Who we serve?

- Locals come first!
- Kids and families.
- Tourists.
- Local businesses.
What got it rolling?

- Lack of local mountain bike trails.
- A lost history of cycling culture.
- The first few!
- Early partnerships.
Make it happen!

- Explored existing infrastructure. “low hanging fruit”
- Got permission.
- Created a positive track record.
- Brought in partnerships.
The growth..

- Our membership has gone from 2 to 80+ in 10 years!
- Family participation.
- Tourists are coming.
- More partnerships.
The essentials

- Create buzz through trail development.
- Build a critical mass.
- Funding!
- Keep building on partnerships!
Our challenges

- Time and capacity.
Advice

• Have a plan, but keep it organic.

• Create a sense of ownership among your members.

• Get permission before building trails!
Later that day, Sally taught herself to ride her own bike.