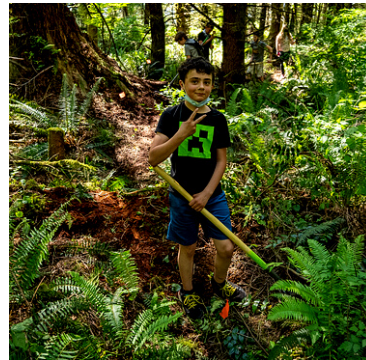




20
22

ANNUAL REPORT





A LETTER FROM OUR EXECUTIVE DIRECTOR

Eric Mickelson
Photography

Hello WMBC Members!

2022 has been a momentous year for our community and we couldn't have done it without the generosity and support of our members, local businesses, and partners.

Of course, this year's highlight was completing the 184-stall trailhead and parking lot on Samish Way which provides safe trail access for our youth bike clubs, neighbors, road cyclists, runners, equestrians, and dog walkers going to both Galbraith and Lake Padden.

This project was the culmination of 5 years of planning, fundraising, and hard work by our all-star team who donated their time and professional services! To the more than 959 individuals and businesses that donated \$828,665 to the trailhead, we cannot thank you enough.

Our trail crews were as busy as ever. With the timber harvest on Galbraith and a calming sense of normalcy, we were able to host 21 public trail days (aah, that felt nice!), rebuild 9 trails, and brush over 30 miles of trail. Both the Civic and Waterfront dirt jumps received an overhaul and are running fantastic.

With our programs and trail stewardship responsibilities growing, we added staff to our small little organization in 2022! Shannon Flory took over for Char Waller as Program Director, Kelsey Hackem joined as Operations Manager, Spencer Baldwin and Scotty Scahorn - long-time WMBC volunteers - started as part-time trail builders, and James Pulse came on to lead the Youth Trail Corps.

Whew, that's a lot and that's not everything! I'll just leave you with this: we can't do these amazing things without our incredible volunteers and supporters who keep our stoke levels high. I often joke that I have the best job in Whatcom County, but that's true largely because of our community that elevates and inspires us.

So, looking forward, I can assure you that we've got some really cool projects in the works for 2023 and beyond to get excited about. See you out on the trails!



Eric Brown, Executive Director

WORDS FROM OUR PROGRAM DIRECTOR

Our bike clubs thrived in 2022 thanks to the many community volunteers who are dedicated to sharing their love of mountain biking and leading folks on the trails!

We are so grateful to our 150+ adult volunteers who support our programs. With their help we ran After School Bike Clubs and Flying Squirrels in the spring and fall for elementary and middle school riders. We also partnered with Vamos Outdoors Project to support their bike program. Our Youth Trail Corps worked hard this year to rebuild and maintain many trails on Galbraith and our women's ride club, JoyRiders, was on the trails May-September.

Thank you to everyone who volunteered, partnered, participated and rode with WMBC in 2022!

Shannon Flory, Program Director

2022 BY THE NUMBERS

1,700+ INDIVIDUAL MEMBERS

INCOME

OCTOBER 2021-SEPTEMBER 2022

Birchwood Pumptrack (Fanatik X Transition Dream Build) | 4.6%
\$50,296

Merchandise | 3%
\$33,535

Trail Building Program & Events - Business Support | 11.1%
\$122,197

**Education Programs - Business Support | 4.6%
\$50,366

Individual Support | 20.6%
\$226,466

TOTAL
\$1,100,766

*Galbraith Parking Lot - Individual Support | 3.2%
\$34,699

*Galbraith Parking Lot - Business Support | 25.9%
\$285,203

**Education Programs - Individual Support | 4.6%
\$49,931

Business Donations | 1.6%
\$17,365

Trail Building Program & Events - Individual Support | 21%
\$230,708

**In 2022 we finished our largest capital campaign in WMBC history and built the Galbraith Parking Lot. This was possible due to five years of fundraising and generous in kind donations.*

***Much of our bike fleet was stolen in May of 2022. These Education Program donations reflect our community's support for our youth bike programming through generous funds, bikes, and gear.*

EXPENSE

OCTOBER 2021-SEPTEMBER 2022

Administration | 1.6%
\$21,609

Trail Building Programs, Advocacy, Outreach | 31.8%
\$422,956

TOTAL
\$1,330,084

Education Programs | 4.3%
\$56,853

*Galbraith Parking Lot | 62.3%
\$828,665

THANK YOU BUSINESS SUPPORTERS

IN 2022, LOCAL BUSINESSES DONATED:

\$122,197 TO TRAILS

\$50,366 TO EDUCATION PROGRAMS

\$285,203 TO THE GALBRAITH PARKING LOT

THANK YOU FOR YOUR SUPPORT, WE COULD NOT DO IT WITHOUT YOU!



FREELAND
& ASSOCIATES
CIVIL ENGINEERS



BROOKLYN BELL



TENEL



2022 PROGRAMS & EVENTS IN REVIEW



66

TRAIL
ADOPTION
SPONSORS

10K+

INSTAGRAM
FOLLOWERS

5,284

EMAIL
SUBSCRIBERS

7,330

FACEBOOK
FOLLOWERS

EVENTS

Dream Build	Fanatik built Transition bike Raised \$80k
Whatcom World Cup	13 races Raised \$20k Over 600 racers
NW Tune-Up	Hosted Cascadia Dirt Cup & beer garden
Shoot The Trails Awards	1000+ attendees 17 videos & 56 photos Raised \$60k

TRAIL ADVOCACY & STEWARDSHIP

Galbraith Parking Lot	Completed May 2022 184 stalls + 2 trailer stalls
DNR Partnership	Master Contract Agreement for Whatcom County
Birchwood Pump Track	\$50k raised Spring start pending permitting
Waterfront Pump Track	Race course built Jump lines rebuilt
Galbraith Trail Updates	Cedar Dust Drop Zone RESPECT trail signs 30+ miles of trail brushed 21 trail days Rebuilt 9 trails

EDUCATION

After School Bike Clubs	257 students 8 clubs 85+ volunteer ride leaders
Flying Squirrels	126 girls 67 first-time Flying Squirrel riders
Youth Trail Corps	36 students 14 trail days + 2 summer camps
Vamos Outdoors Project	171 students 9 ride leaders 2 competitions
JoyRiders	100+ women-identifying riders 18 group rides
Ride Leaders	66 trained in-house
Bike Fleet	58 youth & adult bikes 23 new bikes received 11 youth bikes upgraded