



***San Diego
Mountain Biking
Association***

2018

**ANNUAL
REPORT**

Look Where You Want To Go



It's the classic trail-riding advice. You'll hear it when scouting out a tricky section, and think about it when you drop in, telling yourself "look for the clear path where you want to go, avoid the obstacles, have confidence and use your skills."

It works for mountain biking and it works in trail advocacy too.

Looking for a clear path starts with vision. More than 25 years ago, the San Diego Mountain Biking Association was founded and we have never steered far from our vision: improving trail access for mountain bikes. 2018 did mark a new direction, with our separation from IMBA, however this ensures all of our energy, advocacy – and financial support – stays local.

Just like surviving that tough drop-in and knowing you are ready for the next feature, choosing that clear path to independence improved our financing footing and boosted our confidence to move in new directions. I got my 1st 'official' coworker when we were able to hire Ben Stone as Trails Coordinator. We also hosted the 1st Mount Laguna Trail Fest, presented by ZOIC, that raised money for new projects at Mount Laguna. What an epic undertaking, but one we had fun doing.

This increased capacity has helped our organization use its trail skills towards major trail advocacy projects across the county. The County of San Diego funded the Sweetwater Bike Park with \$600,000 and ground will break in 2019 as San Diego's 1st dedicated bike park. In December, we started work on the Black Widow Trail at Black Mountain Open Space Park, which was 8 years in the making. Progress was also made on the reroute of the Mother Miguel/Rock House Trail at the San Diego National Wildlife Refuge in partnership with US Fish and Wildlife.

So we know that on the trail, looking where you want to go helps keeps your balance, the skill that holds it all together. SDMBA's balance comes from our mentally – and physically – strong volunteers that help us build and maintain trails, and our board that has helped guide that long-range vision.

Looking down the trail and seeing all of the new activities that are on SDMBA's horizon, we are glad to know that you are a part of it. Out on the trails and in our advocacy work, it's not just looking where we want to go, but where all of us want the organization to go together.

Thank you,

Susie Murphy
Executive Director

Content



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Mission

The San Diego Mountain Biking Association (SDMBA) is a volunteer-driven, non-profit organization dedicated to maintaining and improving sustainable trail access for mountain biking in San Diego County.



Board of Directors


Matt Bartlett - Vice President
Joshua Bonnici
Skii Flecton- Essenfeld
José Galaz
Renee Halsch

Tim Ingersoll
Kevin Loomis - President
Jason Showalter
Don Sutton

Officers:
Al Allison - Treasurer
Siobhan Baloochi - Secretary



Joshua
Bonnici



“ I’ve been riding in San Diego for the past 25 years. I would just show up, ride, and go home. After getting involved with SDMBA and becoming a Board Member, I now know that getting even a few miles of new or repaired trail is a long and drawn-out process. Watching SDMBA volunteers go through painstaking hours of negotiation, advocacy and then trail work, it makes new trail we’re helping fund even sweeter.”

- Joshua Bonnici, SDMBA Board Member



Advocacy

SDMBA strives to work as a partner with many jurisdictions and agencies across the county all to create more and better trails for YOU.

We offer solutions and resources to create improved trail access and communicate with local elected officials to ensure the need for more trails is known at the highest levels.

Major Advocacy Efforts in 2018:

- Sweetwater Bike Park and Otay Valley Regional Park Bike Park: SDMBA is partnering with County to move these projects forward. Ground to break on Sweetwater Bike Park mid-2019
- Sweetwater Loop Trail: supported the County, plan approved by the Sweetwater Authority
 - Work continued with the City of San Diego on projects that will provide vital connections in Lusardi Canyon and Deer Canyon
 - Continued partnership with the Cleveland National Forest on moving trail plans forward at Mount Laguna and Orosco Ridge
 - **SDMBA Staff and board members sit on the following committees:**
 - County of SD Parks Advisory Committee
 - Black Mountain Open Space Citizens Advisory Committee
 - Los Penasquitos Canyon Preserve Citizens Advisory Committee
 - San Dieguito River Valley Regional Open Space Park Citizens Advisory Committee
 - Otay Valley Regional Park Citizens Advisory Committee
 - Mission Trails Regional Park Citizens Advisory Committee



Our Partner Agencies:

We regularly team up with a variety of other organizations to work towards common goals of resource protection and recreational access.

Center for Natural Lands Management

City of San Diego

City of San Marcos

County of San Diego

Cuyamaca Rancho State Park

Olivenhain Municipal Water District / Elfin Forest Recreational Reserve

US Fish and Wildlife

USFS Cleveland National Forest

Other Partners:

Earth Discovery Institute

Girlz Gone Riding

GravelStoke

Lakeside Frontier Riders

Mission Trails Foundation

Rancho Guejito

San Diego County Bicycle Coalition

San Diego Canyonlands

San Diego River Park Foundation

San Diego Ultra Runner Friends

San Diego Urban Corps

San Dieguito River Valley Conservancy

SD Trail Fit

So Cal League - National Interscholastic Cycling Association

Sprockids

The Escondido Creek Conservancy





Trail Work

2018 marked many firsts for SDMBA including hiring Ben Stone as Trails Coordinator. Hiring a dedicated staff member to oversee trail projects has been a game changer, the results of which are already being felt in current advocacy efforts and projects.

Another game changer was the first use of a mini excavator on any SDMBA project at Black Mountain. The success of this initiative is already leading to big plans for 2019.

Key Projects in 2018:

- Black Mountain/Black Widow Approval of Plan and building begins
- Purchased motorized wheelbarrow and many new trail tools. Also took donation of Trail Boss Tools from the Law Office of Richard Duquette
- Work begins in earnest on Mother Miguel/Rock House reroute and restoration in partnership with US Fish and Wildlife





“ As 2018 closes I am incredibly excited for what’s coming in 2019. We have several trails projects, big and small, on the horizon. I continue to push forward for all types of trail opportunities across the County. We are bringing machine building techniques to San Diego and will continue to draw on successful examples from across the state. ”

- Ben Stone, Trails Coordinator

Ben Stone



Financials

SDMBA would not be where we are today without our our dedicated volunteers, generous members and sponsors, our hard-working Board of Directors and all of our partners.

In addition, onboarding a new treasurer in 2018 has allowed us to vastly improved financial policies and procedures which is vital for the growth of SDMBA.

2018 Highlights:

- Transitioning to a strong independent organization with improved capacity for community outreach and trail advocacy
- Successful year end campaign to raise funds for Black Widow Trail including \$5,000 in matching funds from Trek Superstores used to purchase materials and a motorized wheelbarrow.

2018 Revenue + Expenditures

Revenue : \$177,923

Expenditures: \$201,108

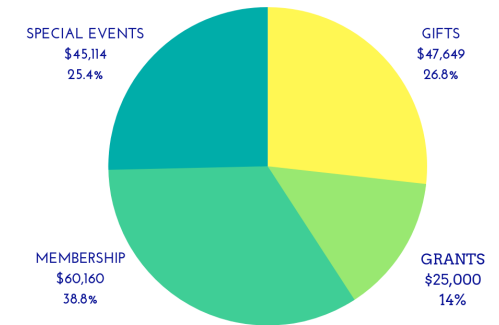
In-kind Contributions: \$55,000



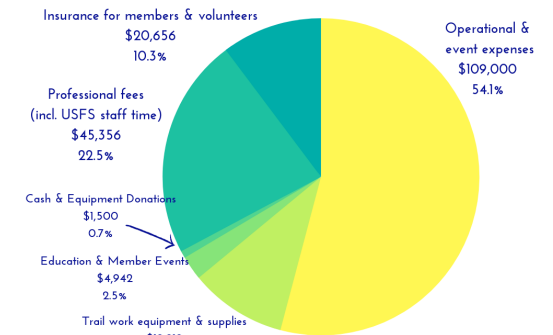
SDMBA Revenue



SDMBA Expenditures



Revenue by Category



Expenditures by Category



THANK YOU to our 2018 Sponsors:

Platinum:

Green Flash Brewing
Jenson USA
Law Office of Richard
Duquette
REI
Trek Bicycle Superstores
SportRx
Zoic Clothing
Zumwalt's Bicycle Center

Bonnici Law Group
Cal Coast Bicycles
Halo Headband
Ninja Mountain Bike Performance
Poway Bicycle
Revolution Grips
Rouleur Brewing
Quick N Dirty
The Bike Shop at Del Sur

Gold:

Alter Experiences
Bear Belle Cabins
Bike Magazine
Clif Bar
Epic Rides
Genomatica
MJ's Cyclery
New Belgium Brewing
North of the Border
Pine House Tavern

Pulse Endurance Sports
Quick n' Dirty Racing
Shimano
SkyPark at Santa's Village
SoCal Endurance
Timber MTB Bells
Topo Terra
VeloFix
WD-40 Bike
Winter BrewFest

Silver:

Bicycle Warehouse
El Camino Bike Shop
Eminent Cycles
Hollywood Racks
Landon's Gourmet
Mountain Gems
Petal Power
Primal Wear
Sock Guy
SporTea





Membership + Volunteers

In 2018, SDMBA improved organizational processes to better serve our members, volunteers and partners. We improved our website along with tracking systems, and methods to sign up to volunteer.

To celebrate another great year, and thank everyone for their ongoing support, we hosted a Volunteer Appreciation Party at Stone Brewing!

Our members and volunteers are the drivetrain that keeps SDMBA moving and growing!

- Members: 1,200
- Volunteers: 244
- Volunteer hours: 8,288
(includes trail work, events, meetings, etc.)
- Trail work hours: 1,200 with 96 people
- Non-trail work hours: 7,088 with 230 people



“My husband and I first joined SDMBA to connect with other riders and explore our local trails. We both have volunteered our time to help the efforts to improve mountain biking in San Diego. I really feel that the organization as a whole (that means members too) has become more engaged, forward-thinking, and focused on the long-game of trail advocacy.”

- Alison Liebrecht, SDMBA Member + Volunteer

A full-page photograph of a man, Jeremy P. McGhee, riding a mountain bike on a dirt trail. He is wearing a blue and yellow long-sleeved jersey, bright yellow shorts, a black helmet, and sunglasses. The bike has large, knobby tires with "MINION DHF" and "EXO TRIP" visible on the tread. The background shows a dry, rocky trail with sparse vegetation under a clear blue sky.

Jeremy P.
McGhee

“As an adaptive rider, it only takes one little thing to stop me from being able to ride a trail, but SDMBA always takes action quickly to make sure my ride experiences are the best they can be. Staff members personally go out in the field with me to help document trail information for The UNPavement Project and are a huge support.”

- Jeremy P. McGhee, SDMBA Member

E

Education

Some of our favorite events involve getting families to enjoy time together on bikes. Several organized family events were held at Penasquitos Canyon Preserve, Mount Laguna, San Marcos, Balboa Park and San Dieguito River Park.

These events provide opportunities for riders of all abilities to learn how to ride responsibly and safely. Encouraging mountain bikers of all ages to be stewards of our precious open spaces is a goal in everything SDMBA does.

2018 Education Highlights:

- Take a Kid Mountain Biking Day and San Marcos Trails Day got lots of kids on our pop up bike skills course
- SDMBA staff participated on panels for People for Bikes DRAFT event and at Patagonia, Reno speaking on best practices in trail advocacy
- SDMBA staff presented at the San Diego Bike Summit, presented by the San Diego County Bicycle Coalition where we received the Golden Gear Advocate of the Year Award
- The Bell Box Program continued to promote trail etiquette at several locations around the county



“As a recreational mountain biker, I really got excited when my son finally learned to ride! Then I started organizing “Family Trail Rides” around San Diego County through Meetup and other platforms.

Last summer my family and I joined SDMBA in anticipation of the Mount Laguna Trail Fest where we were hoping to meet like-minded families with smaller kids. One thing led to another, and I decided to become a BCIP certified Ride Guide and Level 1 Instructor!

Through all of this, the joy I’ve found seeing kids learn new skills and getting more confident on their bikes is difficult to put into words. Simply put, I look forward to getting more kids outdoors in partnership with SDMBA.”

- Kerstin Kirchsteiger, SDMBA Member



M Marketing

We are a forward thinking team at SD MBA and we know how important it is to share updates on local trail work, riding conditions, special events and projects.

Besides hosting events and programs, we use online platforms such as Facebook, Twitter and Instagram to share the incredible work of our members, partners, volunteers and friends.

2018 Highlights:

- Facebook audience: 8,050
- Instagram followers: 3,200
- Twitter: 1,285



sdmba
Sweetwater Reservoir

sdmba We are happy that these #sdtrailtools come in handy! Thanks to @rei and to the volunteers and land managers that get these projects done! Here's to more progress in trails in 2018. Donation link in bio #traillove #morelegaltrails

hardmtnbiker Very cool, I only ride with my CamelBak and most tools and supply's I need but this would be convenient for those minimalist

playsinthedirtallday Yay! Nobody stole them! Great work, humans! Keep it up!

causeforward Very interesting picture!!!



San Diego Mountain Biking Association added a new photo to the album: 2017 Trails Stewardship Summit- San Diego — with Kevin Loomis and 2 others.

Published by Susie Murphy [?] · November 2, 2017 · 🌐

Thanks to Supervisor **Dianne Jacob** for her endless support of local trails including access to the Stowe Trail.



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Fun

One of the most important parts of our work is to have FUN while building an engaged mountain biking community.

Our Favorite Events of 2018:

- Mount Laguna Trail Fest
- Archipelago Ride
- Bike the Bay Off-Road Option



Jose Galaz





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