



2021/22 ANNUAL REPORT

VISION

For mountain biking to be at the center of healthy, economically vibrant, and environmentally sustainable communities throughout Vermont, with well-planned, accessible, and progressive trail systems state-wide.

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.

2022 IN NUMBERS

850+ miles of public-access singletrack

55+ miles of new trails

28 Chapters

15,000+ volunteer hours

9,400+ Members, up 25% over 2021



MAJOR INITIATIVES

» ADVOCACY

Advocacy is the cornerstone of our work. Our focus remains on protecting private landowners, who host a majority of our trail systems, from undue regulation. We are actively working with conservation groups, other trail users, and the State to create a tenable oversight alternative to Act 250 for trails while strengthening current protections and processes.

» LANDOWNER APPRECIATION

Private landowners are the backbone of outdoor recreation in Vermont. We have updated our Landowner Access Agreement to better protect and respect landowners who host trails while supporting Chapters in hosting landowner appreciation events and initiatives. Landowners that host trails can join VMBA free of charge – reach out to your local Chapter if you are interested.

» EDUCATION

Our long-term access to trails and their very sustainability rely on users being well informed about when, how, and where to ride. We continue to target newer riders with educational content, including videos on both trail etiquette and fat biking, and helped launch the Trails Are Common Ground campaign, which seeks to minimize user conflict and increase inclusivity.

» DIVERSITY, EQUITY, & INCLUSION

VMBA is committed to making Vermont's mountain biking community more welcoming and inclusive, a goal we pursue through a dedicated DEI Committee and, coming in 2022, a DEI Coordinator on staff. Our initiatives have targeted awareness of historically excluded groups, and we are now shifting to focus on addressing barriers related to access as well.

» EVENT SUPPORT

As the COVID-19 pandemic receded in 2021, in-person events returned as an essential platform to engage members and promote trail stewardship. We hired a Program & Events Coordinator to step up both the support the VMBA Office provides for Chapter events and to co-host high impact events with target partners, including resorts in our DH in VT Program.

» SUSTAINABLE GROWTH

Along with the growth of mountain biking come impacts, positive and negative. We work with a host of stakeholders to ensure we thoughtfully add trail miles, expand access to recreation, and grow rural economies in ways that minimize environmental damage and social conflicts in trail communities. We are also advancing plans to more effectively engage businesses that benefit from outdoor recreation.

MEMBER SURVEY HIGHLIGHTS

Over 90% of respondents approved of their Chapter's trail work, with more than half strongly approving of projects in 2021.

Support for **stewardship and advocacy** were the dominant reasons those surveyed joined or renewed their VMBA membership.

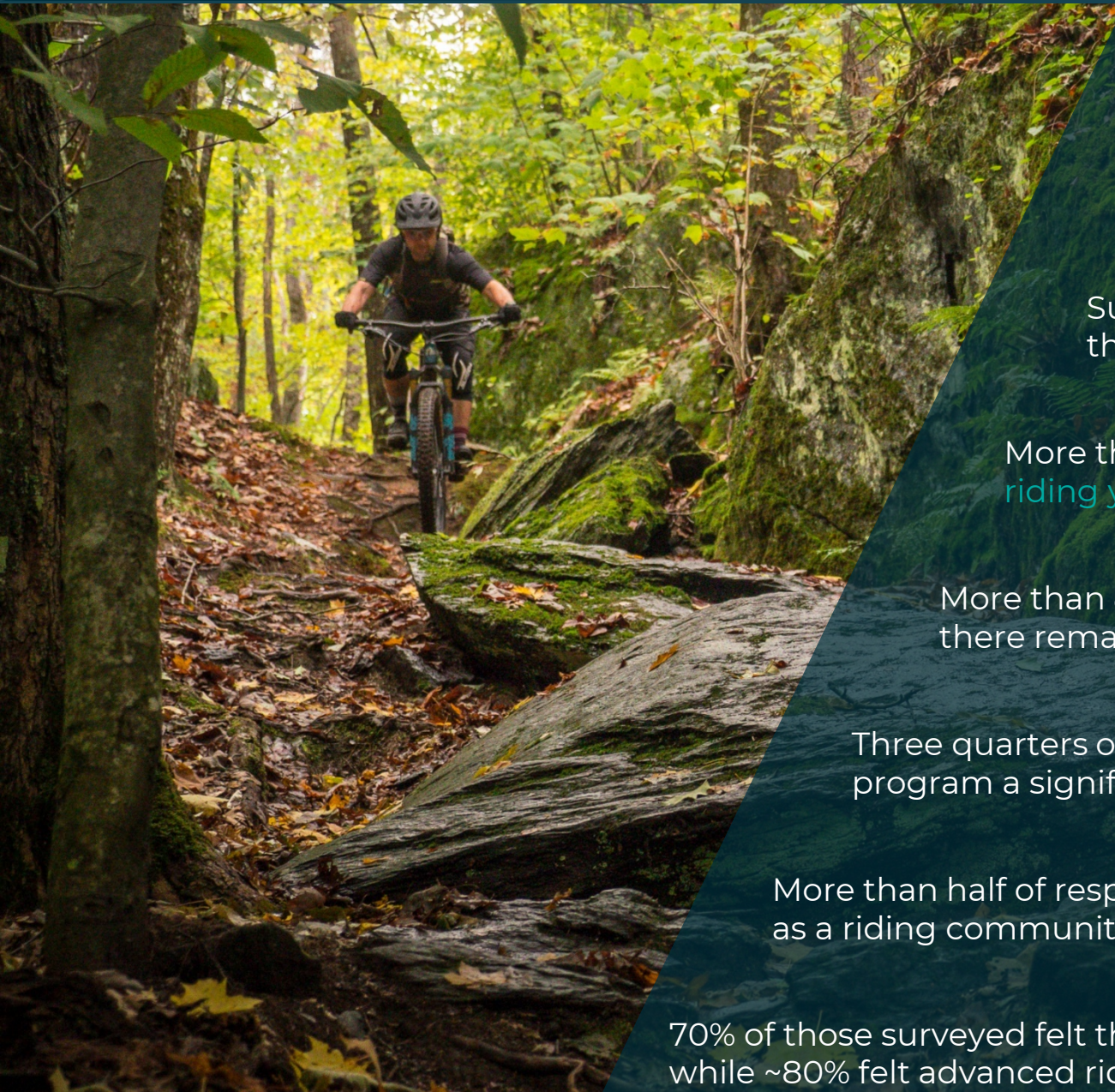
More than half of respondents said 2021/22 was their **best year of trail riding yet**, with ~95% saying that it was at least as good as prior seasons.

More than 85% of the sample felt **well-informed by the VMBA office**, though there remains some room to grow in sharing our advocacy goals and work.

Three quarters of respondents **redeemed at least one Member Benefit**, with the program a significant factor for folks in joining or renewing their membership.

More than half of respondents felt **DEI efforts should be at or among our top priorities** as a riding community, with very few (6%) feeling DEI should not be a major focus.

70% of those surveyed felt there were **ample opportunities** for new riders to get into the sport, while ~80% felt advanced riders had sufficient opportunities to challenge themselves.



NAMING GRANTS

This year, we worked with seven trails-loving companies to award nearly \$35,000 in grants targeted to their philanthropic interests.

Cabot Creamery » \$5K

Caledonia Trail Collaborative

Outdoor Gear Exchange » \$5K

Slate Valley Trails

Suncommon » \$5K

Richmond Mountain Trails

Fuse Marketing » \$5K

Waterbury Area Trails Alliance

Vermont Country Store » \$5K

Ridgeline Outdoor Collective

Mascoma Bank » \$5K

Fellowship of the Wheel

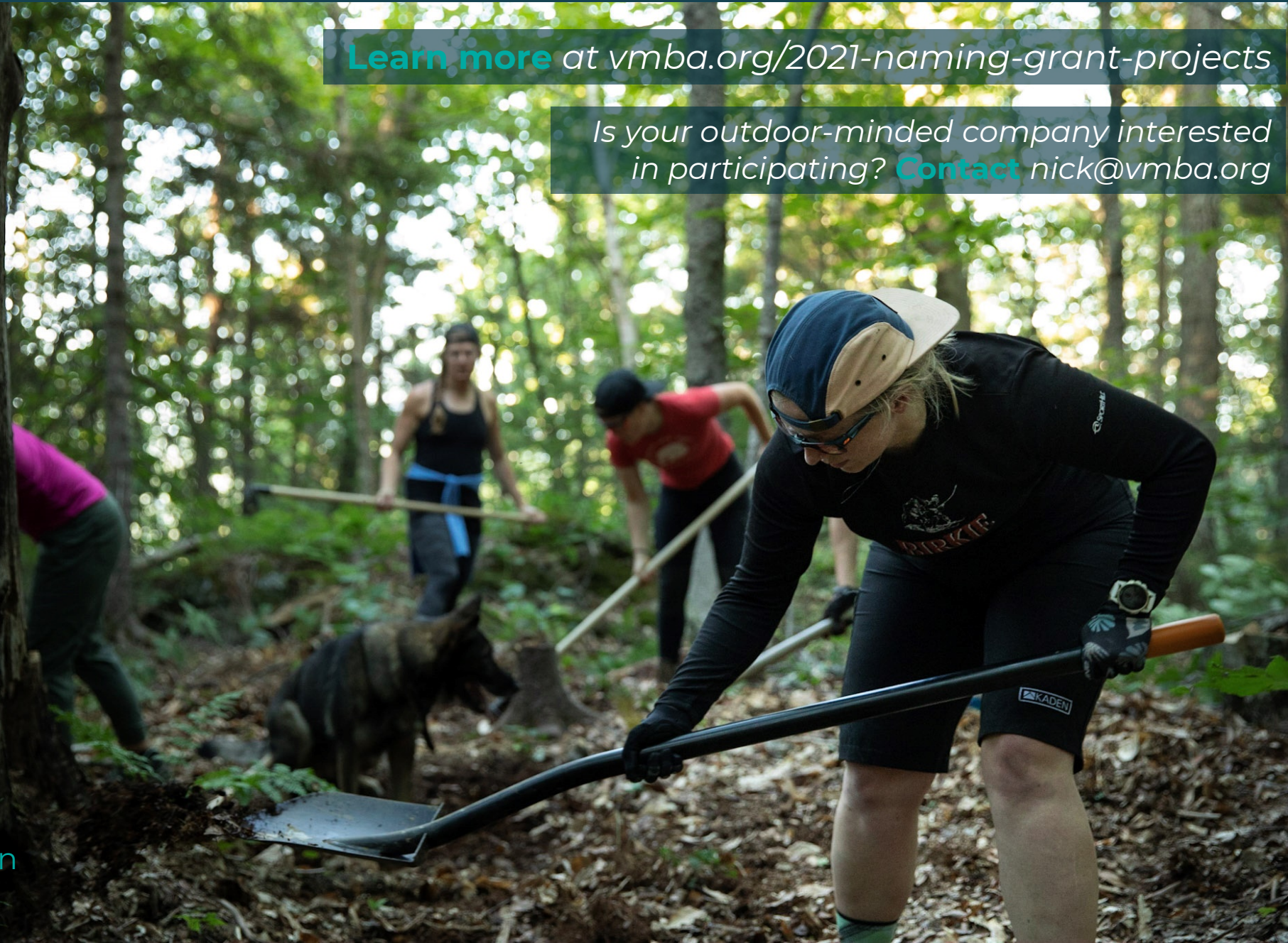
Ranch Camp » \$2.5K x 2

Southern VT Trails Association

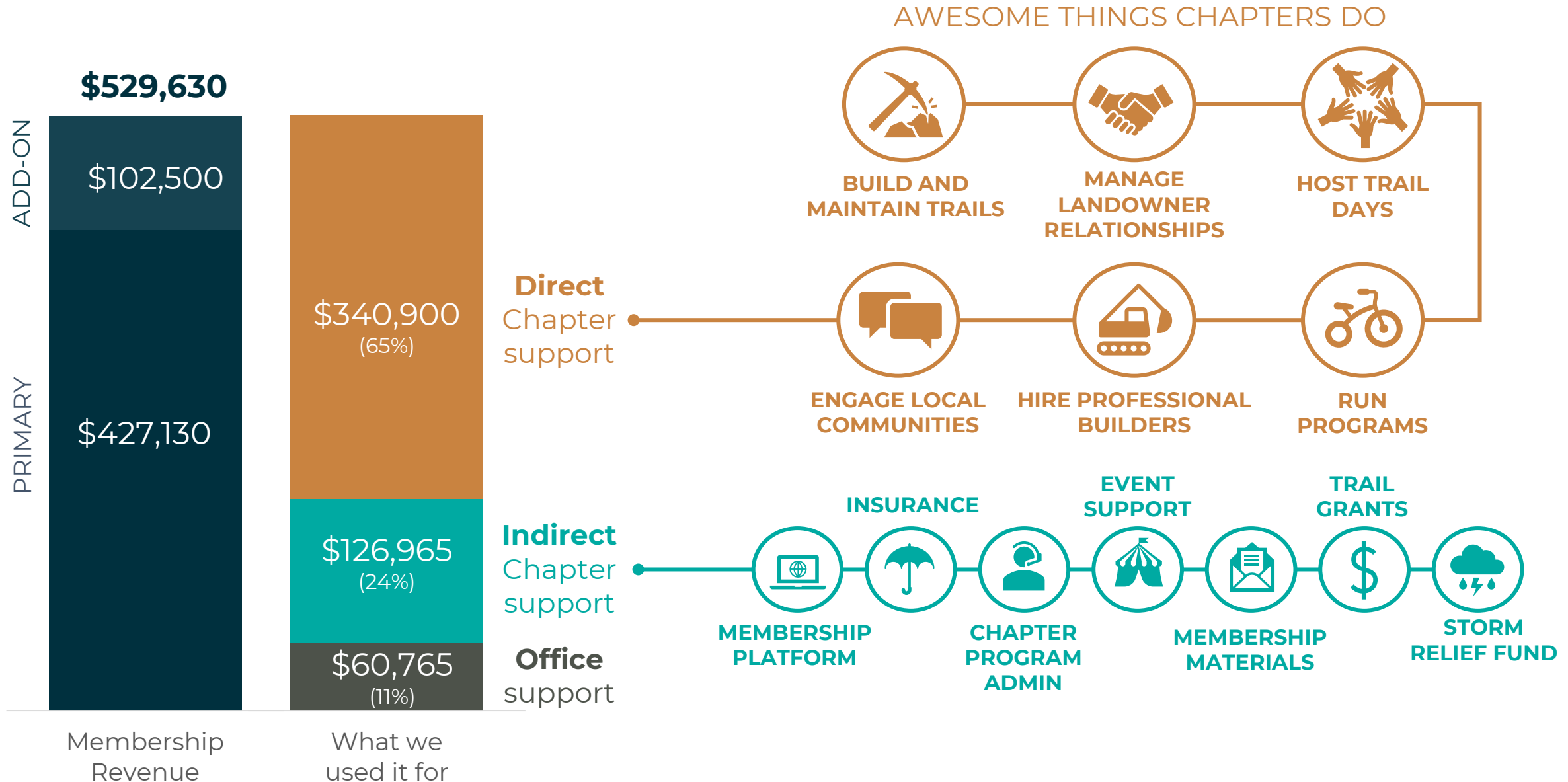
Woodstock Area MTB Association

[Learn more](https://vmba.org/2021-naming-grant-projects) at vmba.org/2021-naming-grant-projects

Is your outdoor-minded company interested in participating? [Contact](mailto:nick@vmba.org) nick@vmba.org

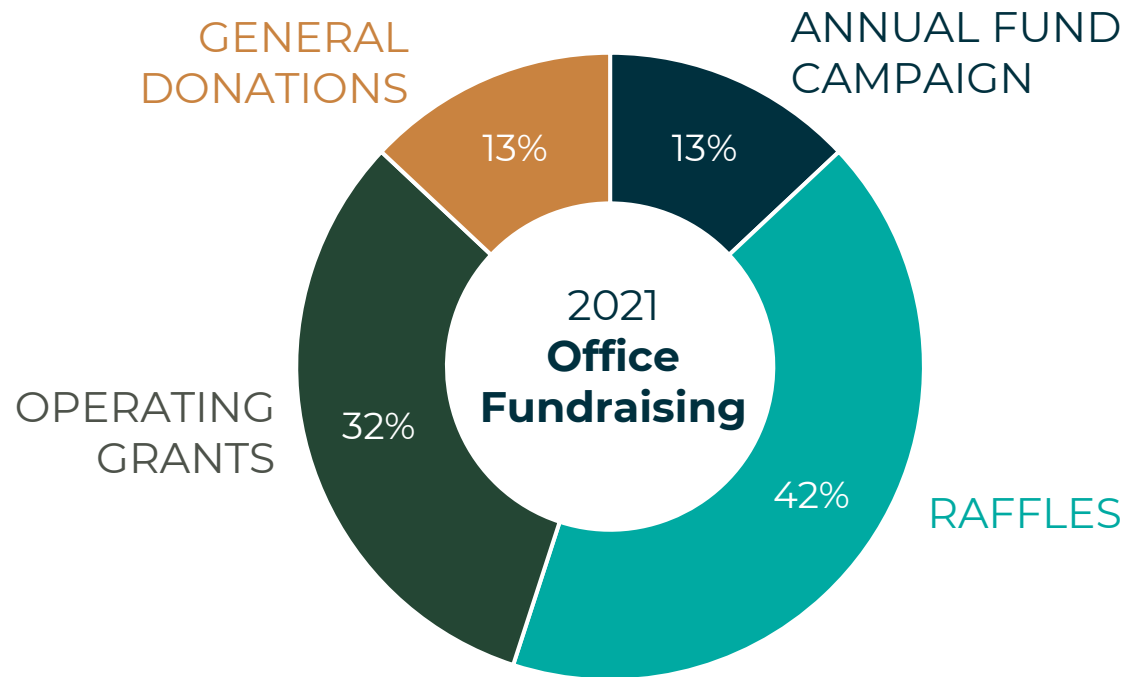


HOW MEMBERSHIP DOLLARS WERE SPENT



FUNDRAISING

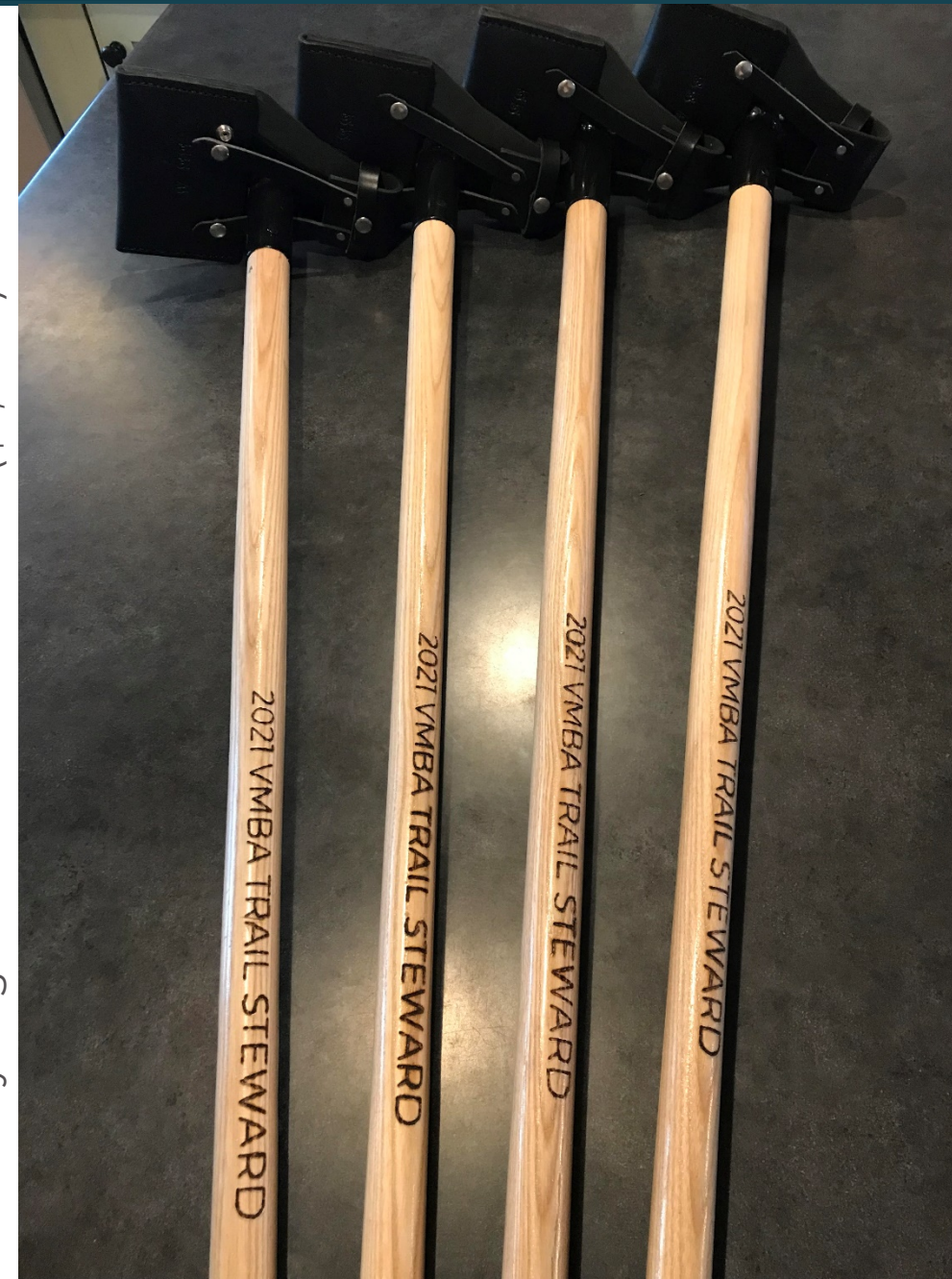
Grants, charitable giving, and raffles provide critical support for our central office and allow us to keep nearly 90% of membership dollars flowing to Chapters.



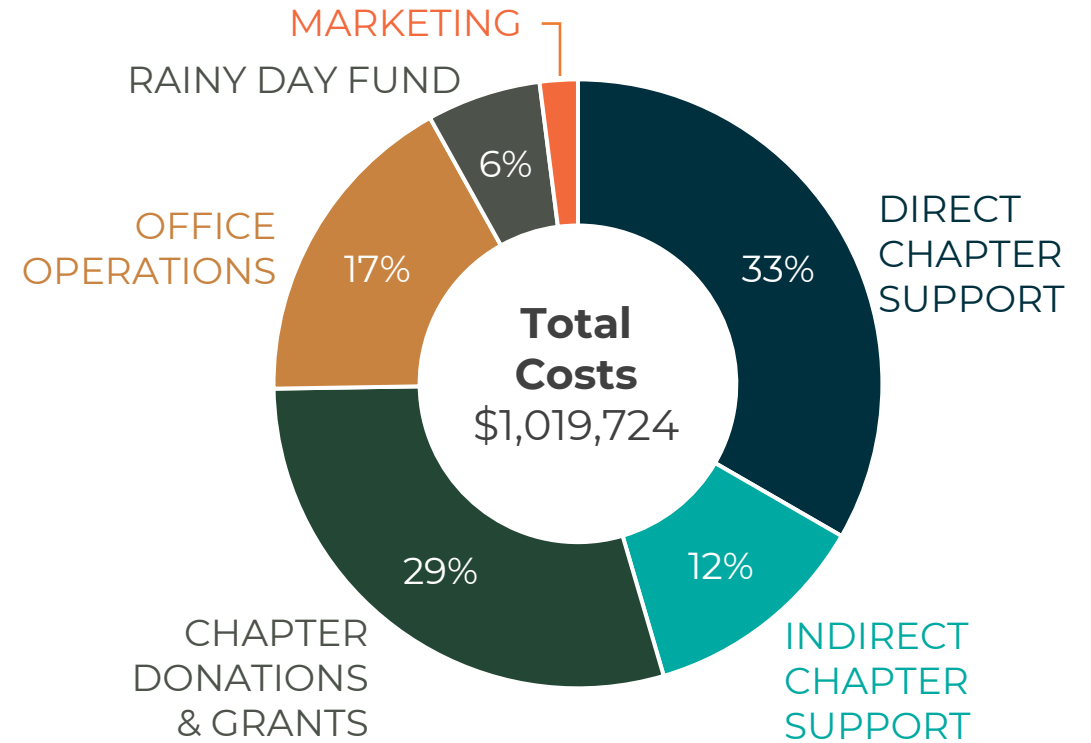
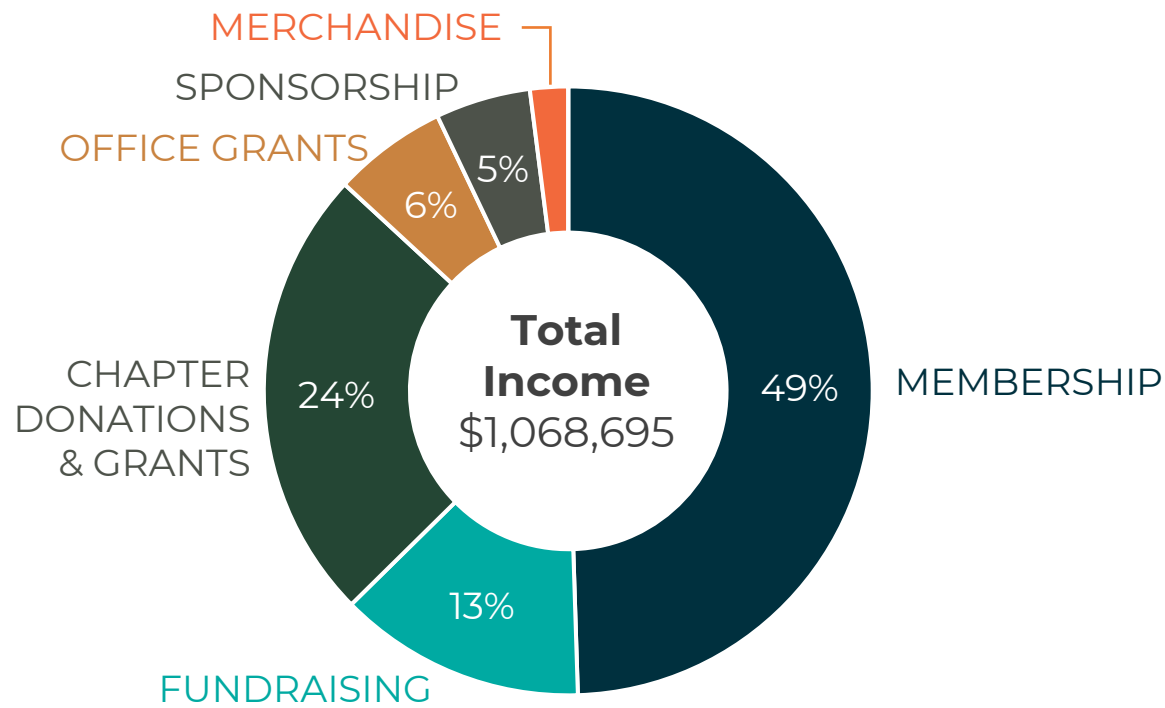
This past year, we raised **over \$140,000** thanks to the generosity of our Supporters.

THANK YOU!

Thank-you gifts for our Trail Steward (\$2,500+) donors



OVERALL FINANCIALS



OUR TEAM

» OFFICE STAFF

Nick Bennette
EXECUTIVE DIRECTOR

Krissy Steckler
OPERATIONS DIRECTOR

Joe Gaynor
PROGRAMS & EVENTS COORDINATOR

Stephanie Sowles
MEMBERSHIP COORDINATOR

» VMBA BOARD

Jeff Dickson
CHAIR

Danielle Poirier
VICE CHAIR

Kim Stinson
SECRETARY

John Ringer
TREASURER

Nancy Luke

Karly Moore

Ariel Kent

Stephanie Baer

Jason Rickles

Curtis Fox

OUR SUPPORTERS

» SUMMIT



» RIDGLELINE



» SWITCHBACK



» and **9,400+ MEMBERS!**

