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Affiliation:

Tourism-related business

Tourism Region:

Statewide

Zip Code:

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Written Statement:

For more than two decades, Mudslinger Events has served as a committed travel and tourism partner for the State of Oregon. Since 2003, our family-run business has built and produced a diverse portfolio of mountain biking, gravel, road cycling, and trail-running events that highlight the best of Oregon's landscapes, small towns, and outdoor culture. Our events do more than attract visitors—they help bind the connective fabric of adventure recreation across ten unique Oregon communities, many of them rural, where tourism dollars and repeat visitation create long-term value.

A defining part of our model is deep local partnership. Each season, we work closely with dozens of nonprofit groups, youth organizations, trail associations, and civic clubs who support aid stations, venue operations, course safety, and community engagement. These collaborations bring direct donations to local groups annually and strengthen the volunteer pipeline in areas where outdoor stewardship is vital. Through these relationships, our events often serve as an incubator for first-time outdoor experiences—not only for new riders and runners, but also for young volunteers, aspiring event leaders, and community members discovering the joy and culture of Oregon's trails for the first time.

Collectively, our events bring an average of 3,500 participants and 3,000 accompanying family members and friends to Oregon communities each year. This translates into lodging, dining, retail, and multi-day stays that directly support local businesses, chambers, tourism boards, and parks districts. We've seen the impact firsthand—from Pendleton, Cottage Grove, Monroe, and Waldport to Oakridge, Sisters, and across the Central Cascades.

In 2025, we were proud to expand that reach by moving one of our flagship events to Carlton, Oregon, amplifying an already incredible wine-country community with new visitors, new partnerships, and increased economic activity. The event's success reaffirmed our belief that cycling and trail-based tourism can serve as a powerful driver for smaller towns with heritage, hospitality, and character worth showcasing.

We are also dedicated storytellers. Each year, we produce thousands of professional photos and videos that highlight Oregon's natural beauty and the communities behind our events. Much of the cycling and adventure content currently featured on Travel Oregon's platform is 8–10 years old, and we would welcome any assistance in helping refresh that

content with updated, high-quality assets that reflect today's riders, today's communities, and the current adventure landscape.

Despite our impact, analytics from our 123,000 annual website sessions show that only 130 referrals came from Travel Oregon. This signals a significant opportunity to strengthen collaboration and elevate Oregon's cycling and running tourism narrative to a wider audience.

Looking toward 2026, we are excited to be producing the Northwest Tandem Rally in Cottage Grove, with 250–300 tandem teams plus families expected, and returning to Pendleton for the third year of Real West Gravel, where more than 400 riders are anticipated. Both events serve as anchors for regional tourism and strong examples of how adventure recreation can support rural economies.

Mudslinger Events remains deeply committed to elevating Oregon as a premier destination for outdoor adventure. We appreciate the ongoing work of the Oregon Tourism Commission and welcome the chance to collaborate more closely—through refreshed content, shared promotions, rural tourism initiatives, or expanded storytelling—to continue highlighting what makes Oregon exceptional to residents, riders, runners, and visitors from around the US and beyond.

Mike Ripley