DESIGN/BUILD PROJECT EXPERIENCE
FIRM OVERVIEW

We are FlowRide Concepts: a professional collaboration of designers, builders, creatives, entrepreneurs, and above all, guys with a passion for riding. We founded the company here in Colorado, drawn together by our common mission—to create top-flite progressive and sustainable riding destinations.

Trails we’ve ridden across the continent and builds we’ve done coast to coast have gained us an expert knowledge of current trail development standards plus a real feel for what today’s rider demands. Our experience planning & designing a great rider experience leads us to build upon each terrain’s unique assets, crafting every trail’s lines and features to allow for rider progression at each skill level.

Early on we establish our expectations for safe work practices and for the professionalism of the crews we direct and work alongside. Our experience tells us that the hands-on, wheels-on expertise of every team member will be key to all successful builds. We’re proud of the excellent safety record compiled by the parks and trails we design and build, with no serious accidents or liability claims resulting from our many years of building together as a team. In the end, our work will stand as our witness: to the high standards we achieve in design and rider experience as well as our top-notch finished product.
FlowRide was called on in 2018 to design, and later construct, this kids’ bike park paradise in an otherwise under-utilized neighborhood park near downtown Colorado Springs. Our goal was to distill down the mountain biking experience and capture that in an exciting system of gravity-fed skills trails, pump and jump lines, all-mountain berm trails and kids’ pump track. FlowRide crew sculpted all trails and features, installed a series of prefabricated bridge and boulder skills features and applied a soil stabilizer to all capped surfaces for improved durability and longevity. Turns out not only the youth are enjoying this one, but the older brothers, sisters, moms and dads are too!

**PROJECT DATA**

- Designed/Built 3.5 acre youth bike park
- Sculpted beginner/intermediate pump and jump trail
- Created intermediate/advanced youth ‘slopestyle’ skills trails
- Crafted all-mountain skills trails and flow trail option
- Built kids’ pump track and installed prefabricated features

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EL POMAR YOUTH BIKE PARK - COLORADO SPRINGS, CO  
DECEMBER-JANUARY 2019
Five years in planning and fundraising complete, the bike skills park in Estes Park called in FlowRide with an invite to design their training ground for tourists and local riders. We jumped in. Our plot at Stanley Park was small, but then, we’re masters at maximizing fun and flow per square foot. We designed a native earth pump track for intermediate to advanced riders, then sculpted beginners their own custom pump track, formed smooth and sustainable with a concrete cap.

Our site design encircled these loops with a serious dirt-rock-and-wood skills track that leads riders into a drop zone with pre-fab bridge features. A second off-ramp enters two skills descent trails, one that flows up and over native boulders, pre-fab wood features and around berms before feeding riders back up the return trail for more action. A second pump-and-bump skills loop is designed to school beginners in the art of riding over, around and through trail obstacles. Early reviews from riders are stellar, and the outlook for more trails in Estes Park is more optimistic than ever.

**PROJECT DATA**

- Designed/Built 6 acre bike park
- Created beginner/intermediate drop zone
- Designed/built custom concrete beginner pump track
- Crafted technical skills trails w/ prefabricated bridge features
- Sculpted intermediate – advanced pump track
- Shaped pump-and-bump beginner skills loop
- Constructed connector trails to school spectrum of trail skills
It's maybe the bike-friendliest city in the U.S., in the 5th bike-friendliest state, yet Portland had not one public mountain bike trail to call its own. At last, in 2017, after 10 years’ hopes, relentless advocacy and tireless fundraising, the earth shifted! The planning team got FlowRide Concepts into town with just 3 weeks till Grand Opening.

Working against the clock, our lean, mean crew virtually re-graded the whole site, sculpting a progressive skills zone infused with low-maintenance prefabricated rollers and skinnys, and then wrapping smooth dirt shoulders around a prefab concrete pumptrack. We shaped an advanced jump line based around prefab lips and capped off the line with an impressive curved wall ride.

Day Twenty arrived with the FlowRide crew still in the saddle, shaping final touches to flow until...here came close to a thousand pumped-up Portlandians. Ready or not, Dirt Lab at Gateway Green, thanks to a legion of proponents, and all those action-starved urban bikers, was open--a unanimous, instantaneous hit. Watching Portlandia's mountain bike park dreams come true was a beautiful thing. To see for yourself, check out www.bermstyle.com.

**PROJECT DATA**

- Designed/Built 3.5 acre bike park
- Sculpt beginner-advanced jump trails
- Create beginner/intermediate drop zone
- Craft technical skills trails
- Graded & contoured backfill for precast concrete pump track
Fall, 2017 saw FlowRide Concepts win the contract to design and build a full-scale bike park to expand the recreational offerings at Broomfield’s McKay Lake Park. We pulled out all the stops to maximize the park’s footprint by creating a massive start mound to provide the necessary elevation to jump start its entire gravity zone. This mound provides the speed to feed 3 progressive jump lines, a drop zone, and a bi-directional skills loop. Our design borders this main gravity progression zone with an intermediate/advanced pump track to push your speed & creativity. The park also encompasses a beginner pump track with prefabricated features optimized as a training ground for tots as well as adaptive cyclists looking to find their flow.

With all of the traffic the park received in the year following its soft opening, Broomfield called us back in the summer of 2018 to give the park a full tune up and fresh coat of cap dirt to polish it up for the highly anticipated fall grand opening. With that first official session, McKay Lake Bike Park secured its place on the list of must-ride-spots for both expert riders and novice families alike. One attendee even admitted they had chosen to buy their house based on the fact that the bike park was being built in that neighborhood!

PROJECT DATA

- Master-planned full-scale 4-acre bike park
- Optimized tot track and trails for adaptive cyclists
- Sculpted beginner-advanced pump track
- Constructed beginner/intermediate rock drop zone
- Designed/built dynamic green, blue & black jump trails
- Created skill/flow trails for rider progression
The lofty aspirations we master-planned into Coconino County’s ambitious bike park/trail system turned into reality with FlowRide’s selection to build out the first phase in the fall of 2014, funded by a $33,000 IMBA/Bell Built Grant. The inspiration of the towering, widely-spaced pines of the Fort Tuthill site elevated our designs to even greater heights. We sculpted ribbons of elevated flow trail to wind among the ponderosa from green “rainbow rollers” to massive 20 foot black-level jumps. Facing the reality of the last days of the construction season, our machines had to lay down fill along our trail alignments efficiently, contend with the sensitivity of extensive root systems, yet minimize maintenance by achieving high compaction levels (ours reached 93%) to make these features truly sustainable. We worked like mad scientists, stitching together elements of flow trails, downhill and bmx jumps. We came back in 2018, and now a full spectrum bike park is in the ground, ready to prepare mtb & bmx riders at all levels for the rhythmic rollers, big berms and lofty lips & landings they’ll find at the mountain resorts. Fort Tuthill is now equipped to host events and competitions, and once we all laid tire to trail, the feedback has been unanimous: trails Phase One through Three offer the perfect playground/training ground to riders at all levels.

PROJECT DATA

• Master-planned and built 8-acre bike park/trail system
• Integrated/built Flow Trails, Skills Area, 2 Pump Tracks, Dirt Jumps, Perimeter XC Loop, Cyclocross Loop, Drop Zone
• Constructed Phases One, Two and Three
• Designed/built dynamic green, blue & black flow/jump trails
• Sculpted elevated tread atop eco-sensitive site
• Proofed design of jump features w/ test ride protocol
• Achieved erosion control via alignment & grading
Tireless advocacy and fundraising powers of Park County Pedalers led to FlowRide’s invitation to Cody, Wyoming to bring our 2016 master plan for Beck Lake Bike Park roaring to life. Six weeks in April, 2017 saw us sculpting a massive pump track with infinite option lines, a unique drop zone with rhythm and berm sections, and a slickrock-style technical skills area. Three new gravity jump trails offer progressive air schooling for riders beginner to advanced, and our perimeter flow access trail connects all the adventures.

**PROJECT DATA**

- Designed/Built 5.25 acre bike park facility
- Sculpt beginner–advanced progression jump zone
- Fabricate progressive site-built drop zone
- Innovate custom pump track w/ perimeter flow access
- Utilize boulder outcroppings for technical skills trails
- Achieve sustainability by design for flow & erosion control
Our founders envisioned this mountain bike mecca rising on the site of a beetle-kill clear-cut slope. They conceived it, site-planned and designed it, proposed it to Frisco officials, advocated for it in public meetings alongside town planners, and collaborated to secure a $200,000 GoCO grant (+ an equal $ match from the town) to fund its design and construction. Then founders of the crew that became FlowRide built it, working for the town of Frisco, coordinating with Public Works, negotiating fill from nearby earthmovers. Our excavator operators sculpted an environmentally sensitive site to control erosion and shape this progressive, sustainable park into a magnet for Summit County riders. Its variety of features place it in the ranks of the premier bike parks in the country.

PROJECT DATA

- Master-planned 8 acres of trails/pump track/jump zone
- Fabricated wood features on green/blue/black trails
- Designed/built pump track for novice through advanced riders
- Coordinated build w/ Public Works & adjacent site earthmovers
- Sculpted progressive lines to control erosion on sensitive site
- Created dual slalom race track
- Designed/coordinated rules & safety signage
- Crafted dirt jump zone w/ beginner thru expert lines
FlowRide was recently asked to design and construct a new pump track at the Wellington Bike Park in Breckenridge, Colorado. Always eager for an opportunity to bring more great trails to our local riding community, we accepted the challenge of creating a dynamic pump track suitable for all levels of riders and wheel sizes. We created a fun layout packed with berms, rollers and a variety of line options. After completing the build, our crew was excited to put tires to the dirt and test out the new track with the help of a group of little strider bike riding rippers.

**PROJECT DATA**

- Designed/built kid’s pump track
- Trained local trail crew in pump track maintenance
- 50’x75’ footprint, 300 cu. yds. imported cap material
Marin County, California has long been considered the birthplace of mountain biking ever since a group of daring riders started bombing their modified road bikes down fire roads in the hills north of San Francisco. Although the skills and bike technology have progressed dramatically over the years, area trails and facilities haven’t always followed suit. Thanks to a dedicated riding community and years of planning, public meetings and fundraising, a progression-oriented bike park is finally coming to fruition. FlowRide Concepts has been fortunate enough to help lead the charge in the construction of this facility. Since being recruited by IMBA Trail Solutions as the experts in jump and skills feature construction, our team spent the summer of 2015 building out Phase 1 for the Stafford Lake Bike Park. Facing challenging site conditions and consistent coastal winds, we designed and crafted an action-packed dual slalom race course and extensive progression jump zone. We built and tested these features to cater to bikers of all abilities and upon the park’s grand opening in late August 2015, the riders have come in droves.

**PROJECT DATA**

- Built 3 phases of 10 acre bike park
- Designed/built beginner-advanced progression jump zone
- Designed/built dual slalom race course
- Designed/built beginner flow trail & skills trails
- Trained & collaborated w/Marin County Parks staff
- Minimized risk of rider error w/ extensive design proofing

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STAFFORD LAKE BIKE PARK - MARIN COUNTY, CA

2015 & 2016
PROJECT DATA

- Sculpt 1/4 mile beginner-friendly flow trail connector segment
- Improved drainage and flow on 1 mile existing trail segment
- Machine/hand-built 10 bi-directional bermed/climbing turns
- Built boulder retention walls and rock-armored trail sections
- Achieve sustainability by design for flow & erosion control
- Awarded contract for spring 2019 downhill trail construction
With part of our FlowRide crew hailing from the Midwest, we’re excited at the region’s newfound enthusiasm for the gravity biking scene we’ve been importing from Colorado. We rolled into Duluth in 2013 to help Spirit Mountain introduce our passion for flow to their majority hardtail and cross-country crowd. Our first trail was constructed to cater to cyclist opposites: those who catch a lift up to the top, and those who prefer climbing a bike up to their descent. We built our green flow trail for both—to be a fun, fast, and friendly downhill green flow trail on weekends... and a leg-burning cross-country climb for riders to earn their turns on the return descent. With “Happy Camper” quickly and safely showing green riders the ropes, 2014 saw us back at Spirit Mountain pushing our creative limits as builders along with the skills of their riders. We added blue/black freeride trails, wood ladder bridge/drops and gap jump options to Spirit Mountain’s freeride and expert jump-trail offerings. Surviving two weeks of building Wildcat and Boss Hog in near swamp-like conditions at the top of the hill, we were ready to undertake the “Progression Zone” at the base of Spirit Mountain. It’s designed to test and develop riders’ skills, previewing jumps, terrain and features encountered while riding lift-access trails up top: beginner rollers/berms, wood ladder bridges/drops, and progressive jumps, all offered with a fun factor high enough to keep riders swinging by for more.

**PROJECT DATA**

- Designed/built green flow trail, blue & black freeride trails
- Created Progression Zone skill-building area
- Fabricated slopestyle ladder bridge/drops onsite
- Controlled drainage w/rock armoring & bridged crossings
- Innovated green bi-directional flow/xc climbing trail
- Laid rockwork trails & utilized natural rock outcroppings
The mission for our 2016 callback to Arkansas? Build us more of that signature FlowRide trail! Now, already Bentonville boasts hundreds of miles of mountain bike trails of every description, but we’d focus on one of our favorite styles, a flowy blue jump trail. When the dust settled, the machine-built and clay-capped red dirt roller coaster we put in the ground was described by a fellow builder as “like riding a Hot Wheels track!”

Two challenges facing our two-phase build were that summer’s cloudbursts and limited access for running material into the trail. But the biggest test? How to gain a feel for this trail when the prime contractor left two large drainage draws unbridged till near the end of our build. These gaps scuttled our normal process of building seamlessly, top to bottom. We had three separate sections of trail—and only our eyeballs and experience to predict crossing location and speed, ensure proper spacing and alignment, and achieve a consistent progression of velocity and air throughout.

Despite this blue being one of our toughest wooded trail builds to date, we fought through all odds to sculpt a friendly, flowy and fun trail that will be a riders’ training ground on speed, turns and air for years to come. It may be as close as some local NW Arkansas bikers get to the feeling of riding our lift-access jump trails, but after learning the ropes riding “Fire Line,” they’ll be ready to load up on a chair lift and drop in anywhere!

PROJECT DATA

- Machine build, hand finish 1 mile downhill blue jump trail
- Craft natural features, rollers, jumps & berms
- Construct site-sensitive trail through old-growth forest
- Rock-armor features and drainages for sustainability
- Completed 2016
Shea Ferrell - Founder/ Designer/ Operator

Shea Ferrell’s passion for mountain biking merged with his career track ten years ago during his tenure as a senior designer with a leading landscape architecture and land-planning firm, DHM Design in Denver, Colorado. There he advocated his vision for incorporating mountain bike parks and trails into resort master planning, and was named project lead for the plans/design phase of the six-acre Frisco Bike Park. After collaborating with DHM and the Town of Frisco to win a $200,000 GoCO matching grant for its construction, he co-founded Flowline Trail Design and led his crew in building its green, blue, and black slopestyle trails, a dual slalom course, its pump track and beginner/intermediate/advanced lines at its elite dirt jump park. The success of this, one of Colorado’s first full-scale municipal bike parks, launched Flowline’s, and now FlowRide Concepts’ continuing collaboration with the International Mountain Bike Association as a preferred builder of the Trail Solutions division. Ferrell and his team have completed builds across the U.S. from Coldwater Mountain, AL to Spirit Mountain in Duluth, MN to Steamboat Springs, CO to Flagstaff, AZ—and recently, halfway around the world in Beijing, where Shea teamed to build the first mountain bike park in China. As the lead consultant at FlowRide, he has assessed and designed mtb parks and trails in St. George, UT, Colorado Springs, CO and Marin and Orange County, CA. Ferrell brings a unique approach and skill set that follows through from design and construction into graphics, signage, branding and social media/marketing to move bike parks from initial vision into reality.

Professional Highlights
President, FlowRide Concepts, 2014-Present
Co-Founder, Flowline Trail Design, 2010-2013

Recent Projects
Fountain Bike Park - Colorado Springs, CO
Broomfield Bike Park - Broomfield, CO
St. George Bike Skills Park Master Plan - St. George, UT
Beck Lake Bike Park - Cody, WY
Colorado Springs Bike Park Master Plan - Colorado Springs, CO
Cottage Grove Bike Park - St. Paul, MN
Caliente Super Park - Caliente, NV
Coler Preserve Trails - Bentonville, AR
Bella Vista Trail System - Bella Vista, AR
Whistle Punk Trail - Alsea Falls Recreation Area, OR
Stafford Lake Bike Park - Marin County, CA
Fort Tuthill Bike Park - Flagstaff, AZ
Langfang Bike Park - Guan, China
Bear River Bike Park - Steamboat Springs, CO
Spirit Mountain Bike Park - Duluth, MN
Coldwater Mountain Hare Trail - Anniston, AL
Frisco Bike Park - Frisco, CO

Education
BoFA--Colorado State University, design major, 2003
Casey Ferrell - Partner/Operator

Casey Ferrell’s fixation with mountain biking began immediately upon arrival at Colorado State University. It persisted all along his track toward a BoFA degree at CSU in graphic design. His graphics skills developed in parallel with his pursuit of his “MTB degree” on the sales and service floors of area bike shops. Those wrenching and sales gigs financed his first full-on freeride bike, and, as they say, it was all downhill from there. With degree in hand, Casey had a single-track mind: furthering his post-grad studies in the realm of mtb trail design/build. After long touting the need for more gravity-fueled trails and skills parks, Casey signed on with build crews on a hand-built temporary bike park in Commerce City. He then labored with IMBA and COMBA volunteer crews constructing Golden Bike Park. One afternoon found him in the cockpit of a skidsteer, and he proved a natural at the controls. His design and spatial sense guide his operator’s touch at shaping contours to safely launch and catch riders as well as to shed runoff and minimize future maintenance. Casey earned his stripes as a founding member of Flowline Trail Design by advocating for, designing and building Frisco Bike Park. His efforts on our builds from Coldwater Mountain, AL...to Spirit Mountain in Duluth, MN, Steamboat Springs, CO, and Marin County, CA marked him as a core player in elevating the sustainability and finish of FlowRide Concepts’ trails to the top echelon of the design/build industry. Additional expertise: optimization of operations for efficiency, equipment maintenance, sustainable construction of ladder drops, wall rides & wood skills zone features, and accreditation with Professional Trail Builders Association.

Professional Highlights

Owner, FlowRide Concepts, 2014 - Present
Owner, Flowline Trail Design, 2010-2013
Full time laborer, builder - Frisco Bike Park - Frisco, CO 2010 - 2012

Recent Projects

Fountain Bike Park - Colorado Springs, CO
Broomfield Bike Park - Broomfield, CO
Beck Lake Bike Park - Cody, WY
Cottage Grove Bike Park - St. Paul, MN
Caliente Super Park - Caliente, NV
Coler Preserve Trails - Bentonville, AR
Bella Vista Trail System - Bella Vista, AR
Whistle Punk Trail - Alsea Falls Recreation Area, OR
Stafford Lake Bike Park - Marin County, CA
Fort Tuthill Bike Park - Flagstaff, AZ
Draper City Flow Trail - Draper City, UT
Bear River Bike Park - Steamboat Springs, CO
Spirit Mountain Bike Park - Duluth, MN
Coldwater Mountain Hare Trail - Anniston, AL
Frisco Bike Park - Frisco, CO
Golden Bike Park - Golden, CO

Education

BoFA-–Colorado State University, graphic design major, 2008
EL POMAR YOUTH BIKE PARK
David Deitemeyer - Senior L.A./ Project Manager
City of Colorado Springs Parks, Recreation and Cultural Services
ph: 719.385.6515
e: ddeitemeyer@springsgov.com

BROOMFIELD BIKE PARK
Kathryn Bergh - CIP Project Manager
City and County of Broomfield
Community Development Department
ph: 303.464.5802
e: kbergh@broomfield.org

GATEWAY GREEN BIKE PARK
Ross Swanson - Project Manager
Portland, OR Parks and Recreation
e: ross.swanson@portlandoregon.gov

BECK LAKE BIKE PARK
Park County Pedalers
ph: (307) 272-2953
e: johng.wyo@gmail.com

STAFFORD LAKE BIKE PARK
Tara McIntire - Landscape Architect/ Project Manager
Marin County Parks
3501 Civic Center Drive, Suite 260
San Rafael, CA 94903
ph: (415) 473-4287
e: TMcIntire@marincounty.org

WELLINGTON BIKE PARK PUMP TRACK
Tony Overlock - Open Space & Trails Specialist
Town of Breckenridge, Colorado
150 Ski Hill Road
Breckenridge, CO 80424
ph: (970) 547-3189
e: tonyo@townofbreckenridge.com