race organizers who draw thousands of athletes regionally.

- **Jeep Jamboree:** Highly respected off-road excursions that stimulate massive local engagement.
- **TransRockies Race Series:** Multi-day international endurance events that view Moab as an iconic destination.
- **Outerbike:** The world's premier consumer bike consumer demo event, which relies heavily on accessible trailhead infrastructure.

Economic Impact & Financial Gain:

The economic benefit of expanding the parking lot extends far beyond registration fees. Hosting more events at the Moab Brands trails translates directly into thousands of booked hotel rooms, short-term rentals, increased restaurant traffic, and heightened retail sales at local bike shops and outfitters during both peak and shoulder seasons. Youth sports and endurance events represent a highly resilient, high-spending demographic that heavily supports Grand County's local hospitality and recreation economy.

We recognize and deeply respect Trail Mix and the BLM's commitment to land conservation and environmental stewardship. NICA prides itself on being an exemplary land-use partner. Our student-athletes are educated on "Leave No Trace" principles, and every event we host operates under a strict conservation ethos. The NICA crew manages a highly organized logistics operation that includes designated parking marshals, proactive trail protection teams, and a rigorous post-event cleanup squad that routinely leaves venues cleaner than they were found. We bring this same level of professional management and environmental responsibility to every square foot of land we utilize.

By expanding the Brands parking lot, the BLM would not be encouraging unmanaged sprawl; rather, it would be concentrating vehicle impacts into a designated, engineered zone, thereby protecting the surrounding cryptobiotic soils and delicate desert vegetation from illegal shoulder parking and resource degradation.

We respectfully request that Trail Mix place this infrastructure expansion on its upcoming agenda and join NICA Utah in presenting a formal request to the BLM Moab Field Office. Thank you for your tireless dedication to Grand County's trail infrastructure and for your consideration of this vital community partnership.

Sincerely,

Jason Munns

Executive Director

NICA Utah / Utah Interscholastic Cycling League

cc: Bureau of Land Management – Moab Field Office