



VERMONT MOUNTAIN BIKE ASSOC.  
SINCE  1997

# 2020 Annual Meeting

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WELCOME! THANK YOU FOR JOINING.

# Agenda

## 6:30-8PM

- Welcome
- 2020 Summary of Initiatives
- 2020/21 Membership
- 2020 Annual Report
- Chapter's Trail Projects
- BOD Election
- Naming Grants
- Reward Volunteers
- Q&A

Please remain muted and there will be time to ask questions throughout the presentation.

**Up next: 2020 Summary of Initiatives**

# 2020 Summary of Initiatives

## Diversity

Project Updates

## Marketing

- Email Growth (23%)
- Website Traffic
- Social Media Growth (FB 15%, IG 78%)
- Projects Accomplished
  - Videos
  - Photography
  - Brochures
  - Trip Raffle



## Advocacy

Act 250 Update

# 2020/21 Membership Recap

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## Base

Individuals - 2,875

Family

- Memberships 1,527
- Members 4,742

Total base mem. - **7,617**

- 12% increase

## Add On

Individuals - 1,487

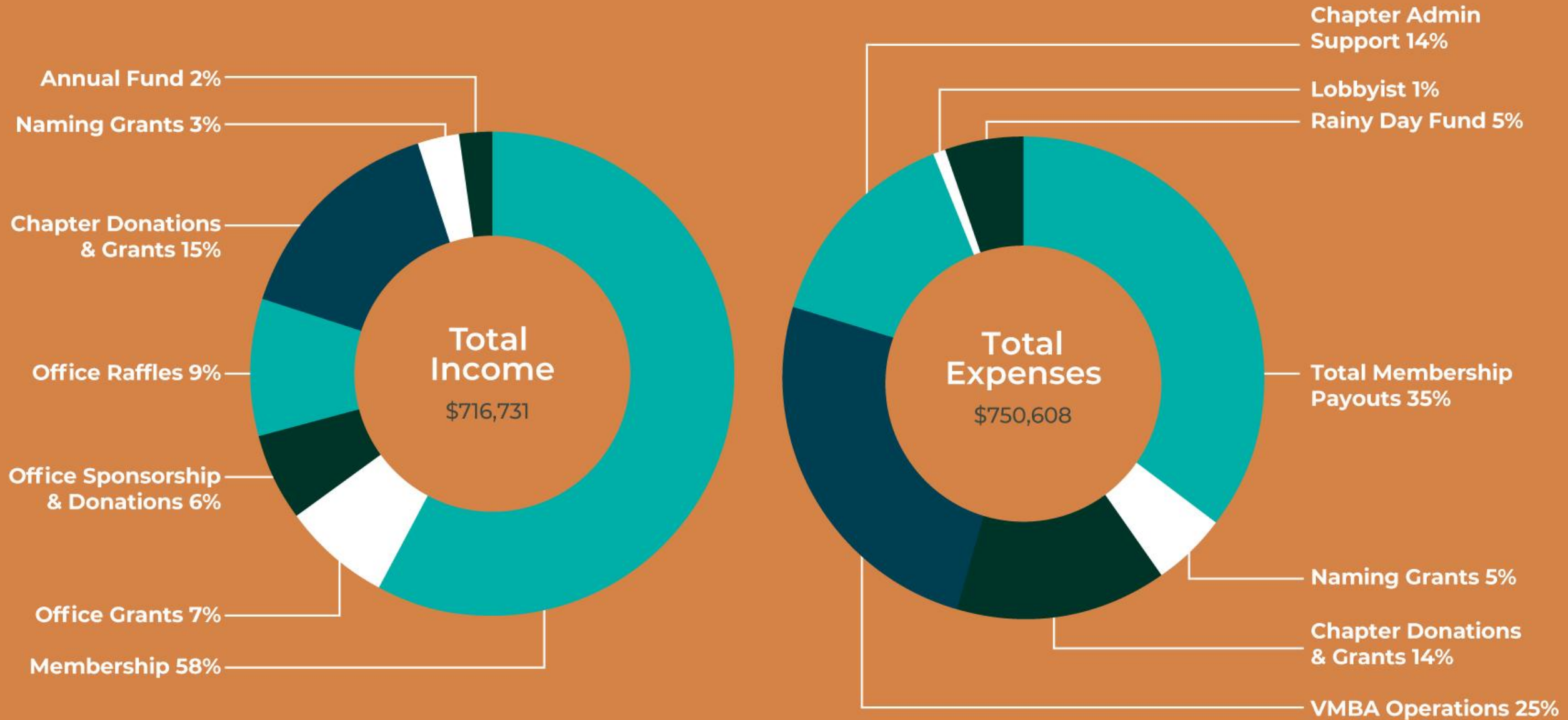
Family

- Memberships 581
- Members 1,785

Total add-ons - **3,278**

- **94% increase**

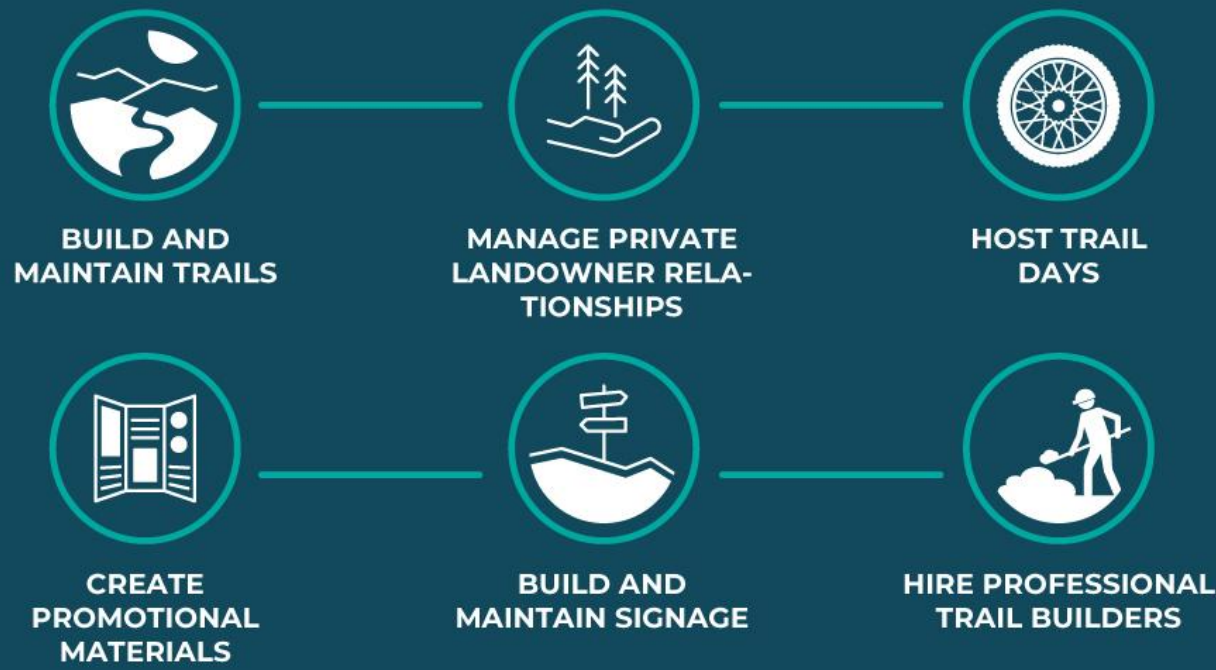




# Summary of Annual Report

Please insert questions  
in the chat box

In addition to **\$52,002** in add on revenue, this year **\$197,452** went directly to Chapters and they did some really cool stuff with it.



We offer the annual Naming Grants program, which in 2019 produced an additional \$42,500 in trail building and maintenance revenue. To learn more visit: [www.vmba.org/naminggrants](http://www.vmba.org/naminggrants).

This year VMBA retained **\$143,976** to pay for the suite of administrative services that every Chapter utilizes.

<b>\$5K</b>	THE MEMBERSHIP PLATFORM	<b>\$40K</b>	TRAIL GRANTS TO CHAPTERS
<b>\$22K</b>	CHAPTER/PRIVATE LANDOWNER INSURANCE		
<b>\$25K</b>	CHAPTER PROGRAM ADMINISTRATION	<b>\$7.5K</b>	PRIVATE LANDOWNER ADVOCACY/LOBBYIST
<b>\$14.5K</b>	MEMBERSHIP MATERIALS	<b>\$40K</b>	RAINY DAY FUND

# Summary of Annual Report Cont.

Up next: Mad River Riders





2020 wasn't all bad...

COVID-safe Rippers

multiple free socially distanced small pod rides throughout the trail network for kids from 2 to 15

Record Membership

644 – 357% growth over the last 5 years

Record Usage

279 average daily users @ Blueberry Lake alone (late summer and fall)

Record Donations & Grants

\$50K RTP for Moretown  
\$25K from Mehuron's for Butternut  
and many other grants  
plus Sugarbush, Cabot, Lawson's, Kingsbury Construction  
& other business donors  
plus dozens of individual donations

Trail Projects

finished 2.75 miles of new trail and nearly done with 2.5 miles more – Evolution II, LocalFolk & Featherbed, Butternut Hill, and Moretown Nature trail & skills park

Up next: FCMTBC



# Franklin County Mountain Bike Club 2020 Highlights



- Completed 2.6 miles new trails in St. Albans town Forest (French Hill Rd) doubling trail network. Partnership with area organizations, Sinuosity, and many volunteers. Bridges built from downed Oak trees.
- St. Albans Hard'ack/Aldis Hill trail signage, new kiosks improved this 250 acre urban trail network.
- Doubled club membership, engaging youth participation in trail building, signage, education. Partnership with area high school & RISE wellness program.
- Updating Master Trail plans: multi-use, sustainable trails

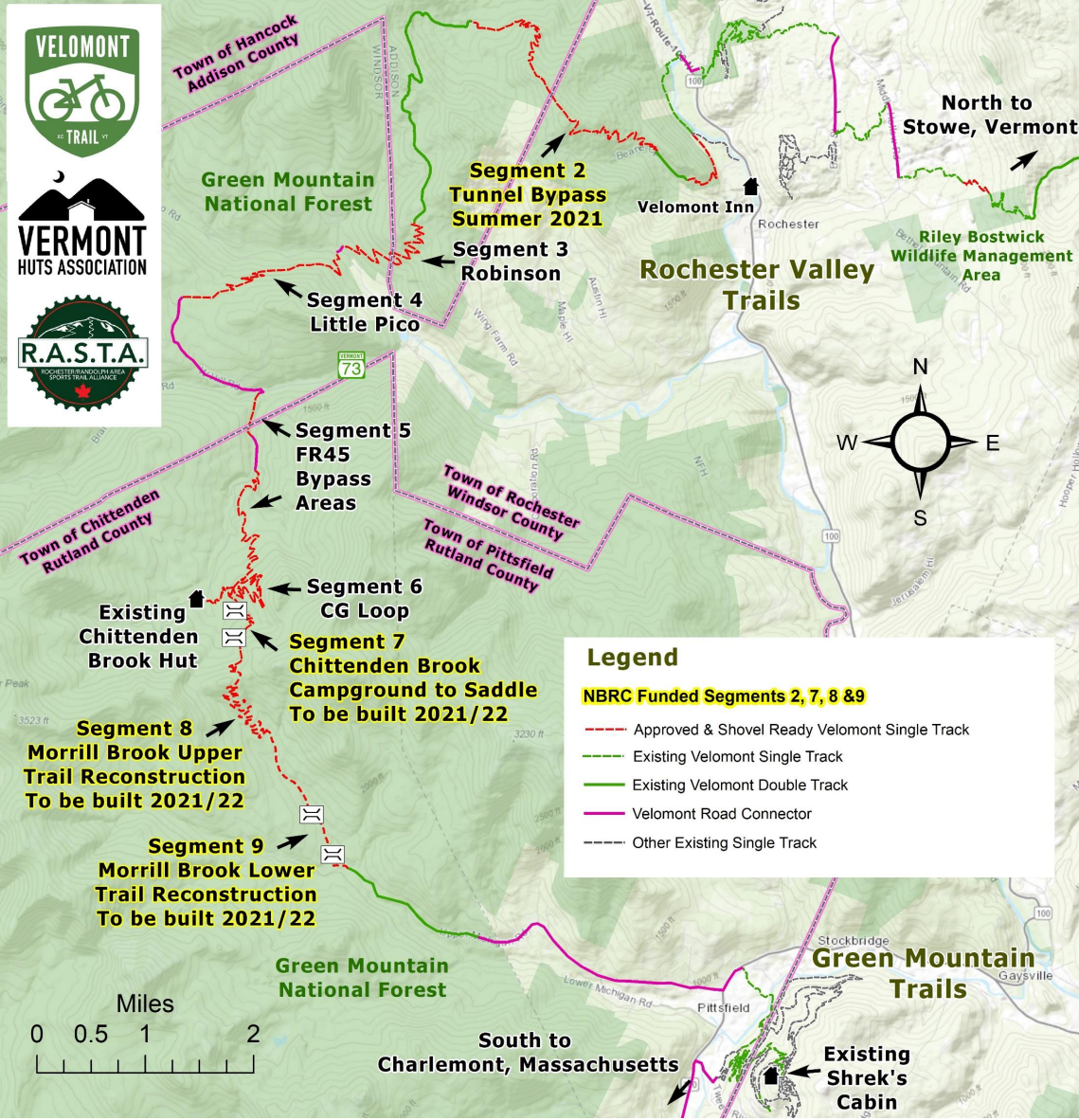


**Up next: Velomont**





# Proposed Velomont Trail & Hut Network Rutland, Windsor & Addison Counties



## VERMONT HUTS & VELOMONT TRAIL ECONOMIC IMPACT

30-45  
potential  
system huts

~485  
miles of trail

LOW	MEDIUM	HIGH
6,100 annual party nights	7,793 annual party nights	9,165 annual party nights
15,580 annual visits	24,690 annual visits	35,820 annual visits
\$3,509,200 total sales activity	\$4,802,400 total sales activity	\$6,246,100 total sales activity
51 full-time equivalent jobs supported	69 full-time equivalent jobs supported	91 full-time equivalent jobs supported
\$385,600 in tax revenues (federal, state, and local)	\$528,400 in tax revenues (federal, state, and local)	\$684,900 in tax revenues (federal, state, and local)

Up next: Slate Valley Trails





**2020 was a busy, exciting, productive year for SVT!**  
*SVT by the numbers ...*

[SVT\\_PES Video](#)

RTP Awarded for Delaney  
 Grey Trail Build 2020-21  
**\$24,000**

VSECU Naming Grant 2020  
**\$5,000**



Organizational Milestones

**Donor/Membership Database**  
*Little Green Light*

**Inaugural Annual Fund Campaign**  
*Trails For Everybody*

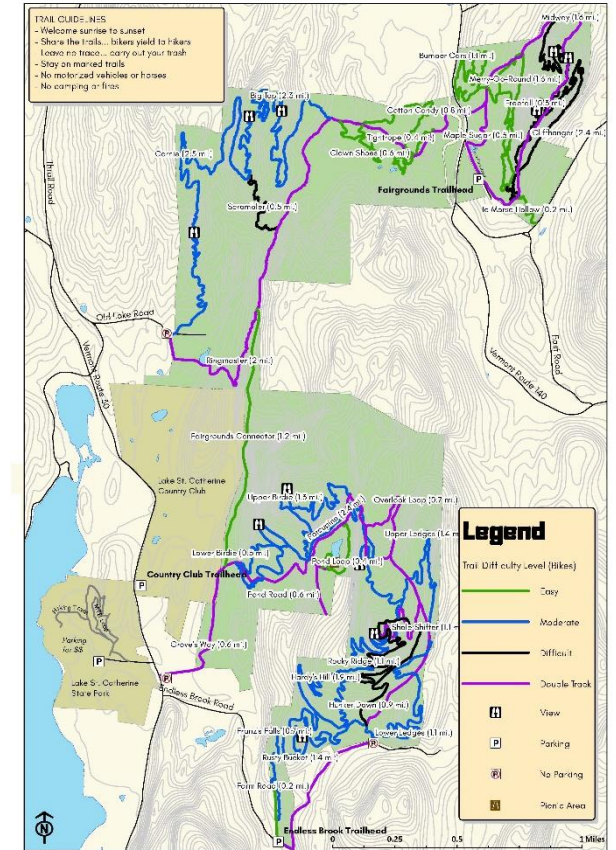
Increase in SVT Membership  
**70%**

1-Year Increase in Trail Users  
**45-138%**



Number of Participants in  
 Inaugural Slate Valley Scramble  
 Trail Run  
**82**

Miles of New Trail in 2020  
**12**



Miles of Interconnected Trail  
 Fairgrounds to Endless Brook  
**35**

**Up next: Grateful Treads**



# Grateful Treads

## Montgomery Jay Westfield



### 2020 Accomplishments:

- Contracted with Pete Wakeling, OTB Trail Builders to complete Phase Two of our three phase plan.
  - Added 2+ miles of intermediate trail around the Montgomery Rec Center
  - Scheduled for 2021: Additional skills trail and School to Town trail connection.
- In conjunction with the Jay Community Rec Center board and the Northwoods Outdoor Center, rehabilitated, re-routed and built bridges through the Jay Rec Center.
- Implemented annual sponsorship campaign.



**Up next: Upper Valley**



**411 MEMBERS!**  
*All time high!*



## UPPER VALLEY MOUNTAIN BIKE ASSOCIATION



- 3 year land use agreement
- Bylaws
- Improved Signage
- Trailforks
- Trailer for mobile work days
- E-Bikes trial
- Cabot Naming Grant
- Improved communication
- Process for winter trail status

**Up next: FOTW**



# Fellowship of the Wheel

**“Make Chittenden County the best place to live and ride!”**



- 2020 Season in Review
  - Three-person Pro Trail Crew maintained 7 trail networks all season long
    - 2,978 combined hours
  - Most members ever – 1,875!
  - New Kessel Run trail at Sleepy Hollow
  - Reclaimed Homestead trail at Hinesburg Town Forest (HTF) after logging operation
  - Overhaul of Maiden, Sheep Thrills and Russel’s Ramble trails in the HTF
  - Resurrection of old Arcana network in Jericho
- Looking Ahead to the 2021 Season
  - Return of group rides and traditional events (fingers crossed)
  - More new trails at Sleepy Hollow
  - New novice/intermediate trail at HTF (tentative)
  - Skills zone and features for kids and novices at Sunny Hollow in Colchester
  - More trails closer to population centers and between networks



**Up next: Stowe Trails**



**Hired our first seasonal trail crew**

**Hosted a joint WATA & STP trail fundraiser**

**Logged over 1,200 volunteer hours, and were able to complete multiple trail projects**

**Hosted our first Equity & the Outdoors workshop**

**Up next: WATA**



# WATA Network Updates & Naming Grant

## 2020 Network Progress

- *Completed “Everyone’s Favorite Climb”*
  - A multi-year partnership with the State of VT and our incredible volunteers (850hrs worth)
  - Knight Ide & crew helped get Scotch Tape back to new
- *Little River Refresh*
  - The flowy genius, Tom Lepesqueur, performed a full refresh on a number of problem spots
  - Somehow, it’s even MORE fun
- *Joe’s Trail Historic Preservation - Fueled by the Burton Trail Grant!*
  - Long-term sustainability improvements performed by Knight Ide & Crew
  - Featured the robust rock work wizardry he (and Joe’s) is known for
  - Burton volunteers came out multiple nights to help the cause





## New RASTA Trails

Smead Farm

Ravine Ridge Trail

Robert's Brook Trail

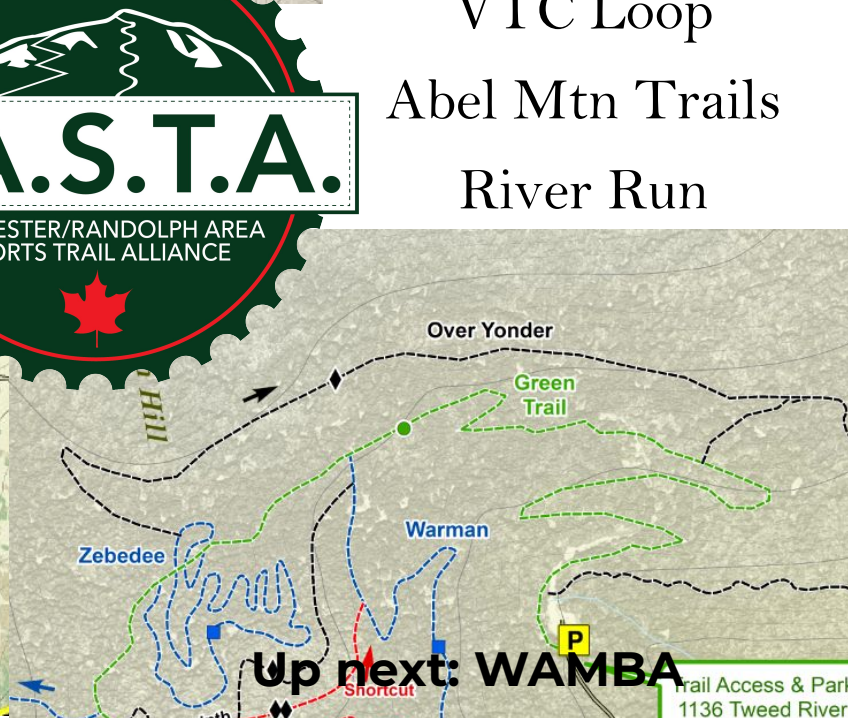
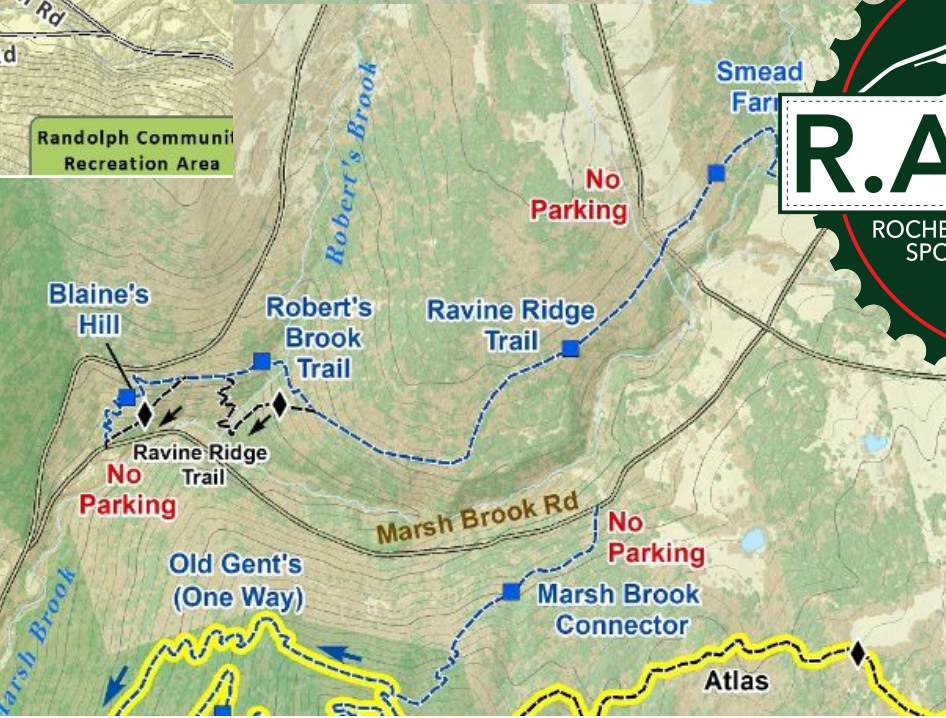
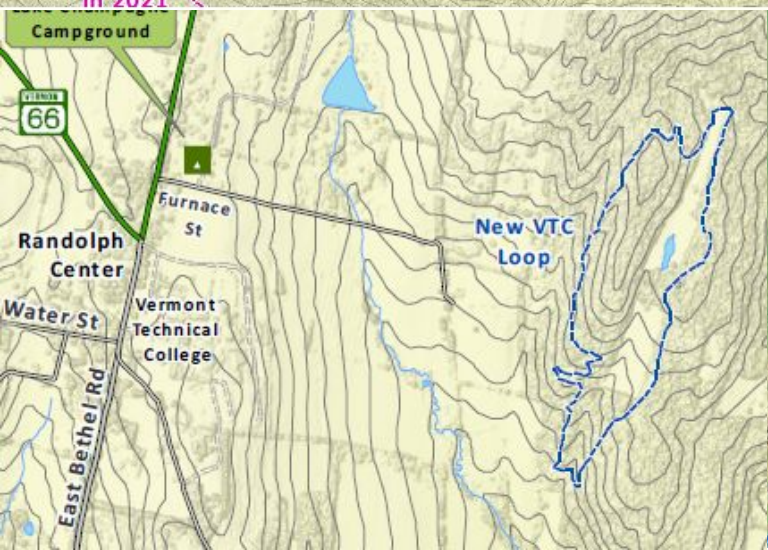
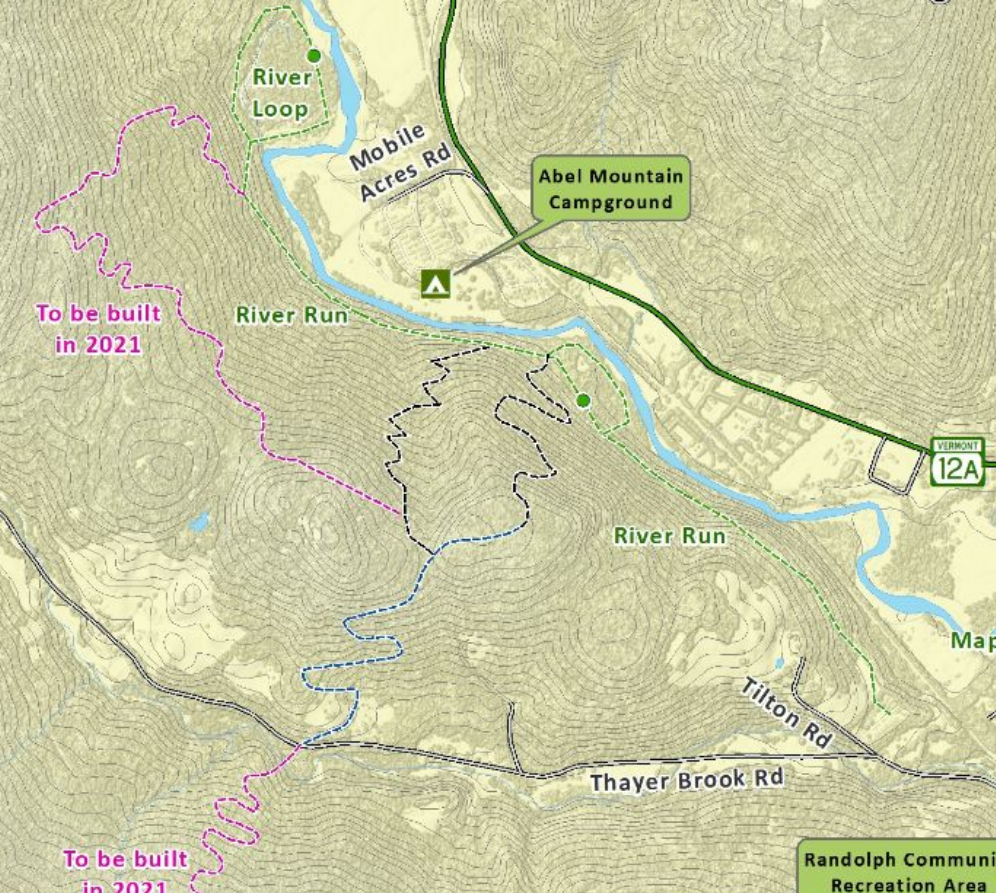
Blaine's Hill

Over Yonder

VTC Loop

Abel Mtn Trails

River Run







# WAMBA 2020 Update

## Infrastructure

- Aqueduct Trails Parking Lot
- Trail Signs
- Woodstock Inn Activity Center

## New Events / Programming

- Girls Ride
- Gravel Ride
- Adopt-a-Trail
- Maxxis ESC Enduro Race (postponed)

## New Landowner Agreements

- Woodstock Resort Corp
- Town of Woodstock

## Trail Work (3 miles new)

- Shooter, Contagious, Schist Creek, Slash Ridge
- Improved: Coaster, Nick's, Redline, Hard Style

## Growth

- Trail use way up
- Record Members
- Three Networks
- 30+ Miles
- New Features
- Expanded Board





# BOD Candidates



**Curtis Fox**

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- Born and raised in Waterbury. Lives there with his wife and son - skiers, bikers, and hikers.
- Is a sales, product and operations expert in the adventure travel industry.
- Brings proven project management skills to the team.
- Develops marketing strategies and has contracted with vendors and suppliers all over the world.
- Works remotely for Montana-based travel outfitter, Austin Adventures as their VP of International Operations.



**Ariel Kent**

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- Board member for Addison County Bike Club and has increased their marketing, social media presence, and rolled out a new website.
- Helped increase ACBC's trail visibility by updating TrailForks regularly
- Has organized Ladies Group Rides, which has increased and expanded the local user-base
- Avid mountain biker and participates in Downhill Racing.
- Works as the Digital Marketing & Sales manager at Julbo Eyewear, whose North American headquarters are based out of Williston.

# VMBA BOD Election

## 2021-2023 VMBA BOD Election

Two candidates for two positions were presented to the membership:

- ▶ Jeff Dickson will remain on the BOD for a second term
- ▶ Ariel Kent & Curtis Fox
- ▶ Jason Rickles will be moving into the chapter liaison VMBA BOD seat

**Up next: Naming Grants**

Naming  
Grants

**More than funding for trails**

**Up next: Ranch Camp**



# Ranch Camp

\$5,000



## Richmond Mountain Trails

For the design and building of a new trail network in Richmond, Vermont on the town-owned Andrews Community Forest



&



## Ascutney Trails Association

Trail planning and professional design work.

Up next: VT Country Store

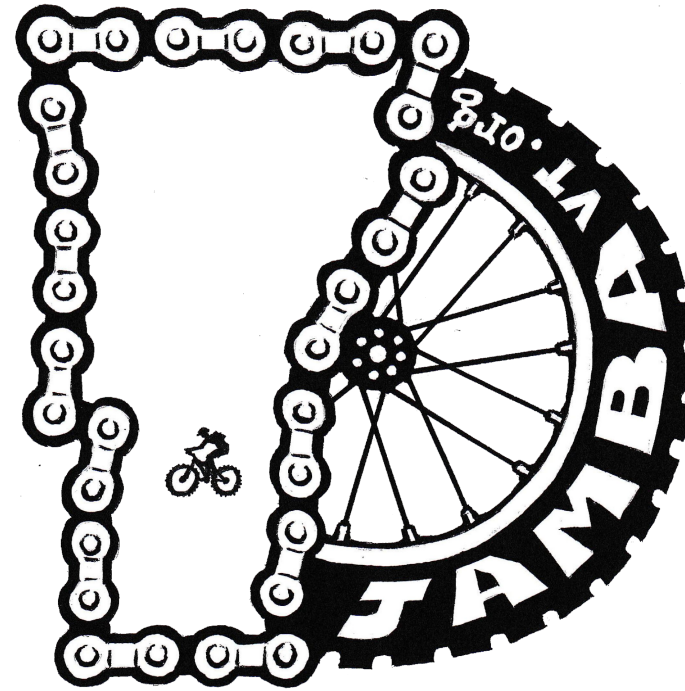
# The Vermont Country Store

\$5,000

THE  
*Vermont*  
COUNTRY STORE



# Jamaica Area Mountain Bike Alliance (JAMBA)



Up next: OGE

# Outdoor Gear Exchange

\$5,000



# RASTA

To help reconstruct 6 miles of unmaintained historic trail between Chittenden Brook Hut and Morrill Brook for use by mountain bikers and hikers.



**Up next: Cabot**

Cabot  
Creamery  
Co-operative

\$15,000



## Fellowship of the Wheel



## Bennington Area Trail System



## Woodstock Area MTB Association



Up next: Burton

Burton  
Snowboards

\$3,500

**BURTON**

## Mad River Riders

Trail design and expansion at Blueberry Lake



Up next: MountainFlyer

Mountain  
Flyer

\$2,500

**Mountain Flyer has graciously  
added \$2500 to the VMBA Trail  
Grant pool of funds**



**Up next: Reward Volunteers**

# Reward Volunteers

**Thank You to our volunteers,  
Chapters and partners!**

Volunteers from all across VT  
logged over 900+ hours!

The winner of a 2021 Specialized  
Enduro Expert is...



**Up next: Follow Up**

# Follow up from tonight's meeting

- Annual Meeting Summary blog will be posted within the next week or so and will include access to this presentation
- Reach out to Tom ([tom@vmba.org](mailto:tom@vmba.org)) or the VMBA BOD ([bod@vmba.org](mailto:bod@vmba.org)) for any further questions

**Up next: Winter**



# Things to keep in mind this winter

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1. Stay safe - stay diligent about the pandemic guidelines
2. Some folks may not do well with more isolation - please reach out more often and expand your digital community
3. Think about sharing your talents with a VMBA chapter in '21
4. Commit to attending at least two trail days in '21. Log those hours and enter to win a sweet new bike!



Q & A

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Please submit via the  
chat

Thank you for coming!