

# IMBA World Summit

*Santa Fe, NM Oct 10-13, 2012*





# What you are about to see...

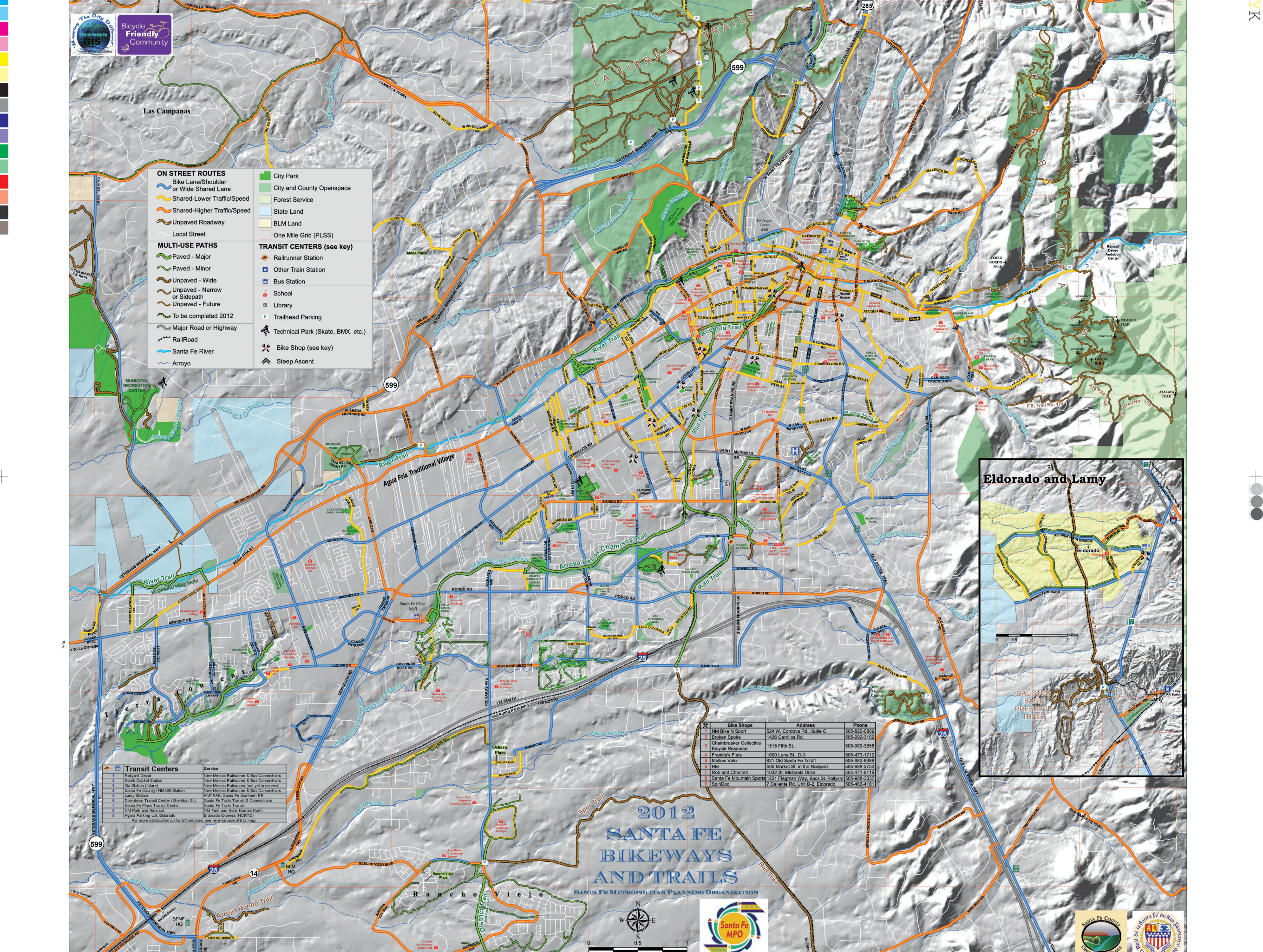
- Three days, nine general sessions, 24 separate presentations
- Many slides have been removed to make this summary about an hour long - so flow is disrupted
- None of what I'm about to present are my thoughts - they come from people with a lot of experience
- Why am I here?
  - Share the wealth of knowledge and experience
- Tonight's goal?
  - Getting YOU involved!



# City of Santa Fe

- Donated Convention Centre for 350 delegates and IMBA Staff, presenters and industry reps
- Participants from Singapore, Israel, Europe and across North America
- Well developed trail network, just developed another 1,500 acre trail system called La Tierra with a \$3,000,000 borrowing
- Completion of La Tierra was key to getting World Summit conference
- Drunk driver policy - \$1 gets you home



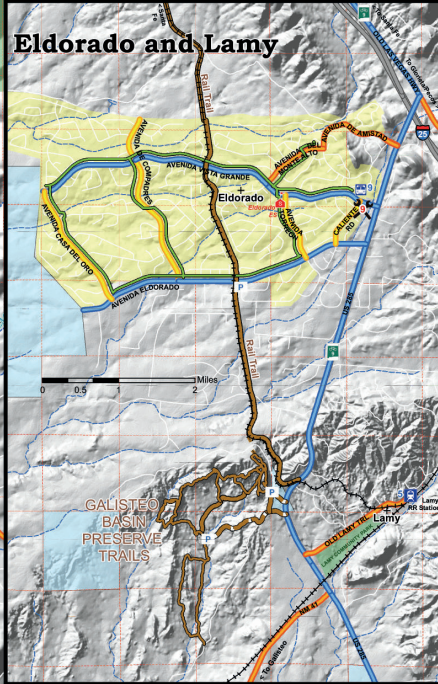


- ON STREET ROUTES**
- Bike Lane/Shoulder or Wide Shared Lane
  - Shared-Lower Traffic/Speed
  - Shared-Higher Traffic/Speed
  - Unpaved Roadway
  - Local Street
- MULTI-USE PATHS**
- Paved - Major
  - Paved - Minor
  - Unpaved - Wide
  - Unpaved - Narrow or Sidepath
  - Unpaved - Future
  - To be completed 2012
  - Major Road or Highway
  - RailRoad
  - Santa Fe River
  - Arroyo
- TRANSIT CENTERS (see key)**
- Railrunner Station
  - Other Train Station
  - Bus Station
  - School
  - Library
  - Trailhead Parking
  - Technical Park (Skate, BMX, etc.)
  - Bike Shop (see key)
  - Sleep Ascent
- Other Symbols:**
- City Park
  - City and County Openspace
  - Forest Service
  - State Land
  - BLM Land
  - One Mile Grid (PLSS)

	Bike Shops	Address	Phone
1	NM Bike N Sport	524 W. Cordova Rd., Suite C	505-820-0809
2	Broken Spoke	1426 Cerrillos Rd.	505-992-3102
3	Chainbreaker Collective	1515 Fifth St.	505-989-3858
4	Bicycle Resource	1609 Leng St., D-3	505-473-1712
5	Franklin's Flats	621 Old Santa Fe Trl #1	505-982-8986
6	Mellow Velo	500 Market St. in the Railyard	505-988-2753
7	REI	1632 St. Michaels Drive	505-471-9119
8	Rob and Charlie's	1221 Flagman Way, Baca St. Railyard	505-988-3337
9	Santa Fe Mountain Sports	7 Calleña Rd. Unit B-2, Eldorado	505-466-4161
10	SpinDoc		

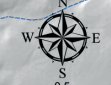
Transit Centers	Service
1 Railrunner Depot	New Mexico Railrunner & Bus Connections
2 South Capitol Station	New Mexico Railrunner & Bus Connections
3 Zia Station	New Mexico Railrunner (not yet in service)
4 Santa Fe County/NM599 Station	New Mexico Railrunner & Bus Connections
5 Lamy Station	AMTRAK, Santa Fe Southern RR
6 Downtown Transit Center (Sheridan St.)	Santa Fe Trails Transit & Connections
7 Santa Fe Plaza Transit Center	Santa Fe Trails Transit
8 NM Park and Ride Lot	NM Park and Ride, Routes North
9 Agora Parking Lot, Eldorado	Eldorado Express (NCRTD)

For more information on transit services, see reverse side of this map.

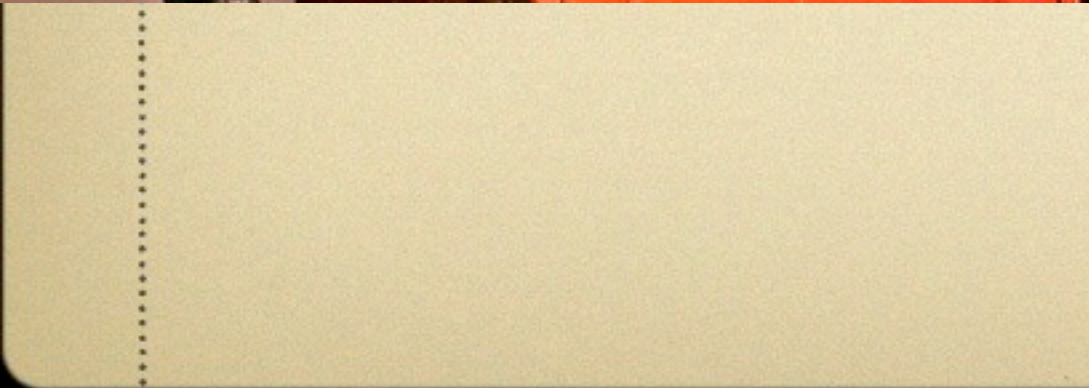


# 2012 SANTA FE BIKEWAYS AND TRAILS

SANTA FE METROPOLITAN PLANNING ORGANIZATION









# Web content

*Bicycle Master Plan*

*La Tierra Borrowing*

*Fat Tire Society coverage*







# Web content

*Alpine Bike Parks web site*



# Opening Comments

*Mike Van Abel-Executive Director IMBA*

- Most MTB clubs are born out of conflict - it is part of evolution
- Be *grateful* and *graceful* to those who have protected the land thus far
- Support is usually a mile wide and an inch deep - need to go deeper
- Critical importance of coalitions - they have more political strength
- Know your economics - use those statistics
- Hiking - bigger than biking so make friends with them!



# Web content

*Economic Development studies*



# IMBA Ignite!

*Five IMBA Reps, five minutes - 20 slides each*

- IMBA Destinations - Wendy Kerr, Development Coordinator
  - Bike related resources, destinations, bike parks
  - [www.imba.com/destinations](http://www.imba.com/destinations)
- Model Trail Program - Chris Bernhardt, Director of Field Programs
  - Epics, Flow Trails, Gateway Trails, Ride Centers
  - [www.imba.com/model-trails](http://www.imba.com/model-trails)
- IMBA Mapping - Leslie Kehmeier, Mapping Specialist
  - Ride the Trail, Tell the Story - a GIS based online resource
  - [www.imba.com/resources/maps/success-story-mapping-black-canyon-trail](http://www.imba.com/resources/maps/success-story-mapping-black-canyon-trail)



# IMBA Ignite!

*...continued*



- Mountain Bike Advocacy - Jenn Dice, Government Affairs Director
- Developing National Partners such as Bikes Belong Coalition, Outdoor Alliance Coalition, Federal Land Management Agencies, America Bikes Coalition, Coalition for Recreational Trails, Conservation System Alliance, Association of Outdoor Recreation and Education, National Ski Area Association
- Recent wins, launching the Public Lands Initiative, \$85 million for Recreational Trails Program, Opening National Parks and Land Protection Package
- Jenn's advice - "Stop Pleading, Start Leading"



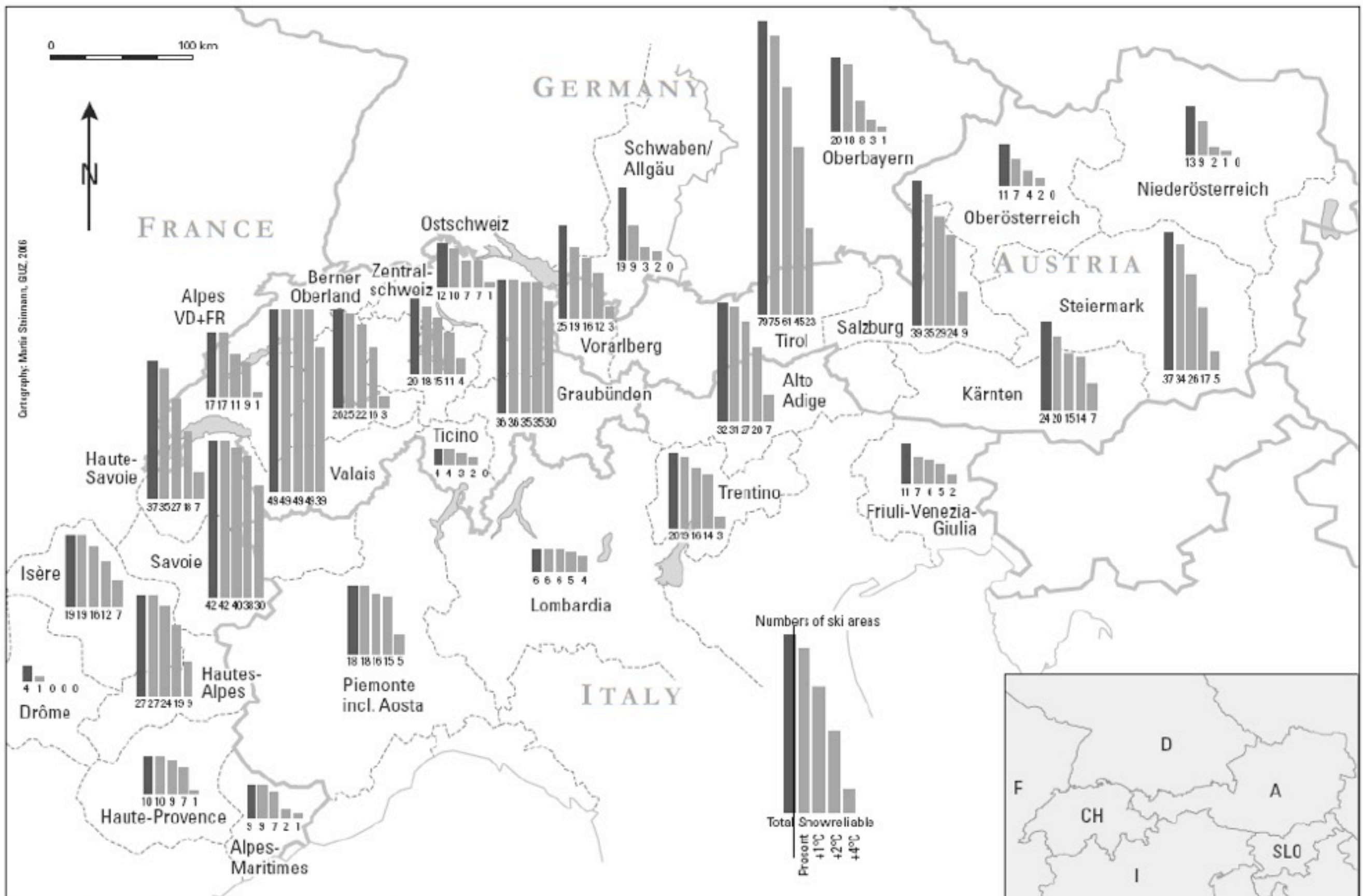
# Build It and They Will Come

*Darco Cazin - Allegra Tourismus - Switzerland*





Figure 6. Snow-reliability of Alpine ski areas under current conditions and under 1, 2 and 4 °C warming



Note: A = Austria, CH = Switzerland, D = Germany, F = France, I = Italy, SLO=Slovenia.



# Typical Swiss Ski Resort

*In summer...*





# A Canadian Ski Resort

*In summer...*





# Five Critical Success Factors

- There are five critical success factors to creating a mountain bike “Destination”



# Five Critical Success Factors



**TRAILS**



# Five Critical Success Factors



**TRAILS**



**TRANSPORTS**



# Five Critical Success Factors



**TRAILS**



**TRANSPORTS**



**HOTELS**



# Five Critical Success Factors



**TRAILS**



**TRANSPORTS**



**SERVICES**



**HOTELS**



# Five Critical Success Factors



**TRAILS**



**SCENE**



**TRANSPORTS**



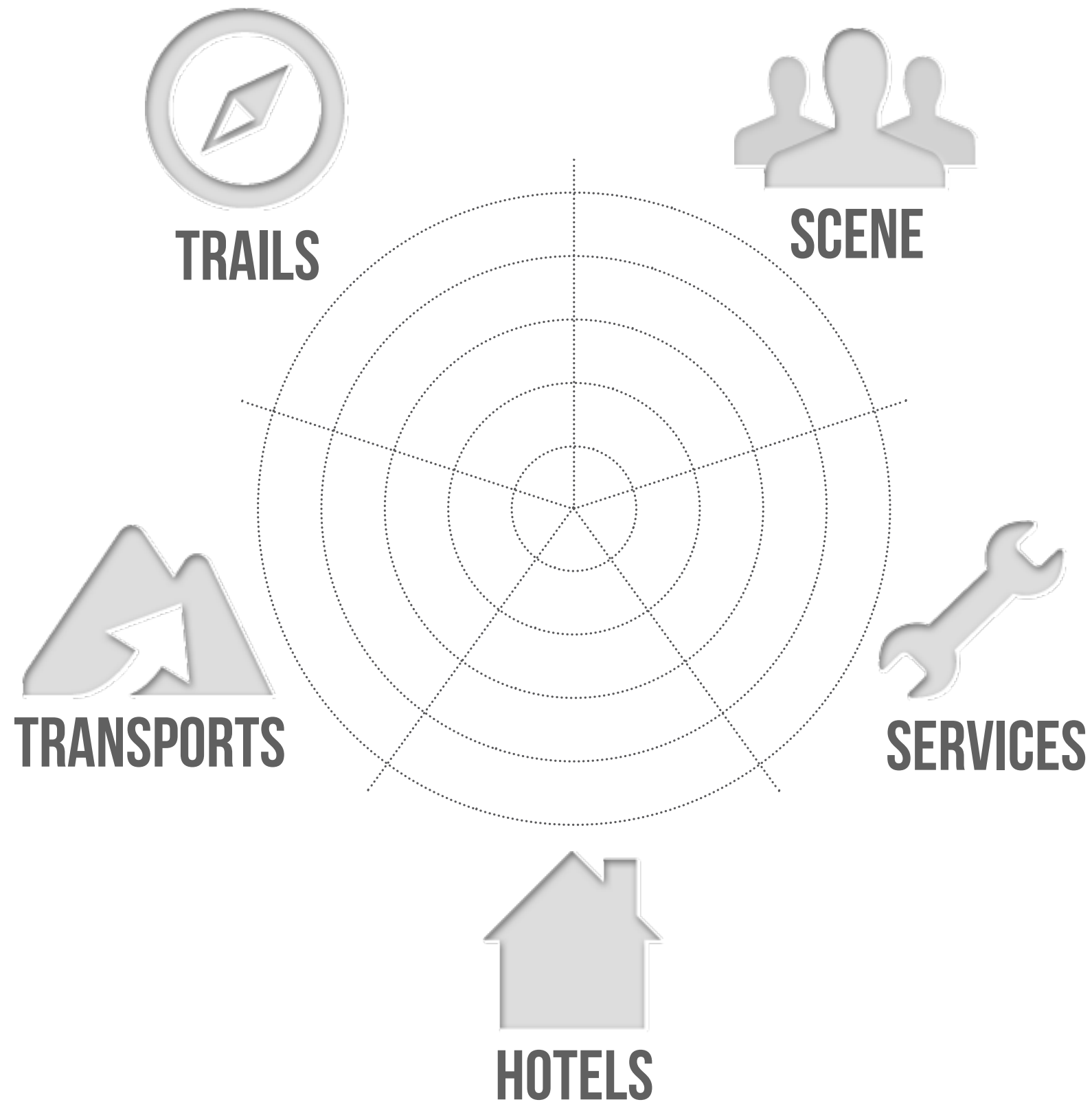
**SERVICES**



**HOTELS**

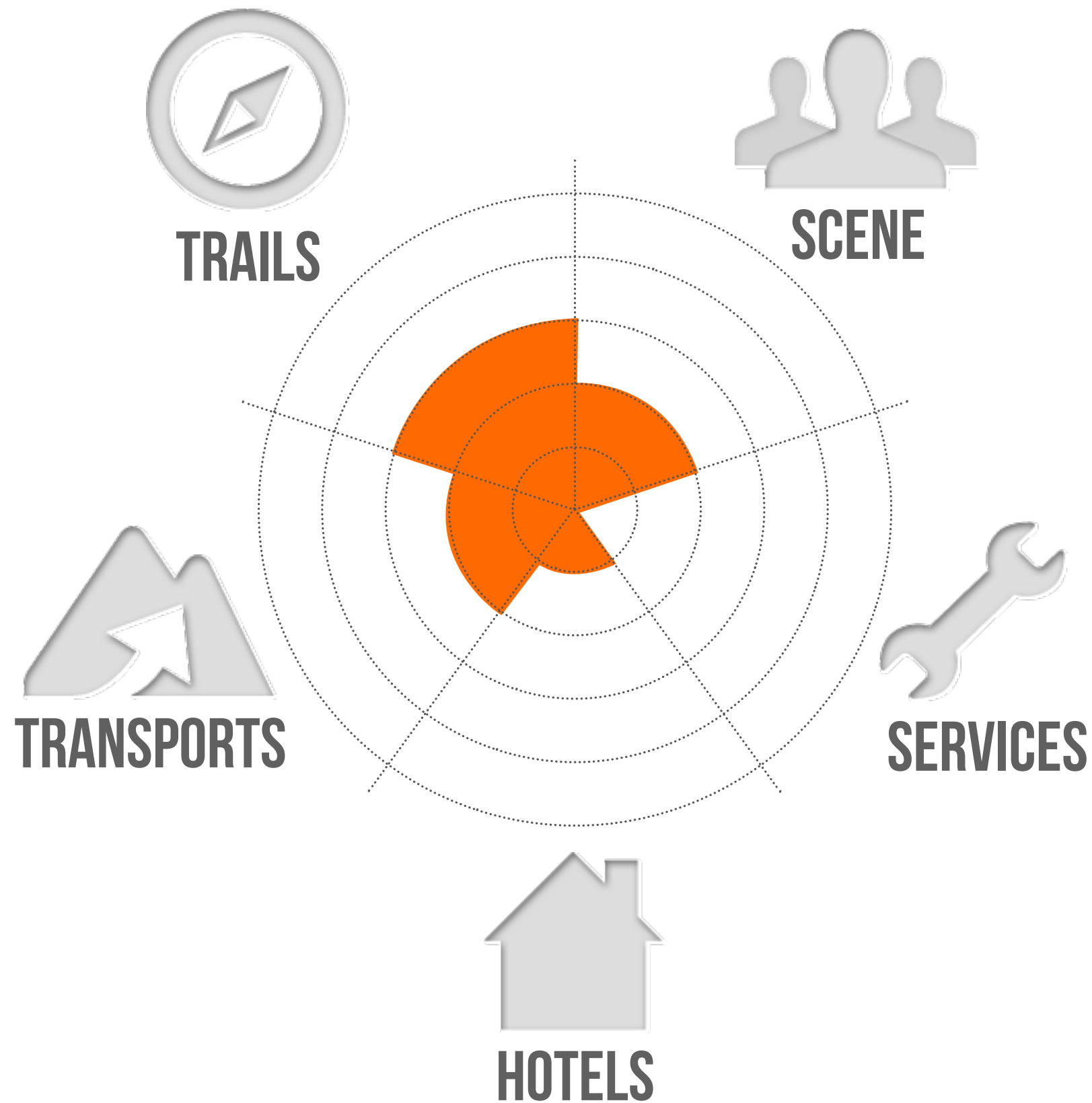


# The Spider's Web



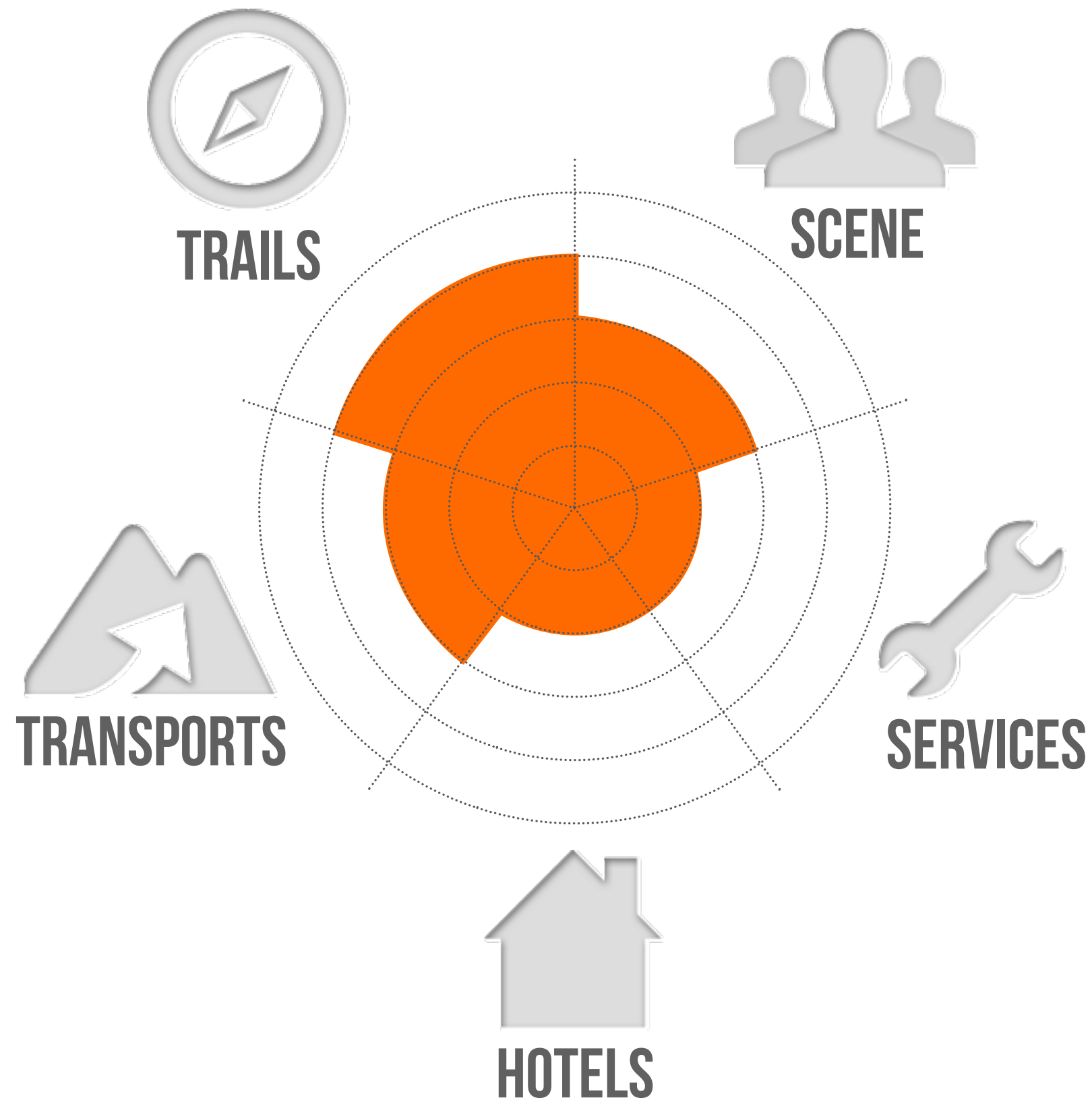


# What success factors do you have?



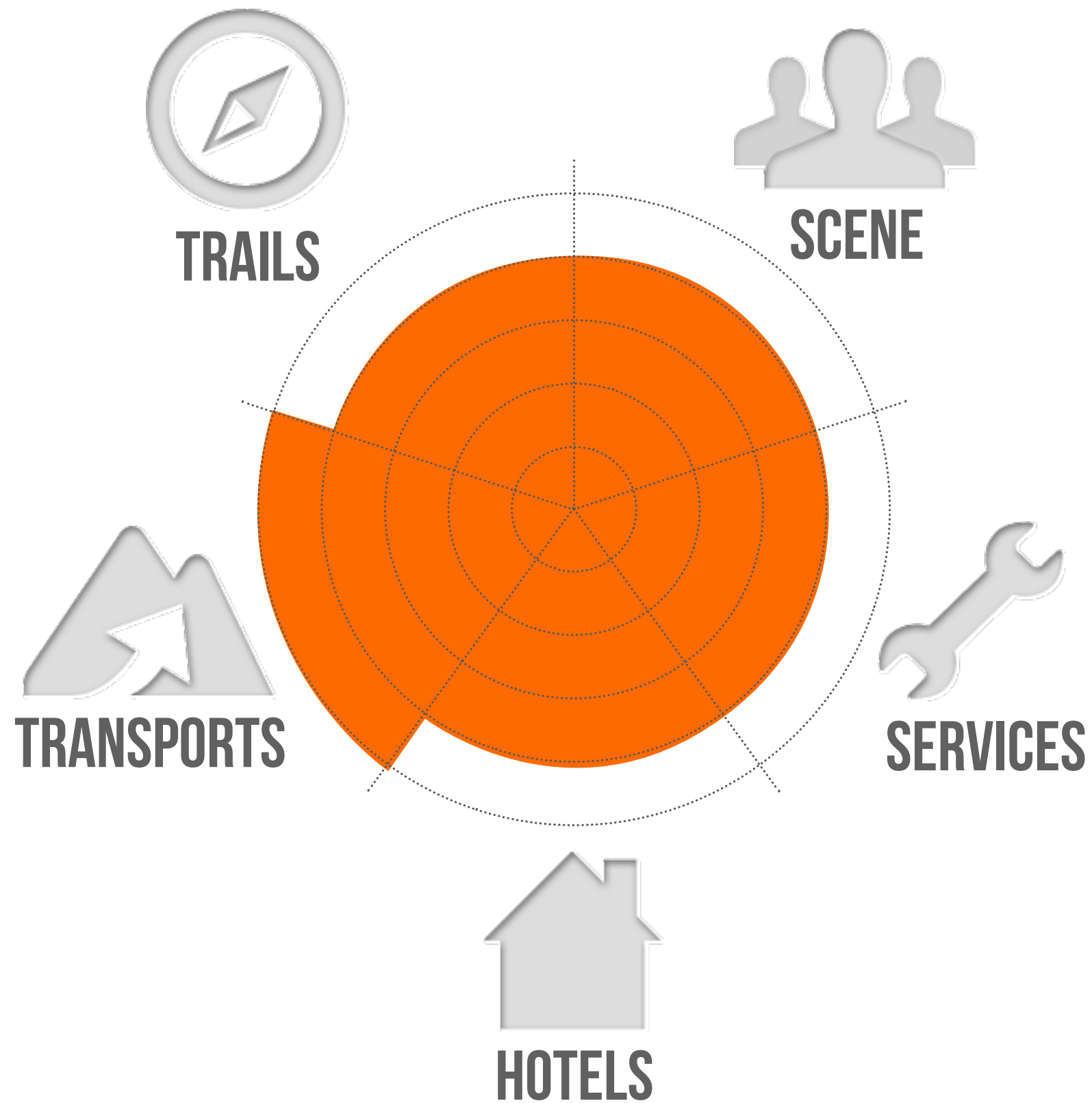


# Building Critical Success Factors





# Getting there...





**WHAT'S MOST  
IMPORTANT?**







**TRANSPORTS**



**HOTELS**



**ECONOMIC IMPACT**

**SERVICES**













# Vincenzo's Resort





# Out for the first ride





# The first descent





# The Trail Crew



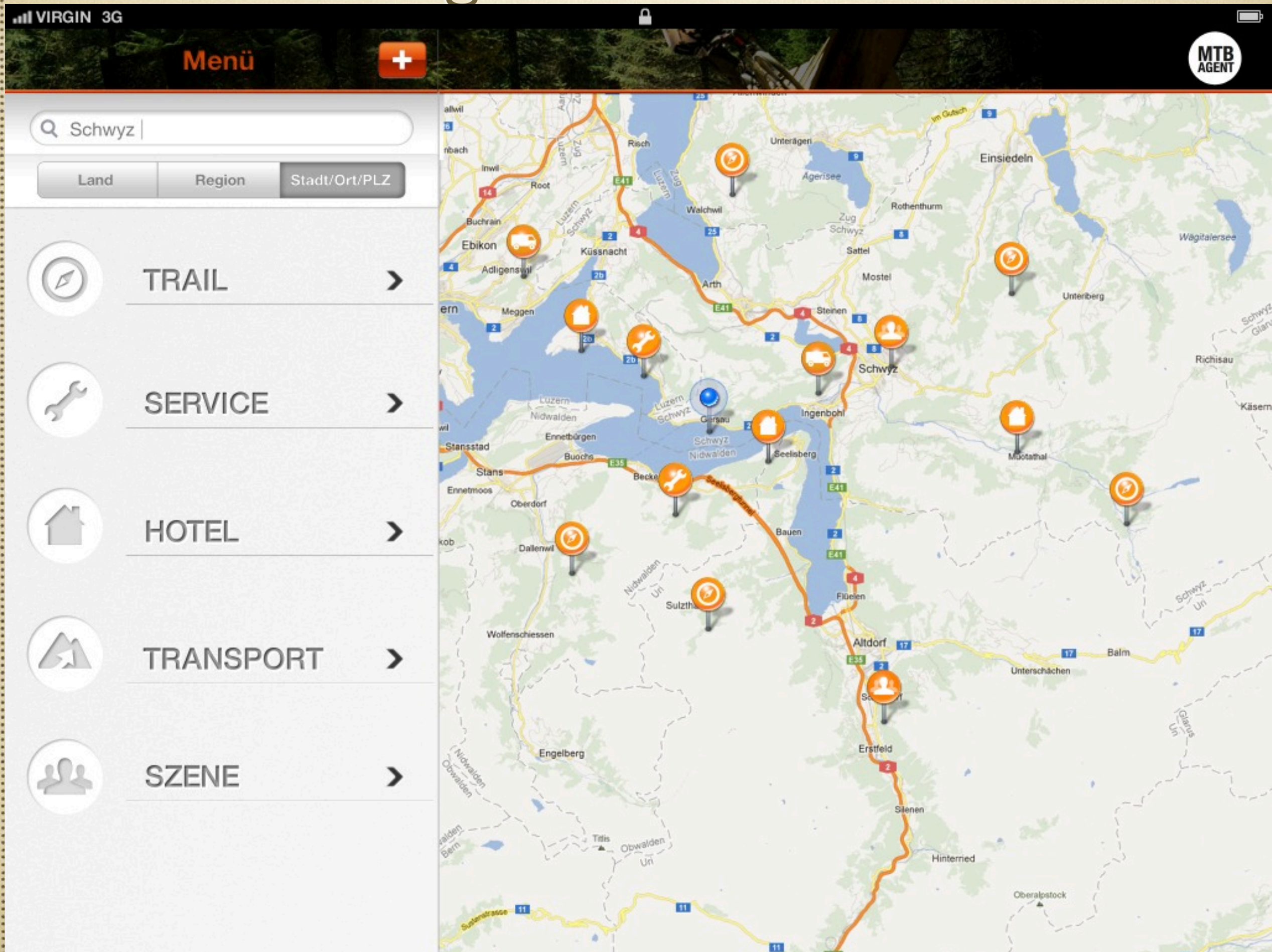


# Before - And After





# Putting it all on the web





# Advanced Club Care for IMBA Chapters

*Ryan Schutz & Anna Laxague - IMBA*

- Leadership, it is what limits our success - how good is our leadership?
- “Single Soldier” Leadership - what gets done is related to how much capacity your club has
- Can you clearly state your club’s purpose?
- People resources - have finite roles, define success, recruit with purpose, don’t have infinite commitments
- Develop a succession plan, create a handbook, history, goals and objectives
- Club Executive - should ride together, eat together
- Become a non-profit so donations are more than a gift
- You can go fast alone - *or far together*



# Beer Drinking and Philanthropy

*Michael Craft, New Belgium Brewing*

- A craft brewery from Fort Collins, CO
- Born in 1988, Founder is Kim Jordan
- Raising >\$500,000 / year for bicycling
- Now distribute beer throughout most of the US
- Employees receive a cruiser after the first year of employment
- Stage an annual event > The Tour De Fat, 15 cities across the US
- Everyone needs to dress up, NBB provides two beers & a t-shirt





# Web content

*Tour de Fat*



# New Belgium Brewing

## *The Parking Lot*





# SRAM Arts Auction





# SRAM Arts Auction





# Web content

*Sh\*t cyclists say*



# Bikes Belong Coalition

*Bruno Maier*



[peopleforbikes.org](http://peopleforbikes.org)

green  lane  
PROJECT





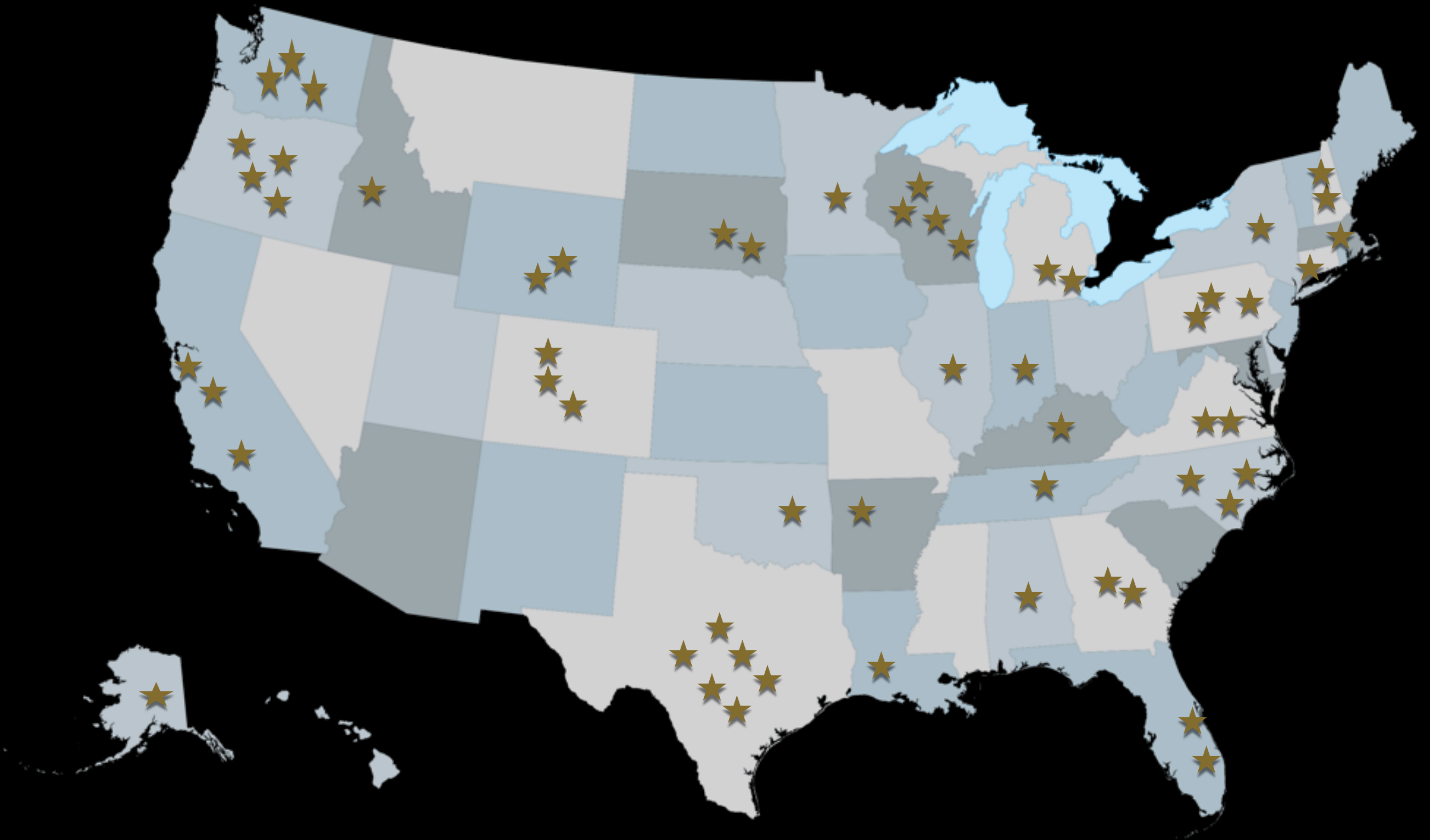


**Bikes Belong**<sup>TM</sup>  
COALITION

*Putting More People On Bicycles More Often*

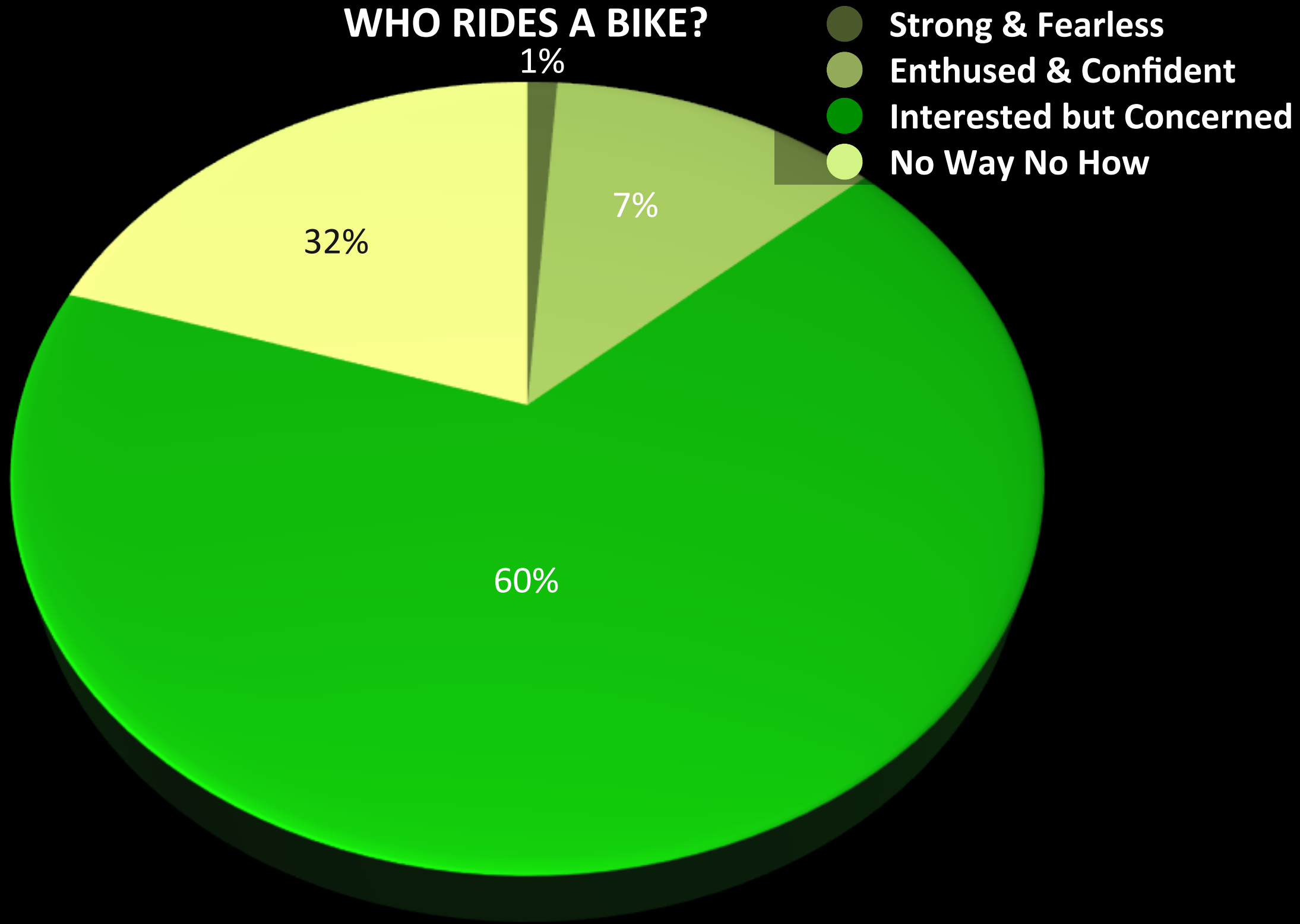


# Mountain Bike Grants





# WHO RIDES A BIKE?





# Who are the “Interested but Concerned”?













































# WHY ADVOCACY



- Safer and enjoyable
- Increases ridership
- Supports enthusiasts
- Expands competition



We need to get out of our little pond and swim with the bigger fish. That's where the people, the decision makers, and the funds are!”





# Get Your Club Out of the Dirt

*Morgan Lommele, former IMBA Trail Care Crew*

- Spent 30 months on the IMBA Trail Care Crew, worked in 43 states for over 100 clubs
- Her message, “If you want to build more mountain bike trails - stop talking to mountain bikers!”
- “Organizations need to think less about dirt and more about creating a community which builds relationships, promotes conservation, influences decision makers and fundraises”.





# Be A “Wheel”

- You need more partners so consider your organization as a wheel
- What do you want from those relationships? What will you give?
- If your plans are exciting and involve partners, you will get support
- Success comes from expanding your reach. When a lack of interest and involvement is apparent, there is no funding
- Off road trails create a world of good for a community. Learn how to communicate that - and you will get what you want.





[parks canada.gc.ca](http://parks canada.gc.ca)

# Bicycles on Trails!

## What?

No ... Maybe ... Yes

Presented by:

Ed Jager , Director – Visitor Experience

Mark Schmidt, Trails Analyst



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# A Long Long Time Ago



1980's



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That was  
then ... this is  
now ...



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Friday, 25 October, 13





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Terry Walker

**TRAIL  
PERMANENTLY  
OPEN**



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# So, how did this happen?



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**We should have a thoughtful and intelligent conversation about mountain biking in Canada's National Parks .**



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# IMBA CANADA PARKS CANADA

NEXT STEPS?

## VISION

TO WORK TOGETHER TO  
BEST TRAIL EXPERIENCES  
IN CANADA.

DEVELOP GREAT  
TRAIL  
FOR ALL TRAIL USERS  
VISITORS.

## GOALS

- CREATE A TRAIL CARE CREW
- IMBA TRAIL SOLA IN PARKS
- HELP WITH RECREATION PLANNING
- GET MORE MTB GROUPS INVOLVED

## TIME LINE

MOU  
IMBA + PARKS  
ASAP

TRAIL SOLA  
GET INFO TO  
PARKS  
ASAP

REC  
ASSESS  
NEXT YEAR

TCC  
???



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# Then what happened?



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# This success bred more success



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# What's Next?



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## RESEARCH



## PROMOTION



## PARTNERSHIPS






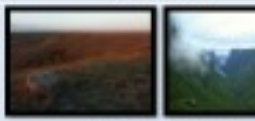




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Trail Type Classification (for Asset, Resource Conservation, and Visitor Experience Management)					
General Description and Technical Details					
Element / Trail Type	TYPE 1	TYPE 2	TYPE 3	TYPE 4	
Trail Type Definition	<b>Definition</b> <ul style="list-style-type: none"><li>Paved or hard packed surfaced double track trail, all weather use, with no obstacles in surface.</li><li>Use compacted crushed rock, mineral soil, asphalt or chip-and-seal coat surface.</li><li>Minimum trail width of 1.5 metre.</li><li>Provide interpretive and directional signs, benches, and viewing areas where appropriate.</li><li>Machine- or hand-built and maintained.</li></ul>	<ul style="list-style-type: none"><li>Natural surfaced packed single track trail or double track trail.</li><li>Use natural mineral soils or rock for surfacing, or native material from site. May be a paved surface.</li><li>Minimum trail width of one metre.</li><li>Provide interpretive and directional signs, benches, viewing areas where appropriate.</li><li>Machine- or hand-built and maintained.</li></ul>	<ul style="list-style-type: none"><li>Natural surface single track trail.</li><li>Trail tread may be constructed or established by clearing a corridor and marking the route.</li><li>Whenever possible use natural native material from site.</li><li>Minimum trail width of 0.25 metre.</li><li>Provide minimal signage.</li><li>Hand-built and maintained.</li></ul>	<ul style="list-style-type: none"><li>No construction.</li><li>Suggested trail route.</li><li>Trail tread may consist of wildlife paths or exist.</li><li>Provide minimal or no signage or facilities.</li><li>Not maintained.</li></ul>	
	<b>Park Zone</b> (applies to National Parks only)	Zone II, IV, and V (Natural Environment, Outdoor Recreation, and Park Service). May be found in Zone I (Wilderness) under special circumstances.	Zone I, II, IV, V (Wilderness, Natural Environment, Outdoor Recreation and Park Service).	Zone I, II, IV, V (Wilderness, Natural Environment, Outdoor Recreation and Park Service). May be found in Zone I (Special Preservations) under exceptional circumstances.	Zone I, II, III, and IV (Special Preservation, Wilderness, Natural Environment, and Outdoor Recreation)
	<b>Typical Visitor Type</b>	Suitable for all visitors including those with no trail experience. Visitor may be prepared for trail or may not be prepared (proper equipment and water).	Suitable for most visitors with some basic trail experience who are generally prepared (proper equipment and water).	Suitable for visitors who have trail experience and are prepared (proper equipment and water).	Suitable for visitors who have exceptional navigation experience and are well prepared (proper equipment and water).
	<b>Trail Rating</b>	Easy or Moderate	Easy, Moderate, or Difficult	Moderate, Difficult or Unrated	Difficult or Unrated
	<b>Image</b>	 Crushed rock or natural mineral soil surface	 Crushed rock or natural mineral soil surface	 Natural mineral soil surface	 Suggested trail route
Trail Profile (general description and typical elevation gain)	<b>Distance (km / mi)</b>	Typical distance of trail does not exceed 10 km, in certain cases a Type 1 trail may exceed 10 km.	Typical distance of trail does not exceed 20 km, in certain cases a Type 2 trail may exceed 20 km.	N/A	
	<b>Trail Profile</b>	Flat to gently rolling	Gently rolling with short steep sections	Rolling with steep sections that may continue for long periods	
	<b>Typical Elevation Gain</b>	0 – 100 metres	0 – 1,000 metres	0 – 1,000+ metres	N/A
Level of Service, Visitor Safety and Visitor Experience Tools					
Element / Trail Type	TYPE 1	TYPE 2	TYPE 3	TYPE 4	
Level of Service	<b>Level of Service</b>	High	Moderate	Low	N/A
	<b>Inspection</b>	Weekly/monthly or upon visitor comment	Seasonal or as required upon visitor comment	Yearly or as required upon visitor comment	N/A
	<b>Deadfall Clearing</b>	As required	As required / seasonal	Yearly	N/A
	<b>Infrastructure</b>	Major (bridge, boardwalk, viewing platform)	Moderate (bridge, boardwalk, viewing platform)	Low or none (bridge, boardwalk)	N/A
	<b>Trail Materials and Surface Preparation</b>	Asphalt, concrete or crushed rock <ul style="list-style-type: none"><li>Repair cracks, fill holes, repack surface, create drainage, clear corridor</li></ul>	Crushed rock or natural mineral soil and rock <ul style="list-style-type: none"><li>Fill holes, repack surface, create drainage, clear corridor</li></ul>	Natural mineral soil and rock or natural ground cover <ul style="list-style-type: none"><li>Create drainage, clear corridor</li></ul>	N/A
Visitor Safety	<b>Equipment</b>	ATV, mechanized equipment, horse, hand or bicycle	ATV, mechanized equipment, horse, hand or bicycle	Non-motorized, horse, hand or bicycle	N/A
	<b>Visitors Definition</b>	Visitor may not understand all risks and may not be self-reliant in the event of an incident.	Visitor may have a general understanding of some risks and may be partially self-reliant in the event of an incident.	Visitor has an understanding of most risks and may be self-reliant in the event of an incident.	Visitor has an understanding of risks and will be self-reliant in the event of an incident.
	<b>Risk Mitigation</b>	Maximum effort made to mitigate risk.	Moderate effort made to mitigate risk.	Low effort made to mitigate risk.	Low to little effort made to mitigate risk.
	<b>Risk Identification (Cautions and Warnings)</b>	High detailed explanation of risk – typically provided at trailhead, on maps and at areas of risk along the trail.	Moderate detailed explanation of risk – only significant risks identified. Information typically provided at trailhead and at areas along the trail.	Low detailed explanation of risk – only site-specific or unusual risks. Information typically provided at trailhead.	Low detailed explanation of risk – only site-specific or unusual risks. Information typically provided at trailhead.
Describing the Trail	<b>Risk Inspection</b>	Weekly/monthly or upon visitor comment. Risk inspection can occur during level of service inspection.	Seasonal or as required upon visitor comment. Risk inspection can occur during level of service inspection.	Yearly or as required upon visitor comment. Risk inspection can occur during level of service inspection.	N/A
	<b>Targeted Visitor</b>	Family-friendly, suitable for all visitors looking for an easy trail experience.	Suitable for most visitors who are generally active and have some basic trail experience.	Suitable for visitors who have trail experience and are active.	Suitable for visitors who have exceptional trail experience and are very active.
	<b>Trail Highlights</b>	The purpose of this section is to give visitors a sense of what they can expect along this trail, but to describe it in a non-technical way. This section should provide the highlights of the trail, a sense of what the visitors will see. It helps to inform visitors about why they might want to choose to hike this particular trail.  Example: This trail is an easy walk through a conifer forest and will bring you to a beautiful sand beach along Lake Superior.			
Trail Rating Classification (for the Visitor)					
Element / Rating	EASY	MODERATE	DIFFICULT	UNRATED	
Trail Rating Definitions	<b>Definition</b> <ul style="list-style-type: none"><li>Suitable for all visitors including those with no trail experience. Visitor may be prepared for trail or may not be prepared (proper equipment and water).</li><li>Hard packed surface with no obstacles and minimal stairs.</li><li>Estimated time to complete the trail is no longer than two hours.</li><li>Little or no elevation gain or loss.</li></ul>	<ul style="list-style-type: none"><li>Suitable for most visitors who have some basic trail experience and are generally prepared (proper equipment and water).</li><li>Mostly stable surface with infrequent obstacles, stairs may be present.</li><li>Estimated time to complete the trail is no longer than five hours.</li><li>May experience moderate elevation gain with some short steep sections.</li></ul>	<ul style="list-style-type: none"><li>Suitable for visitors who have trail experience and are prepared (proper equipment and water).</li><li>Variety of surface types including non-established surface.</li><li>Estimated time to complete the trail may exceed five hours.</li><li>May experience major elevation gain with long steep sections.</li></ul>	<ul style="list-style-type: none"><li>Suitable for visitors who have exceptional trail and navigation experience and are well prepared (proper equipment and water).</li><li>Non-established tread only a suggested trail route, not maintained.</li><li>Estimated time to complete ranges from 1 day to 10 days or longer.</li><li>May experience a variety of terrain including wet areas, loose rocks, exposure, and thick forest.</li></ul>	
	<b>Trail Type</b>	Can be 1 or 2	Can be 1, 2 or 3	Can be 2, 3 or 4	Can be 3 or 4
	<b>Symbol</b>				
Rating Details	<b>Distance (return)</b>	0 – 5 km	0 – 15 km	0 – 15+ km	N/A
	<b>Trail Profile</b>	Flat to gently rolling	Gently rolling with short steep sections	Rolling with many steep sections that may continue for long periods	N/A
	<b>Typical Elevation Gain</b>	0 – 100 metres	100 – 500 metres	500+ metres	N/A
	<b>Trail Surface (material type and average width)</b>	Paved or surfaced <ul style="list-style-type: none"><li>*Hard packed</li></ul>	Surfaced or natural surface <ul style="list-style-type: none"><li>*Firm and stable</li></ul>	Natural surface <ul style="list-style-type: none"><li>*May be loose or may not exist</li></ul>	N/A
	<b>Typical Average Width</b>	1.0 – 3.0 metres	0.5 – 1.5 metre	0 – 1.0 metre	N/A
	<b>Quality of Marking (general signage and information provide)</b>	Trailhead information, interpretive panels, route markers, trail orientation maps <ul style="list-style-type: none"><li>Maximum information provided</li></ul>	Basic trail head information, route markers, and trail orientation maps <ul style="list-style-type: none"><li>Moderate information provided</li></ul>	Basic trail head information and minimal route markers, or no signage provided <ul style="list-style-type: none"><li>Minimal or no information</li></ul>	N/A
	<b>Obstacles or Stairs</b>	Few or no obstacles, minimal use of stairs <ul style="list-style-type: none"><li>Maximum visitor facilities</li></ul>	Infrequent obstacles, stairs may be present		
	<b>Visitor Facilities</b>	Parking lot, washroom, bridges, benches <ul style="list-style-type: none"><li>Maximum visitor facilities</li></ul>	Parking lot, outdoor toilet		
Recommended Experience					



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# Parks Canada - Leadership Award



Canada



# Web content

*Parks Canada Can Can*



# Unleash Your Organization's Potential

## *Mack Story, Central Alabama Mountain Pedalers (CAMP)*

- What is Leadership? What is Trust?
- Leadership is influence, nothing more, nothing less. Not position, title or rank. You must influence others to accomplish your groups mission.
- The History of CAMP:
  - First step was a one mile beginner trail to engage the community
  - Next step was to build influence - needed to inform people about "Who we are in the community"
  - Became a charity to solicit donations
  - Attracted volunteers and asked them, "What do you want to do?"
  - Non mountain biking tradespeople wanted to build something



# Unleash Your Chapter's Potential

- Building supply stores wanted in >> built a 90 foot bridge for \$300
- Received a \$10,000 Recreational Trails Program state grant, now have an MOU on 686 acres, just received another \$100,000 grant
- Annual Pass sales for the Park increased 290%
- Recommendations:
  - Move at the speed of trust, you cannot go any faster
  - We listen to understand, not to answer
  - You must go slow to go fast, build teams - not committees
  - Create addicts for the bike shops (\$300 > \$300 of repairs > \$2,500)
  - Get influential people on the Board, ask them for their advice



# Web content

*Chewacla Map*

*CAMP Sorba*

*\$100K grant*



# The Pearl's:

- Building Coalitions:
  - Cater to the 60% - Interested, but concerned
  - Define success by how many people know about trails and benefit from them
  - If you consider success is building trails, you are missing the most important component > building community
  - Start with people - trails will come
- Overall:
  - Stop Pleading, Start Leading
  - You can go fast alone, or far together
  - Quit being an ostrich - STOP talking to mountain bikers
  - Your organization will move at the speed of trust



# Web content

*I did it Dad!*



# IMBA Summit - Group Photo





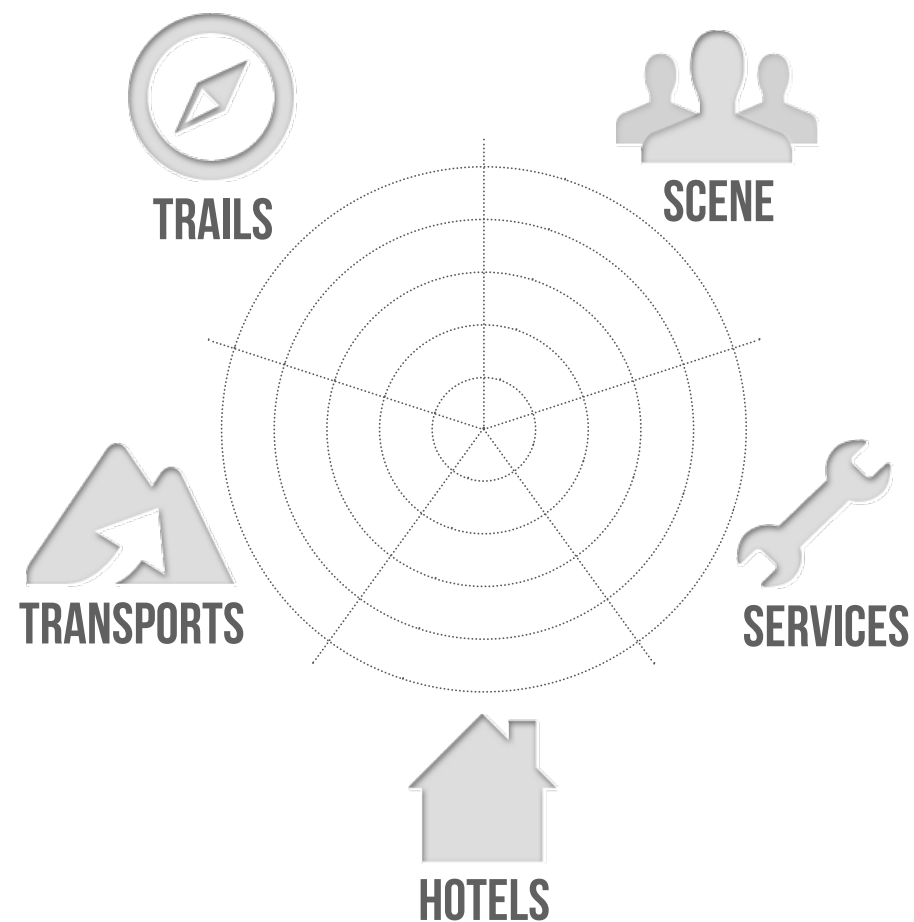
# Economic Realities:

- Where do membership fees go?
- How many insurance bills are we members paying for?
- How many proposals are put in front of decision makers?
- How many consumers are aware of corporate (Valley) donations?
- CIIF Funding for CVCS
- CDF funds from CBT
- What chances does my group have to get funding?



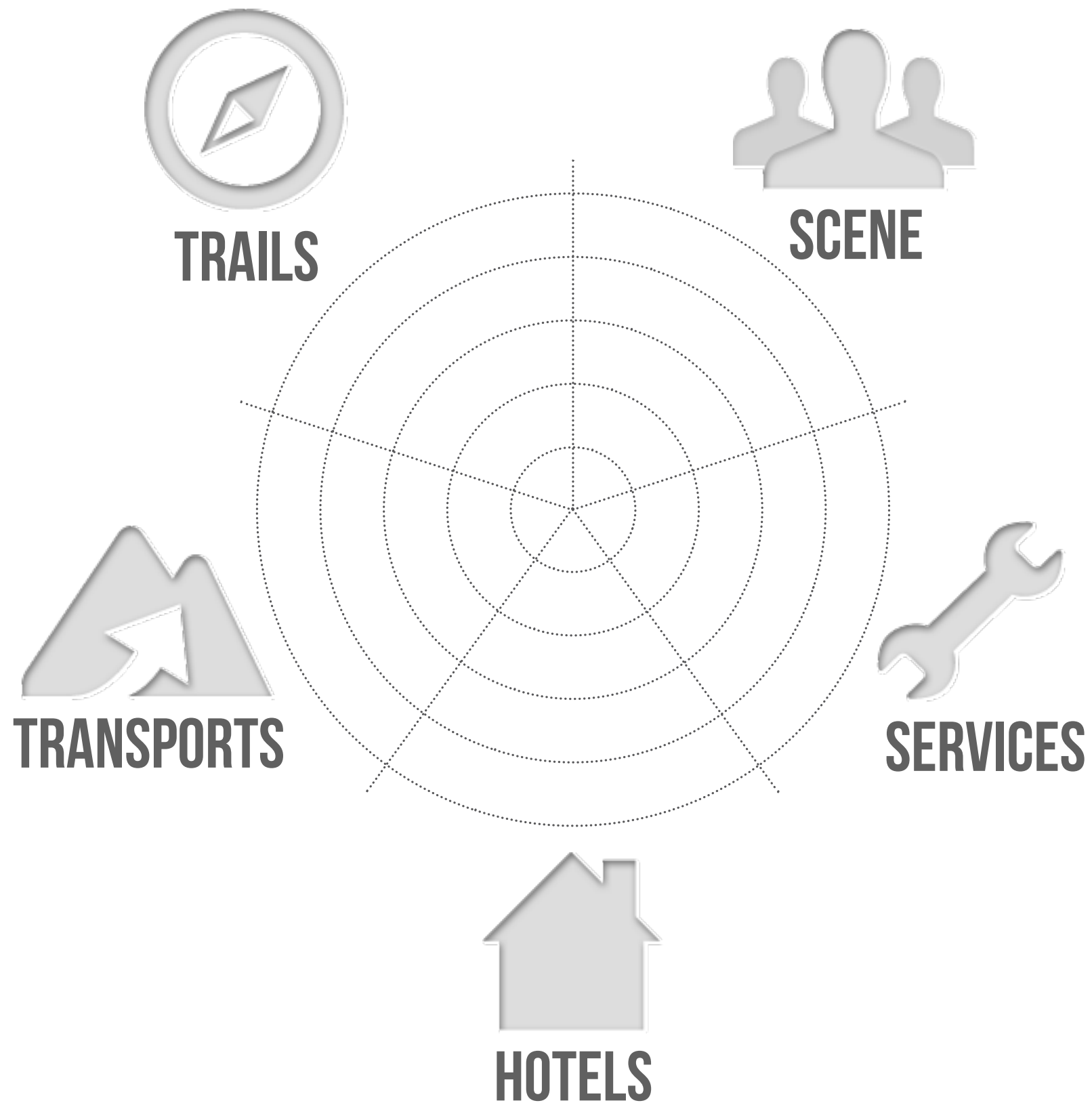
# So now what?

- *Discuss within the group(s) you belong to:*
  - *Do we want to work with others? Who?*
  - *What are we willing to do?*
  - *What do we want in return?*





# How to organize?





*You can go fast alone,  
or far together...*







# Principles

- Credible
- Alliance/Partner focussed
- Sustainable
- Communicative
- Educate the community
- Involve the youth
- Environment



# One Year Obi's/Goals

- Establish a mutually beneficial, multi-tier working relationship with the Ministry of Forests
- Create a communication strategy utilizing social media
- Create three local and one or two remote alliances
  - CVTS, Greenways, RUC, Nordic club/GC2, Kimberley or Cranbrook
- Get engaged at the schools
- Develop a map guide
- Stop doing, engage the membership, start leading



# Three Year Objectives

- Create a credible and sustainable trail building system with volunteer and paid trail builders
- Productive functional relationship with area clubs, business, local, regional (RDEK) and provincial governments, BC Parks & Parks Canada
- Fully engaged in completing the back/front country management plan
- Full support of the paved Valley trail
- Master development plan of green, blue & black trails in multiple areas (crown and private land)
- A measurable joint marketing relationship with business



# Five Year Objectives

- World class re-purposers or “Idea Thieves”
- Paid trail crew, backlog of sanctioned development
- Ride centre status based upon world class sustainable trails for downhill, free ride & XC
- Paved trail from Radium to Fairmont and around Lake Windermere
- Active member of the business community and regional marketing initiatives
- 50 trails, 2-3 epics, five bike shops, mountain bike magazine coverage



# Sustainable Trail Pyramid

**Maintenance**

**Trail Construction  
(& Signage)**

**Planning & Design**

Building alliances, environmental assessments, wildlife & fire protection issues, insurance, First Nations (archaeological) reviews, fundraising, trail layouts, GPS'ing, MOU's and communicating with everyone every step of the way



# Build It and They Will Come

*Martin Littlejohn and Darco Cazin*

## What Makes a Great Mountain Biking Destination?

Local bike culture and community

Topography and landscapes

Trail design and diversity

Management and promotion

## Establishing Partnerships

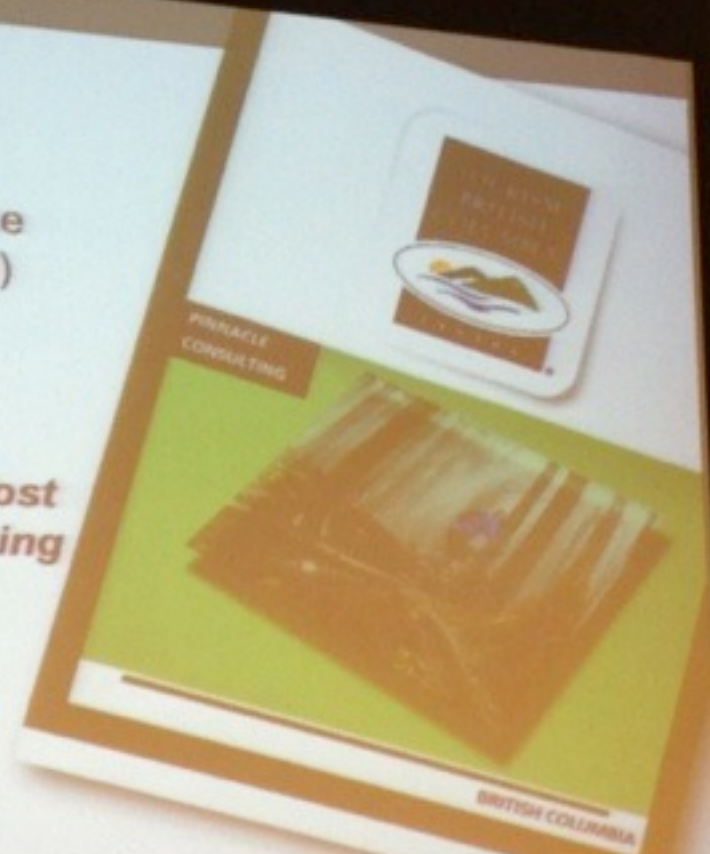
- Identify lead organization or group
  - Assess readiness – trail status, local support, management plan
- Encourage local alliances
  - DMO, land manager, local bike club/community
- Local content
  - Images, video, trail descriptions, services, news, events, tips, etc
- MOU
  - Outline partner responsibilities and terms of engagement

## Strategy

- Provincial Mountain Bike Tourism Strategy (2010)

## Vision

**“To have BC Recognized As the Most Diverse Mountain Biking Destination in the World”**



## Branding

### BIKE PARKS BC

Whistler  
Sun Peaks  
Silver Star  
Panorama  
Fernie  
Mount Washington



**MOUNTAIN  
BIKING BC**  
mountain biking. done better.



Whistler  
North Shore  
Kamloops  
Shuswap  
Vernon  
Penticton  
Powell River  
Squamish  
Columbia Valley

Fernie  
Golden  
Revelstoke  
Rossland  
Williams Lake  
Burns Lake  
Smithers  
Comox Valley  
Campbell River  
Sooke



# IMBAx - A Few Great Ideas



- Shannon Galpin: Mountain Biking in a War Zone
- Promoting women's rights in Afghanistan using a bicycle



- Mike McCormack: Using Social Media to Create an MTB Movement
- Launched "Wilderness B" or Wilderness for Bikes