Getting LOST in Superior

Presented by: Mila Besich-Lira
Arizona Rural Policy Forum - 2015
A Little History About Superior

- Founded in 1882
- Superior is a unique mining community because it has never been a company owned town.
- 1982 – Critical year for Superior – First Major Economic Nose Dive
  - Mining is cyclical, local economy is dependent on the industry.
  - 1996 BHP closed the mine for good.
  - Leaders struggled to develop an economy that would sustain the community.

Legendary Stuff Right?
The Past

BOOM

Circa - 2009

BUST
New Hopes, New Plans

- We are not LOST yet, but almost!
  - Cautiously Optimistic....
    - Ideas were sprouting – River Walk, Industrial Park
    - Funds were tight – declining population

- Resolution Copper Project
  - Began Exploration in early 2000’s

- **DIVERSIFICATION... REQUIRED**

- Town Council appointed an Economic Development Committee – The LOST baby was conceived.
Meetings, Meeting & More Meetings

• Tourism Sub-Committee identified Tourism Assets:
  • Magma Club Restoration
  • Remodeling Caboose into a Visitor Center – located on Highway 60
  • Dusted off the Queen Creek Trail Study

• Lots of ideas but nothing to really pull it all together....
These trips take a long time....
Arizona Trail was looking to start developing a Gateway Community Trail Program.

Tonto National Forest has been researching how to interpret and preserve Pinal City just west of Superior.

Both parties eager to move quickly before ADOT set plans in place to widen US 60.
Why & the Who’s

• Needed to build a trail ASAP – Get Ahead of US 60 Construction
How....

- Lots of Volunteers – Work days! Lots of them
- Feed your Volunteers Well
- Communicate & Celebrate
- Host an Event
- Leadership
Ingredients for success

- Find other groups to partner with. Who has a common mission or goal. Include all users
- Never Give Up
- Wear long sleeves and sunscreen....You will get burned
What’s in the Future for LOST

- Partnership with International Mountain Biking Association
- Partnership with Queen Creek Coalition
- MORE EVENTS! $$$$$
- Arnett Canyon Trail Re-Alignment – Permits! FUN - NOT
- Non-Profit Status – We are incorporated
- Lots of Fundraising – but we are now on our own
Get LOST with US

- Annual Event: Legends of Superior Trail Fest
  February, 13, 2016

Zombie Fun Run – TBA Oct 2015

Find us online
Lostinsuperioraraz.com
BE THE
Leslie Knope
OF WHATEVER YOU DO