

# Calgary Mountain Biking Alliance (CMBA) – Strategic Plan 2016-2021

## Who We Are

**Our Vision:** Bring together the Calgary and area community to create world class trails for all mountain bikers, and have fun doing it!

**Our Mission:** Build and maintain trail for the benefit of Calgary and area mountain bikers

## What We Aim to Achieve by the end of 2021 (Our Goals)

1. **Build 50 km of new trail of trail in Calgary and Kananaskis Country**
2. **Continue to maintain approximately 160 km of trail in Calgary and Kananaskis Country**
3. Open the Bike park in Fish Creek
4. Create excitement in the Calgary mountain bike community about trail building
5. Build a positive image of CMBA and grow awareness of what CMBA does for the community
6. Establish sustainable revenue

## The Trail We Aim to Build and Maintain

In ranked order of importance:

#	Area	Objectives
I	Medicine Hill (formerly Eastlands / Paskapoo)	Maintain partnership with the City of Calgary to: <ul style="list-style-type: none"><li>• Be responsible for building and maintenance</li><li>• Coordinate enhancing the trails (reroutes and new sections)</li></ul>
II	Kananaskis Country	Gain Alberta Environment and Parks approval and secure funding to build new trail: <ul style="list-style-type: none"><li>• General: Convert forestry roads being closed into trails</li><li>• Station flats: Build additional trail near Ridgeback</li><li>• Pinetop Hill: Build easy and intermediate trails</li></ul> Continue maintenance of the Ridgeback trail Investigate areas for new trails beyond 2021 (e.g. Ware Creek)
III	Bike Park (Fish Creek)	Build & maintain
IV	Other trails within Calgary	Continue to maintain existing trails within Calgary: <ul style="list-style-type: none"><li>• Fish Creek</li><li>• Bowmont</li><li>• 12 Mile Coulee</li></ul> Continue to advise the City of Calgary on multi-use natural surface trails



## How We Will Achieve Our Goals (Our priority initiatives)

- A. Continue active partnership with the City of Calgary at Medicine Hill (Goals 1, 2, 4, 5)
  - i. Continue to run trail maintenance days, with at least 2 per year
  - ii. Prepare recommendations for an integrated trail network, to improve the area once converted to City Park
    - o This will include consideration of user types and increased user density, reasoning for reroutes and new trails, estimated cost, promotion to stakeholder groups, etc.
- B. Initiate new trail builds in Kananaskis (Goals 1, 2, 4, 5)
  - i. Continue to actively participate with groups and entities that are involved in management and/or oversight of areas where CMBA currently manages, or would like to build, trails
  - ii. Demonstrate good stewardship of trails, with ongoing maintenance of Ridgeback and Moose Packers
  - iii. Determine and document trails to propose to Alberta Environment and Parks (AEP) (to start building in 2017 and beyond) and gain approval
- C. Open the Bike Park in Fish Creek (Goals 3, 4, 5)
  - iv. Build in 2016 and manage ongoing maintenance
- D. Achieve funding goals (Goal 1)
  - i. Access grants or other funding totaling over \$100,000 annually for new trails
  - ii. Identify other funding sources
- E. Attract new volunteers and Board members (Goals 1, 2, 4, 5)
  - i. Continue to promote trail maintenance and new build days
  - ii. Improve awareness and reputation of CMBA among the Calgary mountain bike community (e.g. signage with logo and website on CMBA maintained trails, promotion of success and new builds)
  - iii. Track volunteer hours for reporting and promotion
- F. Create and maintain partnerships (Goals 1, 2, 5)
  - i. Maintain strong relationship with the City of Calgary and AEP
  - ii. Explore collaboration with groups where mutually beneficial, such as Friends of Kananaskis, Greater West Bragg Creek Trail Association, Moose Mountain Bicycle Trail Society, Friends of Fish Creek Society, and other groups as applicable

