

5-Year Strategic Plan

2023 - 2028

SUMMARY

ABOUT VMBA

9,500+ Members... ...across 29 Chapters... ...who steward **900+ miles** of public-access singletrack.

VISION

Mountain biking at the center of healthy, economically vibrant, and environmentally sustainable communities throughout Vermont, with well-planned, accessible, and progressive trail systems statewide

MISSION

To ensure the sustainability of mountain biking in Vermont and thoughtfully promote exceptional riding experiences for all through advocacy, education, and community-driven stewardship

WHAT OUR OFFICE DOES













Support



Insurance





Grants & **Fundraising**

WHAT OUR CHAPTERS DO











PURPOSE OF THIS PLAN

Identify VMBA's major goals and supporting activities over the coming years that will fulfill our mission and achieve our vision.



DEVELOPMENT PROCESS

Built through membership surveys, Chapter input, and a series of Board retreats, then pressure-tested and refined based on Chapter & partner feedback



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SEVEN MAJOR GOALS

TRAILS



Steward a statewide network of accessible, well-planned, progressive, and sustainable trails

ADVOCACY

- 2
- Move public-access recreational trails out of Act 250 and into an appropriate oversight model
- 3

Acknowledge landowners by incorporating publicaccess trails into the Current Use program

COMMUNITY

- 4
- Establish an informed ridership that knows where, when, and how to ride
- 5
- Count the majority of those who regularly use our trails as active VMBA members
- 6
- Significantly increase youth, female, nonbinary, BIPOC, and adaptive representation in MTB ridership

ORGANIZATION

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Run a thriving, sustainable organization that attracts and retains talent and develops our Chapters

