



3 - 5 YEAR

STRATEGIC PLAN

BIKEKAMLOOPS.COM

PHOTO: BRYAN JOHNSTON



MISSION

TO SUPPORT THE MAINTENANCE OF
KAMLOOPS' TRAIL NETWORKS AND
GROW THE BIKING COMMUNITY.

VISION

MORE PEOPLE ON BIKES.

PHOTO: SEAN JENKINS

CORE FOCUS

SUPPORT

THE MAINTENANCE OF OUR TRAIL NETWORKS.

GROW

THE LOCAL MOUNTAIN BIKE COMMUNITY.

COLLABORATE

WITH COMMUNITY STAKEHOLDERS WHOSE INTERESTS ARE ALIGNED WITH MOUNTAIN BIKING IN KAMLOOPS.



PHOTO: BRYAN JOHNSTON

SUPPORT



TRAIL MAINTENANCE

6 TRAIL DAYS ANNUALLY

In collaboration with the Kamloops Performance Cycling Centre (KPCC), our objective is to host a total of six trail days annually. Kamloops is home to a large trail network system that requires continuous maintenance and upkeep to ensure safe and enjoyable riding experiences for cyclists of all levels.

Trail days help foster a sense of community among local cyclists and further educational initiatives to promote responsible trail usage and environmental stewardship. By fostering a culture of respect for the trails and the surrounding environment, we aim to preserve the natural beauty of Kamloops' trail networks.

PAID TRAIL PERSON - PINEVIEW/HARPER

As many mountain bikers are aware, maintaining trail networks is a full-time effort. Recognizing this, the KBRA is committed to collaborating closely with the KPCC, City of Kamloops, Tourism Kamloops, and Tk'emlups to identify funding opportunities for a paid trail person to maintain the Pineview and Harper networks.

SUPPORT



STRATEGIC OVERSIGHT

PAID EXECUTIVE DIRECTOR

As we look ahead to the next three to five years, we recognize the need to increase our capacity and ensure sustained progress towards enhancing and maintaining our mountain bike networks in Kamloops.

To this end, we envision the addition of a paid Executive Director to the team. This strategic hire will provide crucial oversight and leadership, guiding our club towards greater effectiveness and impact. Volunteer-led organizations can only do so much with the resources we are given, and the Executive Director will play a pivotal role in securing necessary resources and funding that can help propel our mountain bike community forward.



GROW



MEMBERSHIP

1,000 ACTIVE MEMBERS & 30 CORPORATE MEMBERS

Members are the heart of the KBRA. A larger membership in the next 3-5 years will amplify our ability to advocate for additional resources and grants to further enhance the trail systems. Increased ridership numbers strengthens our collective voice and demonstrates the significance of how our mountain bike trails benefit the community.

SUBSCRIBERS

2,000 SUBSCRIBERS & 65% OPEN RATE

The KBRA's goal is to be the go-to source for Kamloops mountain bike news and community initiatives. With the launch of our new website in 2022 and a highly engaged subscriber base, we aspire to expand our audience and consistently deliver valuable information to the community.

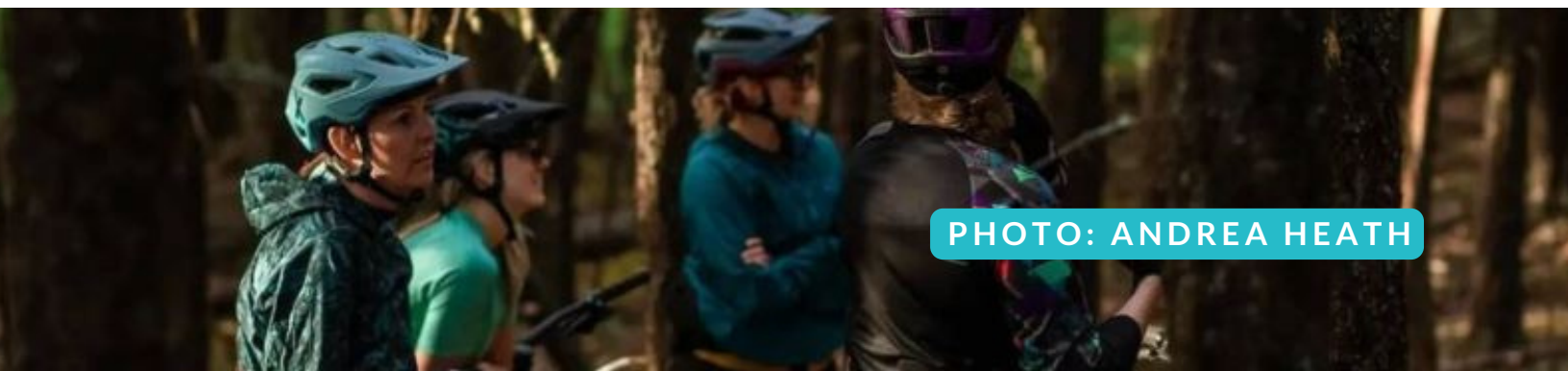


PHOTO: ANDREA HEATH

GROW



KBRA KIDS LEAGUE

The KBRA Kids League is an inclusive, supportive, and fun program designed to introduce youth (ages 7 to 12) to the sport of cross-country mountain bike racing. With the support of our fully certified volunteer coaching staff, riders are taught the basics of mountain biking in a controlled environment ensuring that riders have the basics down before they hit the race course.

In the next 3 to 5 years, we plan to expand the program when feasible and when we have additional resources in place. This expansion includes exploring the possibility of adding an additional fall program and hiring paid administrative support as needed. We also aim to coordinate sponsorship efforts jointly between the KBRA board and the Kids League team.

We are also looking to collaborate with other groups to secure funding for an adaptive bike to make the KBRA Kids League and other programming more accessible.



PHOTO: DYLAN SHERRARD

GROW



TRAIL NETWORKS

RESPONSIBLY EXPANDING THE RIDING NETWORKS

The KBRA strives to work closely with diverse interest groups to identify opportunities for the responsible expansion of riding networks in and around Kamloops, in order to meet the needs of the increasing number of riders.



PHOTO: ANGIE BENNETT

COLLABORATE



EVENTS

HOSTING EVENTS WITH COMMUNITY PARTNERS

We aim to introduce and continue several community biking events. These events include:

- **Bi-Weekly Group Rides:** Our goal is to regularly host group rides every two weeks to foster a stronger sense of community and camaraderie among cyclists. These rides welcome individuals of all skill levels, providing opportunities for participants to connect and build relationships.
- **Race Series Collaboration with KPCC:** We plan to collaborate with KPCC to organize a minimum of six races (XC, Enduro, and Downhill) annually. These races will be held across different networks and difficulty levels, catering to the interests and abilities of riders within our community.
- **Gravel Rides and Cyclocross Event:** By combining efforts with Interior Grasslands Cycling Club and KBRA, we have the chance to host four gravel rides each year and support an annual Cyclocross event. This collaboration allows us to expand our offerings and engage cyclists in various types of riding experiences.

COLLABORATE



PARTNERSHIPS

15 LOCAL BUSINESS PARTNERSHIPS

The KBRA would like to establish meaningful partnerships with local businesses to offer discounts and promotions to our KBRA members. By collaborating with local businesses, we aim to create a win-win situation where our members can enjoy special discounts while simultaneously supporting the growth of our local economy.

TK'EMLUPS INVOLVEMENT

Reconciliation has always been a core interest of the KBRA and we feel that there are two initial ways in that we can start to be more involved. First, we would like to work with all stakeholders to include shared Secwepemctsin language across all trail kiosks. This would start to at least ensure that trail users realize we're privileged to use traditional unceded lands of the Tk'emlups te Secwepemc peoples. Additionally, we'd like to work with Tk'emlups te Secwepemc on integrating a QR code on the kiosks that'll take users to both the phonetic pronunciation of the language and a traditional history on the area.

COLLABORATE



TRAIL ACCESSIBILITY

aMTB FUNDING

The KBRA hopes to collaborate with the KPCC and the City of Kamloops to identify opportunities to enhance trail accessibility. We will be working together to identify grants to improve adaptive mountain biking (aMTB) across all of Kamloops' trail networks.



KBRA CONTRIBUTIONS



2022 - 2023

The KBRA has been working hard to improve mountain biking in Kamloops. Here's a quick snapshot of what our volunteer organization has contributed over the last two years:

- Secured over \$4,000 of in-kind support for construction of The Kos Way trail in Aberdeen.
- Contributed 300 volunteer hours to the maintenance at Dufferin.
- Contributed 20 machine hours at Dufferin thanks to our partnerships.
- Progressive drop installation at Dufferin.
- Purchase of 3 public work stands and pumps.
- Fundraised \$20,000 to pay for additional trail personnel for Pineview/Harper.

KBRA CONTRIBUTIONS



2022 - 2023 CONTINUED

- \$7,500 to the KPCC for trail maintenance personelle funding.
- \$5,770.20 to the KPCC for Harper Signage as per MOTI requirements.
- \$2,000 to the KPCC for Lockie Lake trail expansion.
- Secured funding for tools, work stands and repair items for all Outride Schools.
- Lead Outride maintenance clinic at Chase Secondary.
- Secured ~\$18,000 grant from Kamloops Sports Legacy Fund towards purchasing trailer for KBRA and SD73 use.
- Multiple membership engagement events.
- The KBRA Kids League program ran successfully thanks to the wonderful volunteer Kids League coaches and team.

MOVING FORWARD



WHAT WE ARE WORKING ON

In order to achieve our 3 - 5 year strategic plan, we will be pursuing:

- Establishing partnerships agreements with the City of Kamloops, KPCC and Tourism Kamloops.
- Gaining municipal approval to add Tk'emlups language to all trail kiosks.
- Financial contribution from the City of Kamloops for continued maintenance of municipal owned parks.
- Establishing a meaningful relationship with Tk'emlups.

MOVING FORWARD



WE NEED YOUR SUPPORT!

Our volunteer-led organization is dedicated to enhancing mountain biking in Kamloops, but we can't achieve our goals alone. Here's how you can support us in our 3-5 year objectives:

- **Become a Member:** The simplest way to support us is by purchasing a membership for as little as \$20.
- **Apply for Grants/Funding:** With limited resources and capacity, our board needs help identifying and pursuing funding opportunities through grant writing. If you're interested in assisting us with this, please get in touch.
- **Volunteer:** Making a difference in our club and community isn't limited to the Board of Directors. You don't have to be on the board to organize an event or start an initiative. Just let us know what you'd like to do (with a game-plan) and we'll support you every step of the way!

2024 BOARD OF DIRECTORS



Devyn Pelley
President



Aryn Guthrie
Vice-President



Angie Bennett
Director at Large



Jordan Adams
Membership Director



James Allodi
Director at Large



Peter Larose
Director at Large



Graham Mack
Treasurer

CONTACT

KBRA PRESIDENT

Devyn Pelley

kbra.president@gmail.com

PHOTO: ANDREA HEATH