



VERMONT MOUNTAIN BIKE ASSOC.
SINCE  1997

2024/25 VMBA TRAIL CENTER PROGRAM

Coming together as a trail stewardship community has been a major driver of the growth in mountain biking in Vermont over the past decade. The work of local Trail Centers in tandem with VMBA's Chapters and statewide advocacy work is a uniquely productive combination and has emerged as a national model. Our environment of shared success and interconnectivity promotes an atmosphere of constant innovation at the Chapter, Trail Center, and Association levels. Thank you for everything you do for riding in Vermont.

Our Trail Center Program works with trail systems that are owned and/or managed by an organization other than a VMBA Chapter and outside the VMBA organizational umbrella. You are part of a small number of networks that fall into this special category and are a valued part of riding in Vermont.

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Introduction & Overview

Historically, VMBA has partnered with place-based, trail hosting organizations to allow VMBA Members to “add on” the purchase of an annual pass to their VMBA Membership, simplifying the process for individuals and encouraging our Members to officially support the Trail Centers they ride. This was previously called the “Add On Chapter” program, a name that generated confusion, given the fact that these affiliate trail-hosting organizations were not VMBA Chapters.

For the 2024/2025 season, VMBA has renamed the ‘Add On Chapter’ program to the ‘Trail Center’ program. A Member will still need to designate a Primary Chapter before adding on Trail Center access to their Membership, with Trail Centers listed in a separate category from VMBA Chapters in the checkout process. An additional benefit of separating Trail Centers from our Chapters is that we are able to increase the fee for adding Trail Center access to a membership, now \$40 for an individual up from \$30 last year (full breakdown below).

The information below incorporates both the new Program name and cost structure, so please review carefully. If you have any questions or feedback about this program, please contact Joe: joe@vmba.org

Trail Center Benefits for 2024/25:

- Membership services: database maintenance & management
- Distribution of Trail Center Materials (insert, sticker) to members
- Ability to participate in the Member Benefit program
- Event promotion on vmba.org calendar, social channels and newsletter.
- Onsite support for events (per request)
- Promote Trail Center Program on social channels & newsletter
- Logo featured on [website](#)
- Access to the VMBA Chapter Resource Library

Welcome Kenzie Brunner!

At the beginning of 2024, the VMBA team welcomed Kenzie Brunner as our Marketing and Communications Manager. You can learn more about her on our [website](#). Kenzie will be your main point of contact for all marketing, communications, and website updates. You can contact her at Kenzie@vmba.org

2024/25 Membership Revenue Sharing

- In 2024/25, base VMBA membership will be \$60.00 for individuals and \$120.00 for families (2 adults / 2 children under 18). Each additional child is \$15.00. A Family of 5 would cost \$135.00 and a Family of 6 would cost \$150.00. There is also an Under-25 Individual membership for \$40.00. Base memberships are associated with a VMBA Chapter.
- Members can choose to add on your organization as a ‘Trail Center’ for \$40.00 (individual), \$80 for a family of 2-4, \$90 for a family of 5, and \$100 for a family of 6.
- Enrollment in the 2024/25 Membership season, which runs April 01, 2024 - March 31, 2025, opens on January 1st, 2024.

- VMBA will begin membership payouts on **January 22, 2024**, and continue on a bi-weekly basis:
 - The comprehensive report will have breakdowns of dates, membership revenue, total memberships, and total members. A breakdown of the membership prices and revenue split will also be included.
 - If you would like to add or remove individuals that receive these payout reports, please contact our Operations Manager, Amy Potter (Amy@vmba.org)
- At the time of purchase, participating Trail Centers receive **\$35 for each individual membership and \$75/\$85/\$95 for** family 2-4/5/6 memberships. The office retains the \$5 of each membership to cover the administrative platform and cost of membership fulfillment.

Additional Trail Center Services for 2023/24

- Trail Center-specific membership reports, available at vmba.org, are accessible to any requested staff or board members. Learn how to access your reports [here](#). Please email Amy, amy@vmba.org, if you or other individuals need access.
- Placement in monthly VMBA members newsletters. If you have specific items you'd like to include in our monthly newsletter, please email Kenzie.
- Chapter newsletters, emailed monthly via MailChimp to all Chapters and Trail Center. Contact Amy with specific board members who wish to be recipients.

VMBA Membership Registration

VMBA provides the following to members during and following registration:

- One generic auto-email confirmation (no individual Chapter branding).
- General membership materials (VMBA velcro strip, VMBA sticker)
- Access to the VMBA app (which has replaced the use of physical membership card and coupons)
- 2024/25 VMBA Strip Color: **Kelly Green**
- One pre-folded, VMBA welcome letter, with member benefits listed on the backside.
- Member log-in and access to VMBA account at vmba.org.
- Monthly membership newsletter, featuring events, content, links to articles on vmba.org, and limited partnership promotions

In addition, Trail Center may provide VMBA with an insert in the membership envelope at no cost. **All extra items must fit into a standard #10 envelope.**

These can include:

- Membership card (if applicable)
- Sticker (highly recommended, who doesn't love stickers?!) - **Stickers must fit in a #10 envelope, please make sure that it does not exceed 3.75"**
- Welcome Letter - **1/3 of a page (8.5"x3.66")**, front and back printed if desired. **These must be pre-cut. Please use 20lb, text-weight paper. Feel free to send it to the office beforehand for review. If you would like to have the office print them for you (to save you time & postage) and send you an invoice, please coordinate with Amy.**

Participating Trail Centers are responsible for ensuring materials are sent to the VMBA office by Friday, March 1, 2024.

- Please send materials to: VMBA, PO Box 681, Waterbury, VT 05676 (**New Address**)

- o Please ensure the covered cost of postage. Any postage due will be the responsibility of the Trail Center.
- If you plan to drop off at the office in Waterbury (40 Foundry Street), please coordinate with Amy Potter (Amy@vmba.org) beforehand.
- Curious as to how many to send? Each **member** will receive a Chapter sticker (if applicable), and each **membership** will receive a Chapter welcome letter (if applicable). We *highly* suggest that you provide the number of inserts equal to your 23/24 VMBA add-on member & membership numbers plus any growth you expect (10-15% growth is a great estimate).
 - o We will email you if we need additional inserts as the season continues.
- VMBA will only send one mailing per membership. If your insert is not ready by the first mailing, you are responsible for mailing it to your members. This will be coordinated with Amy on members' mailing addresses.

Events & Social Media

We are eager to support participating Trail Centers, including promoting your events through our channels and attending select events, as well as inviting you to activate at events we host.

Participating Trail Centers can:

- Email Joe Gaynor (Partnerships & Programs Manager), joe@vmba.org, with details for any events at which you would like to have a VMBA presence. We cannot promise that we will attend all events, but will do our best. Please submit your request with plenty of time in advance
- Make VMBA a co-host on your Facebook Events page to have it added to our FB Event listings
- Tag us in any social media to get reposted on our channels.
 - o FB: @VermontMountainBikeAssociation | IG: @vmba802 | Twitter: @vmba802
- Submit the event to our [Events Calendar](#) on our website through our [Submission Form](#)
- Submit specific social requests (highlights, job postings, etc.) through [Kenzie](#)

The VMBA App

We're happy with the feedback we have received about the App this past season. Only 3% of members opted out in favor of a physical membership card and paper DH coupons, which we are working to sunset next season. The App has been a great asset for our members to learn and redeem Member Benefits, DH Coupons, and add-on Chapters. We hope to roll out new features next season and make the process easy for VMBA members to add a Trail Center to their membership during the season.

Chapter Resource Library

[The Chapter Resource Library](#) was created to help Chapters form, operate, raise funds, interact with government agencies, host events, organize trail work, and engage the public.

These resources are heavily utilized by our Chapters, and Trail Centers are also welcome to access and use these materials. If you have any documents you think would be a valuable addition, please email Amy (amy@vmba.org).

The VMBA Team:

Our team is growing! As a reminder, here are the staff that currently run the central office:

- Nick Bennette: Executive Director (nick@vmba.org)
- Joe Gaynor: Programs & Partnerships Manager (joe@vmba.org)
- Amy Potter: Operations Manager (amy@vmba.org)
- Kenzie Fuqua: Marketing & Communications Manager (kenzie@vmba.org)

You can read more about our staff and Chapter staff through our [website](#) or our [staff directory](#).

High-level Calendar

JANUARY:

- 2024/25 Memberships available to purchase on www.vmba.org as of **Jan. 1**
- Plan for your spring kickoff/membership event - share with the office
- Membership Payouts will begin on **Jan. 22**

FEBRUARY:

- Finalize plans and dates for trail days and major events (to the best of your ability) – send these to Joe

MARCH:

- Send Membership Materials to the office by **March 1**
- **VMBA Chapter Trail Clinic Dates and Location announced; Trail Center staff invited to attend**
- Membership Kickoff Parties (March -May)
- 2023/24 Membership Season Ends March 31, 2023
- VMBA Annual Meeting (**end of March**) - Participating Trail Centers highlighted

APRIL:

- 2024/25 Membership Season Starts April 1, 2023
- VMBA Bike Raffle (April - June)

MAY:

- Building & riding typically underway
- VMBA Days kick off event at Ranch Camp (Mid to late May - TBD)

JUNE:

- Ride & events
- Elevate Mountain Bike Festival (6/14-16)
- VMBA Day Series - Stratton Resort (6/29)

JULY:

- Rides & events.
- VMBA Day Series - Sugarbush Resort (Tentatively 7/13)

AUGUST:

- Rides & events
- VMBA Annual Fund Kick Off - BBCO (8/2)
- VMBA Day Series - Bolton Valley Resort (8/17) & Killington Resort (8/25)
- Foundation Event - Killington (8/23 - 8/24)
- VMBA Annual Fund Campaign (August - September)

SEPTEMBER:

- VMBA Days Series Final - Burke Mtn (9/7)
- VMBA Annual Member Party on Sept. 22nd in Woodstock
- Ride & events

OCTOBER:

- Rides & events

NOVEMBER:

- VMBA Trip Raffle Launches (November - December)
- Conversations about 24/25 Trail Centers begin.

DECEMBER:

- Sign up for Trail Center Program strats for 25/26.

Thank you

We have come a long way together, and we are getting stronger. Your organization's partnership is central to our shared success. Please be in touch with any questions.

Thank You,
Nick, Joe, Amy, and Kenzie