



NCMBA

**2023 ANNUAL
REPORT**

DEC • 2023

TREVOR SOWERS, PRESIDENT & BOARD OF DIRECTORS

NORTHCOAST MOUNTAIN BIKE ASSOCIATION

NCMBA.CA



The North Coast Mountain Bike Association (**NCMBA**) was formed in the winter of 2019 as a board-appointed non-profit association, to establish inclusive bike trails, lanes, and parks in and around Prince Rupert, for residents and visitors of the North Coast. Situated on the unceded territory of the Ts'msyen Łaxyuup (Tsimshian) Nation, we are honoured and grateful to have the opportunity to be able to explore and recreate on their traditional lands.


At **NCMBA** we advocate for responsible cycling access on the North Coast through the following directives:

- 🚲 To encourage participation in recreational and competitive cycling to people of all ages and abilities;
- 🚲 To promote responsible cycling practices;
- 🚲 To participate in the planning processes for and the management of cycling access in partnership with the Tsimshian Peoples, City of Prince Rupert, Societies and businesses to promote safe responsible cycling;
- 🚲 To establish a plan to construct and maintain approved mountain bike trail networks in cooperation with Recreation Sites and Trails BC;
- 🚲 Educate riders and the general public about bike safety and practices that minimize user conflicts, trail damage and ecological impacts;
- 🚲 To develop and maintain a working relationship with the many communities and stakeholders on the North Coast along with the Northern Mountain Bike Associations in order to foster a mountain biking corridor within our region.

**AT NCMBA WE ADVOCATE
FOR RESPONSIBLE CYCLING
ON THE NORTHCOAST**



WHAT WE HAVE DONE



In the face of the challenges that the pandemic presented, **NCMBA** has found innovative ways to continue to move forward with the development of the association by adapting to the use of online platforms through most of 2020-23. However, we have now transitioned back to in-person meetings and community engagement fundraising activities.

Summary of 2023 Community Engagement Activities:

- Seafest parade involvement and bike ramp setup
- Earth Day bike ramp setup at Seal Cove Salt Marsh
- Lax kw'alaams bike maintenance and community engagement
- Civic Centre safety training in collaboration with RCMP
- Volunteer trail clearing on Metlakatla trail

We are currently in the process of developing a comprehensive Master Trail Plan, slated for completion in 2024. The plan will emphasize detailed trail designs specifically tailored for the RLD area.

However, its execution is contingent upon the successful acquisition of the REDIP-ED grant, the announcement of which is anticipated in Spring 2024.

**NCMBA HAS FOUND
INNOVATIVE WAYS TO
MOVE FORWARD**

NCMBA UPDATE

Summary of Achievements and Plans:

Community Engagement:

- Active participation in community events, including the Seafest parade and Earth Day bike ramp setup.
- Collaborative efforts with Lax kw'alaams for bike maintenance and community engagement.
- Civic Centre safety training in partnership with RCMP.
- Volunteer trail clearing on the Metlakatla trail.

Trail and Pump Track Initiatives:

- Conducted a Trail Feasibility Study in collaboration with RSTBC and KITEARS.
- Developed detailed design plans for the Pump Track in consultation with Velosolutions and McElhanney.
- Successful fundraising efforts, reaching \$200,430 in grants, donations, and in-kind contributions for the Pump Track.

Plans for 2024:

- Launch of a Membership Drive (Hivepass) and communication strategy.
- Undertaking a Master Trail Plan with a focus on the RLD area.
- Continuing discussions and planning for the RLD Design.
- Aspiring to commence Pump Track construction in 2024, pending final funding acquisition.

NCMBA IS A GROUP OF
VOLUNTEERS THAT CAME
TOGETHER TO ADVOCATE FOR
A COMMUNITY OF MOUNTAIN
BIKERS



PROJECT #1 ASPHALT PUMP TRACK

Community Benefit:

NCMBA feels very strongly that Prince Rupert needs community spaces that encourage people to not only get outside and ride bikes, but also to progressively improve their skill-level.

A community pump track provides a space that can be accessed free-of-charge, available 24/7 and caters to a wide variety of users, from beginner to expert. Pump tracks are family-friendly, inclusive, welcoming, and so much fun!

With almost 50% of survey respondents supporting the development of an asphalt pump track, and additionally 50% of respondents having children who bike, we believe this pump track will see tremendous use by the community (*Source: NCMBA 2020 Members survey*).

Budget:

Our estimated budget for the asphalt pump track is \$330,000 CDN. To reach this goal we will need to secure corporate sponsorship, approach local business for both monetary and in-kind donations, and organize a variety of fundraising efforts.

Our goal is to fundraise up to 40% of the budget to leverage these funds towards grant opportunities such as the Prince Rupert Port Authority's Community Investment Fund (CIF).

An aerial photograph of a pump track site, showing the layout of the track and a white van parked nearby. The track is surrounded by trees and a fence is visible in the lower-left corner.

**PUMP TRACK SITE
LOCATION SECURED &
SURVEYED.**



2023 Progress Summary:

- Initial cost estimates for the pump track were derived from discussions and knowledge-sharing with the Terrace Off-Road Cycling Association (TORCA), specifically referencing the recently built pump track in Terrace.
- Velo-solutions has provided NCMBA with initial base cost estimates for the pump track design and construction.
- McElhanney has completed detailed design plans and material take-offs for site preparation and base construction, covering excavation, drainage installation, crush, fill, and concrete slab.

Plan for 2024:

- NCMBA is leveraging the detailed take-offs to obtain updated estimates from local contractors for the base construction phase.
- Awaiting updated cost estimates from Velo-solutions based on the refined numbers.
- Anticipating pump track construction in 2024.
- Exploring an early or late start in the construction season for efficient completion.
- Actively fundraising to secure the remaining one-third of the required funding.



ASPHALT PUMP
TRACK



PROJECT #2 GREEN TRAIL

Community Benefit:

Currently, fewer than 65% of riders surveyed in Prince Rupert actively ride within our community; 95% of those surveyed said they want to see trail development as a top priority from the association (*Source: NCMBA 2020 Members survey*).

Many riders choose to travel to Terrace, Smithers, and other Northern communities to find suitable established trails. A trail within the community of Prince Rupert; specifically, on the backside of Mount Hays, would provide a local option to ride, while also filling an identified gap in our outdoor recreation opportunities.

With over 40% of the survey respondents identifying as beginner riders (*Source: NCMBA 2020 Members survey*), focusing on green trail development initially will ensure riders of all ages and abilities will benefit.

Budget:

Building on the rugged Northwest Coast poses many expensive and unique challenges; therefore, we have set the initial budget for our green trail development at \$300,000 CDN.+

To reach this goal we will need to secure corporate sponsorship, approach local business for both monetary and in-kind donations, and organize a variety of fundraising efforts.

Our goal is to fundraise up to 50% of the budget and then leverage these funds towards larger capital grant opportunities such as the Northern Development Initiative Trust (NDIT) and the Rural Dividend Fund (RDF).



**MASTER TRAIL
PLANNING WILL BE
DISCUSSED FURTHER
IN 2024.**



PROJECT #2 GREEN TRAIL

TRAIL FEASIBILITY STUDY:

Trail Feasibility Study with RSTBC & KITEARS

- Conversations around trail feasibility for the old Red Light District (RLD) began in 2022, but were slow to move forward
- In early 2023, NCMBA began engaging with RSTBC, Lax Kw'alaams, Metlakatla, and Kitkatla, before the requirement for engagement.
- RSTBC paid for McElhanney to do the feasibility study, in conjunction with a feasibility study for the proposed Cloudberry Trail being developed by KITEARS.
- The study found that RLD was feasible, but would cost 3-4 times more than the average trail build in other parts of the province. This is due in large part to the soils and geology of Kaien Island.

Master Trail Plan and RLD Design

- We plan to have a Master Trail Plan completed in 2024, with a focus on detailed trail designs for the RLD area.
- This is contingent on securing the REDIP-ED grant
- Will be announced in Spring 2024



**“GREEN TRAIL”/ACCESS
TO MTB ACCESSIBLE
TRAIL NETWORK**



Fundraising Summary:

Pump Track:

- Implemented a corporate donation-tiered fundraising program in 2023, resulting in the highest funds raised to date for the Pump Track project—totaling \$200,430 through grants, donations, and in-kind contributions.

Trails:

- Awaiting a response from the REDIP grant for trail funding.

Total Fundraising Since 2019:

- Cumulative fundraising efforts, including the successful corporate donation tiered program in 2023, amount to \$200,430 for the Pump Track project.

Financial Update:

Year-to-Date Revenue: \$38,367.48

Year-to-Date Expenses: \$966.26

Pump Track Expenses:

- Invested \$12,496.27 in McElhanney design work for the Pump Track.

Financial Position:

- Began the year with an opening balance of \$58,808.97 in the bank account.
- Currently holding \$83,914.34 in cash as of today's date.

**WE COULD NOT
DO THIS WITHOUT
YOUR COMMUNITY
SUPPORT!**



Corporate Sponsorship Summary:

Green Sponsors (Up to \$1,000):

- CityWest
- Lions Club
- Metlakatla First Nations

Blue Sponsors (Up to \$5,000):

- Altagas
- Pembina
- Trigon
- 100 Women Who Care on the NorthCoast
- Northern Savings Credit Union (Grant)
- Lighten Up Electrical

Black Sponsors (Up to \$20,000):

- DP World
- Prince Rupert Regional Community Foundation

Special Categories:

- No sponsors currently in the Double Black or Pro categories (\$50,000 to \$100,000).

For more detailed information about our [corporate sponsorships](#), please visit our website.

We express our gratitude to all our sponsors for their valuable contributions and eagerly anticipate additional partnerships in 2024!

THANK YOU TO
OUR CORPORATE
SPONSORS!



Our Plans for 2024:

Membership Drive and Communication Strategy:

- Leverage insights from the social media report for strategic planning.
- Develop a robust communication strategy to enhance member engagement and outreach.

Pump Track Completion:

- Conclude fundraising efforts for the Pump Track.
- Commence the construction phase of the Pump Track project.

Trail Master Plan:

- Initiate the development of a comprehensive Master Trail Plan for 2024.
- Shift fundraising efforts towards supporting the Master Plan, with a focus on the Green Trail initiatives.

Director Recruitment:

- NCMBA, with the same directors since its inception, actively seeks new directors to:
 - Strengthen support for membership initiatives.
 - Enhance engagement on social media platforms.
 - Bolster grant writing efforts.

Join as a Director:

- Individuals interested in contributing can reach out at any time to express their interest in joining as a director.

See you in 2024!

RIDE THE RAIN.

CONTACT US FOR MORE DETAILS...

We are soliciting support for these primary projects for 2024, and beyond.

If you are interested in providing support of any kind, we would appreciate your involvement and donations.

Please reach out to us with any questions regarding our memberships, project developments, and our ongoing fundraising efforts.

Happy (soon to be) trails, and thank you for your support!

NCBMA, *Board of Directors*

Contact: Trevor Sowers
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BOARD OF DIRECTORS

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