



2023 ANNUAL GENERAL MEETING

REVELSTOKE CYCLING ASSOCIATION

THE REVELSTOKE CYCLING ASSOCIATION GRATEFULLY
ACKNOWLEDGES THAT WE RIDE ON THE LAND OF
THE SINIXT, THE SECWPEMC, THE SYILX, AND THE KTUNAXA

AGENDA

ACCEPT AGENDA AND MINUTES
PRESIDENT'S REPORT
EXECUTIVE DIRECTOR'S REPORT
MEMBERSHIP SURVEY RESULTS
FINANCIAL REPORT
MEMBERSHIP REPORT
EVENTS REPORT
TRAILS REPORT
ELECTIONS

- President
- Treasurer
- 4x Director-At-Large



WELCOME & PRESIDENT'S REPORT

MEGHAN TABOR

2023 BOARD OF DIRECTORS & STAFF

PRESIDENT	Meghan Tabor
VICE PRESIDENT/SECRETARY	Steven Mulcahy
TREASURER	Holly Ryall
TRAIL PLANNING	Vincent Jauvin
TRAIL CONSTRUCTION	Harrison Salisbury
TRAIL MAINTENANCE	Kory Dumas
MEMBERSHIP	Jacqueline Gallagher
COMMUNICATIONS & ADVOCACY	Charlotte Sit
EVENTS	Ashley Borlase
DIRECTOR-AT-LARGE	Erin Collins
DIRECTOR-AT-LARGE	Sarah Stephen
EXECUTIVE DIRECTOR	Alex Cooper
TRAIL CREW LEADER	Kirk Murray
TRAIL CREW	Andy Atkinson and Ryan Van Heezik (HM: Remi Cloutier and Kristen Meilicke)

*Thank
you!*

2023 RCA HIGHLIGHTS

SUCCESSSES & OPPORTUNITIES

- Strong board of directors
- Awesome maintenance crew
- Paid Executive Director
- Boulder Climb Trail

CHALLENGES

- RSTBC Staff turnover
- Events: volunteer burnout
- Increased demand on trails
- Long-term sustainable funding
- Indigenous relations

A photograph of two mountain bikers riding away on a dirt trail through a dense forest. The scene is dimly lit, with a blue tint. The bikers are in the lower-left quadrant, moving towards the center. The forest floor is covered in fallen leaves and branches, and tall, thin trees line the path.

EXECUTIVE DIRECTOR'S REPORT

ALEX COOPER

COMMUNICATIONS

SOCIAL MEDIA

- Priorities:
 - member communications
 - support sponsors
- Instagram: 4,151 followers
- Facebook: 4,005 followers

NEWSLETTER

- Issued monthly
- Over 1,300 subscribers
- ~70% open rate

WEBSITE

- 15,463 visits, 12,326 unique visitors
- 25% increase over 2022
- 87% from Canada, 8% from USA
- 70% from BC, 10% from Alberta
- Most visited page: Frisby Ridge

From Survey:

- 95% think we do a good job communicating with members
 - Increase from 80% last year
- Main sources: newsletter, Instagram, and Facebook
 - Other: Website, word of mouth

GRANTS



**OVER \$232,000
APPROVED
GRANTS 2023/24**

TRAIL MAINTENANCE

- City of Revelstoke/CSRD EOF - \$35,000
- BC Community Gaming Grant - \$13,000
- CBT Trail Crew Job Experience - \$24,530.40
- CBT Resident Directed - \$10,000

BOULDER CLIMB TRAIL

- Resort Municipality Initiative - \$44,000

OTHER

- RCU Community Giving - ShredHERS - \$2,000
- Tourism Revelstoke - Marketing & Comms - \$5,000
- BC Ministry of Municipal Affairs Fairs, Festivals & Events Fund - Revelstoke Women's Enduro - \$2,300

CONFIRMED FOR 2024

- Destination Development Fund - \$40,000
- CBT Trail Enhancement Grant - \$20,000
- CBT Trail Crew Job Experience - \$36,781

THANK YOU!!!

SPONSORSHIP

2023

- \$57,750 in sponsorship revenue
 - \$7,500 in-kind
 - 74% increase over 2022
- 48 sponsoring businesses
- Launched Trail Adoption Program
 - 23 trail sponsors

2024 GOALS

- Solicit more major brand sponsors
- Offer more member benefits

THANK YOU 2023 SPONSORS!

PROJECT PARTNERS



EVENT SPONSORS

ENDURO



DH



XC



SKOOKUM
BIKE & SKI

SUPPORTING

ENDURO



ATHLETICA

XC



DIG SPONSORS

TITLE



SUPPORTING



BLACK - PARTNER ORGANIZATIONS



BLUE - SPONSORING ORGANIZATIONS



GREEN - SUPPORTING ORGANIZATIONS



TRAIL SPONSORS

Local Classics

The Detention Centre: **Skookum Revelstoke Bike & Ski** and **Rocky Mountain Bikes**
Flowdown: **Cycle Logic Revelstoke**
Frisby Ridge: **Mackenzie Village**

Popular Favourites

Berm Donor: **Columbia Bookkeeping**
Boondocker: **Revelstoke Suspension Services**
The Beavers: **Tree Construction**
Haulin' Daze: **Skookum Revelstoke Bike & Ski**
Leap Frog/Toad School: **Revelstoke Mountain Resort**
Logging Leftovers: **Cronometer**
Miller Time: **Big Chubby Idiot**
Stimulus: **Big Chubby Idiot**
Sunnyside Up: **CAPOW**
TNT: **Quartermaster Eatery**

Hidden Gems

Bike Club/Tall Timber/Big Timber: **Skookum Revelstoke Bike & Ski** and **Rocky Mountain Bikes**
Buff Enuff: **Williamson Lake Campground**
Black Forest: **Rough Country Marine**
Hemlock Groove: **Six Percent Bike**
Man Quads: **Godfather's Garage**
Root Canal: **Selkirk Dental Clinic**
Serenity Now: **Williamson Lake Campground**

Local Secrets

Cash Advance: **Miranda Murphy Inc. CPA**
Sloe Grin: **Skookum Revelstoke Bike & Ski**
Richard Liqueur: **The Copeland**

2024 ED PRIORITIES

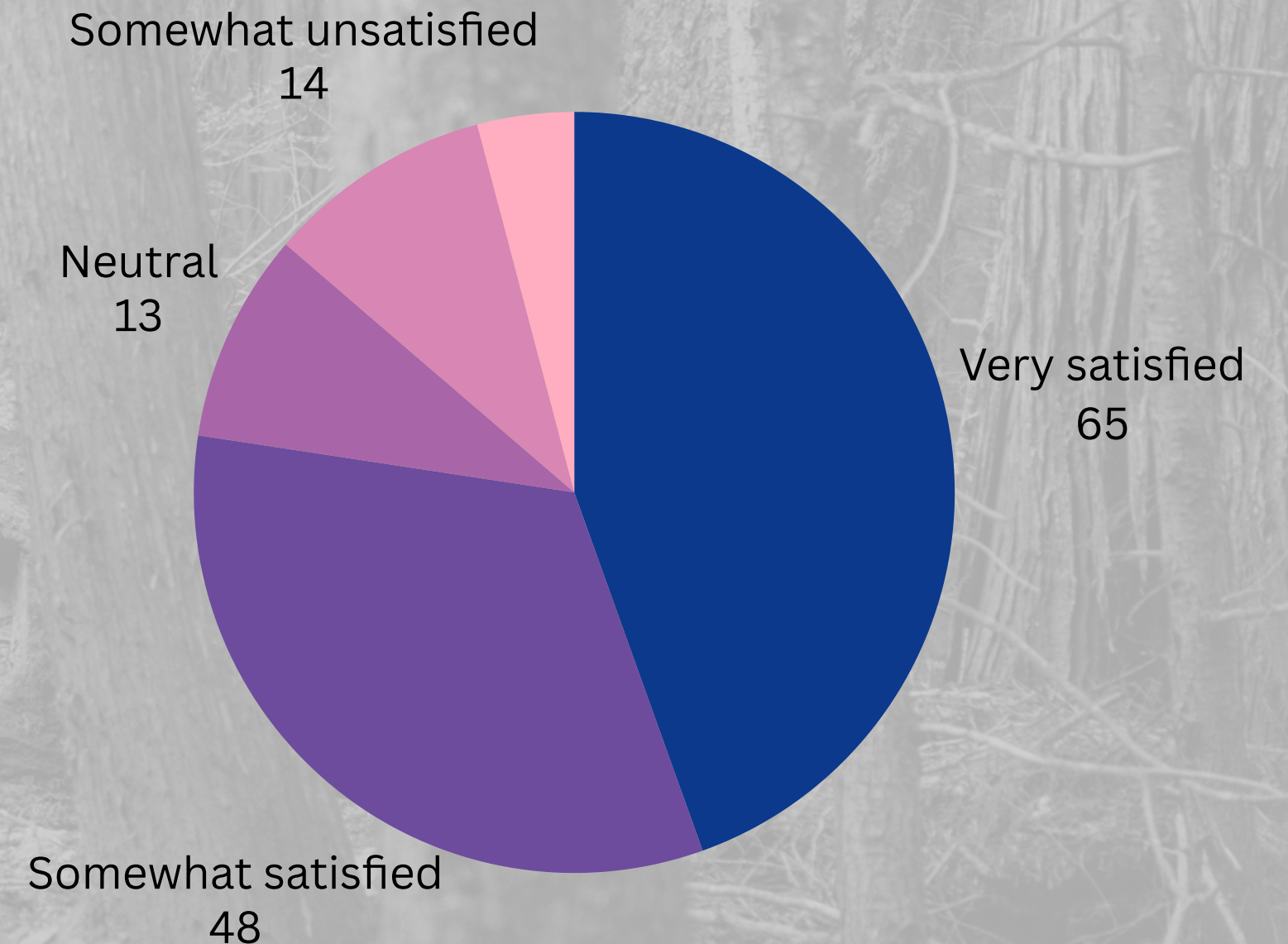
- Funding:
 - Secure grants to support trail crew expansion
 - Increase membership and sponsorship revenue
 - Secure stable, long-term funding source
- Indigenous relations
- Establish policy frameworks
- Support Board of Directors and Trail Crew
- Ensure this position is sustainable

MEMBERSHIP SURVEY

STEVEN MULCAHY

SURVEY RESPONSES & SATISFACTION

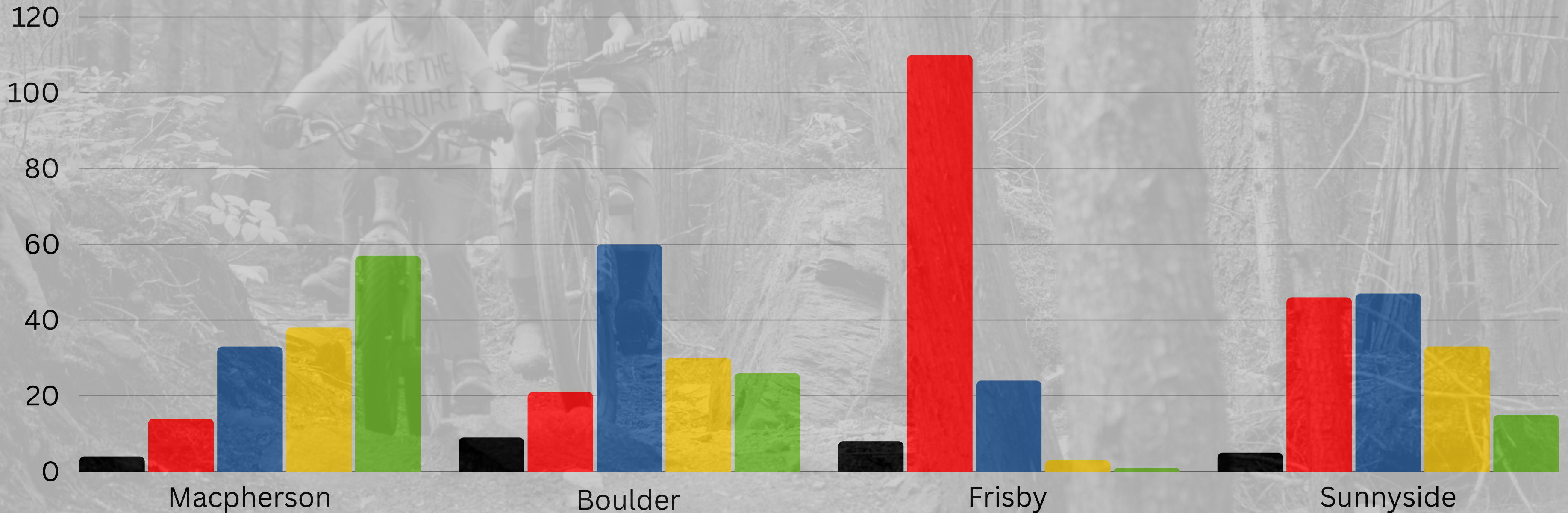
- 146 responses
 - 127 members, 19 non-members
- How satisfied are you with the RCA?
 - 78% very or somewhat satisfied
 - Drop from 88% last year
 - Increase in very or somewhat unsatisfied



WHERE DO PEOPLE RIDE?

Q: How often do you use the Revelstoke Cycling Association Trails during the riding season?

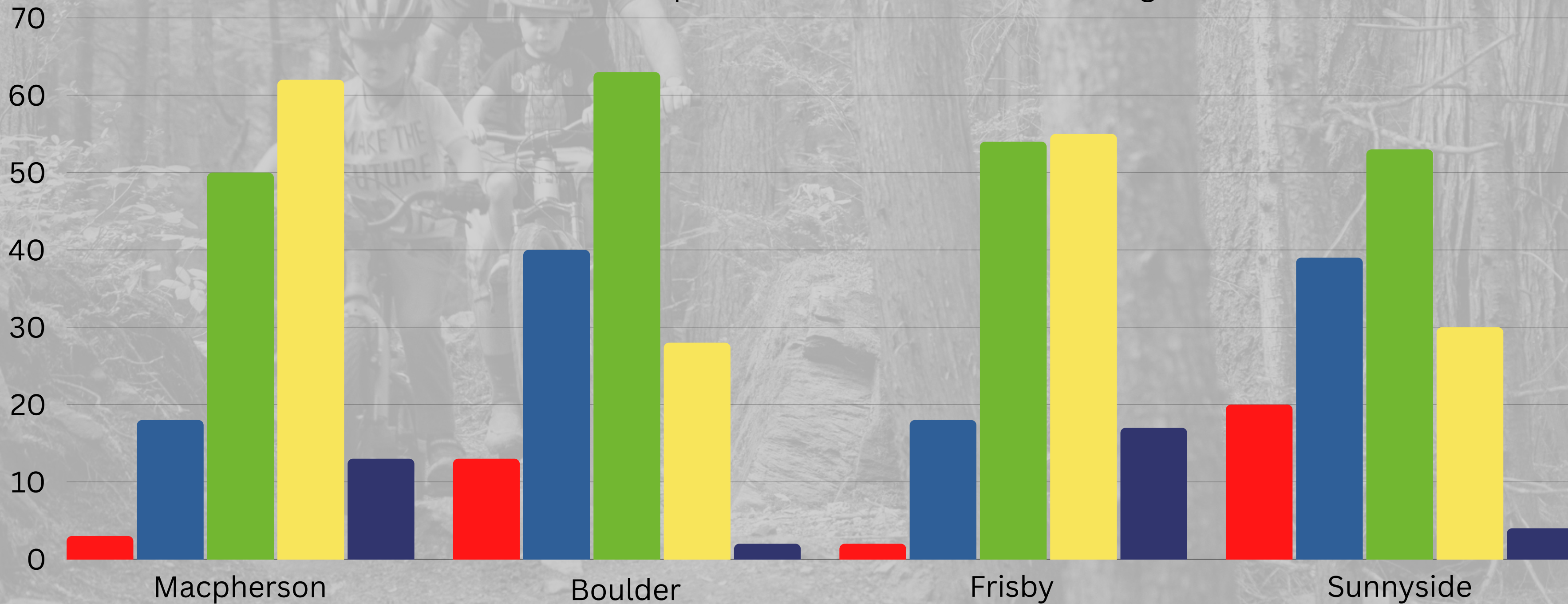
■ Never ■ 1-3 times per year ■ 1-3 times per month ■ Once a week ■ More than once a week



TRAIL CONDITION

In general, how do you feel about the condition of the trails on each network?

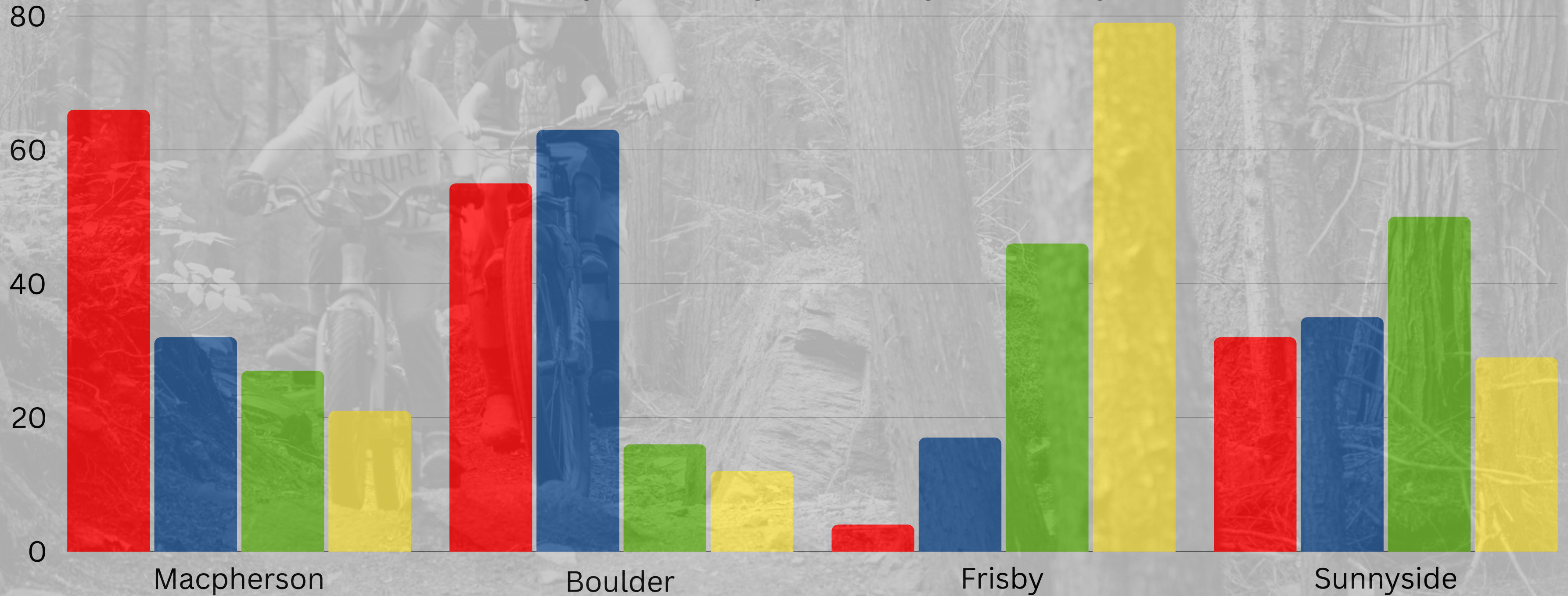
■ Poor ■ Adequate ■ Good ■ Great ■ Amazing



TRAIL MAINTENANCE

Which area(s) should the RCA prioritize for trail maintenance?

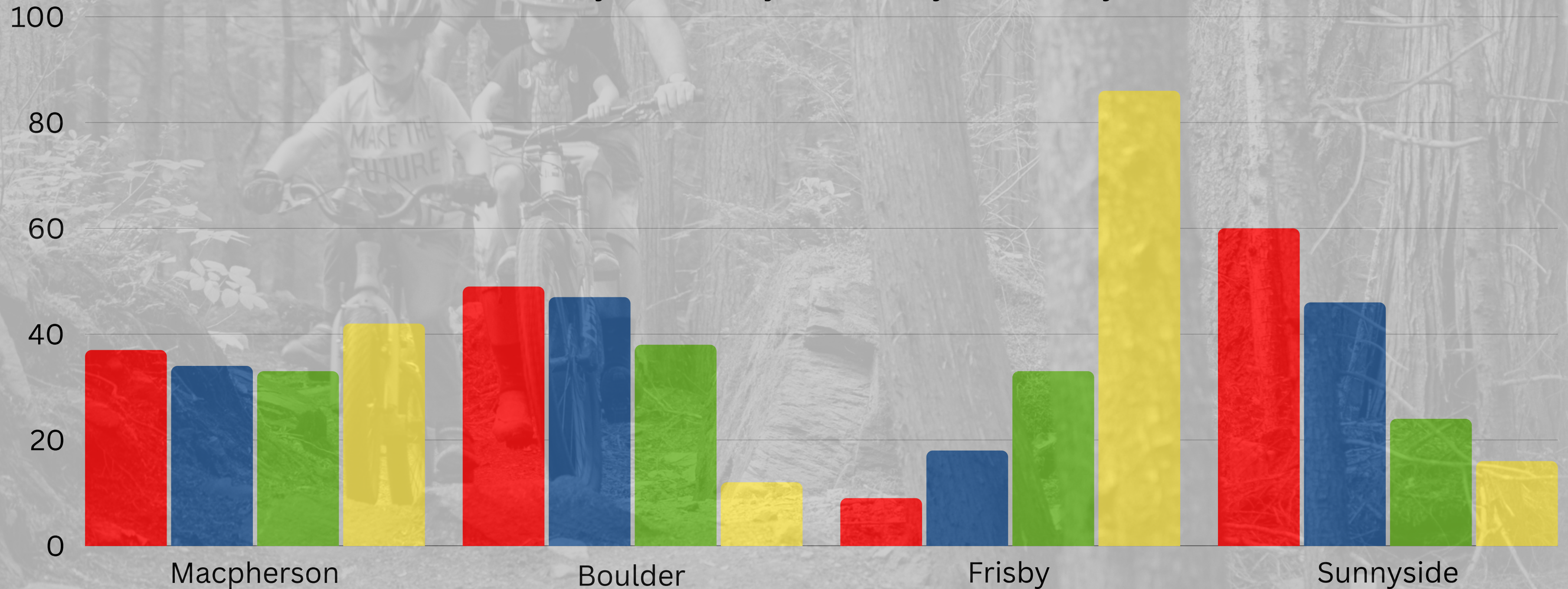
■ Priority 1 ■ Priority 2 ■ Priority 3 ■ Priority 4



TRAIL CONSTRUCTION

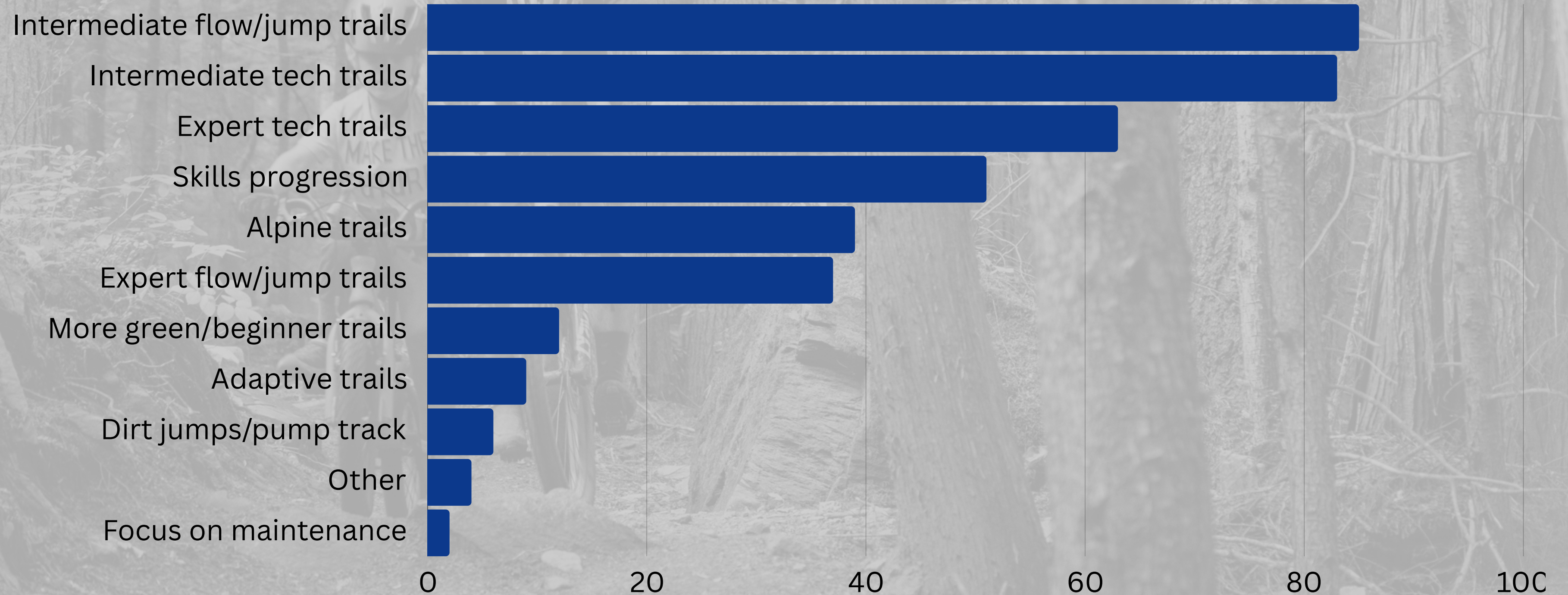
Which area(s) should the RCA prioritize for trail construction?

■ Priority 1 ■ Priority 2 ■ Priority 3 ■ Priority 4



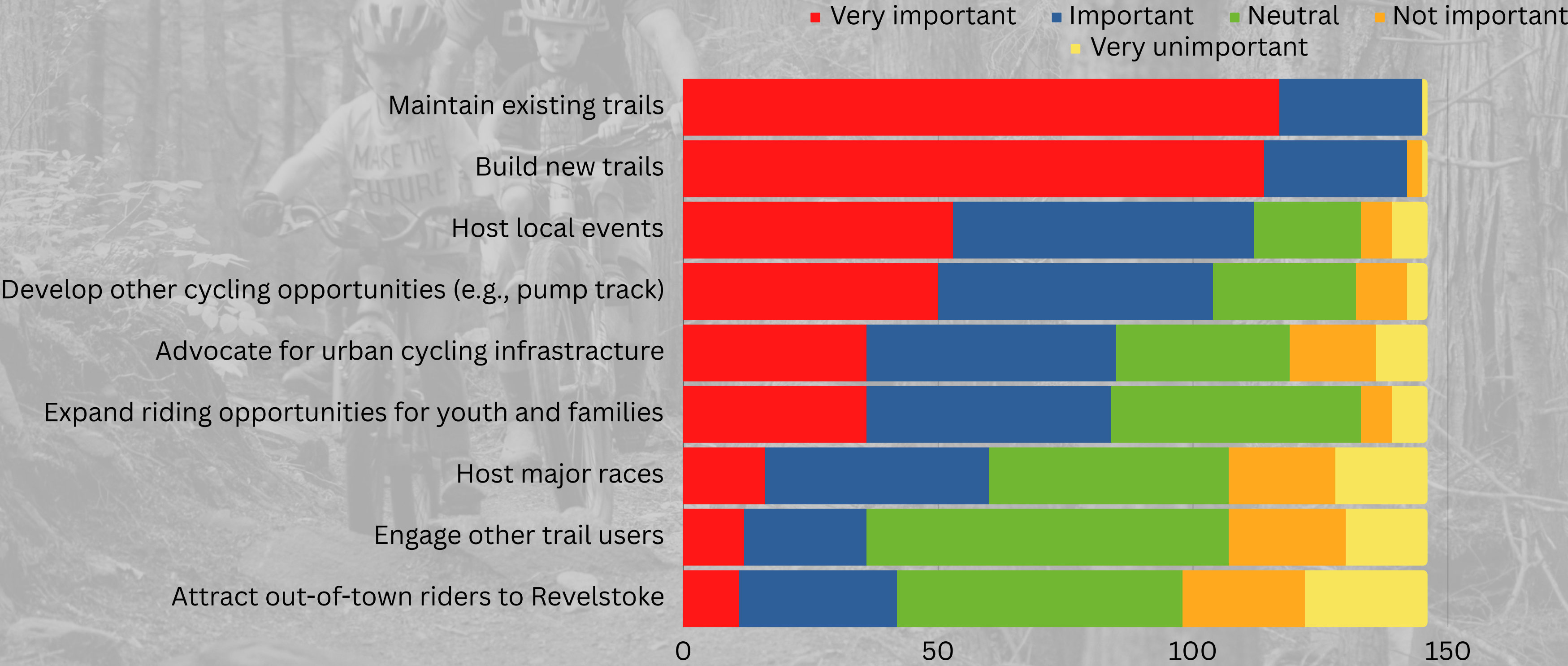
TRAIL CONSTRUCTION

What new trails would you like to see prioritized?



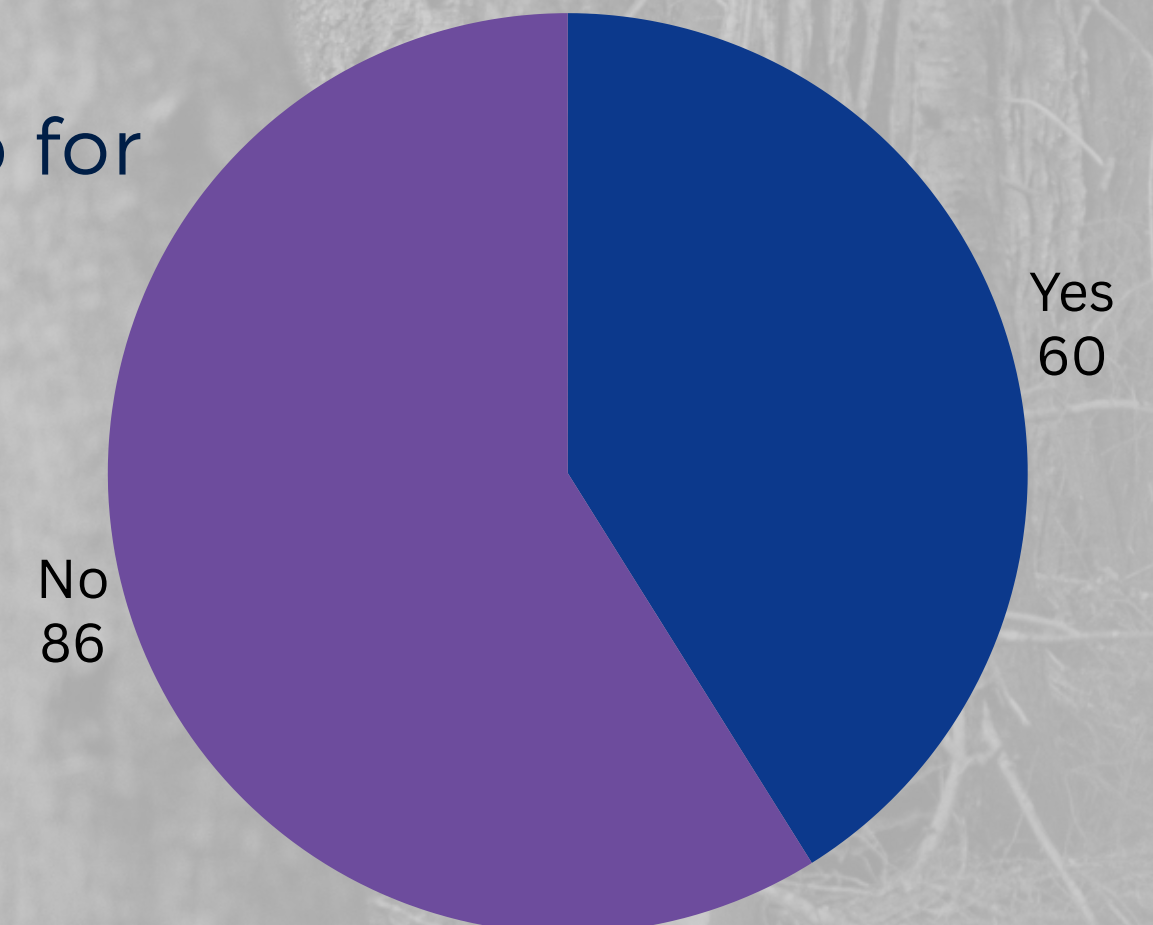
RCA PRIORITIES

Q: How important should it be for the RCA to engage in the following activities?



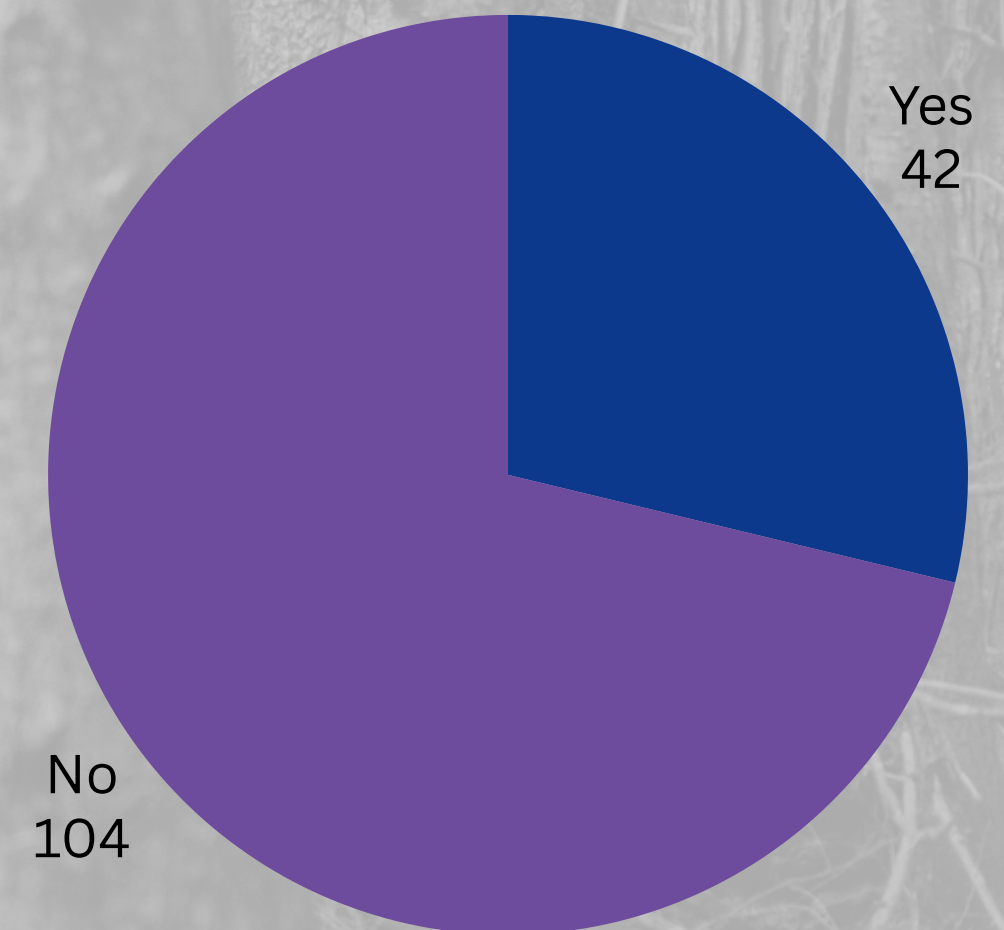
DIG NIGHT ATTENDANCE

- 40% of responders have attended a dig night
- “If you answered no, what would encourage you to participate?”
 - Clashes with work (they work evenings)
 - Different night (clashes with Ladies ride night/sports coaching/participation)
 - Family dig night (childcare is a blocker)
 - More instruction/time spent with new attendees
 - Sign-up sheet with roles know what you’re signing up for
 - Swag/free entry into fivers
 - GF food/drink



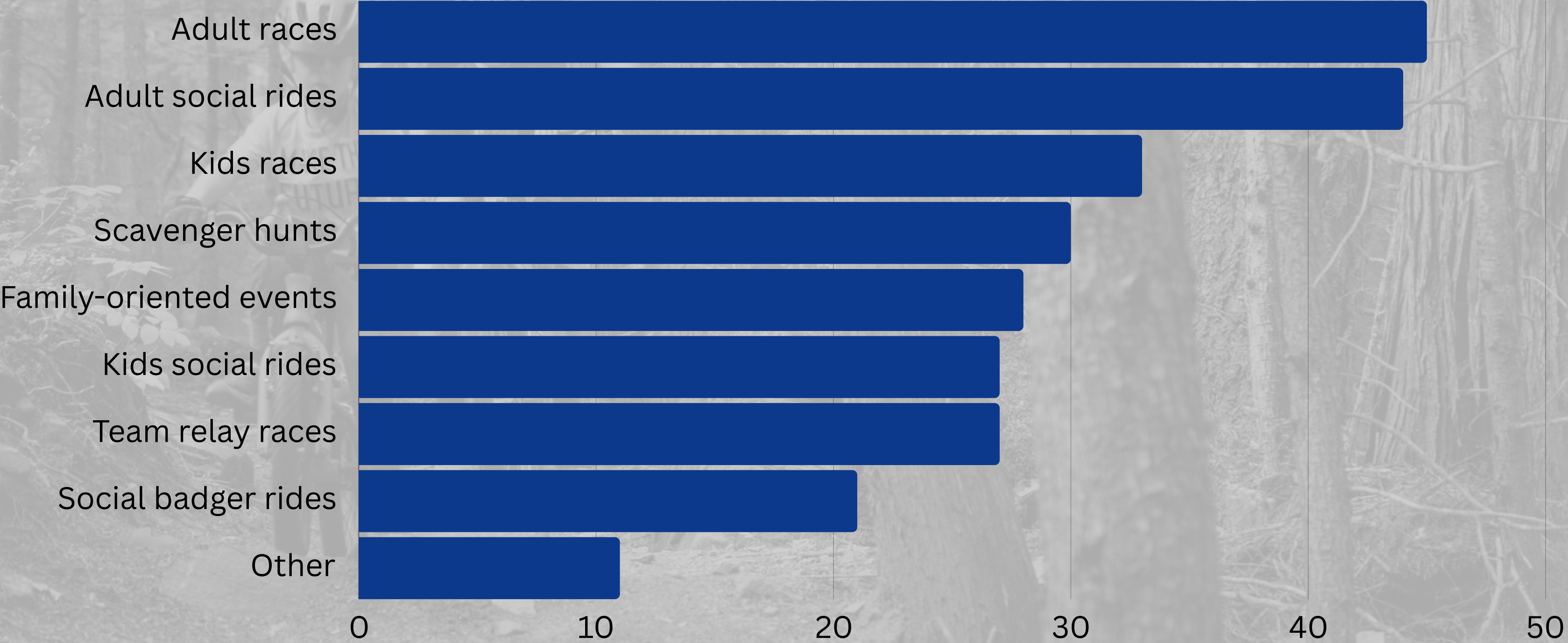
RACE ATTENDANCE

- 30% of responders have attended a race.
 - Most attended 1-2.
 - Two-thirds of respondents rated the importance of RCA running races as 4 or 5 out of 5.
- Blockers to participation
 - Just not into it - most popular reason
 - Time
 - Too casual/serious



EVENT HOSTING

What type of events should RCA host



KEY SURVEY TAKEAWAYS

- Drop in respondents vs. last year.
- Feedback/preferences in most places very similar to last year.
- Overall satisfaction with RCA high but has faced a drop since last year.
- Frustration about the conditions on trails on Sunnyside/Boulder
- Good participation in dig nights and racers, but helpful suggestions on how to improve these
- Consistent feedback around including families/kids in more ways

FINANCIAL REPORT

HOLLY RYALL

OUTLINE

INCOME & EXPENSES

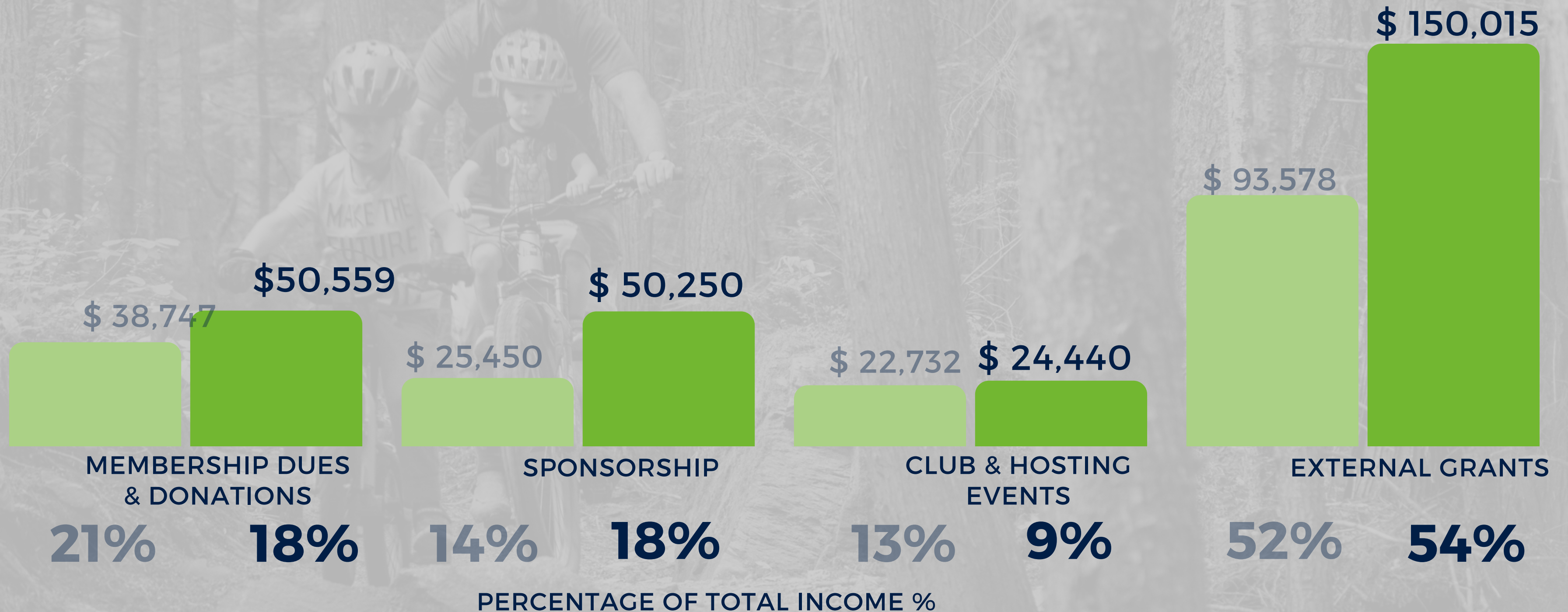
- Where does the money come from?
- How do we spend it?

THE BOTTOM LINE

- Sustainable finances

WHERE DO WE GET MONEY? 2022 VS. 2023

TOTAL INCOME 2023 TO DATE: \$ 275,285



THE EXPENSES IN DETAIL

	Total Events	General Operating	Trail Construction	Trail Maintenance	TOTAL
INCOME	\$ 28,140.99	\$ 107,213.75	\$ 58,399.87	\$ 81,530.40	\$ 275,285.01
COST OF GOODS SOLD					
COS - Event Expenses	16,853.25				16,853.25
COS - Fundraising Expenses	621.32	843.16			1,464.48
COS - Membership Expenses		2,212.00			2,212.00
COS - Sponsorship Expenses		2,276.63			2,276.63
Jersey Purchases		63.04			63.04
Youth Bike Program		2,520.00			2,520.00
Total Cost of Goods Sold	\$ 17,474.57	\$ 7,914.83	\$ 0.00	\$ 0.00	\$ 25,389.40
TOTAL GRANTS	\$ 10,666.42	\$ 99,298.92	\$ 58,399.87	\$ 81,530.40	\$ 249,895.61
EXPENSES					
Advertising		460.74			460.74
Amortization		116.00			116.00
Bank charges		65.60	25.00		90.60
Credit Card Fees	19.24	170.20			189.44
Dues and Subscriptions		244.18			244.18
Insurance		6,415.00			6,415.00
Legal and professional fees		336.00			336.00
Office expenses		2,123.69			2,123.69
Total Payroll Expenses		\$ 34,220.42		\$ 79,575.95	\$ 113,796.37
Stipend Expense	3,000.00				3,000.00
Trail Construction Expenses			82,492.77		82,492.77
Trail Maintenance Expenses				3,721.52	3,721.52
Vehicle Expenses				1,080.60	1,080.60
Vehicle Fuel				2,012.89	2,012.89
Vehicle Km Reimbursement	151.64				151.64
WorksafeBC Insurance				1,177.24	1,177.24
Total Expenses	\$ 3,170.88	\$ 44,151.83	\$ 82,517.77	\$ 87,568.20	\$ 217,408.68
EXPENSES CONTRIBUTED BY RCA	\$ 7,495.54	\$ 55,147.09	-\$ 24,117.90	-\$ 6,037.80	\$ 32,486.93

LOOKING FORWARD TO 2024

Bank Balance

\$203,933

Expected further costs for 2023

-\$3,600

Current liabilities

-\$15,871

Contingency funds

-\$25,000

Remaining funds

\$159,462

2024 budgeted income - expenses

-\$28,000

2024 RCA retained earnings for use on future projects

\$131,462

SUSTAINABLE FINANCES

- Advocate for more sustainable funding to allow us to prepare budgets for future years and enable us to plan for construction in the future.
- Use retained funds to develop trails based on the memberships desires
- Provide support to ED to secure further funding

MEMBERSHIP REPORT

JACQUELINE GALLAGHER

MEMBERSHIP



OF MEMBERS

MEMBERSHIP HIGHLIGHTS

- **2023 revenue:**

- 14% increase YoY in membership
- Set a goal of 1,000 members, fell short by 97
- Over \$34,000 in membership revenue (17% increase over 2022)

- **Carbon Memberships**

- 78 carbon upgrades sold
- Additional \$4,680 in revenue

MEMBERSHIP CHANGES FOR 2024



- **We're moving to Hivepass!!!**

- Includes an app with a membership card
- Members get easy access to partner deals
- Significantly improved user registration/experience
- Increased exposure for sponsors
- Up-to-date RCA news and trail info in the app

- **Membership fees**

- Increase recommended; requires board approval
- Has been \$40 since 2018 (= \$46.73 in 2023)
- Service fees (~\$3) will be included in membership
- Other clubs: Whistler \$60, Squamish \$60, Fernie \$60, Penticton \$35, Pemberton \$50, Golden \$50, Kamloops \$20, Valemount \$50

EVENTS REPORT

ASHLEY BORLASE

EVENTS & PARTICIPATION

Fiver Races

3 ENDURO RACES- TANTRUM
3 XC RACES- SKOOKUM
3 DH RACES- CYCLE LOGIC



EVENTS & PARTICIPATION

Enduro Races

Sponsored by Tantrum Ride Co
3 fun Enduro races!



EVENTS & PARTICIPATION

DH Races

Sponsored by Cycle Logic
3 awesome DH races



EVENTS & PARTICIPATION



XC Races

Sponsored by Skookum
3 lung burners!
Denim is the new spandex



EVENTS & PARTICIPATION

Women's Enduro

Poker Ride



EVENTS AND PARTICIPATION

*Thank
you!*

2023 EVENT VOLUNTEERS & SUPPORTERS:

Tantrum Ride Co.
Cycle Logic
Skookum Revelstoke
Revelstoke Mountain Resort
Balu Massage & Physiotherapy
Stella Jones
Athletica
Godfather's Garage



2024 VOLUNTEERS NEEDED:

- To help with events
- Level 3 First Aid Attendants to be on site at events

EVENTS & PARTICIPATION

2024 EVENTS

Exciting changes for the new year!

- Each bike shop will be doing the following (instead of 3 races)
 - 1x Fiver race
 - 1x Social ride and apres gathering
 - 1x wild card event of thier choice!
- Our goal is to make the events more inclusive for all our members

TRAILS REPORT

VINCE JAUVIN
HARRISON SALISBURY
KORY DUMAS

TRAIL MAINTENANCE - TRAIL CREW



Leader

Kirk Murray

Dirt movers

Andy Atkinson

Ryan Van Heezik

Honourable mentions

Remi Cloutier

Kirsten Meilicke

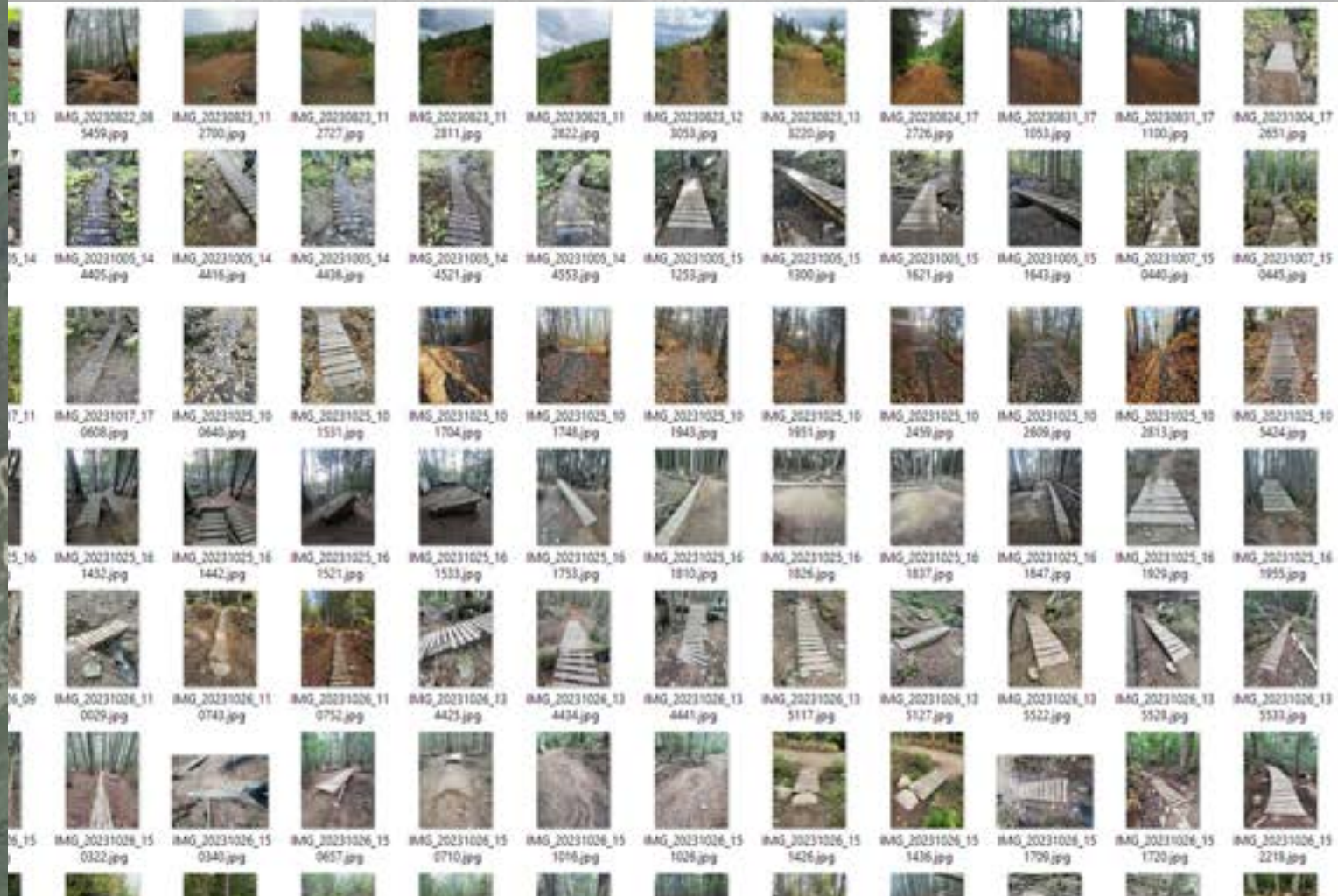
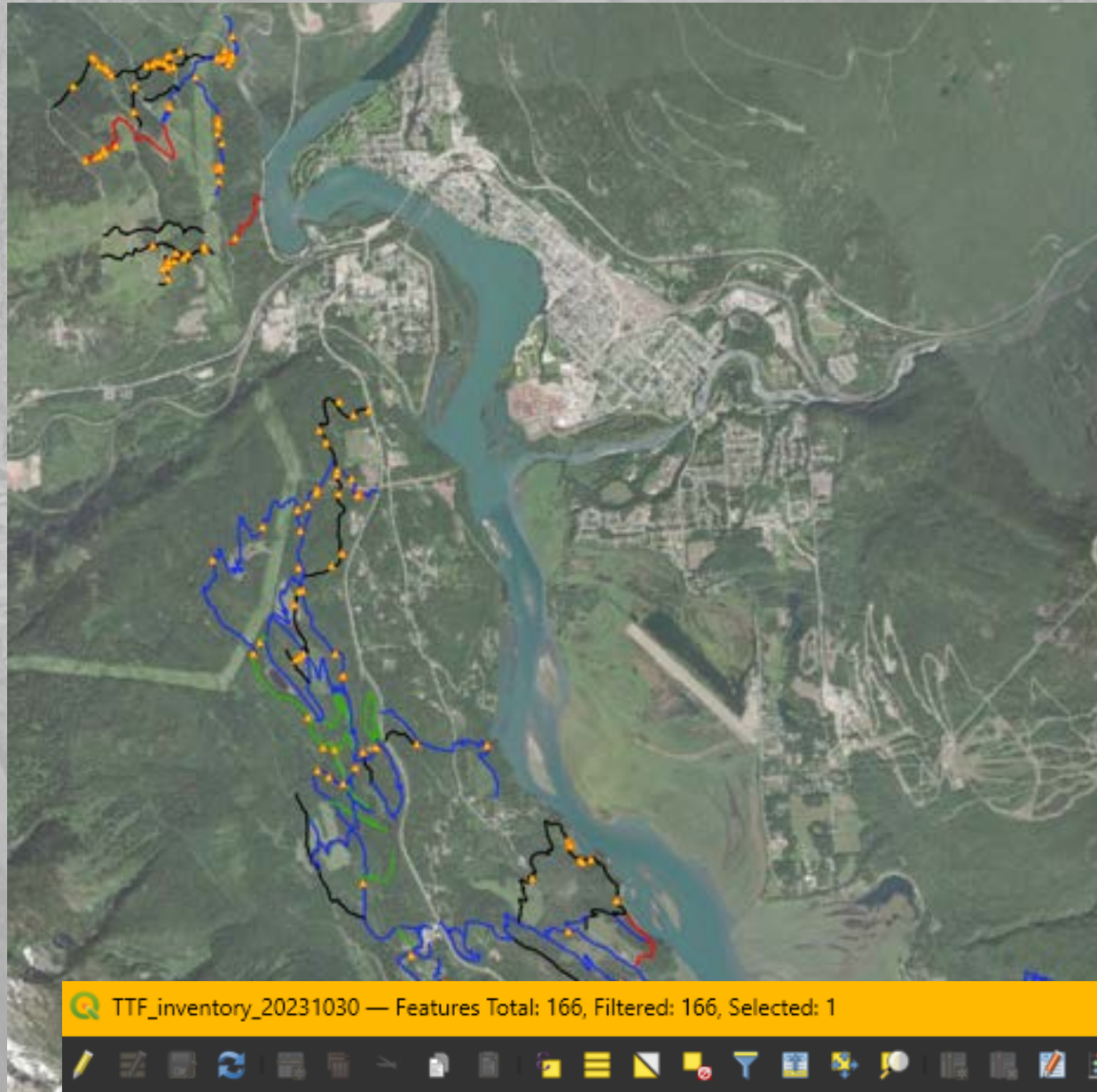
Thanks

Grizzly Auto, EVOC, Skookum,
Glacier Helicopters, Wandering
Wheels, Eagle Pass Lodge,
Tantrum Ride Co.

TRAIL MAINTENANCE - TRAIL WORK



TRAIL MAINTENANCE - INSPECTIONS



Required inspections:

- 100+ km of trails
- 166 TTFS (bridges, jumps, etc...)

TTF_inventory_20231030 — Features Total: 166, Filtered: 166, Selected: 1

	lat	long	descr	length_m	width_m	difficulty	meets_std	mandatory	requirdwrk	inspec_by	inspec_dte	photo	UUID
1	-118.13...	50.92...	Bridge	4.500	1.500	Blue	yes	yes	N	Kirk Murray	2023-10-25	DCIM/ttf-invento...	{65d5bbc1-caf8...
2	-118.13...	50.93...	Bridge	6.000	1.600	Blue	yes	yes	N	Kirk Murray	2023-10-25	DCIM/ttf-invento...	{80913fe0-63a8...
3	-118.13...	50.93...	Bridge	4.000	1.300	Blue	yes	yes	N	Kirk Murray	2023-10-03	DCIM/ttf-invento...	{2e2eb19e-3844...
4	-118.13...	50.92...	Two table jumps and two rollers	4.000	3.000	Blue	yes	yes	N	Kirk Murray	2023-10-25	DCIM/ttf-invento...	{6c5b81b2-ef51..
5	-118.13...	50.92...	Bridge	4.000	1.800	Blue	yes	yes	N	Andy Atkinson	2023-10-25	DCIM/ttf-invento...	{83c62466-0dd8...
6	-118.13...	50.92...	Table top jump and roller	6.000	3.000	Blue	yes	yes	N	Kirk Murray	2023-10-25	DCIM/ttf-invento...	{bca8fbd7-9a8e...

TRAIL MAINTENANCE - DIG NIGHTS



Thank you volunteers!

- 8 Dig Nights and Thanksgiving Back
- Huge thanks to Brodie Evans and Dana Wacker for leading Dig Nights

TRAIL CONSTRUCTION

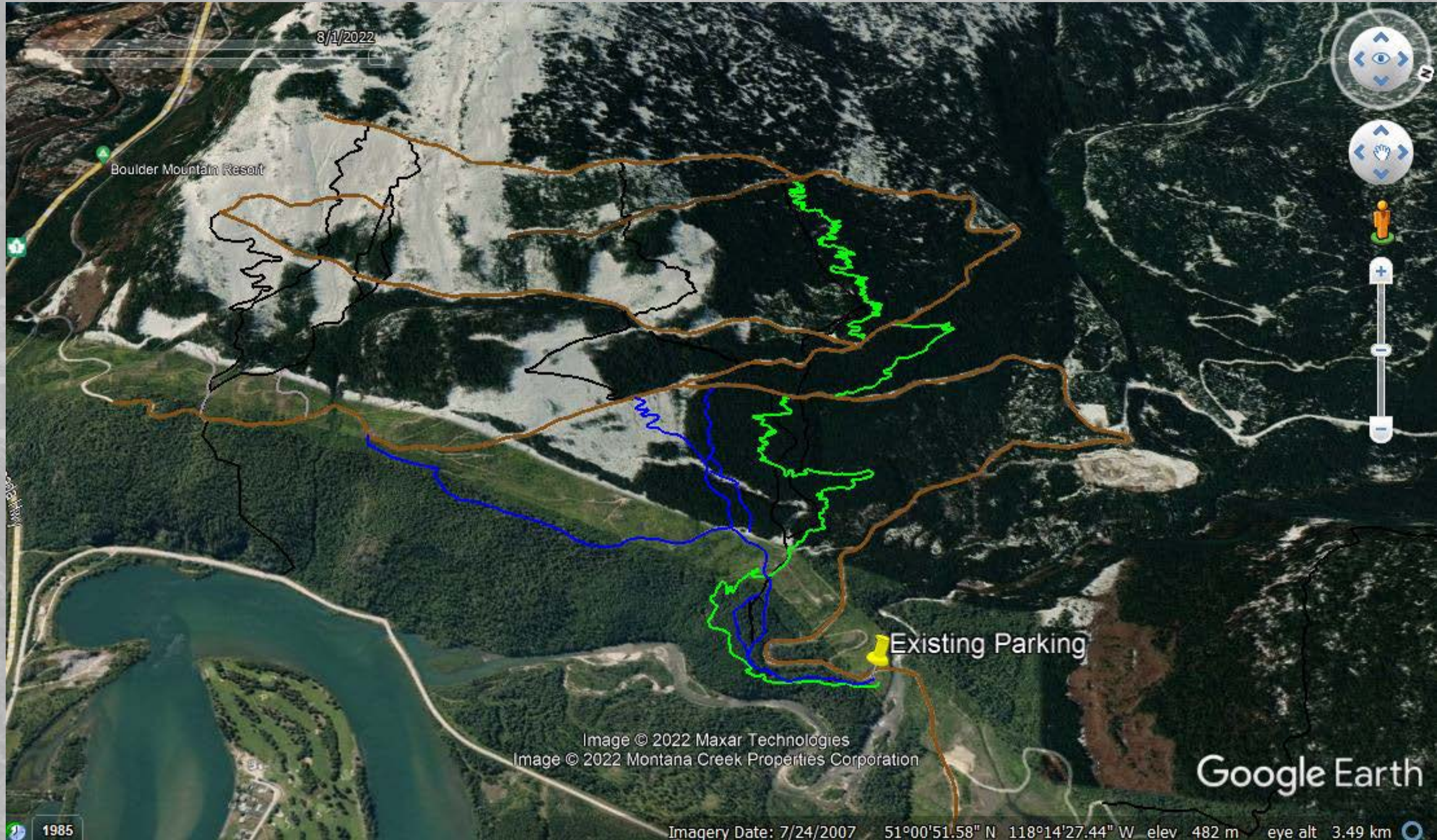


Boulder Climb Trail

- Phase 1 complete!
 - Still need to install signage
- Contractor: Robson Design Build
- 3.2 km trail from parking lot to top of Gravy Bacon
- Phase 2 will be built in Fall 2024
 - 1.6 km To top of Hotdog Hallway
 - Fully funded by grant
- Phase 3 to top of Boondocker, TBD



TRAIL CONSTRUCTION



TRAIL PLANNING - OVERVIEW

Sunnyside

- Two hand-built trails in between the climbing trail and Haulin' Daze
- Professional layout complete
- Application nearly complete
- Construction 2025 (we hope)



TRAIL PLANNING - OVERVIEW 2020-2023

Completed

- Rooster Rebuild - 2020
- Ultimate Frisby Reroute - 2021
- Boulder Climb Trail Phase 1 - 2023

Upcoming

- Boulder Climb Trail Phase 2 - 2024
- Boulder Climb Trail Phase 3 - TBD
- Sunnyside - 2025*
- Macpherson Slabs - 2026*



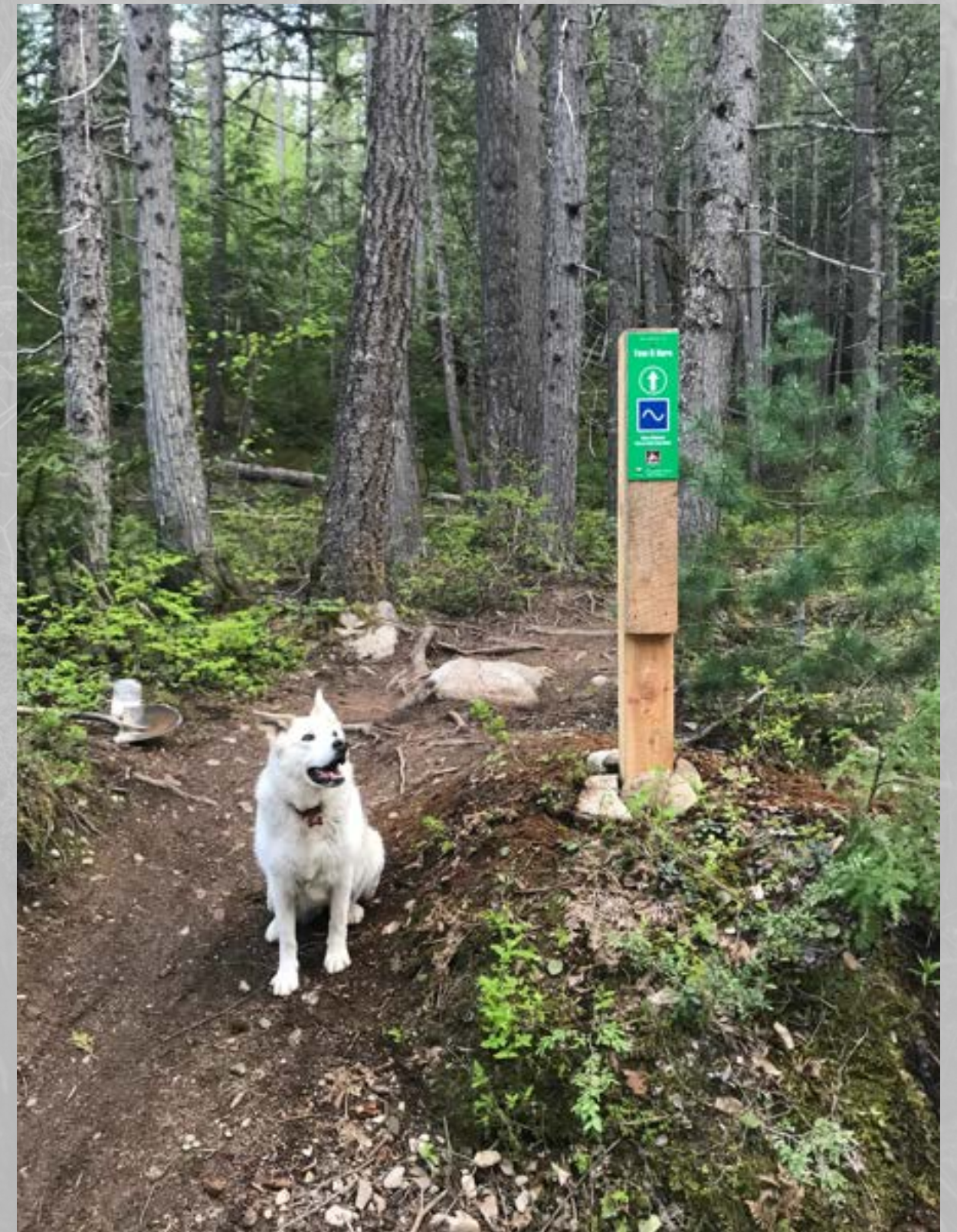
TRAIL SIGNAGE

2023 Accomplishments

- **24** New signs printed and installed
 - Highlights: Ultimate Frisby, Boulder mountain trails, Mt Macpherson Trails
 - More trail crossing signs on Boulder mountain FSR
- Many rotten sign posts replaced (thanks to volunteers and RCA Trail Crew)

2024 Projects

- Continue replacing old signs and install new ones
- Continue development of GIS signage database
- Replace signposts



PUMP TRACK PROJECT

Site

- City exploring pump track at Centennial Park
- The site will work based on a Geotech report

Design

- Velosolutions approached to flesh out the project scope and potential budget
- City does not yet have a formal agreement with Velosolutions.
- The project will include a jump line and pump track. Plus the scope of the project will include enhanced pathway entrance into the site, signage and site furnishings (benches, garbage cans etc..).



PUMP TRACK PROJECT

Funding

- Anticipated total project cost: \$1 million.
- City staff working on securing at least 60% of funds.
- City will be combining a variety of funding sources to make their contribution, including RMI. For any shortfall, they will seek out grant opportunities.

Next steps

- Once funds are procured, we will move forward with reaching out to the community and finalizing a design.



QUESTIONS?

DIRECTOR ELECTIONS

- President
- Treasurer
- Director-at-Large (events focused)
- Director-at-Large (trails focused)
- Director-at-Large
- Director-at-Large

ADJOURNMENT

Thank you for your support in 2023!