



**Traffic Safety and Signage Committee
Meeting Agenda
August 3, 2026
2:00 PM
Bentonville City Hall**

I. Old Business

1. Spooky Sprint - Fayetteville on 10/4/26

Informational

Kaleb Sarver - kaleb@bodiesrc.com

Request for approval of a Half Marathon, 10K, and 5K event. We would need 4 police officers total for our race starting at Orchards Park.

- 1 by the roundabout on NE J ST and NE John Deshiels BLVD
- 1 on Museum Way by the crossing between orchards trail and N forest Trail
- 1 on NE A ST
- 1 on NE Cub Cir and NE A

Route:

<https://www.google.com/maps/d/viewer?mid=1PsevnE268gbSUDJWsZmWDy0h3ZyyPhM&ll=36.389221444823875%2C-94.196071372218&z=14>

2. Lifetime Event

Kalene Griffith - kalene@visitbentonville.com

Road Closure on 2 days, October 11th & 17th. Closure of N Main St SB from NE A St to NW 3rd St, NW 3rd St Closure EB to NE B St, NE B St Closure SB to NE 2nd St, NE 2nd St closure to NE F St, NE Fst Closure SB crossing E Central Ave onto SE F St to SE 3rd St, SE 3rd St Closure WB to SE A St, SE A St Closure SB to SE 6th St, SE 6th St Closure WB up to the Momentary property line. LIFETIME Expo is planned on Momentary property. 21c, Blake St and Table on 6th. Actively in conversation with Visit Bentonville & LIFETIME to make an action plan to minimize the impact on business from closures.

II. New Business - Public Comment to be Heard with Agenda Item

1. 5k @ the LPGA

Informational

Brandi Mikula - bmikula@outlyr.com

We are hosting our race at the Walmart Home Office this year on Saturday, September 19th. We are expecting 1,800-2,000 runners.

As a note, we have been in close communication with the Walmart Campus team and have necessary approvals on their end for any Walmart-owned street closures and campus usage. We have shared the route with Kevin Cizerle and he has no concerns with the route and has recommended relevant police presence.

2. Holiday Events in Downtown Bentonville

Informational

Aaron Nolan - aaron@downtownbentonville.org

Downtown Bentonville Inc requests closures for the Lighting of the Square (11/21) and the Christmas Parade (12/12). These events will be identical to the 2025 request.

3. Pedestrian Warning Signs - 11th & Bella Vista **Informational**

Benjamin Prout - prout1bd@gmail.com

I am requesting the city to look into installing pedestrian crossing signs that flash when pedestrians enter the marked crosswalk. This crosswalk connects commuters and families to both TJ and Sugar Creek schools and is becoming more dangerous as traffic does not stop/see crossing pedestrians - especially when it is dark outside and crossing guards are not always present and are expensive. This would help to warn traffic that families and pedestrians are in a marked crosswalk.

4. Race/Run Event - Trifest for MS 2026 **Informational**

Erica Clayborn - erica.m.clayborn@gmail.com

Request for Traffic Safety & Signage Committee review for the 15th Annual Trifest for MS race/run/triathlon event on September 4, 5 & 6, 2026 at Melvin Ford Aquatic Center/Memorial Park, Bentonville. Event includes youth and adult races. The request includes traffic signage, safety review, route support, and police assistance for race operations as shown on the attached youth and adult route maps/site map. The route is intended to follow prior-year approved courses unless otherwise noted on attached maps. The event representative will meet with Bentonville Police before the TSS meeting. Weather contingency: delayed start, modified course, or cancellation within event weekend in coordination with the City/Police.

5. School Zone Signage Needed **Informational**

Kristin Kuhlow - KristinKuhlow@gmail.com

Request to add school zone flashing sign on SE 8th St between SE D St and S Main St in both directions. The street is so busy now. Many Thaden students use the crosswalk on 8th & E St. Weekly I see cars speed up to beat traffic lights and blocking crosswalks. Not required, but police presence at 3:15 p.m. period/call-up would help.

6. SE 8th St & SE E St - Electrical Box **Informational**

Kristin Kuhlow - KristinKuhlow@gmail.com

Please relocate the big green box installed at this corner. It directly prohibits a driver's view to the west when trying to turn from SE E St onto 8th St. 8th Street is extremely busy now, and this green box makes it dangerous to turn left onto 8th Street from SE E Street!

7. Featherston/Glen Rd - Street Safety **Informational**

Jessica Bunch - Jessmarie8403@yahoo.com

I'm trying to get a crosswalk/street markings/signage request for Featherston/Glen Rd to have a safe crossing and action for a way a child can walk home as well as the community.

III. Miscellaneous

IV. Next Proposed Meeting:

1. September 7 , 2026



To: Traffic Safety & Signage Committee
From:
Thru:
Date: August 3, 2026

Subject: Spooky Sprint - Fayetteville on 10/4/26 Kaleb Sarver - kaleb@bodiesrc.com

Request for approval of a Half Marathon, 10K, and 5K event. We would need 4 police officers total for our race starting at Orchards Park.

- 1 by the roundabout on NE J ST and NE John Deshields BLVD
- 1 on Museum Way by the crossing between orchards trail and N forest Trail
- 1 on NE A ST
- 1 on NE Cub Cir and NE A

Route:

<https://www.google.com/maps/d/viewer?mid=1PsevnE268gbSUDJWsZmWDy0h3ZyyPhM&ll=36.389221444823875%2C-94.196071372218&z=14>

Recommendation for Action:

Background:

Budget Impact:

Attachments:

1. Bentonville Traffic and Safety form complete
2. Spooky Sprint Details
3. Spooky Sprint Map
4. Spooky Sprint Form



Traffic Safety & Signage Committee Agenda Item Form

Item Details

TSS Meeting Date:	8/3/2026	Submitted By:	Kaleb Sarver
Phone:	785-550-1662	Applicant Address:	32808 Stringtown Rd, Greenwood, MO 64034
Email:	kaleb@bodiesrc.com		

Item Type (Check all that apply)

☐ Signage Request	☐ Special Event	☐ Construction	☐ Sidewalk/Trail Closure
☐ Crosswalk/Street Markings	☒ Race/Run	☐ Street/Lane Closure	☐ Other

Title, Recommendation Justification

Title:	Spooky Sprint - Fayetteville
Action/Recommendation & Comments	We would need 4 police officers total for our race starting at Orchards Park. 1 by the roundabout on NE J ST and NE John Deshields BLVD 1 on Museum Way by the crossing between orchards trail and N forest Trail 1 on NE A ST 1 on NE Cub Cir and NE A Route: https://www.google.com/maps/d/viewer?mid=1PsevnE268gbSUDJWsZmWDy0h3ZyyPhM&ll=36.389221444823875%2C-94.196071372218&z=14

FIRE/EMS STAND-BY REQUIRED YES ☐ NO ☒

POLICE ASSISTANCE REQUIRED YES ☒ NO ☐

ATTACHMENTS SUBMITTED YES ☒ NO ☐

TSS AGENDA REQUEST MUST BE SUBMITTED 90-DAYS PRIOR TO THE EVENT/CLOSURE DATE

* PRIOR TO SUBMITTING ANY EVENT, CONTACT POLICE DEPARTMENT
Lieutenant Andy Ball | Andy.Ball@bentonville.arkansas.gov

***All request require a site map, race/run route map and/or possible detour map with proposed dates & times.**

***For all events, include a proposed alternative date to be approved in case of any weather incidents.**

***Traffic Calming Request (Signage, crosswalks, etc.) require a Neighbor Notification/Petition Form with submittal.**

Return form to Transportation Dept: erica.hourigan@bentonville.ar.gov

EVENT OPERATIONS PLAN

Half Marathon, 10K & 5K Run

Submitted for TSS Committee Review

1. Event Overview

This submittal provides finalized details on event operations, traffic control, public safety coordination, and on-course staffing in response to the committee's request for additional development of the operations plan.

Event Summary

- Event format: Half marathon, 10K, and 5K running events on a single shared course with separate turnaround points.
- Start / Finish: Bentonville Community Center.
- Half marathon turnaround: Creekside Park.
- 10K turnaround: Mid-course turnaround (water station).
- 5K turnaround: Mid-course turnaround (water station).
- Primary corridors: SW Regional Airport Blvd, SW Maple Rd, and connector residential streets returning via SW Edinburgh Ave to the Community Center.
- Highway crossings: HWY 12 on the north and east sides of the course.

2. Course Map

The map below shows the full course (orange/yellow line), the start/finish at the Bentonville Community Center (checkered flag), the half marathon turnaround at Creekside Park, and all course monitor positions (yellow markers).

3. Police & Public Safety Coordination

Police Posts

- ## Fire / EMS Coordination

- Page 6 of 54

- The Race Director will maintain direct contact with the on-duty dispatch line during the event for any medical response needs.
- A designated medical / first aid point will be staffed at the start/finish area at the Community Center.

4. Traffic Control Plan

Traffic control is structured around two layers: sworn officers at the two HWY 12 crossings (the highest-risk points), and trained course monitors at every other intersection where runners interact with vehicle traffic.

Course Monitor Posts

Course monitors will be posted at all major intersections along the residential portion of the course. Each monitor will be equipped with a high-visibility vest, a whistle, and communication with the Race Director. Monitors will direct runners along the marked route and alert approaching drivers.

Location / Post	Staff Count	Role & Responsibilities
HWY 12 — North crossing	1 Officer	Bentonville PD officer stationed at the highway crossing to control vehicle traffic and provide safe passage for runners.
HWY 12 — East crossing	1 Officer	Bentonville PD officer stationed at the highway crossing to control vehicle traffic and provide safe passage for runners.
SW Hayfield Ave	2 Monitors	Course monitors directing runners, alerting drivers, and managing the intersection.
SW Edinburgh Ave	2 Monitors	Course monitors directing runners, alerting drivers, and managing the intersection.
SW Nottingham Ave	1 Monitor	Course monitor directing runners and alerting drivers at the intersection.
SW Fir Ave	1 Monitor	Course monitor directing runners and alerting drivers at the intersection.
SW Pine Ave	1 Monitor	Course monitor directing runners and alerting drivers at the intersection.
TOTAL	2 Police + 8 Course Monitors	All personnel will be in high-visibility vests and connected via radio/phone to the Race Director.

Signage & Course Marking

- Directional arrows and mile markers will be placed along the course the morning of the event.
- "Race in Progress" signs will be placed at the entrances to each affected residential street.

- Cones will be used to define the runner lane on shared-use roadway segments.
- All signage and cones will be removed by the event team within 2 hours of the last runner finishing.

Resident & Driver Notification

- Affected residents along the course will receive door hangers / flyers in the week leading up to the event with the date, time window, and a contact number.
- Event details will also be posted to local community channels in advance.

5. Aid Stations & Runner Support

Two staffed water stations will be located at the 5K and 10K turnaround points. These positions serve double duty as turnaround markers and hydration points for all three race distances.

Station	Location	Supplies & Staffing
5K Turnaround	Mid-course turnaround point (see route map)	Water station with bottled/cup water, staffed by event volunteers throughout the duration runners are on course.
10K Turnaround	Mid-course turnaround point (see route map)	Water station with bottled/cup water, staffed by event volunteers throughout the duration runners are on course.

6. Operational Logistics

Event Day Timeline

- Setup begins at the Community Center prior to runner arrival (signage, finish line, hydration supplies, registration check-in).
- Course monitors and police officers report to their assigned posts and check in with the Race Director before the race start.
- Race starts at the Community Center; runners follow the marked course to their distance's turnaround and return to the Community Center finish.
- Course closes after the last runner crosses the finish line; teardown follows immediately.

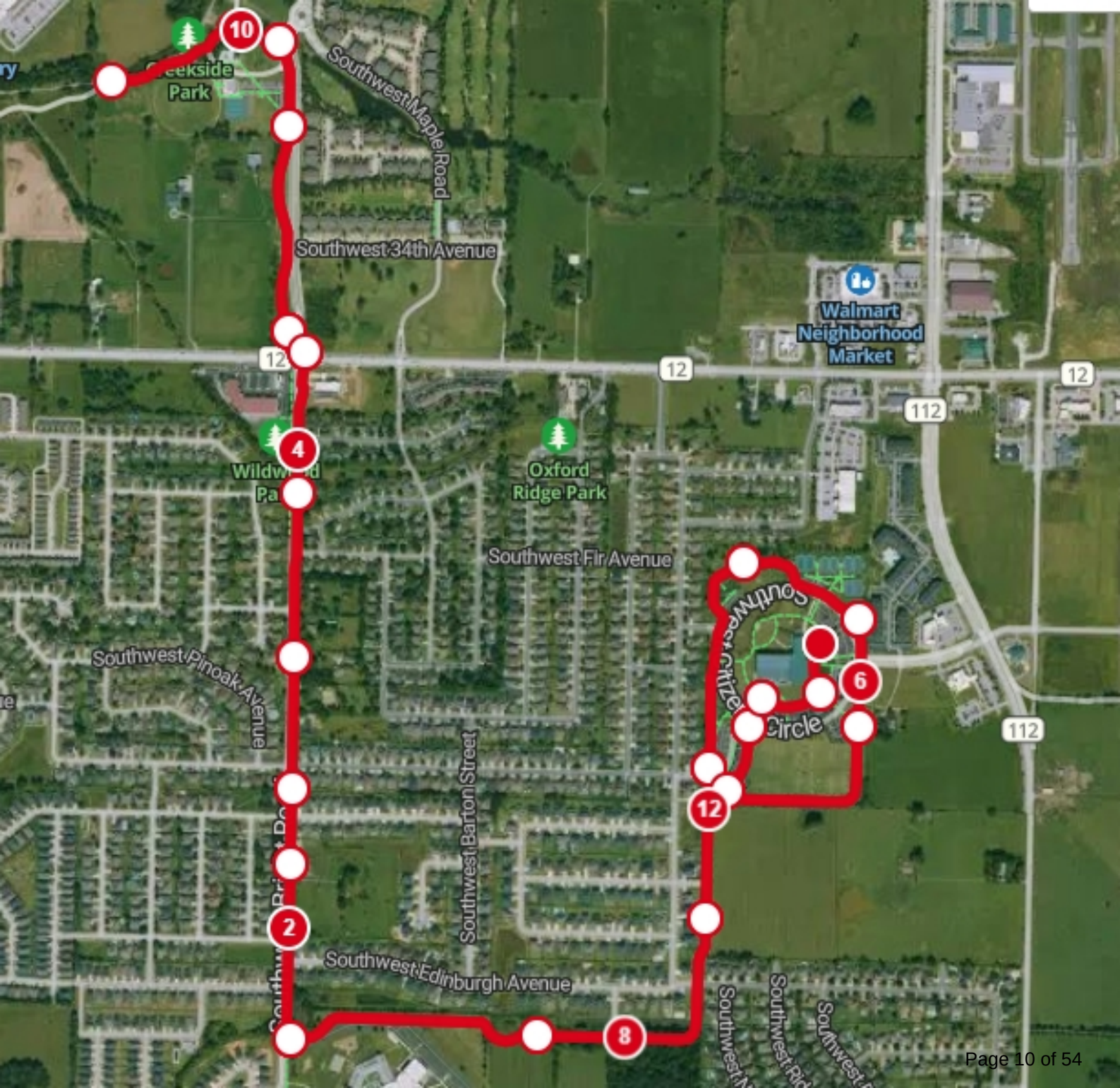
Communications

- The Race Director will maintain phone/radio contact with all police posts and course monitors throughout the event.
- A dedicated contact number will be provided to the City, BPD, and BFD prior to event day.
- Course monitors will report any incident, medical issue, or traffic concern directly to the Race Director for escalation.

Contingency & Weather

- In the event of severe weather, the event will be delayed or canceled at the Race Director's discretion in coordination with public safety partners.
- All participants will be notified via email and on-site announcement of any schedule change.

- Medical incidents will be handled by directing 911 EMS response to the nearest cross street; the Race Director will coordinate access.





Traffic Safety & Signage Committee Agenda Item Form

Item Details

TSS Meeting Date:	7/6/2026	Submitted By:	Kaleb Sarver
Phone:	7855501662	Applicant Address:	32808 Stringtown Rd, Greenwood, MO 64
Email:	kaleb@bodiesrc.com		

Item Type (Check all that apply)

☐ Signage Request	☐ Special Event	☐ Construction	☐ Sidewalk/Trail Closure
☐ Crosswalk/Street Markings	☒ Race/Run	☐ Street/Lane Closure	☐ Other

Title, Recommendation Justification

Title:	Spooky Sprint - Fayetteville on 10/4/26
Action/ Recommendation & Comments	We would want police officers on 12 Hwy on the north and east side. Request for approval of a Half Marathon, 10K, and 5K event route utilizing City streets, including temporary traffic control, police assistance at Highway 12 crossings, and course monitors for participant safety.

FIRE/EMS STAND-BY REQUIRED YES ☐ NO ☒

POLICE ASSISTANCE REQUIRED YES ☒ NO ☐

ATTACHMENTS SUBMITTED YES ☒ NO ☐

TSS AGENDA REQUEST MUST BE SUBMITTED 90-DAYS PRIOR TO THE EVENT/CLOSURE DATE

* PRIOR TO SUBMITTING ANY EVENT, CONTACT POLICE DEPARTMENT
Kevin Cizerle kevin.cizerle@bentonville.arkansas.gov

***All request require a site map, race/run route map and/or possible detour map with proposed dates & times.**

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***Traffic Calming Request (Signage, crosswalks, etc.) require a Neighbor Notification/Petition Form with submittal.**

Return form to Transportation Dept: erica.hourigan@bentonville.ar.gov



To: Traffic Safety & Signage Committee
From:
Thru:
Date: August 3, 2026

Subject: Lifetime Event

Kalene Griffith - kalene@visitbentonville.com

Road Closure on 2 days, October 11th & 17th. Closure of N Main St SB from NE A St to NW 3rd St, NW 3rd St Closure EB to NE B St, NE B St Closure SB to NE 2nd St, NE 2nd St closure to NE F St, NE Fst Closure SB crossing E Central Ave onto SE F St to SE 3rd St, SE 3rd St Closure WB to SE A St, SE A St Closure SB to SE 6th St, SE 6th St Closure WB up to the Momentary property line. LIFETIME Expo is planned on Momentary property. 21c, Blake St and Table on 6th. Actively in conversation with Visit Bentonville & LIFETIME to make an action plan to minimize the impact on business from closures.

Recommendation for Action:

Background:

Budget Impact:

Attachments:

1. TSS LIFETIME
2. Big Sugar Little Sugar Master Document2026
3. Big Sugar 2026 Traffic Control Closure Time Windows
4. 2026 Big SugarLittle Sugar Finish Map



Traffic Safety & Signage Committee Agenda Item Form

Item Details

TSS Meeting Date:	17 Dunsford Dr	Submitted By:	Kalene Griffith / Jeff Nicholas Visit Bentonvi
Phone:	9498138155	Applicant Address:	125 W Central Suite 200 Bentonville, AR 72712
Email:	jeff@visitbentonville.com		

Item Type (Check all that apply)

- | | | | |
|--|--|---|---|
| ☐ Signage Request | ☐ Special Event | ☐ Construction | ☐ Sidewalk/Trail Clsoure |
| ☐ Crosswalk/Street Markings | ☐ Race/Run | ☒ Street/Lane Closure | ☐ Other |

Title, Recommendation Justification

Title:	LIFETIME Little Sugar MTB and Big Sugar Gravel Sunday October 11th & Saturday October 17th
Action/ Recommendation & Comments	Road Closure on 2 days, October 11th & 17th. Closure of N Main St SB from NE A St to NW 3rd St, NW 3rd St Closure EB to NE B St, NE B St Closure SB to NE 2nd St, NE 2nd St closure to NE F St, NE Fst Closure SB crossing E Central Ave onto SE F St to SE 3rd St, SE 3rd St Closure WB to SE A St, SE A St Closure SB to SE 6th St, SE 6th St Closure WB up to the Momentary property line. LIFETIME Expo planned on Momentary property. 21c, Blake St and Table on 6th Actively in conversation with Visit Bentonville & LIFETIME to make a action plan to minimize impact to business from closures.

FIRE/EMS STAND-BY REQUIRED YES ☒ NO ☐

POLICE ASSISTANCE REQUIRED YES ☒ NO ☐

ATTACHMENTS SUBMITTED YES ☒ NO ☐

TSS AGENDA REQUEST MUST BE SUBMITTED 90-DAYS PRIOR TO THE EVENT/CLOSURE DATE

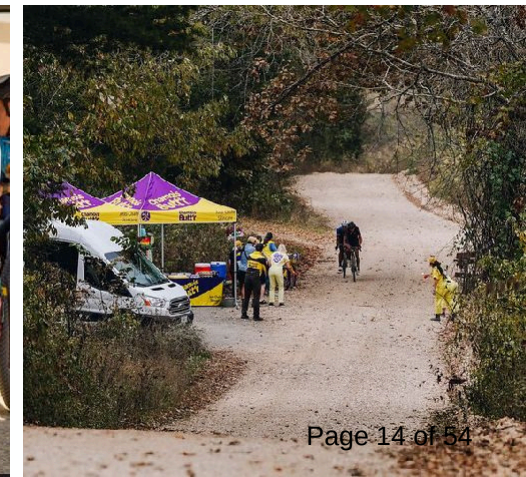
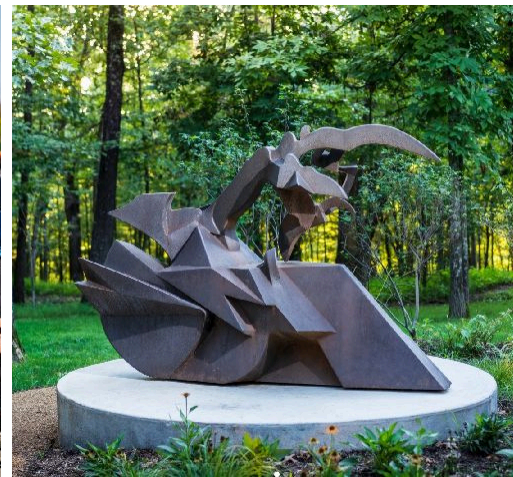
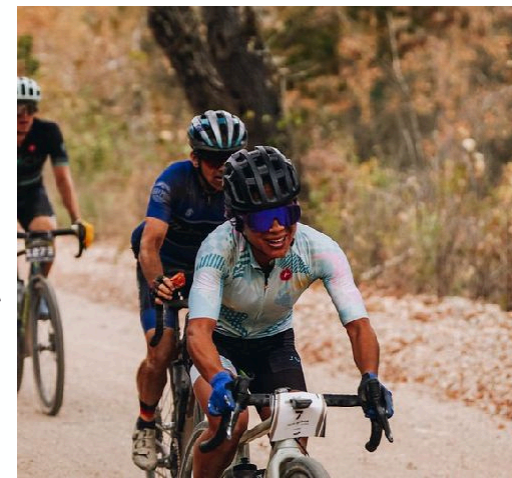
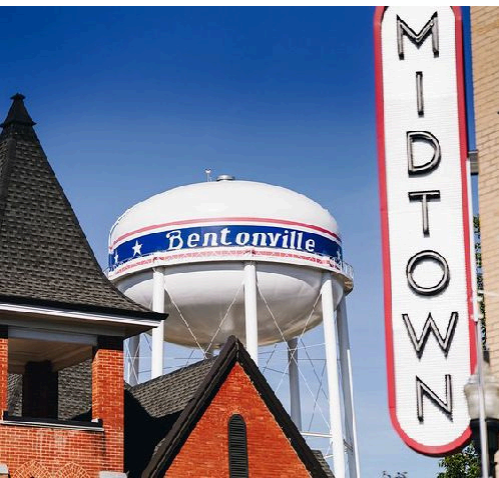
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LITTLE SUGAR

MTB

Race Day - October 11, 2026

Saturday, October 10, 2026
PacketPickup@ Coler Campground
11:00 am - 6:00pm
Downtown

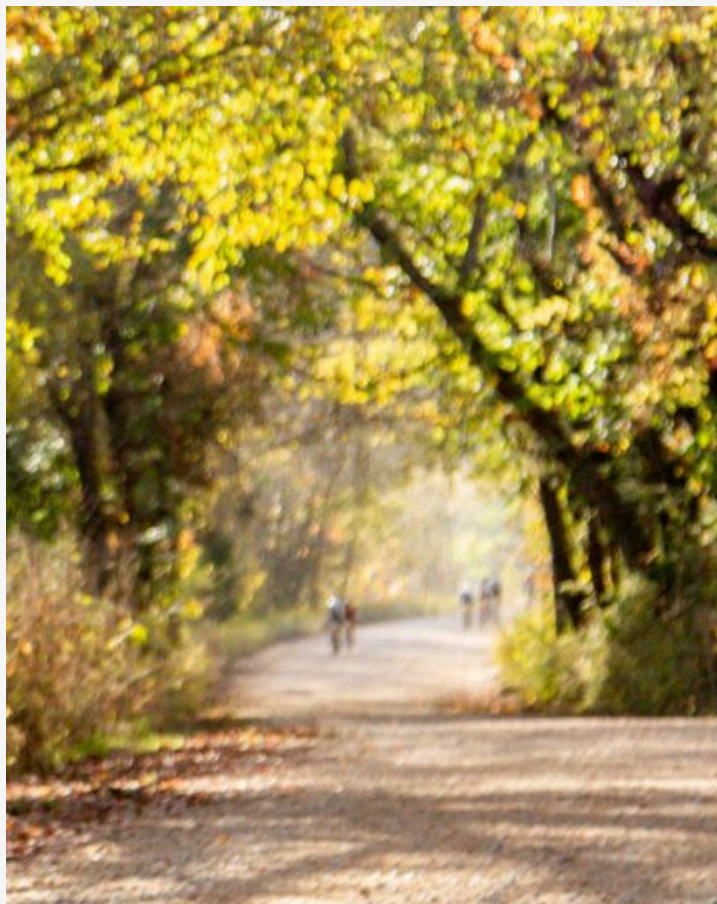
TBD

Sunday, October 11, 2026
MountainBikeStart@Coler Campground
5:00 am - Staff onsite
7:00 am – 11:00 am – Police escort lead-outs
7:00 am – 11:00 am Road closures (see map)
7:30 am - 50k Start
8:00 am - 100k Start – Pro Men
8:10 am – 100k Start – Pro Women
8:20 am – 100k Start - Open
10:30 am - 20k Start
Detailed Traffic Impacts
7:33am - Peach Orchard at Punkin Hollow
(North Coler Lot)
7:35am - Peach Orchard at Punkin Hollow
7:40am - 8:43am NW Mystic at Windemere
7:41am - 8:45am PeachOrchard&BellaVista
(100k/50k)
*10:33am - Peach Orchard at Punkin Hollow North
Coler Lot
*10:35am - Peach Orchard at Punkin Hollow
*10:37am - 10:53am - NW Mystic at Windemere
10:40 am - 10:55 am Peach Orchard & Lowes
9:15 am - TBD
9:35 am - 6:15 pm Finish line

**20k only - 100 and 50 go thru earlier*

BIG SUGAR

CLASSIC



BIG SUGAR

GRAVEL

Race Day - October 17, 2026

Thursday October 15, 2026
3:00pm - 6:00pm - ExpoOpen @ Momentary

Friday October 16, 2026
10:00am - 7:00pm - ExpoOpen@Momentary
7:00pm - 10:00pm Race set up @ N. Main St
between 2nd St and 3rd St

Saturday October 17, 2026
5:00am - 7:30am Farmers Market load-in
7:00am – 10:00am Police escort lead outs
7:30am
100 Mile Gravel Start
Farmers Market Open
8:30am
50 Mile Gravel Start
9:30am
25 Mile Gravel Start
10:30am First 25 & 50 mile finish
12:30pm First 100 mile finish
6:30pm Course closed
6:30pm - 11:00pm Tear down

Note: Event has been coordinating with Farmers Market
to ensure mutual success for respective events

LIFETIME[®]

LITTLE SUGAR

MTB



Little Sugar MTB

The Little Sugar MTB course travels north into Bella Vista and traverses the hollers and ravines of Little Sugar and Back 40. Set on a world-class urban trail system, the event offers grinding climbs that alternate with fast rolling descents. Athletes are greeted with a backdrop of unique bluff lines, waterfalls, the iconic Ledges and a view of the picturesque Crystal Bridges Museum of American Art.

Little Sugar MTB will be a Leadville Trail 100 MTB qualifying event and features an Elite Prize Purse of \$30K.

Event Weekend:

Saturday - Packet Pickup
Sunday - 20K, 50K, 100K Races

Est. Participants

1.2K

Est. Female

18%

Est. Race Day Attendance

2K

Est. In-State Participants

26%

Est. Male

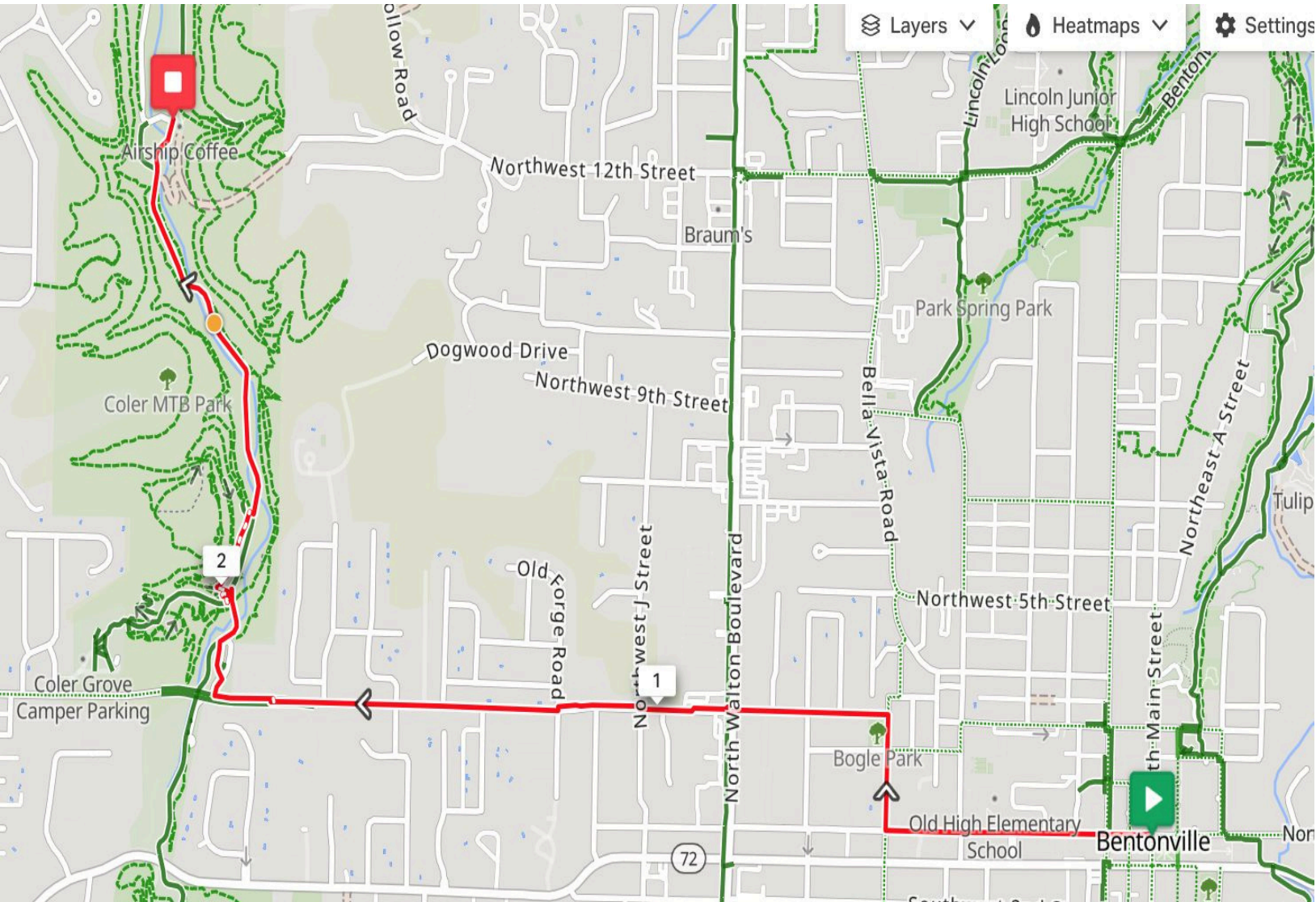
82%

PR Impressions*

489,691,21

6

Coler - Start



Note:

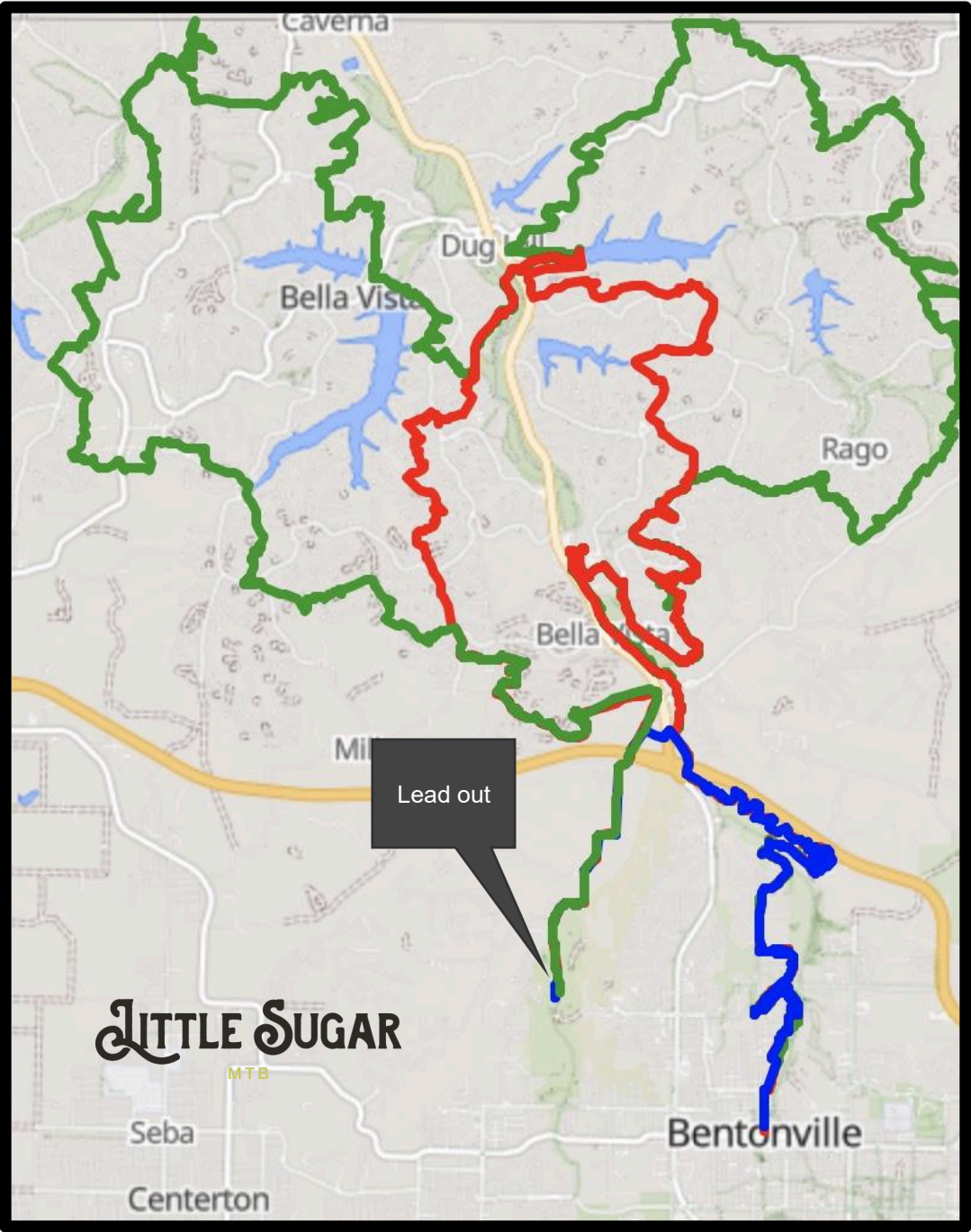
Athletes encouraged to ride
All campsites have been reserved through Life Time

From Bentonville

NW 2nd St -> NW K St (Right)
NW K St -> NW 3rd St (Left)
NW 3rd St -> Coler South Gateway
Apple Blossom Trail

Total 2.6 Miles

LITTLE SUGAR
MTB



Course Maps

Location	100k	50k	20k
Coler	0	0	0
Peach Orchard and Lowes	2.8	2.8	2.8
Peach Orchard and Bella Vista Way	3	3	3
Tunnel Vision Connector / Tunnel Vision	7.3	7.3	n/a
Chelsea Road / Tunnel Vision	29.1	12	n/a
Aid Station - Lake Ann Dam	31.3	14.2	n/a
BS Back 40 East Connector / BS Loop North Upper	48.3	19.4	n/a
Temp Greenway Detour North / Razorback Greenway	53.76	24.9	3.04
Expressway / Slaughter Pen Road	56	27.2	5.2
NE A St	61.2	32.4	10.5
Finishline	61.8	33	11.08



100K Riders

600

100k Distance

62 M

100k Gain

6,546'

100k Aid Stations

48



50K Riders

400

50k Distance

33 Mi

50k Gain

3,419'

50k Aid Stations

19



20K Riders

200

20k Distance

11 Mi

20k Gain

1,024'

20k Aid Stations

n/a

Aid Station

Estimated Timeline

8:00am Set Up
8:25am First 50k Rider
9:57am First 100k Rider
1:00pm Cutoff for 100k Riders
2:00pm Aid Station shutdown

Mileage

100k Riders – 31
50k Riders – 14

Equipment

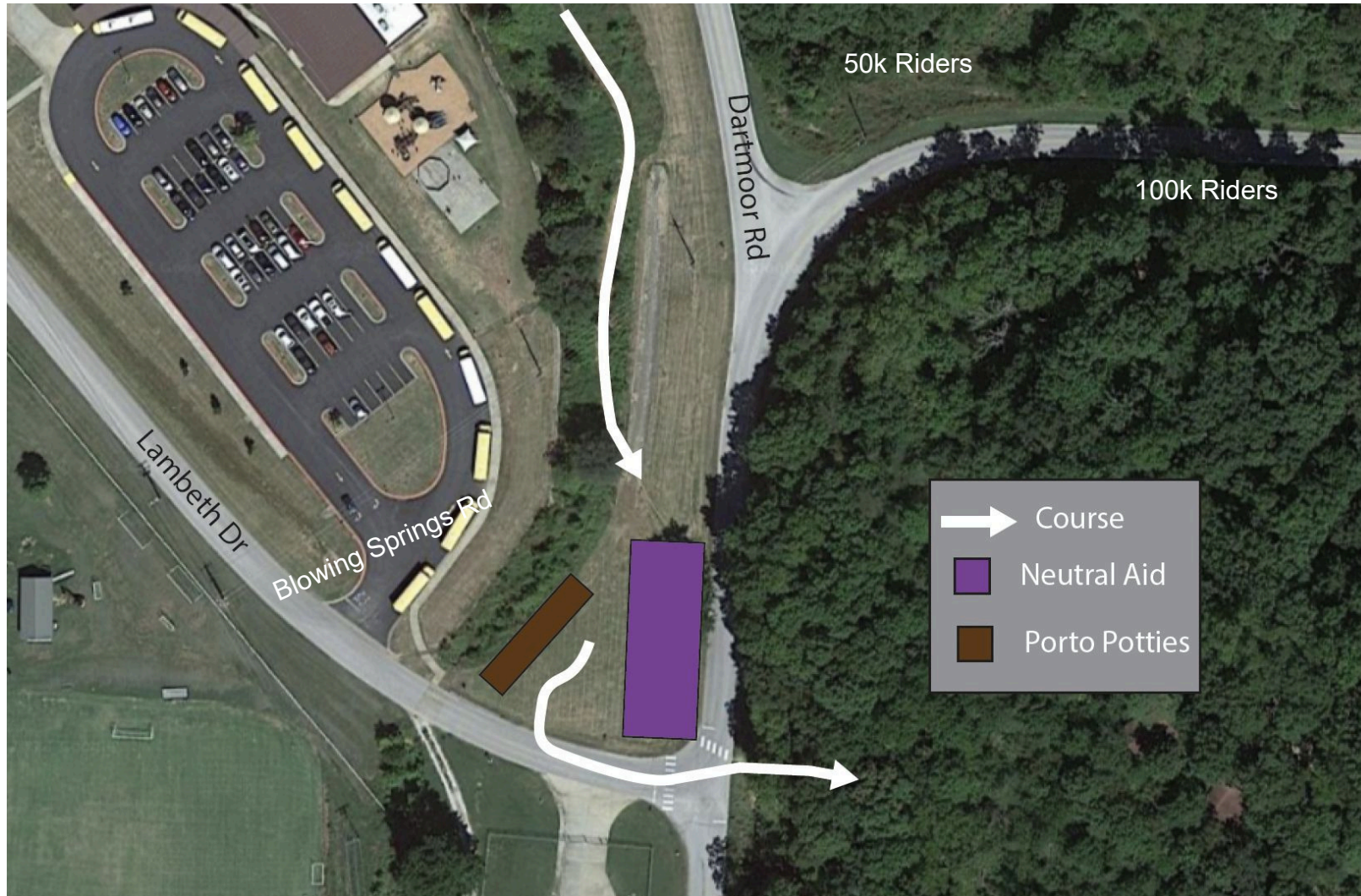
Tents
Tables
Water
Sport drink
Snacks / Fruit
Signage / Flags

Services

Neutral support
Mechanical support
Team support
Spectators allowed
Drop bag location
Shuttle for dropped riders



Aid Station



Estimated Timeline

8:30am Set Up
8:45am First 50k Rider
11:00am First 100k Rider
3:45pm Cutoff for 100k Riders
4:30pm Aid Station shutdown

Mileage

100k Riders – 48
50k Riders – 19

Equipment

Tents
Tables
Water
Sport drink
Snacks / Fruit
Signage / Flags

✓ Services

✗ Neutral support
✓ Mechanical support
✗ Team support
✓ Spectators allowed

Drop bag location
Shuttle for dropped riders

Traffic Control

Peach Orchard → Bella Vista Way

7:00am Arrival

7:40am 1st 50k riders at intersection

8:10am 1st 100k riders at intersection

8:45am Sweep thru intersection

(see next slide for detail)

Peach Orchard → Lowes

10:00am Arrival

10:40am 1st 20k riders at intersection

11:00am Sweep thru intersection

Peach Orchard → NW Mystic Ave

/Windermere

Paused Traffic

7:35am to 10:45am

Peach Orchard → Punkin Hollow

Paused Traffic

7:30am to 10:40am

Peach Orchard → Coler North

Parking Lot/Camp Road

Paused Traffic

7:30am to 10:30am

Leadout

Coler-->PeachOrchardRd (near Bella Vista Way)

7:30 am - 50k Start

8:00 am - 100k Start – Pro Men

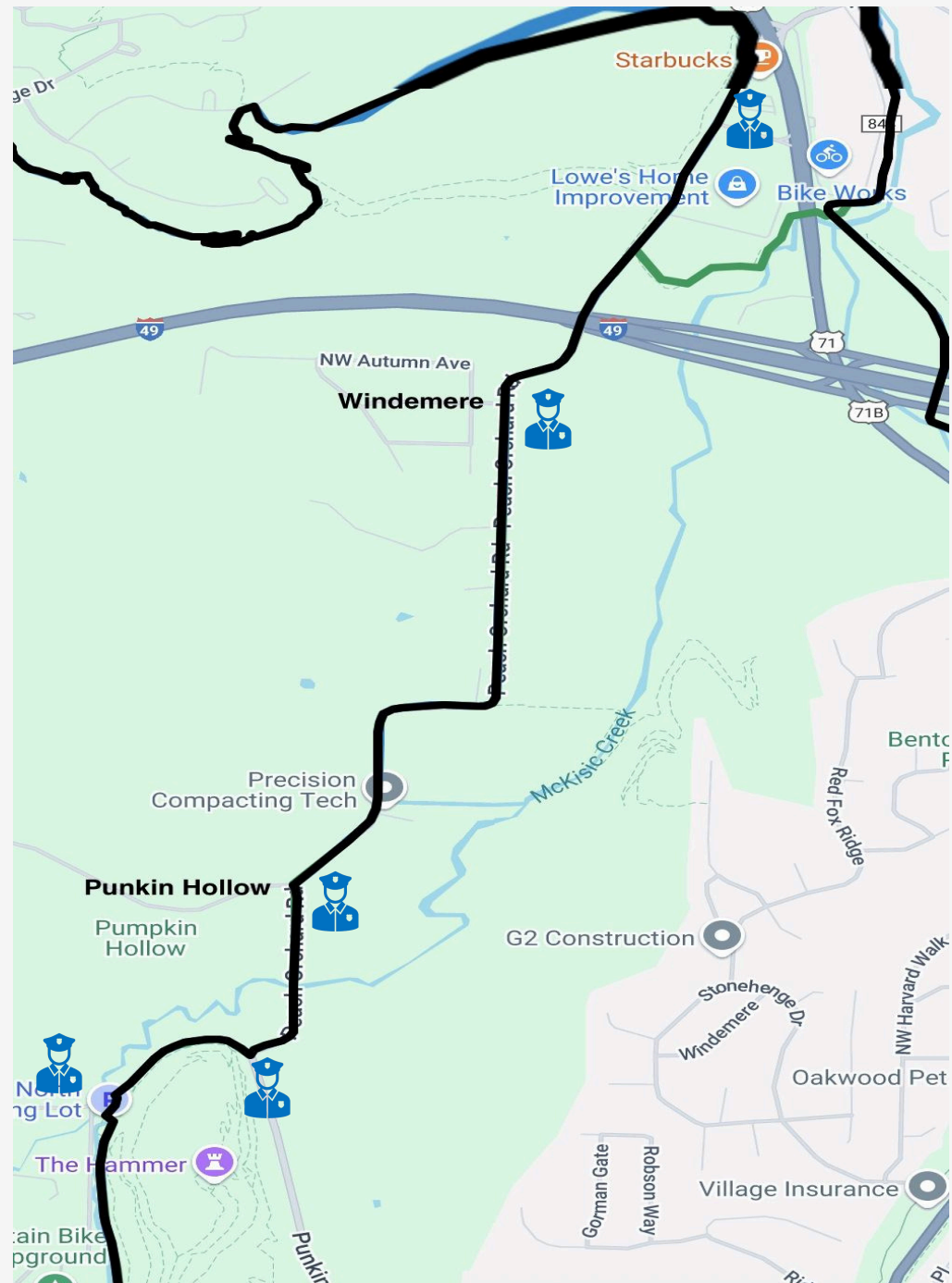
8:10 am – 100k Start – Pro Women

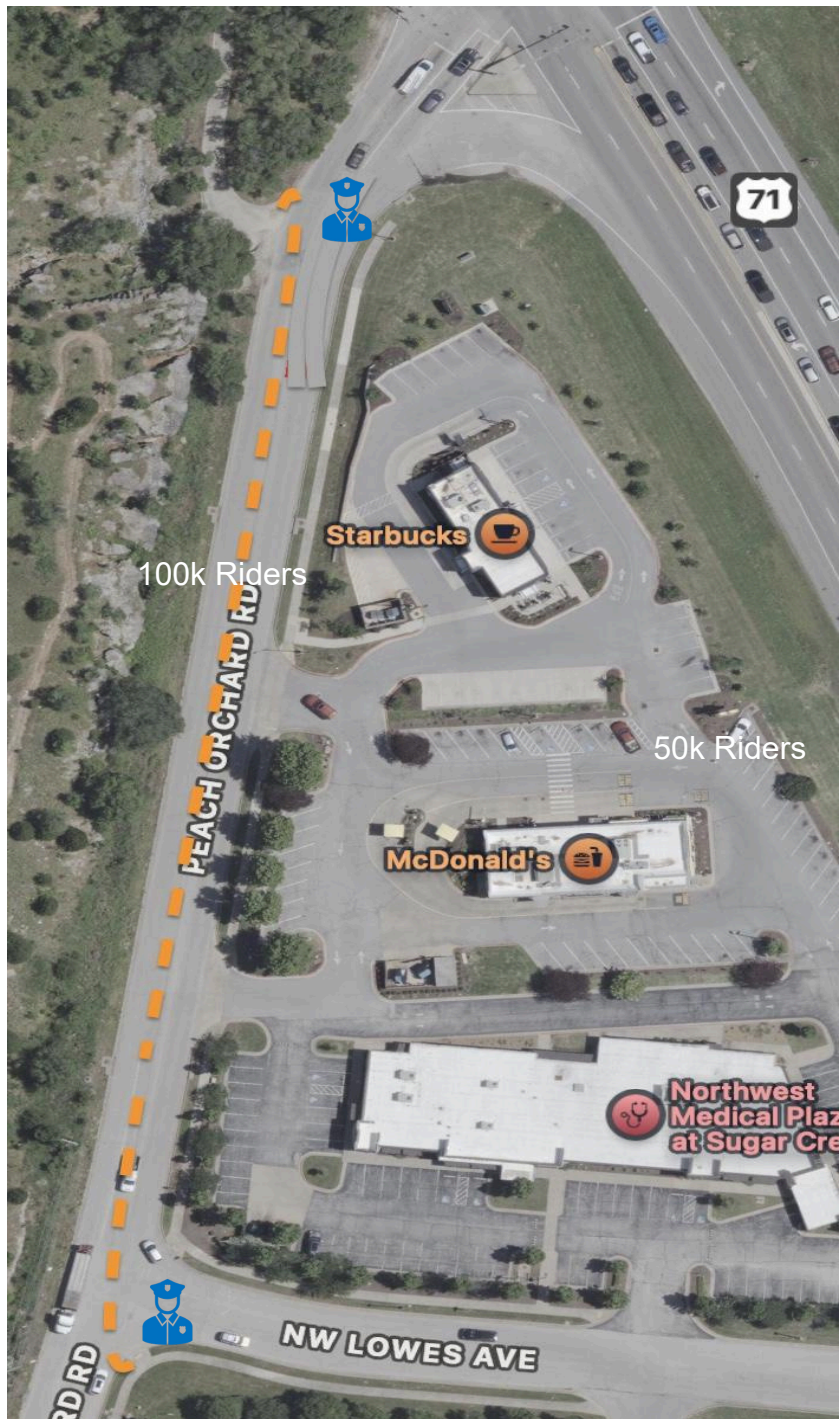
8:20 am – 100k Start - Open

10:30 am - 20k Start

LIFETIME
HEALTHY WAY OF LIFE

LITTLE SUGAR
MTB





Traffic Control

Estimated Timeline

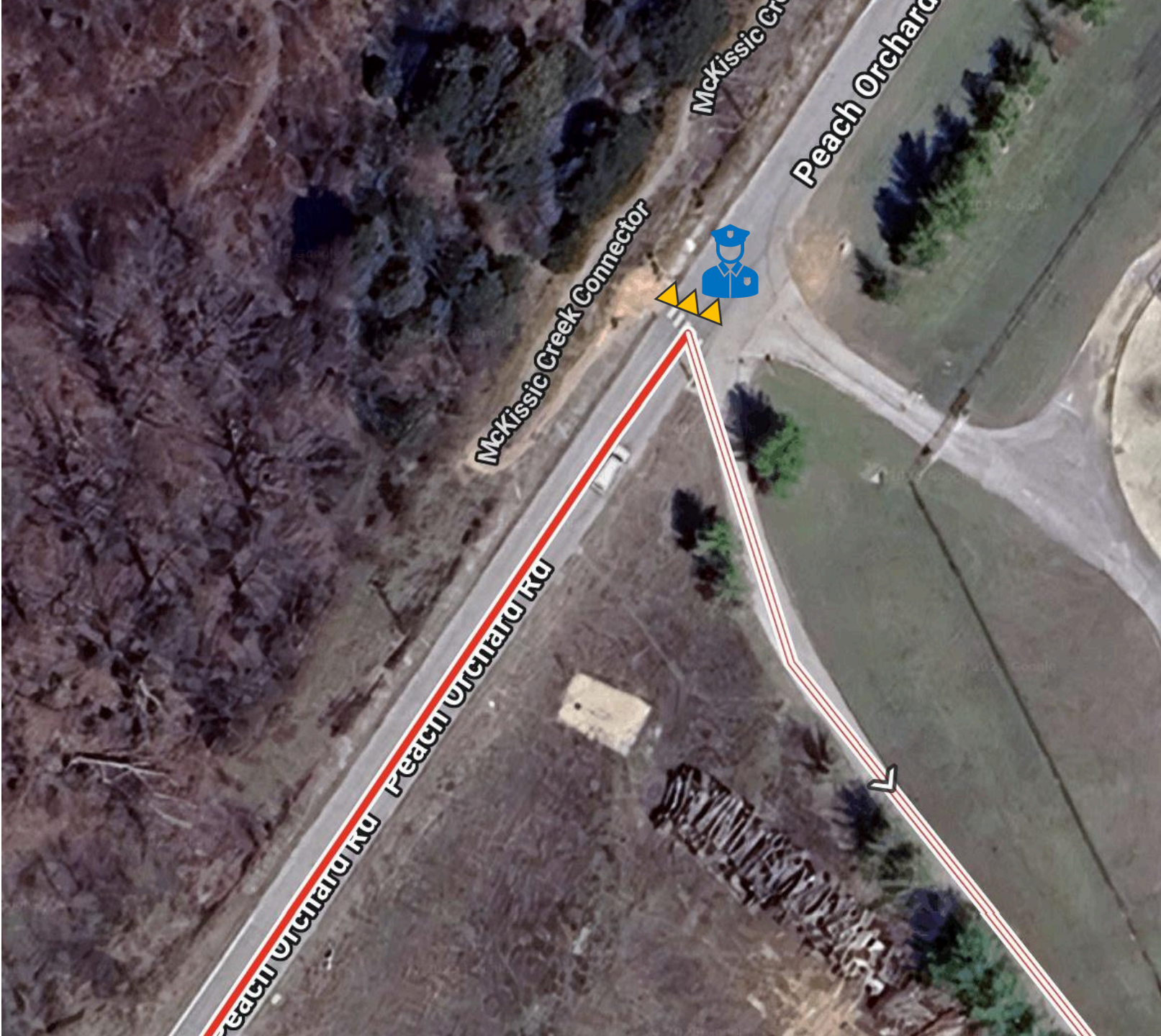
- 7:00am Arrival
- 7:40am 1st 50k riders at intersection
- 8:10am 1st 100k riders at intersection
- 8:45am Sweep thru intersection

Athletes

- 50k Riders
- 100k Riders

Notes

Close South bound to athletes and utilize Northbound and Turn lane for traffic



Traffic Control

Estimated Timeline

10:00am Arrival

10:40am 1st 20k riders at intersection

11:00am Sweep thru intersection

Athletes

20k Riders

Traffic Control

NW 5th St & Main St

Closure Timeline

8:00amTraffic ClosuresStart

NE Cub Circle

NE Park

NE A St

6:30pm Estimated Last finisher

7:00pm NE 5th & Main to NE 3rd re-open

11:00pm Roads Open

Estimated Rider Timeline

9:40am 1 Riders at finish (50k)

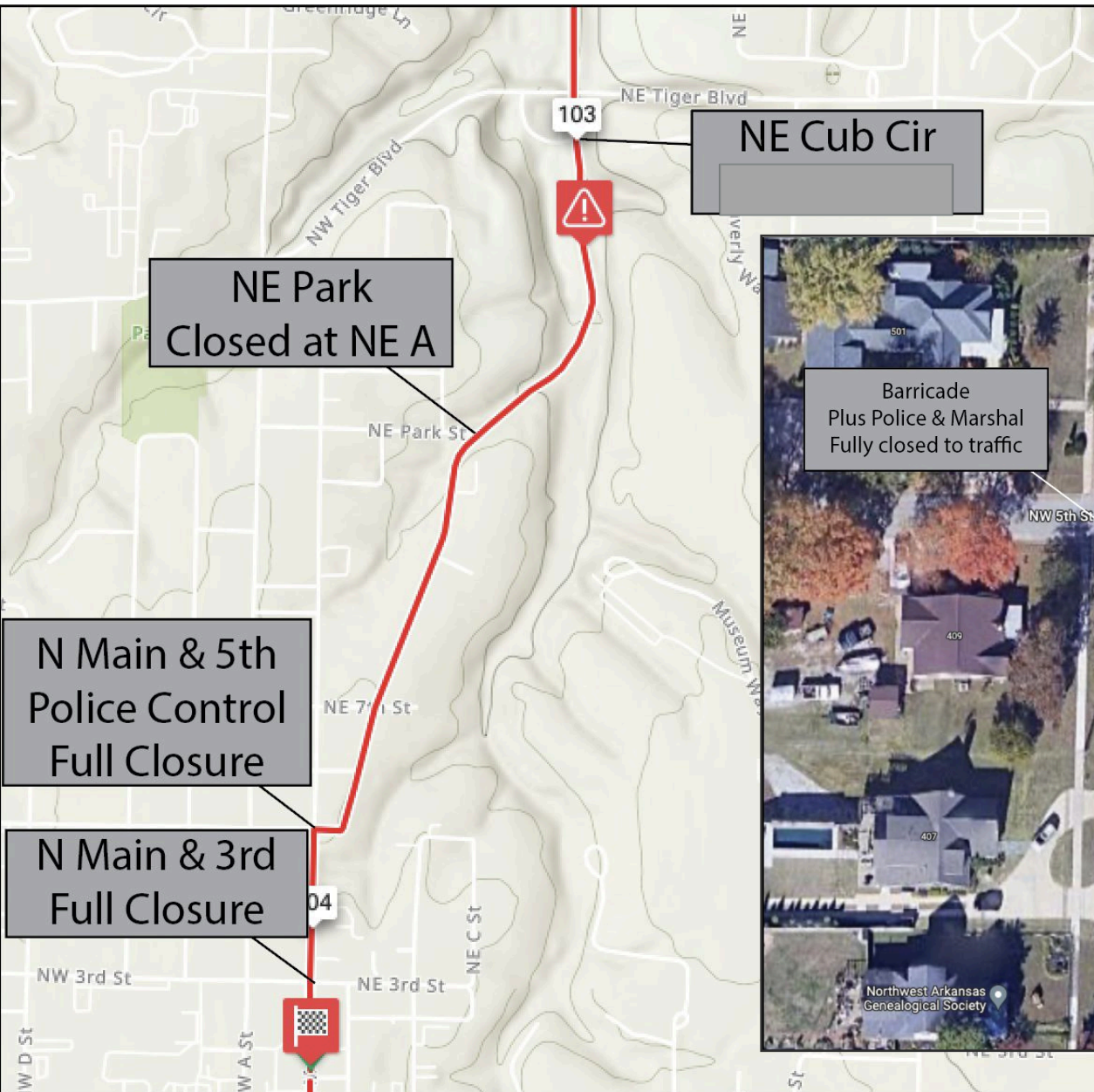
6:30pm Last riders at finish (100k)

Athletes

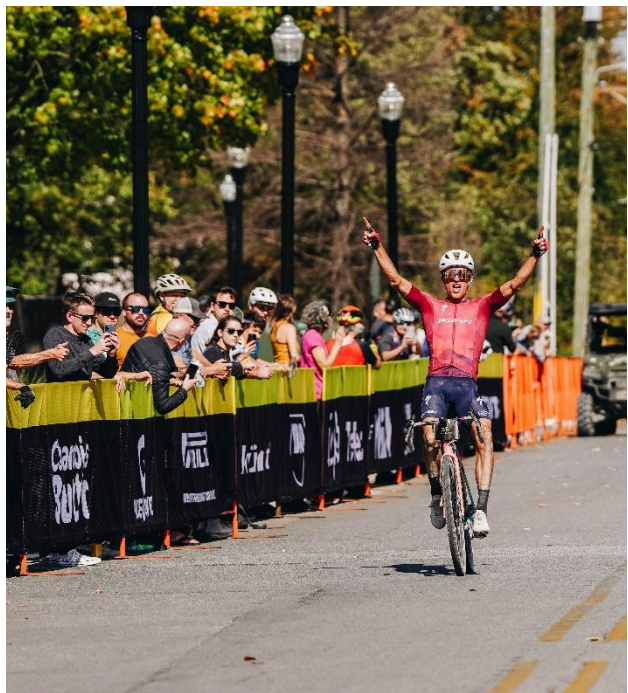
20k Riders

50k Riders

100k Riders



LIFETIME[®]
Big SUGAR
GRAVEL



Big Sugar Gravel

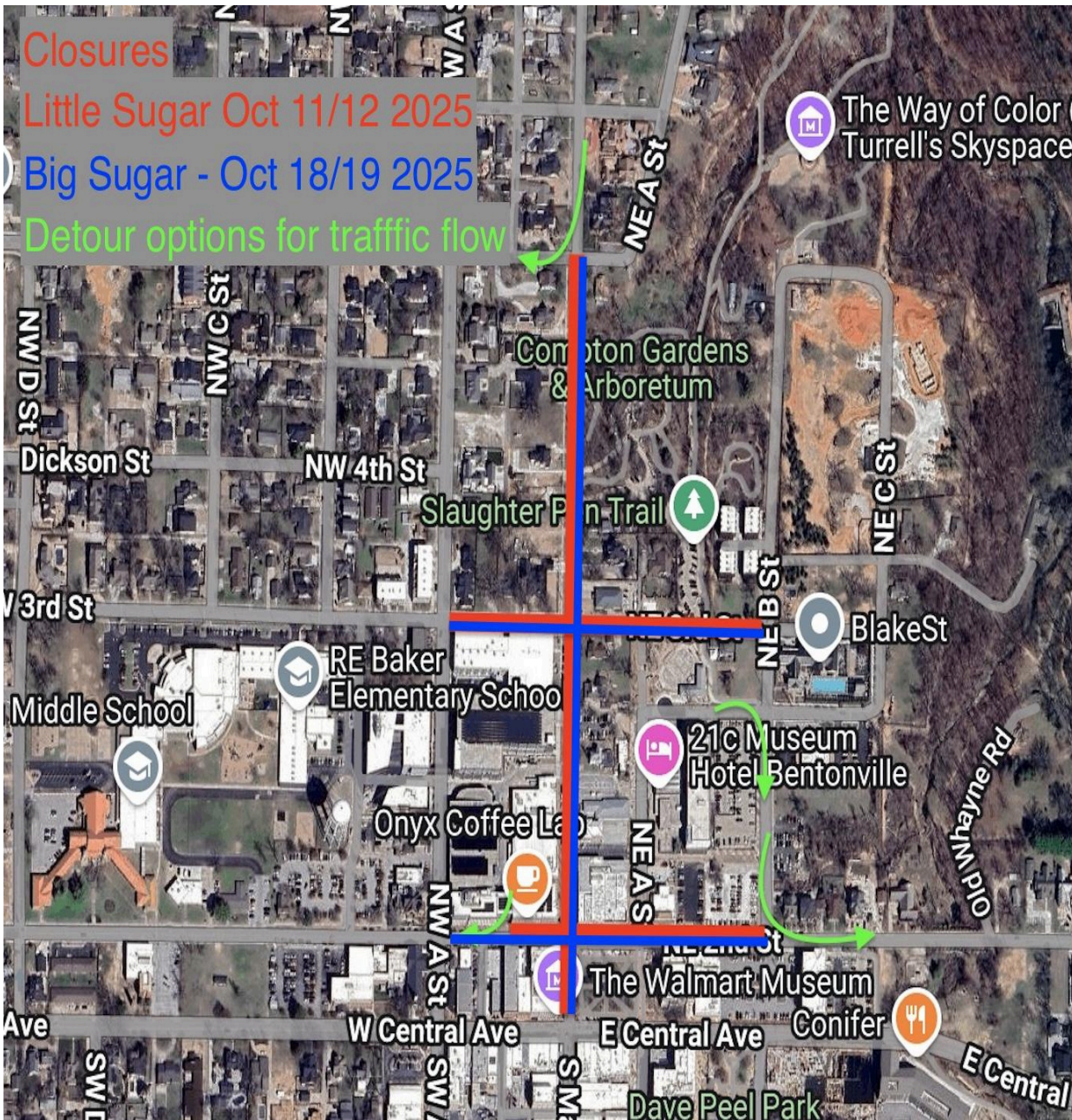
Canopy covered gravel roads will lead you through the remote and rugged highlands of the Ozark Mountains in Northwest Arkansas and Southern Missouri. The courses go along Sugar Creek and through the bluffs and hollers, including picturesque fall foliage painted around you.

The event celebrates the cycling community and is backed by the original Unbound Gravel production team, with the addition of Bentonville locals.
Event Weekend:

Thursday, Friday - Gravel Expo
Saturday - 25M, 50M, 100M



Est. Participants	Est. Expo Attendance	Est. Race Day Attendance
2.0K	3.3K	3.3K
Male/Female (%)	In-State Participants	2023 PR Impressions*
79/21	22%	1.3B



Closures
 Little Sugar Oct 11/12 2025
 Big Sugar - Oct 18/19 2025
 Detour options for traffic flow

Finish Fest

Friday October 17, 2025

7:00pm - 10:00pm

Closure to begin on Main St between 2nd St and 3rd St
 Build out of finish area, truss etc

Saturday October 19, 2024

5:00am - 11:00pm Road Closures

7:30am - 100 Mile Start

8:30am - 50 Mile Start

9:30am - 25 Mile Start

Estimated finisher timeline

10:30am First 25 & 50 mile finish

12:30pm First 100 mile finish

6:30pm - Last Finisher

11:00pm - Road closures end

Closure requests:

- NW 2nd St between NW A St and SE A St
- N. Main St. from Central, North to 5th St



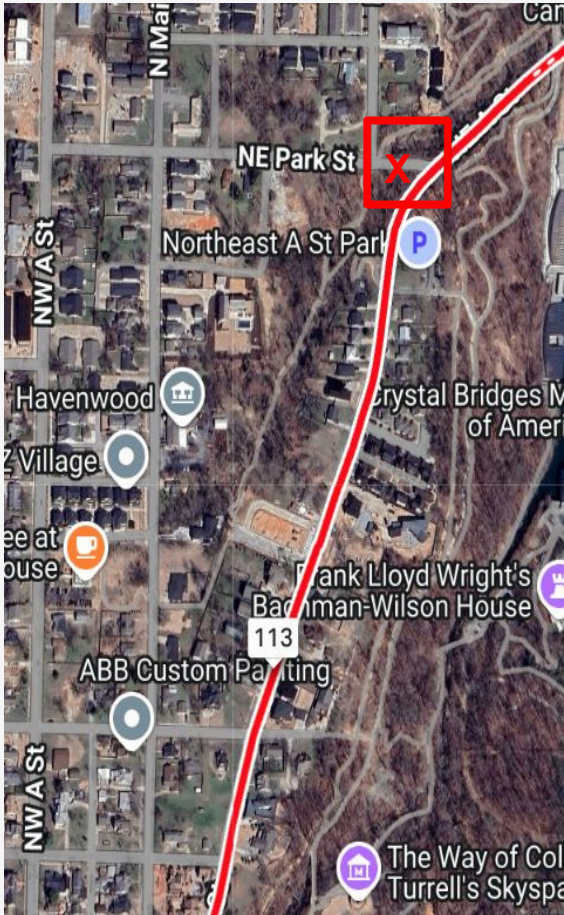
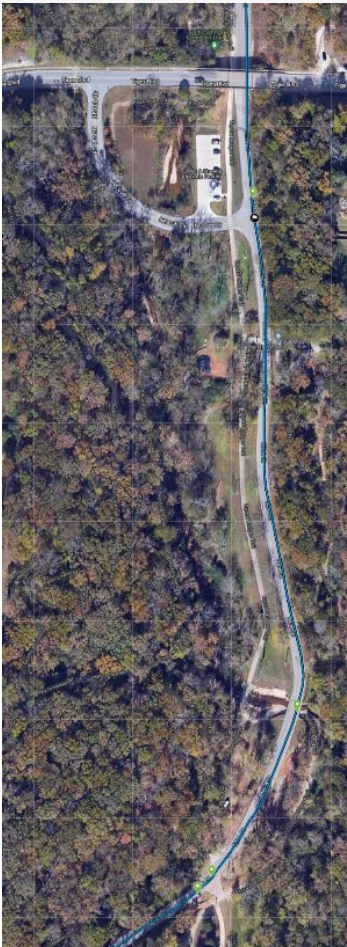
Traffic Control

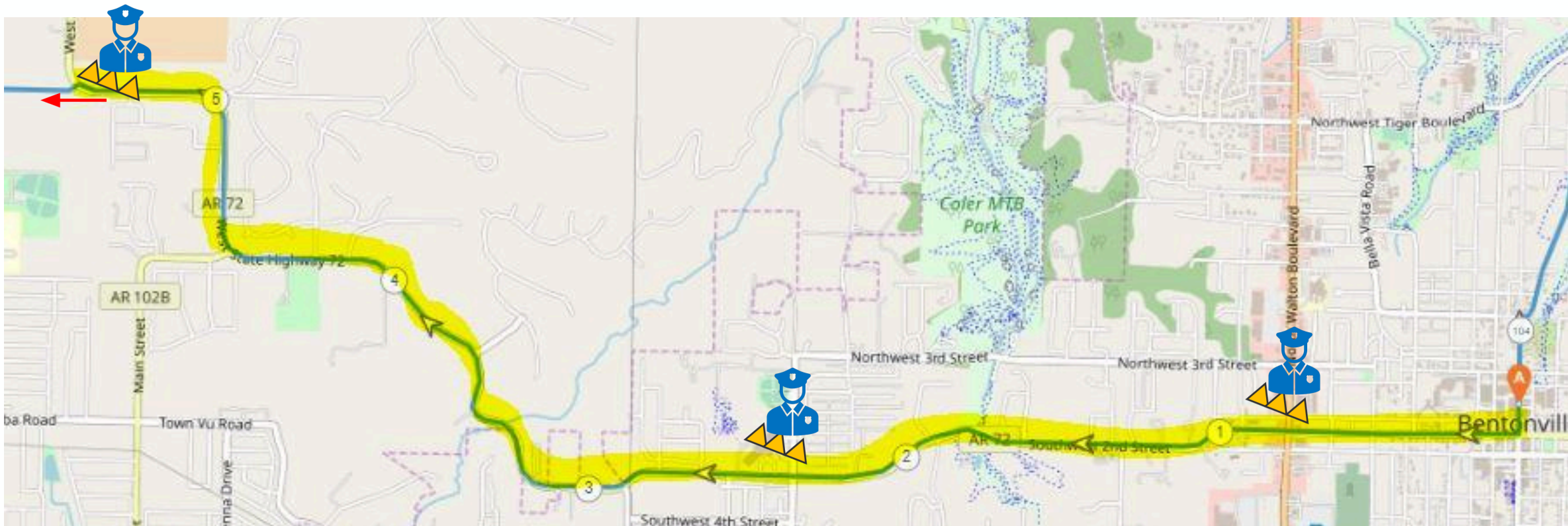
NEASt / NECubCircle

Request:
9:00am - 6:30pm No vehicle traffic from Tiger entering
onto NE Cub Cir

NE A St / NE Park St

Request:
9:00am - 6:30pm No vehicle traffic entering NE A St





100 Leadout

TIMELINE

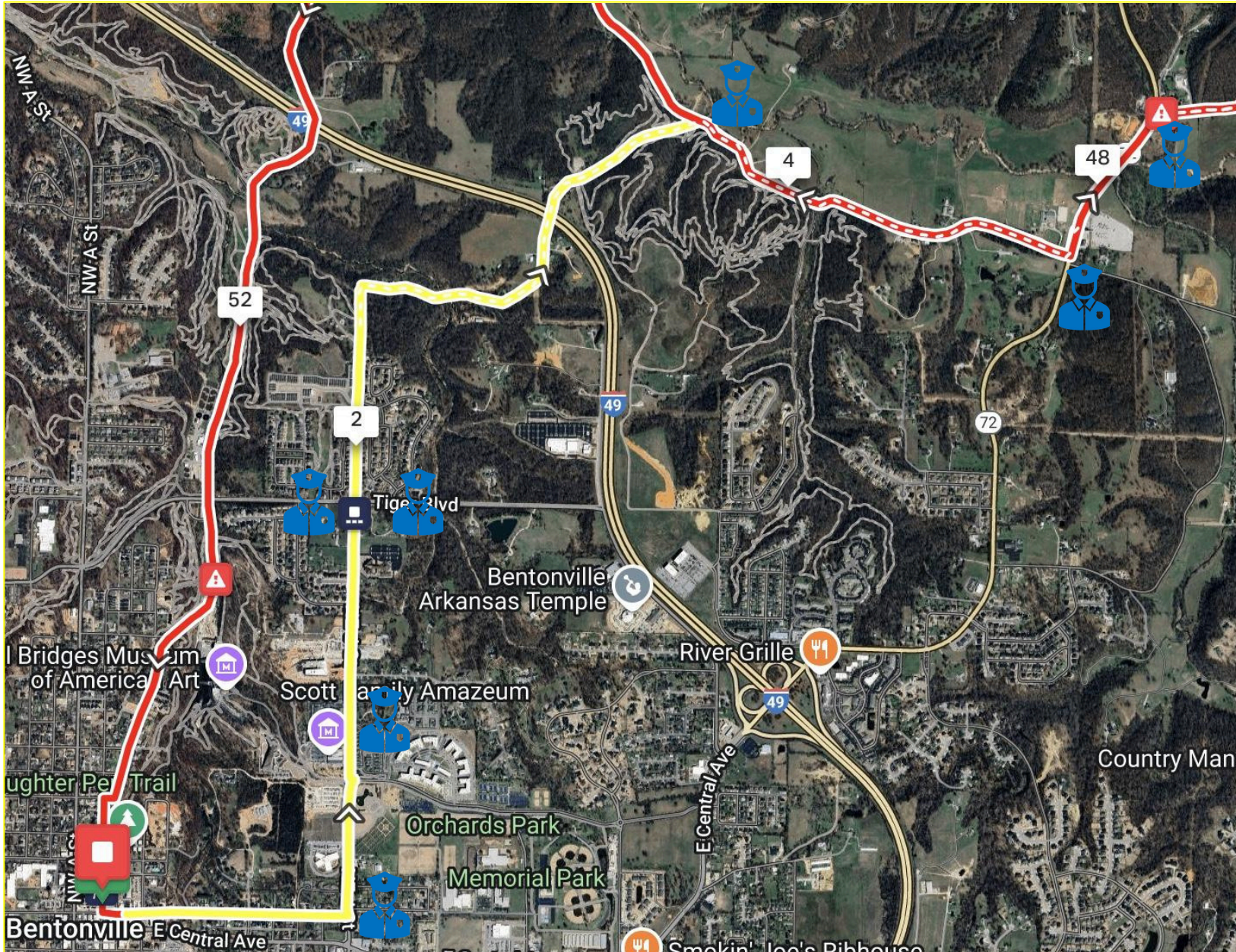
7:30am Start

DIRECTIONS

201 S. Main St -> W. Central Ave
 W Central Ave -> SW 2nd St
 SW 2nd St -> AR 72
 AR72 -> Herbaugh Rd (Left)
Total Distance 5.4 miles

INSTRUCTIONS

Maintain steady pace
 Do not let riders pass
 Ensure riders stay back at least 50' feet



25 / 50 Leadout

Saturday October 18, 2025

TIMELINE

8:30am Start of 50 Mile

9:30AM Start of 25 Mile

DIRECTIONS

201 S. Main St -> NE 2nd St (Left)

NE 2nd St -> NE J St (Left)

NE J St (past Interstate 49) -> Price Coffee Rd
(Right)

Price Coffee Rd -> HWY 72 (Left)

HWY 72 -> Sugar Creek Rd (Right)

Total Distance: 5.3 Miles

INSTRUCTIONS

Maintain steady pace

Do not let riders pass

Ensure riders stay back at least 50' feet

Big Sugar
GRAVEL

[Google My Maps](#)

Little Sugar Start Times

Sun Oct 11

Event	Location	Start Time	Details
50K Start	Camp Road - Coler MTB Preserve	7:30 AM	Est Finish 12:30 - ST
100K Elite Men Start	Camp Road - Coler MTB Preserve	8:00 AM	Est finish 1:30 - ST
100K Elite Women Start	Camp Road - Coler MTB Preserve	8:10 AM	Est first - 1pm Last - 7pm - ST
100K Age Group Start	Camp Road - Coler MTB Preserve	8:20 AM	First Finisher - 11:00am Last - 11:30 - ST
20K Start	Camp Road - Coler MTB Preserve	10:30 AM	First Finisher - 10:15 Last - 12:15 - ST

Big Sugar Start times

Sat Oct 17

Event	Location	Start Time	Details
Elite Men 100 Mi Start	Momentary	7:25 AM	Est Finish 12:30 - ST
Elite Women 100 Mi Start	Momentary	7:35 AM	Est finish 1:30 - ST
Age Group 100 Mile Start	Momentary	7:50 AM	Est first - 1pm Last - 7pm - ST
50 Mile Start	Momentary	8:30 AM	First Finisher - 11:00am Last - 11:30 - ST
25 Mile Start	Momentary	9:00 AM	First Finisher - 10:15 Last - 12:15 - ST

Road Closures

Sunday Oct 11

Location	Intersections	Start Time	ReOpen
SE 6th St	SE B - SE D	Sunday 5am	Sunday 10pm
NE A St	Castle to N Main St	Sunday 5am	Sunday 6pm
N Main St	NW 5th St - NW 3rd St	Sunday 5am	Sunday 6pm
NW 3rd St	N Main to NE B St	Sunday 5am	Sunday 6pm
NE B St	NE 3rd St to NE 2nd St	Sunday 5am	Sunday 6pm
NE 2nd St	NE 3rd St to NE F St	Sunday 5am	Sunday 6pm
NE F St	NE 2nd St to SE 3rd St	Sunday 5am	Sunday 6pm
SE 3rd St	SE F St to SE A St	Sunday 5am	Sunday 6pm
SE A St	SE 3rd st to SE 6th St	Sunday 5am	Sunday 6pm

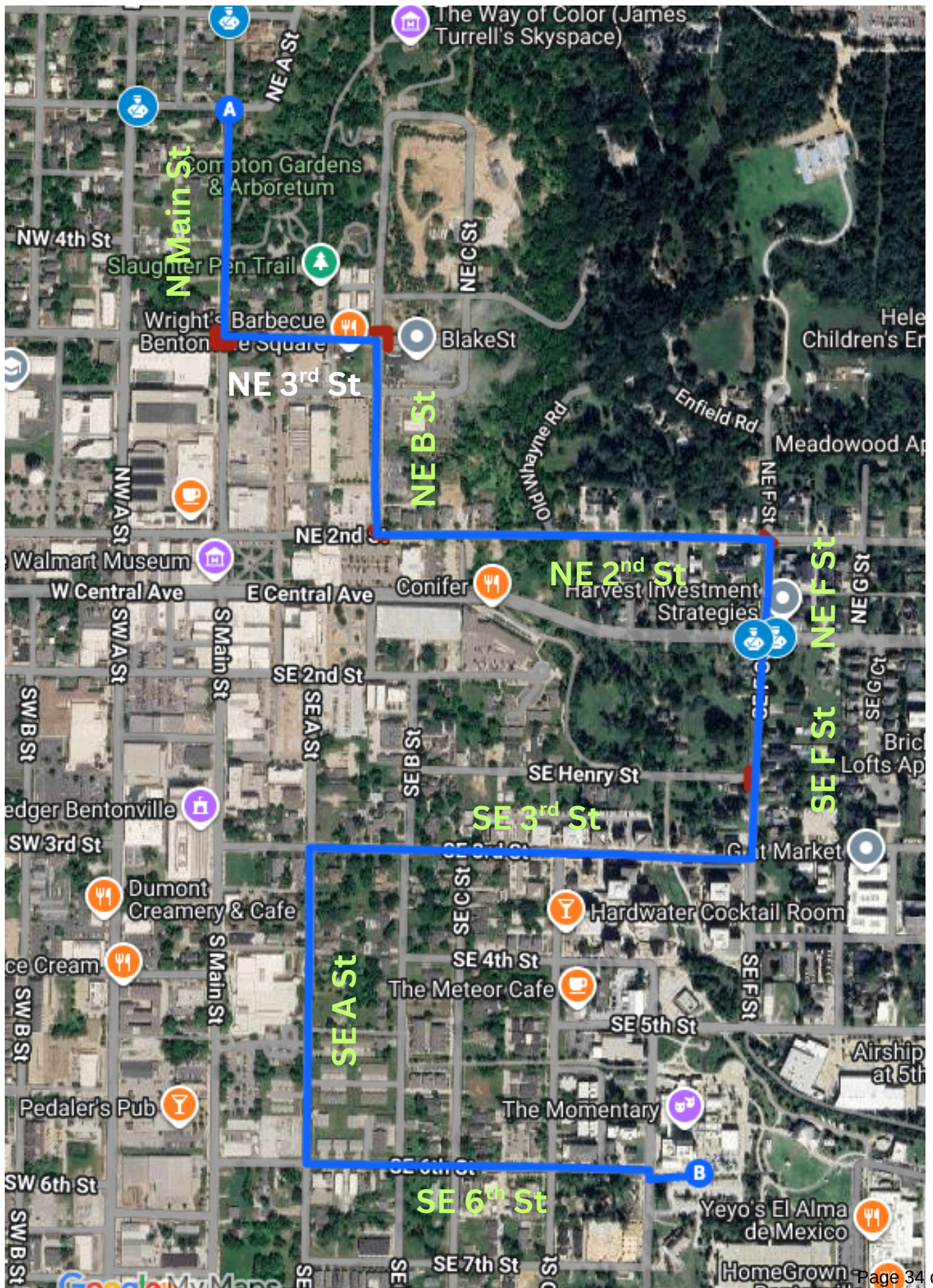
Friday Oct 16

SE 6th St	SE B - SE D	Friday 12pm	Saturday 12am
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Saturday Oct 17	Price Coffee	NE J St to E Ford Springs Rd	Saturday 8am	Saturday 6pm
	NE A St	Price Coffee to N Main St	Saturday 8am	Saturday 6pm
	N Main St	NW 5th St - NW 3rd St	Saturday 8am	Saturday 6pm
	NW 3rd St	N Main to NE B St	Saturday 8am	Saturday 6pm
	NE B St	NE 3rd St to NE 2nd St	Saturday 8am	Saturday 6pm
	NE 2nd St	NE 3rd St to NE F St	Saturday 8am	Saturday 6pm
	NE F St	NE 2nd St to SE 3rd St	Saturday 8am	Saturday 6pm
	SE 3rd St	SE F St to SE A St	Saturday 8am	Saturday 6pm
	SE A St	SE 3rd st to SE 6th St	Saturday 8am	Saturday 6pm

LIFETIME[®] Big SUGAR

CLASSIC





To: Traffic Safety & Signage Committee
From:
Thru:
Date: August 3, 2026

Subject: 5k @ the LPGA
Brandi Mikula - bmikula@outlyr.com

We are hosting our race at the Walmart Home Office this year on Saturday, September 19th. We are expecting 1,800-2,000 runners.

As a note, we have been in close communication with the Walmart Campus team and have necessary approvals on their end for any Walmart-owned street closures and campus usage. We have shared the route with Kevin Cizerle and he has no concerns with the route and has recommended relevant police presence.

Recommendation for Action:

Background:

Budget Impact:

Attachments:

1. 5k @ the LPGA Traffic-Safety--Signage-Form
2. 5k @ the LPGA Route



Traffic Safety & Signage Committee Agenda Item Form

Item Details

TSS Meeting Date:	8/3/2026	Submitted By:	Brandi Mikula
Phone:	479-459-5994	Applicant Address:	3300 S Market Street, Suite 136 Rogers, AR 72758
Email:	bmikula@outlyr.com		

Item Type (Check all that apply)

☐ Signage Request	☐ Special Event	☐ Construction	☐ Sidewalk/Trail Closure
☐ Crosswalk/Street Markings	☒ Race/Run	☐ Street/Lane Closure	☐ Other

Title, Recommendation Justification

Title:	5k @ the LPGA
Action/ Recommendation & Comments	We are hosting our race at the Walmart Home Office this year on Saturday, September 19th. We are expecting 1,800-2,000 runners. As a note, we have been in close communication with the Walmart Campus team and have necessary approvals on their end for any Walmart-owned street closures and campus usage. We have shared the route with Kevin Cizerle and he has no concerns with the route and has recommended relevant police presence.

FIRE/EMS STAND-BY REQUIRED YES ☒ NO ☐

POLICE ASSISTANCE REQUIRED YES ☒ NO ☐

ATTACHMENTS SUBMITTED YES ☒ NO ☐

TSS AGENDA REQUEST MUST BE SUBMITTED 90-DAYS PRIOR TO THE EVENT/CLOSURE DATE

* PRIOR TO SUBMITTING ANY EVENT, CONTACT POLICE DEPARTMENT
Kevin Cizerle kevin.cizerle@bentonville.arkansas.gov

***All request require a site map, race/run route map and/or possible detour map with proposed dates & times.**

***For all events, include a proposed alternative date to be approved in case of any weather incidents.**

***Traffic Calming Request (Signage, crosswalks, etc.) require a Neighbor Notification/Petition Form with submittal.**

Brandi Mikula

6/8/26

Return form to Transportation Dept: erica.hourigan@bentonville.ar.gov



- Start near quad between Sam Walton Hall & Maverick
 - East on 10th
 - South on Integrity
 - Hop on sidewalk at Integrity & 14th
 - North on sidewalk along MLK
 - Cross 8th & MLK on sidewalk
 - West through campus between Moon Pie and Ol Roy
 - Cross Associates Drive
 - On trail around pond
 - South on trail under tunnel at 8th
 - South on trail under tunnel at 10th
 - South on trail around Onyx & pond
 - North on trail along J Street
 - West on 10th back to Finish Line
- *Highlighted portions indicate that runners will be on sidewalk

Police support recommended, per Kevin Cizerle (Bentonville PD):

- One officer at 10th & Customer to assist participants crossing the intersection onto 10th Street. Officer could park their patrol vehicle at SE 10th Street & Excellence Drive to divert traffic north and then stand near SE 10th & Customer to have a clear view of the start of race
- One officer at SE 8th Street & MLK to assist with participant crossing
- One officer at Integrity Drive & 14th to assist with participants crossing
- Potentially one officer at MLK & SE 10th to assist with participants crossing SE 10th, although I believe on a Saturday morning this intersection could probably be done by a volunteer
- Intersection of SE J Street and SE 10th Street, where runners re-enter the roadway – this could be done by the first officer that starts at the beginning of the race



To: Traffic Safety & Signage Committee
From:
Thru:
Date: August 3, 2026

Subject: Holiday Events in Downtown Bentonville

Aaron Nolan - aaron@downtownbentonville.org

Downtown Bentonville Inc requests closures for the Lighting of the Square (11/21) and the Christmas Parade (12/12). These events will be identical to the 2025 request.

Recommendation for Action:

Background:

Budget Impact:

Attachments:

1. Holiday Closures



Traffic Safety & Signage Committee Agenda Item Form

Item Details

TSS Meeting Date:	08/03/2026	Submitted By:	Aaron Nolan
Phone:	5013516523	Applicant Address:	111 South Main Street
Email:	aaron@downtownbentonville.org		

Item Type (Check all that apply)			
☐ Signage Request	☒ Special Event	☐ Construction	☐ Sidewalk/Trail Closure
☐ Crosswalk/Street Markings	☐ Race/Run	☒ Street/Lane Closure	☐ Other

Title, Recommendation Justification

Title:	Holiday Events in Downtown Bentonville
Action/Recommendation & Comments	Downtown Bentonville Inc is requested closures for the 11/21 Lighting of the Square and the 12/12 Christmas Parade. These will be identical to the 2025 request.

FIRE/EMS STAND-BY REQUIRED	YES ☐ NO ☒
POLICE ASSISTANCE REQUIRED	YES ☐ NO ☒
ATTACHMENTS SUBMITTED	YES ☐ NO ☒

TSS AGENDA REQUEST MUST BE SUBMITTED 90-DAYS PRIOR TO THE EVENT/CLOSURE DATE

* PRIOR TO SUBMITTING ANY EVENT, CONTACT POLICE DEPARTMENT
Lieutenant Andy Ball I Andy.Ball@bentonville.arkansas.gov

*All request require a site map, race/run route map and/or possible detour map with proposed dates & times.

*For all events, include a proposed alternative date to be approved in case of any weather incidents.

*Traffic Calming Request (Signage, crosswalks, etc.) require a Neighbor Notification/Petition Form with submittal.

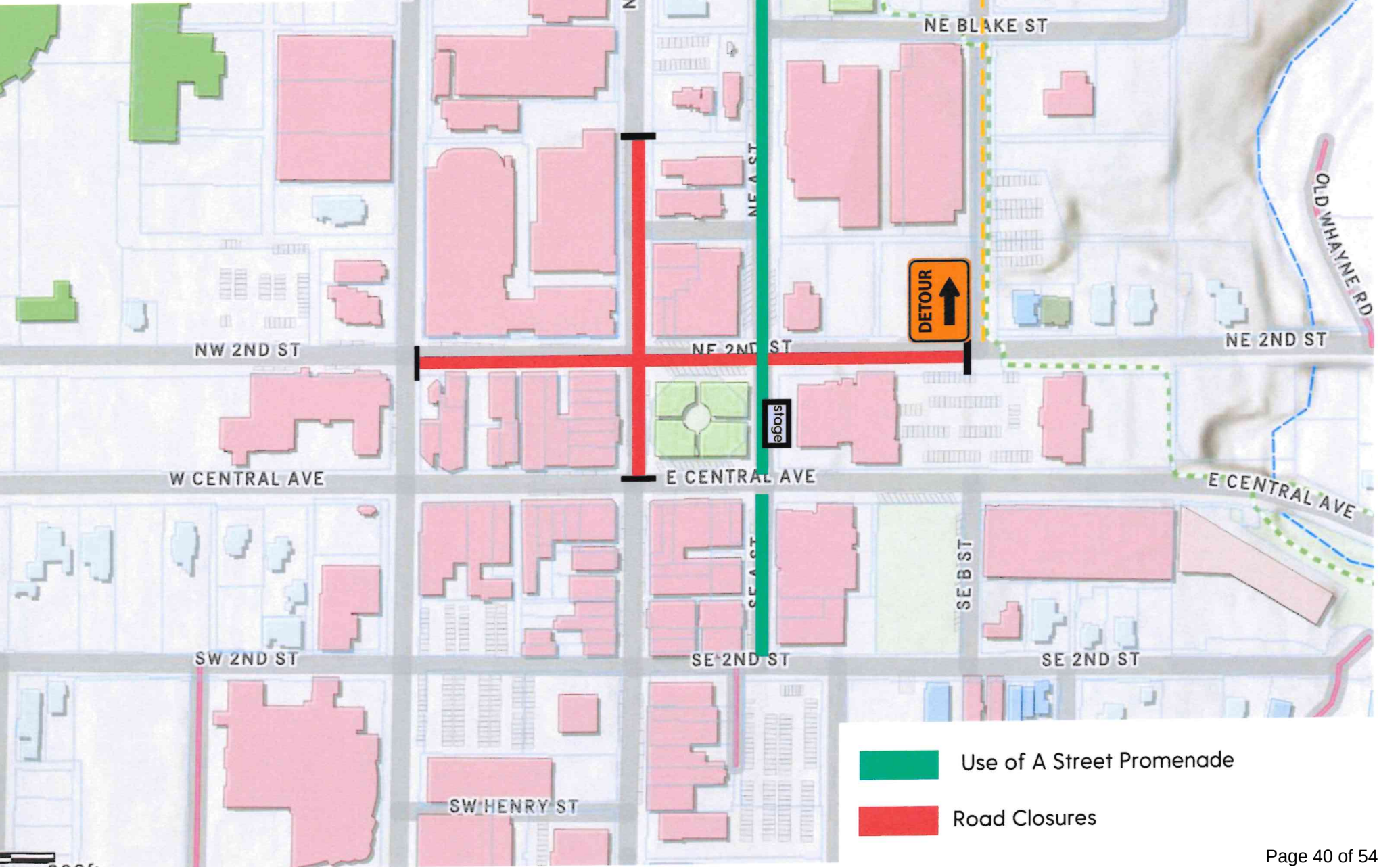
Aaron Nolan

08/01/2026

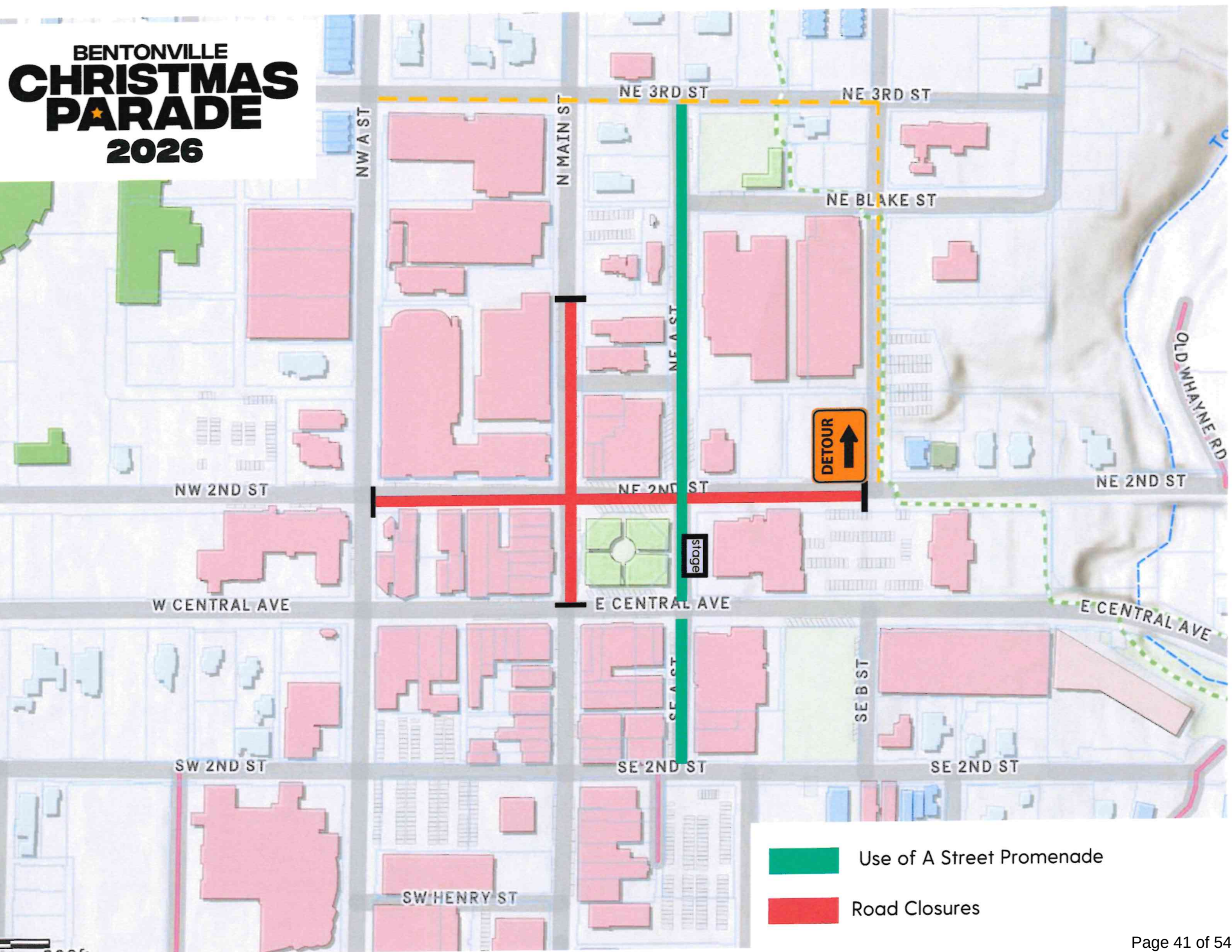
Return form to Transportation Dept: erica.hourigan@bentonville.ar.gov

City of Bentonville, Arkansas
305 SW A Street
Bentonville, AR 72712

CITY OF BENTONVILLE'S
**LIGHTING
SQUARE**
2026

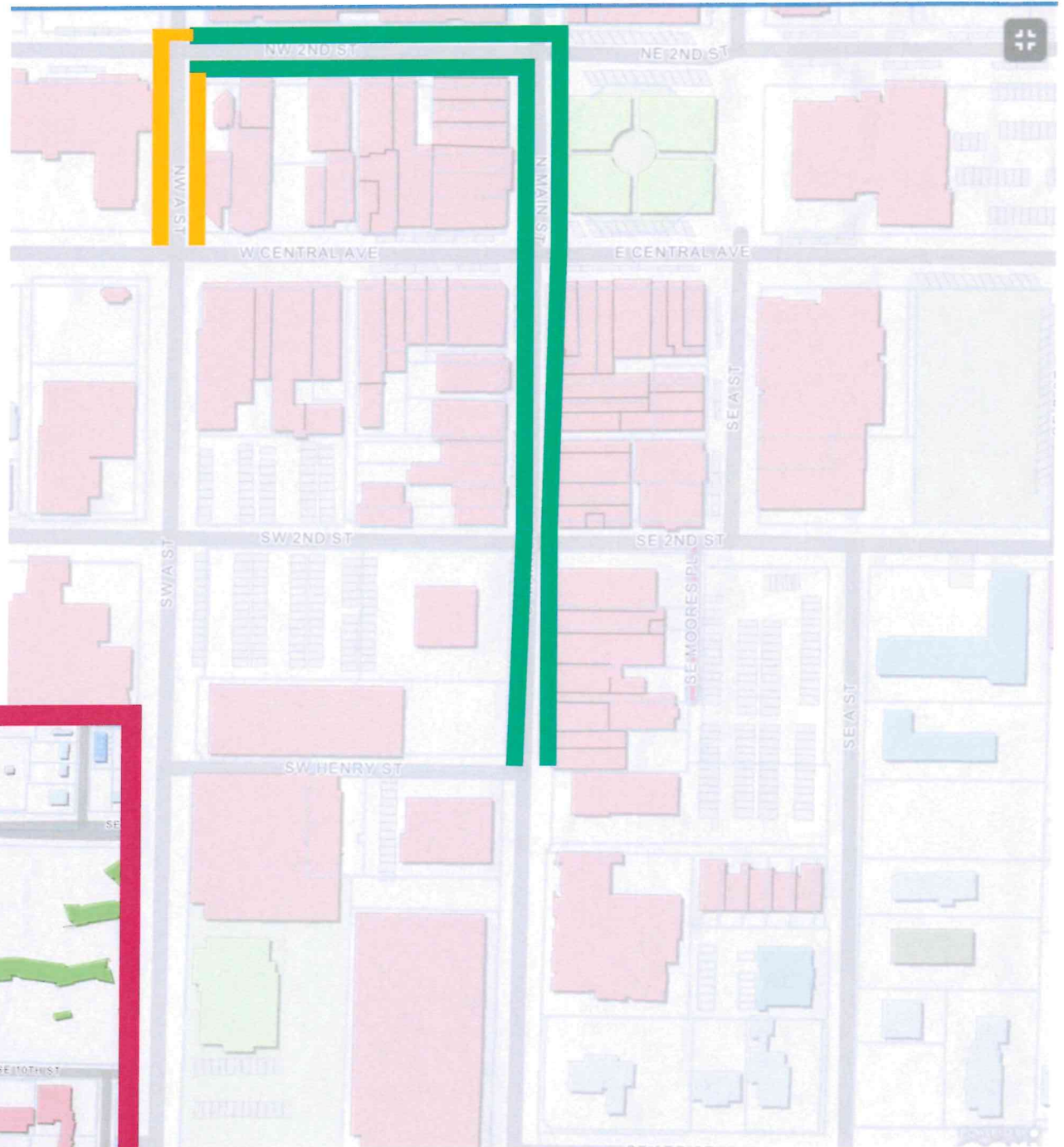


BENTONVILLE CHRISTMAS PARADE 2026



BENTONVILLE CHRISTMAS PARADE 2026

PARADE BARRICADES





To: Traffic Safety & Signage Committee
From:
Thru:
Date: August 3, 2026

Subject: Pedestrian Warning Signs - 11th & Bella Vista
Benjamin Prout - prout1bd@gmail.com

I am requesting the city to look into installing pedestrian crossing signs that flash when pedestrians enter the marked crosswalk. This crosswalk connects commuters and families to both TJ and Sugar Creek schools and is becoming more dangerous as traffic does not stop/see crossing pedestrians - especially when it is dark outside and crossing guards are not always present and are expensive. This would help to warn traffic that families and pedestrians are in a marked crosswalk.

Recommendation for Action:

Background:

Budget Impact:

Attachments:

1. TSS Prout



Traffic Safety & Signage Committee Agenda Item Form

Item Details

TSS Meeting Date:		Submitted By:	Benjamin Prout
Phone:	720-487-2909	Applicant Address:	706 NW 11th St. Bentonville, AR 72712
Email:	prout1bd@gmail.com		

Item Type (Check all that apply)

☐ Signage Request	☐ Special Event	☐ Construction	☐ Sidewalk/Trail Closure
☒ Crosswalk/Street Markings	☐ Race/Run	☐ Street/Lane Closure	☐ Other

Title, Recommendation Justification

Title:	11th & Bella Vista Pedestrian Warning Signs
Action/ Recommendation & Comments	I am requesting the city to look into installing pedestrian crossing signs that flash when pedestrians enter the marked crosswalk. This crosswalk connects commuters and families to both TJ and Sugar Creek schools and is becoming more dangerous as traffic does not stop/see crossing pedestrians - especially when it is dark outside and crossing guards are not always present and are expensive. This would help to warn traffic that families and pedestrians are in a marked crosswalk.

FIRE/EMS STAND-BY REQUIRED YES ☐ NO ☒

POLICE ASSISTANCE REQUIRED YES ☐ NO ☒

ATTACHMENTS SUBMITTED YES ☒ NO ☐

TSS AGENDA REQUEST MUST BE SUBMITTED 90-DAYS PRIOR TO THE EVENT/CLOSURE DATE

* PRIOR TO SUBMITTING ANY EVENT, CONTACT POLICE DEPARTMENT
Kevin Cizerle kevin.cizerle@bentonville.arkansas.gov

*All request require a site map, race/run route map and/or possible detour map with proposed dates & times.

*For all events, include a proposed alternative date to be approved in case of any weather incidents.

*Traffic Calming Request (Signage, crosswalks, etc.) require a Neighbor Notification/Petition Form with submittal.

13 June 2026

Return form to Transportation Dept: erica.hourigan@bentonville.ar.gov

City of Bentonville, Arkansas
305 SW A Street

Bentonville, AR 72712
Page 44 of 54

Nearbor Petition Notification Form

A common concern of neighborhood residents is the parking, volume, and speed of traffic on local residential streets. Traffic calming techniques are designed to help address these concerns.

For more information on Bentonville's Traffic Calming Policy and Committee, visit

<http://bentonvillear.com/1406/Traffic-Safety-and-Signage-Committee>

Address/Intersection of Concern: 11th and Bella Vista (northwest)

Description of the Proposed Traffic Calming Request:

***Must include a statement and/or drawing describing the proposed traffic calming measures.**

I am requesting the city to look into installing pedestrian crossing signs that flash when pedestrians enter the marked crosswalk. This crosswalk connects commuters and families to both TJ and Sugar Creek schools and is becoming more dangerous as traffic does not stop/see crossing pedestrians - especially when it is dark outside and crossing guards are not always present and are expensive. This would help to warn traffic that families and pedestrians are in a marked crosswalk.

Signature below is in favor of the Request as stated on this form.

<u>Alexia Necessary</u>	<u>807 Phelps Terrace</u>
Resident Name (Print)	Address
<u>503-791-6352</u>	<u>Necessaryalexia@gmail</u>
Phone Number	Email Address
<u>[Signature]</u>	<u>6/29/2024</u>
Signature	Date
Resident Name (Print)	Address
Phone Number	Email Address
Signature	Date
Resident Name (Print)	Address
Phone Number	Email Address
Signature	Date
Resident Name (Print)	Address
Phone Number	Email Address
Signature	Date

Neighbor Petition Notification Form

A common concern of neighborhood residents is the parking, volume, and speed of traffic on local residential streets. Traffic calming techniques are designed to help address these concerns.

For more information on Bentonville's Traffic Calming Policy and Committee, visit

<http://bentonvillear.com/1406/Traffic-Safety-and-Signage-Committee>

Address/Intersection of Concern: 11th and Bella Vista (northwest)

Description of the Proposed Traffic Calming Request:

***Must include a statement and/or drawing describing the proposed traffic calming measures.**

I am requesting the city to look into installing pedestrian crossing signs that flash when pedestrians enter the marked crosswalk. This crosswalk connects commuters and families to both TJ and Sugar Creek schools and is becoming more dangerous as traffic does not stop/see crossing pedestrians - especially when it is dark outside and crossing guards are not always present and are expensive. This would help to warn traffic that families and pedestrians are in a marked crosswalk.

Signature below is in favor of the Request as stated on this form.

Becky Lewis Resident Name (Print) 817-294-6708 Phone Number Becky Lewis Signature	1108 NW G St., Bentonville Address KALEWIS612@GMAIL.COM Email Address 06-29-26 Date
Krista Cloud Resident Name (Print) 417-499-8052 Phone Number K. Cloud Signature	801 Phelps Terrace Bentonville Address KLEE.CLOUD@GMAIL.COM Email Address 6/29/26 Date
Serina Stansfield Resident Name (Print) 443 610 4407 Phone Number Serina Stansfield Signature	1106 NW C St Bentonville Address Serinawilson77@gmail.com Email Address 6/29/26 Date
Caroline Rivers Resident Name (Print) 310-460-9570 Phone Number Caroline Rivers Signature	802 11th street Address Carolinerivers84@gmail.com Email Address 6/29/26 Date



To: Traffic Safety & Signage Committee
From:
Thru:
Date: August 3, 2026

Subject: Race/Run Event - Trifest for MS 2026

Erica Clayborn - erica.m.clayborn@gmail.com

Request for Traffic Safety & Signage Committee review for the 15th Annual Trifest for MS race/run/triathlon event on September 4, 5 & 6, 2026 at Melvin Ford Aquatic Center/Memorial Park, Bentonville. Event includes youth and adult races. The request includes traffic signage, safety review, route support, and police assistance for race operations as shown on the attached youth and adult route maps/site map. The route is intended to follow prior-year approved courses unless otherwise noted on attached maps. The event representative will meet with Bentonville Police before the TSS meeting. Weather contingency: delayed start, modified course, or cancellation within event weekend in coordination with the City/Police.

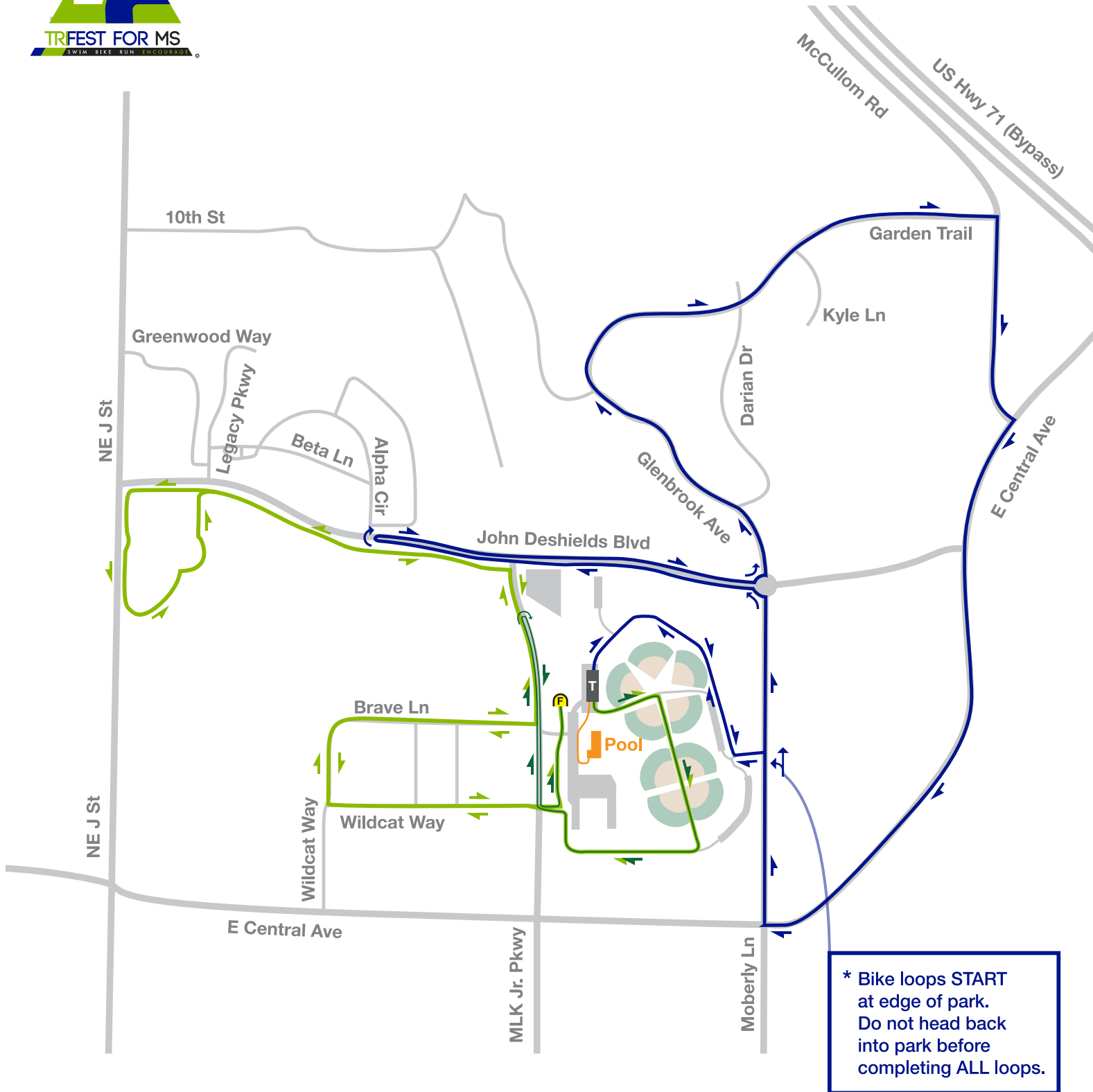
Recommendation for Action:

Background:

Budget Impact:

Attachments:

1. TSS_Agenda_Form_Trifest_2026_ (1)



Swim

- Olympic 800+700 meters
- Sprint 400 meters
- Super Sprint 200 yards

Bike

- Olympic 26 miles (4+4 outer loops*)
- Sprint 13 miles (4 outer loops*)
- Super Sprint 3.75 miles (1 loop*)

Run

- Olympic 10k (5k+5k)
- Sprint 5k
- Super Sprint 1 mile



To: Traffic Safety & Signage Committee
From:
Thru:
Date: August 3, 2026

Subject: School Zone Signage Needed

Kristin Kuhlow - KristinKuhlow@gmail.com

Request to add school zone flashing sign on SE 8th St between SE D St and S Main St in both directions. The street is so busy now. Many Thaden students use the crosswalk on 8th & E St. Weekly I see cars speed up to beat traffic lights and blocking crosswalks. Not required, but police presence at 3:15 p.m. period/call-up would help.

Recommendation for Action:

Background:

Budget Impact:

Attachments:

None



To: Traffic Safety & Signage Committee
From:
Thru:
Date: August 3, 2026

Subject: SE 8th St & SE E St - Electrical Box

Kristin Kuhlow - KristinKuhlow@gmail.com

Please relocate the big green box installed at this corner. It directly prohibits a driver's view to the west when trying to turn from SE E St onto 8th St. 8th Street is extremely busy now, and this green box makes it dangerous to turn left onto 8th Street from SE E Street!

Recommendation for Action:

Background:

Budget Impact:

Attachments:

None



To: Traffic Safety & Signage Committee
From:
Thru:
Date: August 3, 2026

Subject: Featherston/Glen Rd - Street Safety

Jessica Bunch - Jessmarie8403@yahoo.com

I'm trying to get a crosswalk/street markings/signage request for Featherston/Glen Rd to have a safe crossing and action for a way a child can walk home as well as the community.

Recommendation for Action:

Background:

Budget Impact:

Attachments:

1. Featherstone & Glenn Rd Form



Traffic Safety & Signage Committee Agenda Item Form

Item Details

TSS Meeting Date:	7/2/26	Submitted By:	Jessica Bunch
Phone:	471-699-4576	Applicant Address:	1806 SW Riverstone Rd Bentonville AR 72712
Email:	jessmarie8403@yahoo.com		

Item Type (Check all that apply)

☒ Signage Request	☐ Special Event	☐ Construction	☐ Sidewalk/Trail Closure
☒ Crosswalk/Street Markings	☐ Race/Run	☐ Street/Lane Closure	☐ Other

Title, Recommendation Justification

Title:	Street Safety
Action/ Recommendation & Comments	I'm trying to get a crosswalk /street markings / signage request for Featherston / Glen Rd to have a safe crossing and action for a way a child can walk home as well as the community.

FIRE/EMS STAND-BY REQUIRED YES ☐ NO ☒

POLICE ASSISTANCE REQUIRED YES ☐ NO ☒

ATTACHMENTS SUBMITTED YES ☒ NO ☐

TSS AGENDA REQUEST MUST BE SUBMITTED 90-DAYS PRIOR TO THE EVENT/CLOSURE DATE

* PRIOR TO SUBMITTING ANY EVENT, CONTACT POLICE DEPARTMENT
Lieutenant Andy Ball | Andy.Ball@bentonville.arkansas.gov

*All request require a site map, race/run route map and/or possible detour map with proposed dates & times.

*For all events, include a proposed alternative date to be approved in case of any weather incidents.

*Traffic Calming Request (Signage, crosswalks, etc.) require a Neighbor Notification/Petition Form with submittal.

Jessica Bunch

07/02/26

Return form to Transportation Dept: erica.hourigan@bentonville.ar.gov

City of Bentonville, Arkansas

305 SW A Street

Bentonville, AR 72712



