



CLOSE THE LOOP CAMPAIGN  
Bicycle Advocacy of Central Arkansas  
P.O. Box 55677, Little Rock, Arkansas 72215  
bicycleadvocacy.com

To Whom It May Concern

Bicycle Advocacy of Central Arkansas is reaching out to the greater Little Rock business community for support to complete the Arkansas River Trail Loop along the south river bank. Bicycle Advocacy of Central Arkansas (BACA) is a local nonprofit dedicated to improving conditions for local residents and visitors to Central Arkansas who ride bicycles, run or walk, whether for recreational or transportational purposes. We strive to help build a Central Arkansas where people on bikes, people on foot and others can move safely and efficiently through the greater Little Rock area, no matter their mode of transport.

BACA was founded in 2004 to organize support for the construction of the Big Dam Bridge and the Arkansas River Trail System. Eleven years later, we are still advocating for the trail to be completed. Roughly twelve miles of the fourteen mile Arkansas River Trail Loop are complete and on a designated trail, safe for visitors and locals alike. However, roughly one mile of the trail along Riverfront Drive in Riverdale consists of bike lanes along a busy street, and more importantly, another mile between the Union Pacific Railroad Bridge and Junior Deputy Ball fields is still incomplete, confusing and extremely dangerous. BACA is placing wayfinding maps along this missing section of the Arkansas River Trail to help people biking, walking and running to navigate the detours and call attention to the hazards, as well as asking locals and visitors along the trail to contact the city of Little Rock to emphasize how important finishing the trail is.

And now we are approaching the greater Little Rock business community to help as well.

We are asking business, organizations and political leaders in the community to show their interest in finishing the Arkansas River Trail by providing a letter of support expressing your desire to complete the trail. The Big Dam Bridge and the Arkansas River Trail have been an enormous benefit to the local economy bringing in thousands of visitors for recreation and events, as well as new talent to our area who see greater Little Rock as a lively and progressing city to move too. And now is the time to finish the job.

Provided is a draft letter your business or organization is welcome to use, or you may provide a letter of your own. BACA will be collecting letters of support through the remainder of the year and presenting them to the Chamber of Commerce, to demonstrate support from the local business community, as well as stakeholders along the trail section. Please join us in Closing the Loop and completing the Arkansas River Trail.

Thank you for your consideration

Sincerely,

A handwritten signature in black ink, appearing to read "Mason Ellis".

Mason Ellis  
President, Bicycle Advocacy of Central Arkansas





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**PLEASE PROVIDE YOUR LETTER OF SUPPORT ON YOUR COMPANY OR ORGANIZATION'S LETTERHEAD**

**All letters can be emailed to [closethelooplr@gmail.com](mailto:closethelooplr@gmail.com) or mailed to:**

**Close The Loop Campaign  
Bicycle Advocacy of Central Arkansas  
P.O. Box 55677  
Little Rock, AR 72215**

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{We, the board at \_\_\_\_; I the Chair, CEO, President at \_\_\_\_} would like to publicly state our organization's/business's support for the Arkansas River Trail and the Big Dam Bridge for the economic, health and recruiting benefits it has brought to the Greater Little Rock Area. Our organization/business has seen the impact the trail has brought to the quality of life to our employees and our clients and believe that investing in completing the Arkansas River Trail system will continue investment and positive growth in Central Arkansas for years to come.

We at (\_\_\_\_), are asking our Little Rock City Government, The Chamber of Commerce for the Greater Little Rock Area and all private stakeholders along the route to work together to help complete the trail for the benefit and the future of the Greater Little Rock Area.

Sincerely

Signature here

Your Name

Your Title

Your Business/Organization

