

more  
trails close  
to home



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

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trails close  
to home



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*we are the*  
International  
Mountain  
Bicycling  
Association



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# why more trails close to home?

From large metropolitan areas to small rural communities and every place in between, trails enhance quality of life, provide economic benefits and help create community. Trails close to home are more equitable and accessible, inspiring more riders to take up the lifelong habit we love. We know all of this because we have been a part of making these things happen worldwide for 30 years, and we want to make sure it happens in more places, more rapidly. Everyone deserves a place to ride.

The national battle is no longer about what mountain bikers are losing; it's about what they are lacking.



63% percent of recreationists travel 10 miles or less for outdoor activities. Only 10% of people who recreate in the outdoors travel more than 50 miles to do so. (OIA, 2018)



About 80% of Americans live in urban areas, a percent that is only increasing.



At least 87% of rides taken by mountain bikers are on "local" trails. (Singletracks.com)

more  
trails close  
to  
home





## *our* mission

Create, enhance and  
protect great places to  
ride mountain bikes.





## *our* vision

Everyone across the U.S. has access to great trails—from close-to-home rides to iconic, backcountry experiences.





*our*  
**focus**

More trails close to home.





## *our* goal

To grow the quantity and  
quality of mountain bike trail  
communities across the U.S.





# *we* believe in

## RESPONSIBILITY

We ride, build and advocate responsibly and respectfully, and encourage and teach our community to do the same.

## PROTECTION

We work for access to public lands for mountain bikers. We value protecting wild places and believe mountain biking is a low-impact activity that aids in the protection of open space.

## PARTNERSHIPS

Cooperation and partnerships are key to our success. We strive to work collaboratively to ensure our efforts are positive and lasting.

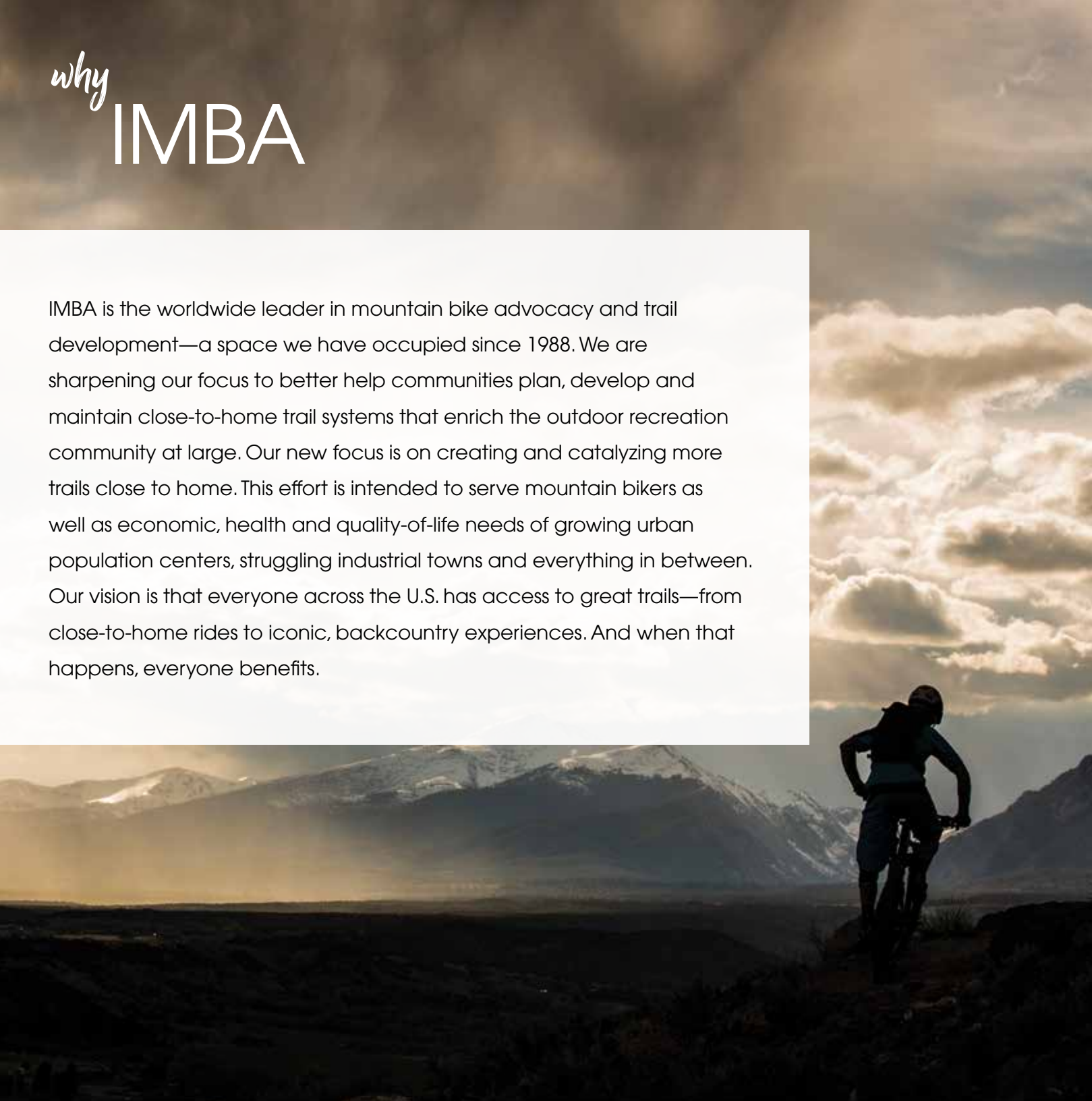
## TRANSFORMATION

Our efforts are intended to transform and improve communities, economies and public lands for the long term.



# why IMBA

IMBA is the worldwide leader in mountain bike advocacy and trail development—a space we have occupied since 1988. We are sharpening our focus to better help communities plan, develop and maintain close-to-home trail systems that enrich the outdoor recreation community at large. Our new focus is on creating and catalyzing more trails close to home. This effort is intended to serve mountain bikers as well as economic, health and quality-of-life needs of growing urban population centers, struggling industrial towns and everything in between. Our vision is that everyone across the U.S. has access to great trails—from close-to-home rides to iconic, backcountry experiences. And when that happens, everyone benefits.





# our history

IMBA was founded in 1988 by five California mountain bike clubs as “a rider’s organization” in response to local bike bans. These riders joined together to pool resources, create a clearinghouse of information and establish a common point of contact to represent mountain bikers. Mountain biker education programs and innovative trail management solutions became key to gaining and maintaining access.

Since then, we have become the worldwide leader in mountain bike advocacy, and the only organization in the U.S. focused entirely on trails and access for all types of mountain bikers in all parts of the country. The threats have evolved, but our focus on opportunities for riders has remained steadfast.





# timeline highlights



## 1988

### IMBA IS FORMED

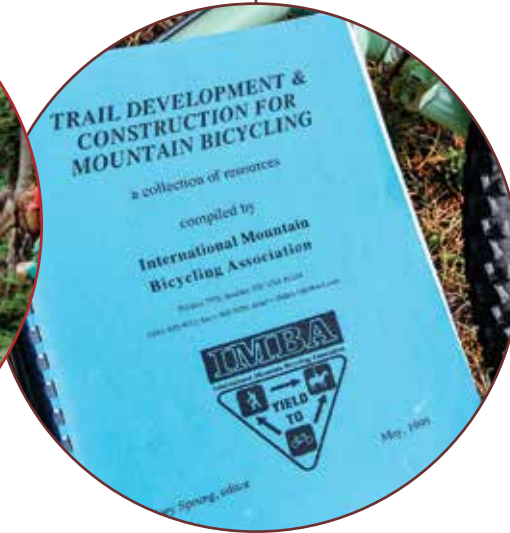
We created our "Six Rules of the Trail" to encourage responsible riding and ease land manager fears of adding bikes to singletrack. Within two years, the rules were distributed to 1 million people and were eventually featured in Sports Illustrated magazine.



## 1994

### COOPERATION AND COLLABORATION

IMBA and The Sierra Club reached a monumental agreement, in which the influential organization recognized mountain biking as a "legitimate form of recreation and transportation on trails, including singletrack." It set a longstanding precedent of cooperation with conservation and outdoor recreation organizations for the benefit of mountain bikers and the future health of our public lands.



## 1995

### THE FIRST TRAIL BIBLE

We published "Trail Development & Construction for Mountain Bicycling." It was the first-ever professional manual designed to, "aid cyclists in the development of trails, particularly the ... type of trails we so enjoy." We have since published four more acclaimed books that continue to serve as valuable guides for volunteers and land managers.



## 1997

### GETTING SERIOUS ABOUT SINGLETRACK

The Subaru/IMBA Trail Care Crew began its nearly 20-year run training local volunteers. The program assisted hundreds of grassroots mountain bike clubs, educated thousands of land managers and touched trails all across the U.S. Two Trail Care Crew veterans launched IMBA Trail Solutions in 2002, which has led more than 400 trail and bike park projects worldwide.



## 2001

### SETTING HUMAN-POWERED PRECEDENCE

An IMBA campaign reversed a threatening Bureau of Land Management decision. After receiving more than 10,000 comment letters from mountain bikers, the agency decided not to group mountain bikes with motorized vehicles. We repeatedly fended off attempts to mismanage mountain bikes in order to protect trail access nationwide.



## 2002

### ADVANCING ADVANCED TRAILS

We developed a freeride taskforce and published a freeriding report with advanced trail building techniques, management solutions and freeride advocacy tips. We partnered with bike companies to offer grants for public freeride trails, and with other professional trail builders and resorts to pioneer sustainable, double-black diamond downhill trails.



# timeline highlights



## 2003

### IMBA GOES TO WASHINGTON

We hired and retained a D.C. law firm to represent the interests of mountain bikers in Congress, supported by our Legal Defense Fund. We retained D.C. representation until transferring support to the Outdoor Alliance in 2007—a D.C.-based human-powered advocacy organization we helped found.



## 2004

### MORE KIDS ON BIKES

We launched Take a Kid Mountain Biking Day, a program that has connected with more than 100,000 youth and counting. We built on this effort in 2015 when we joined with the National Interscholastic Cycling Association (NICA) to create Teen Trail Corps, an initiative designed to empower today's youth to become exemplary trail advocates.



## 2010

### PROTECTING TRAILS NATIONWIDE

We launched the IMBA Public Lands Initiative. By 2012, we had protected or expanded nearly 3,000 miles of trails across the country, trained hundreds of volunteer advocates and reduced the number of trails threatened by Wilderness designations by nearly 90 percent.



## 2011

### PROTECTING LANDS AND ACCESS

At the outset of 2011, mountain bikers faced a real threat of getting kicked off trails managed by the Bureau of Land Management (BLM). Our staff held meetings with top-ranking BLM officials and turned discussions to riders' advantage—the BLM is now a strong partner, and hosts famous and innovative trail systems.



## 2017

### DIGGING IN FOR GREAT TRAILS

We launched the Dig In Campaign, IMBA's biggest trail funding campaign ever, to support trails for 68 mountain bike clubs in 31 states. The crowdfunding effort raised more than \$122,000 for 500 miles of new trail, maintenance of another 140 miles, 10 new bike parks and three projects supporting high school mountain bike leagues.



## 2018

### MORE TRAILS CLOSE TO HOME

On our 30th anniversary, we planned ahead for more and better mountain biking. We celebrated our new focus on more trails close to home with events in world-class model trail communities, and launched our Trail Accelerator Grants and Trail Labs programming to catalyze more community trails all across the country.



# our IMBA leaders past and present



*"IMBA is the only organization exclusively dedicated to mountain bike land access. We've been effective. Since our inception, responsible mountain bicycling has become the norm and IMBA's 'Rules of the Trail' have become the crystalized message of backcountry etiquette. Mountain bicyclists throughout the world are now successfully working with land managers and other trail users. Bicyclists are being acknowledged as a powerful, positive constituency in the trail community ... IMBA was created to meet a need and then continued to grow by adapting to new challenges."*

**Jim Hasenauer**  
IMBA founder, in 1992



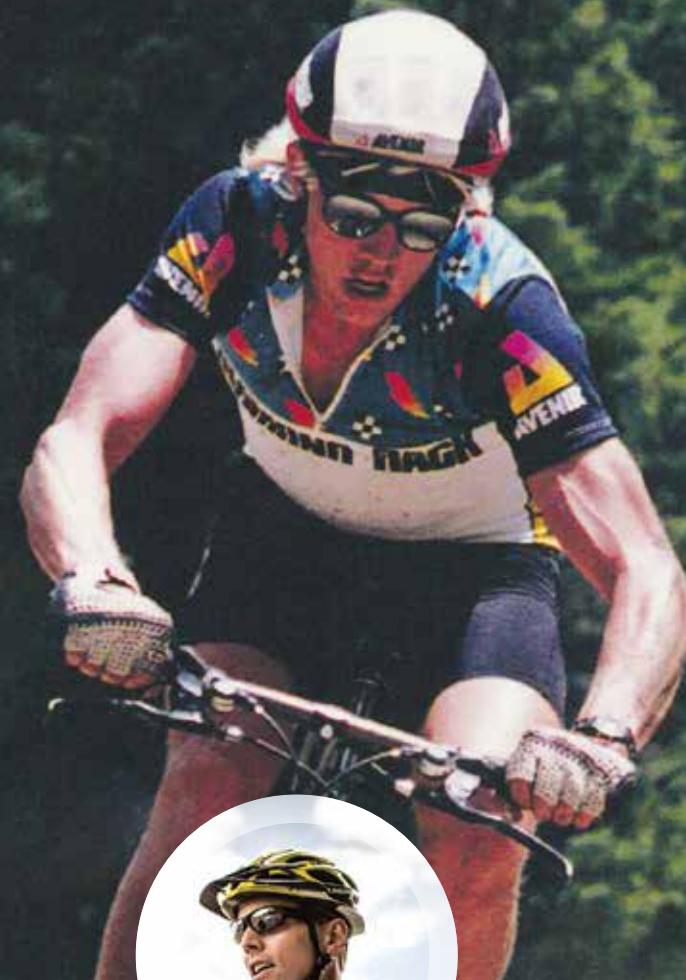
*"We (IMBA) proved that mountain bikers belong, and land managers have seen the value of having us out there."*

**Jenn Dice**  
IMBA Government Relations Director (2001 - 2011)



*"The way to get access is to prove the value of mountain biking. IMBA has left a wake of economic development in its path and ... people are starting to realize how valuable trails are."*

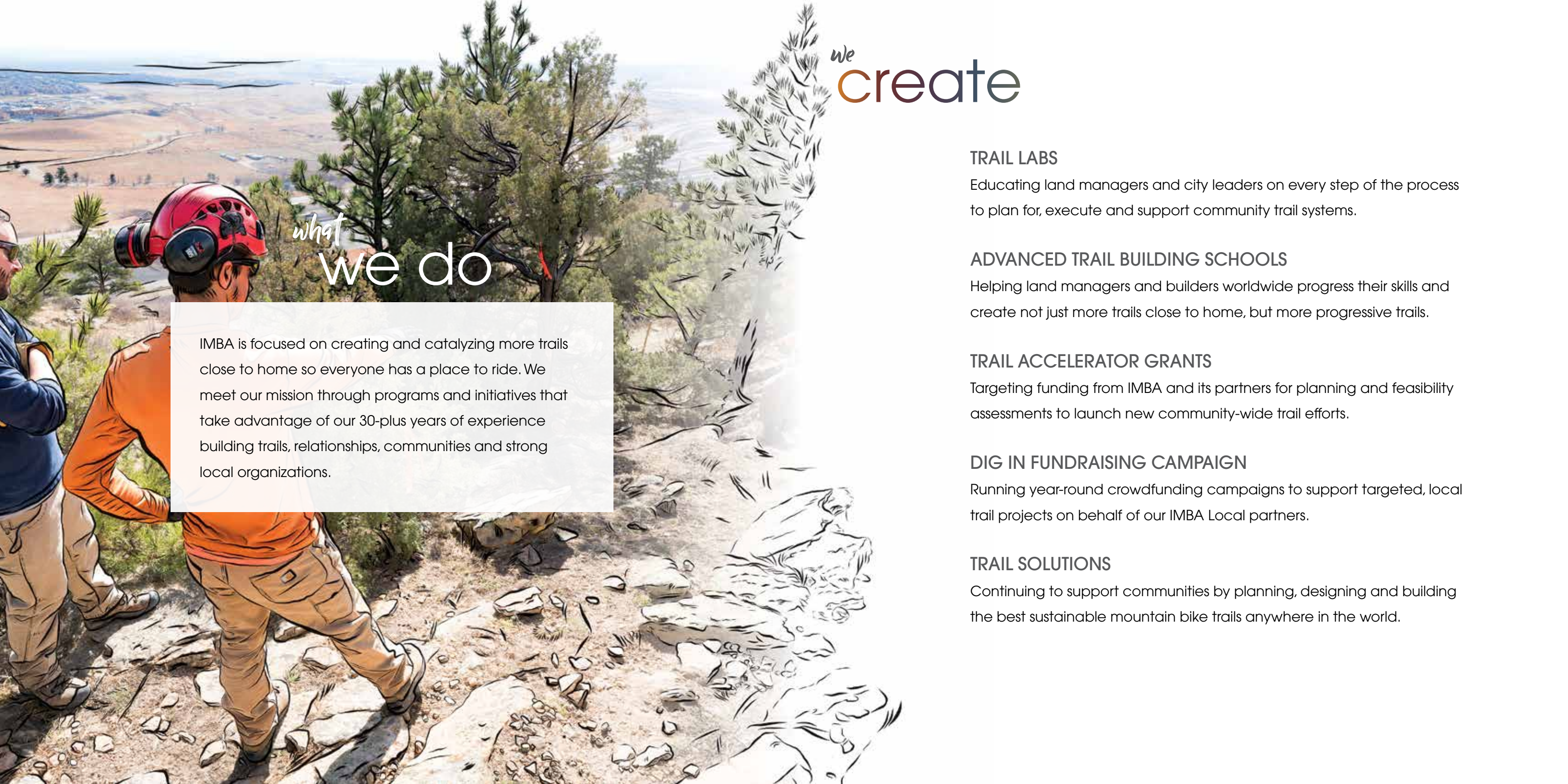
**Ashley Korenblat**  
IMBA Board President (1996 - 2000)



*"Mountain biking, that experience, is about the trail. It's not as much about the destination like a waterfall or bagging a peak—we're out there for a great ride."*

**Dave Wiens**  
IMBA Executive Director (2017 - present)





what  
we do

IMBA is focused on creating and catalyzing more trails close to home so everyone has a place to ride. We meet our mission through programs and initiatives that take advantage of our 30-plus years of experience building trails, relationships, communities and strong local organizations.

we  
create

## TRAIL LABS

Educating land managers and city leaders on every step of the process to plan for, execute and support community trail systems.

## ADVANCED TRAIL BUILDING SCHOOLS

Helping land managers and builders worldwide progress their skills and create not just more trails close to home, but more progressive trails.

## TRAIL ACCELERATOR GRANTS

Targeting funding from IMBA and its partners for planning and feasibility assessments to launch new community-wide trail efforts.

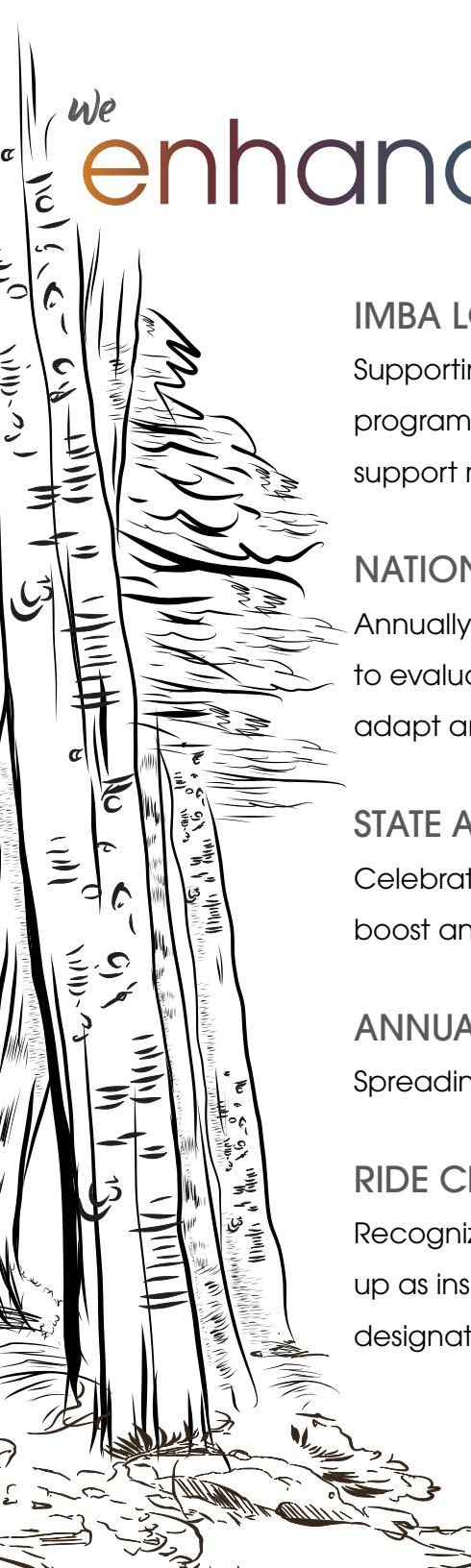
## DIG IN FUNDRAISING CAMPAIGN

Running year-round crowdfunding campaigns to support targeted, local trail projects on behalf of our IMBA Local partners.

## TRAIL SOLUTIONS

Continuing to support communities by planning, designing and building the best sustainable mountain bike trails anywhere in the world.





# we enhance

## IMBA LOCAL

Supporting grassroots clubs by allowing them to tap into IMBA's expertise, programs and funding resources. We will combine and amplify local voices to support major regional and national issues.

## NATIONAL MOUNTAIN BIKE SURVEY

Annually assessing mountain bike opportunities and their quality across the U.S. to evaluate and measure both our efforts and the needs of the community, to adapt and improve.

## STATE AND MUNICIPAL RANKINGS

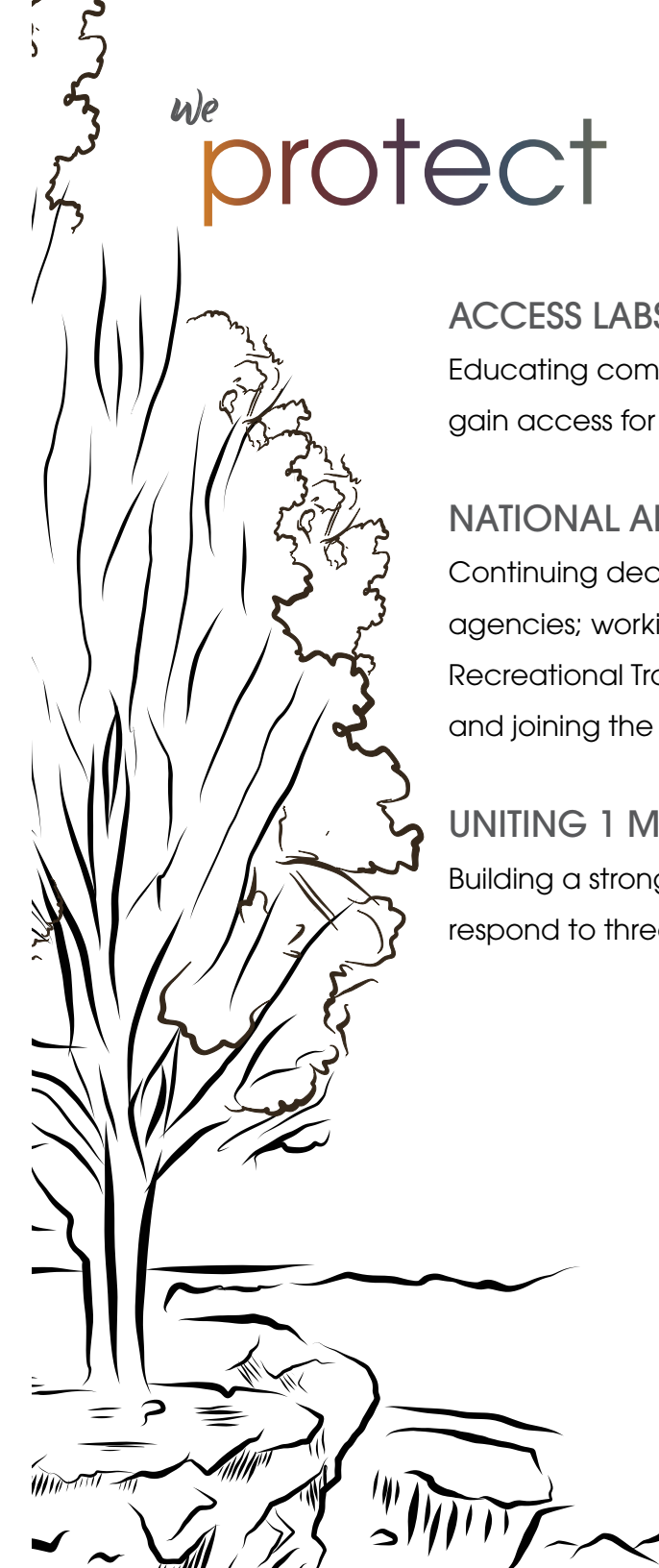
Celebrating locations performing well, lighting a fire under those that need a boost and further targeting our efforts.

## ANNUAL NATIONAL ADVOCACY CONFERENCE

Spreading best practices, bringing the community together and igniting stoke.

## RIDE CENTERS AND EPICS

Recognizing destination-worthy trails and trail communities, holding them up as inspirational and informational examples and helping them use those designations to promote local tourism and quality of life.



# we protect

## ACCESS LABS

Educating community advocates and growing local engagement to gain access for mountain bikers and protect public lands.

## NATIONAL ADVOCACY

Continuing decades of relationship building with all federal land agencies; working to protect and grow critical funding sources like the Recreational Trails Program and Land and Water Conservation Fund; and joining the fight to preserve recreation access to public lands.

## UNITING 1 MILLION MOUNTAIN BIKERS

Building a strong, cohesive voice for the community to effectively respond to threats and opportunities, and strengthen our national efforts.





## who we work with

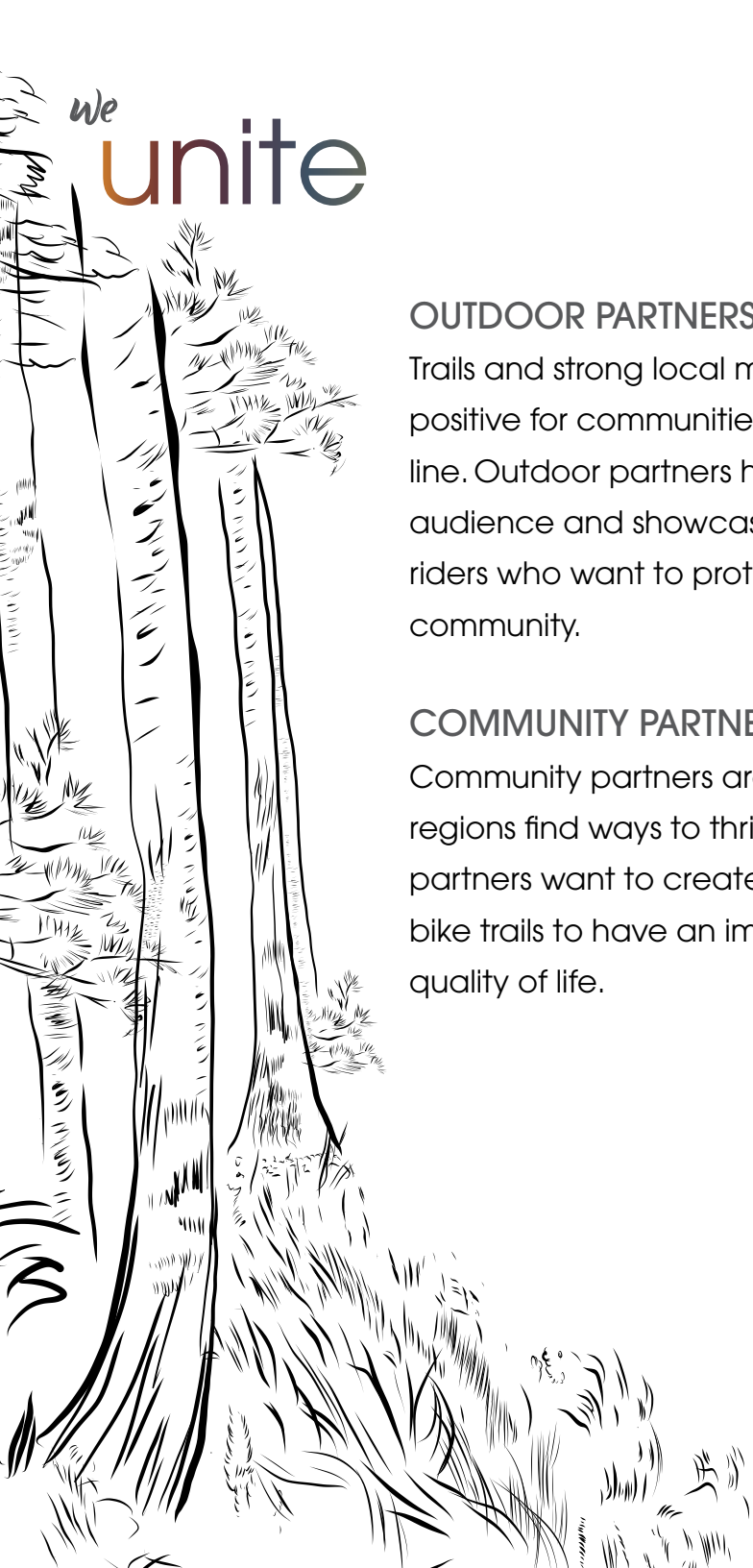
Our network includes several hundred thousand mountain bikers, about 200 grassroots affiliate groups and federal, state and local land managers across the U.S. Every day we work for them—for their communities and their rides, because we know what mountain biking means to people and places.

we  
ride

### MOUNTAIN BIKERS

Under a sweat-soaked helmet, you'll find an ear-to-ear grin. We love what mountain biking does for our minds, our bodies and our communities. Out on the trail we find flow, joy, adventure, challenge, reward, a connection to nature and a connection with friends.





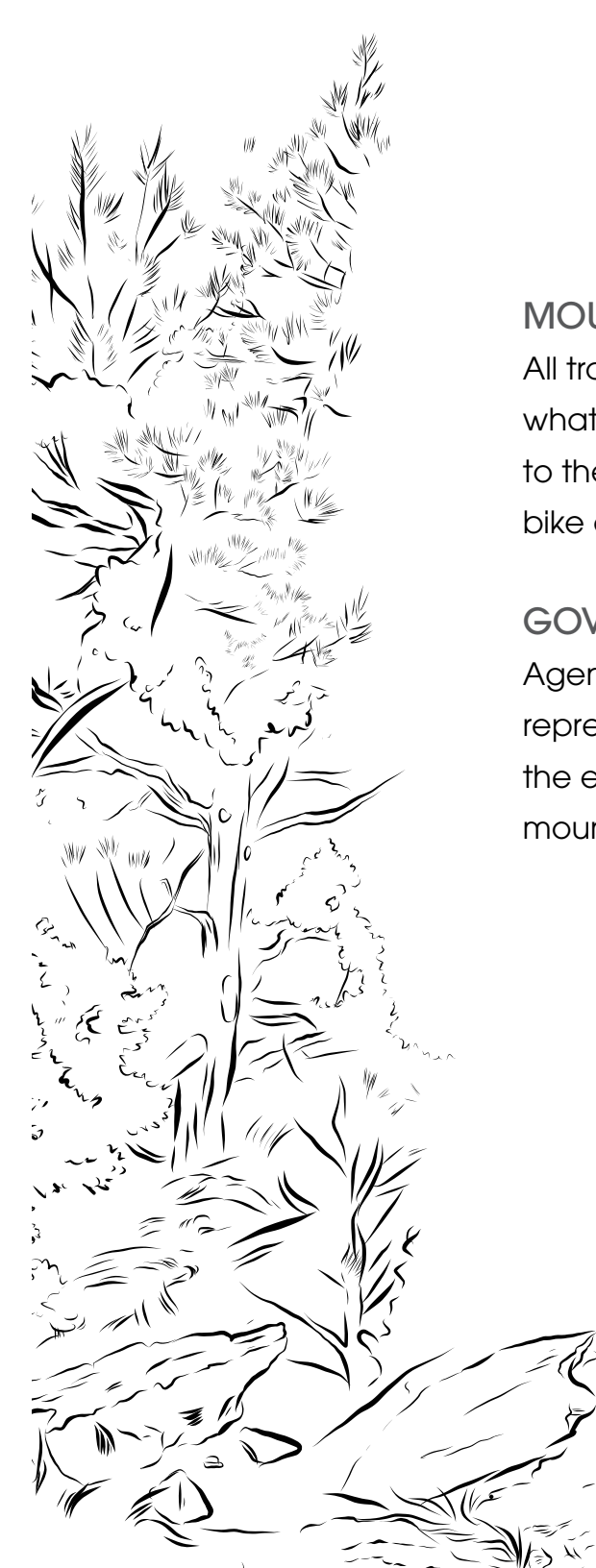
we  
unite

## OUTDOOR PARTNERS

Trails and strong local mountain bike groups are a net positive for communities, conservation and the bottom line. Outdoor partners help IMBA's work reach a broader audience and showcase the voices of passionate riders who want to protect public lands and further our community.

## COMMUNITY PARTNERS

Community partners are invested in helping localities and regions find ways to thrive. All across the country, these partners want to create more opportunity for mountain bike trails to have an impact on local economies and quality of life.



## MOUNTAIN BIKE ORGANIZATIONS

All trails are local. Local organizations are focused on what's in their backyards, knowing that work contributes to the national landscape. These groups create mountain bike community and spread the spirit of volunteerism.

## GOVERNMENT AGENCIES AND LAND MANAGERS

Agencies and land managers rely on trusted representatives from many public land users to help guide the experiences public lands offer. When it comes to mountain biking, IMBA's leadership is pivotal.





## our success stories

IMBA's fingerprints can be found in all 50 states and in nearly 20 countries. At home, we have been creating, enhancing and protecting great places to ride mountain bikes since 1988.



A woman wearing a blue helmet and a green and pink cycling jersey is riding a green mountain bike on a dirt trail. The trail is covered in fallen brown leaves and is surrounded by tall, thin trees in a forest. The lighting suggests it might be late afternoon or early morning, with soft light filtering through the trees.

# Minnesota

Crosby, MN

Cuyuna Mountain Bike Trails



## from depressed mining towns to IMBA Ride Centers

Written by Gary Sjoquist

*QBP Director of Advocacy and member of the Mountain Bike Hall of Fame*

Way back in the mid-90s, the Subaru/IMBA Trail Care Crew came to Minny pretty often. In those years, our club (eventually Minnesota Off-Road Cyclists, aka MORC) was focused on educating our city, county and state park managers about building sustainable trails. For almost two decades, IMBA came to lead design, building and maintenance sessions for land managers. When combined with the countless hours of labor from MORC members, mileage of cool trails in the Twin Cities began to grow.

Thanks to IMBA's club-building resources, MORC emerged as the "go-to" organization trusted by land managers to hold the access keys to more than 85 miles of purpose-built mountain bike trails in the Twin Cities (now a Bronze-Level IMBA Ride Center). MORC, with IMBA's help, also helped launch the local advocate groups Cyclists of Gitchee Gumee Shores in Duluth (Gold-Level IMBA Ride Center) and Cuyuna Lakes Mountain Bike Crew in Crosby/Ironton (Silver-Level IMBA Ride Center).

The Cuyuna Mountain Bike Trail System was born from an IMBA suggestion about using federal highway funds to build a killer trail network as an economic driver for a depressed area in northern Minnesota. And thanks to key negotiating from IMBA, the crew picked to build Cuyuna created a great trail network etched into the side slopes of an abandoned mine. Cuyuna is now the top mountain biking destination in the region, featuring more than 30 purpose-built mountain biking trails for summer riding and 40 miles of winter fat bike-accessible trails. Thanks, IMBA!



# Tennessee

Knoxville, TN

Devil's Racetrack



Photographer: Josh Sawyer

## from the major metropolis to the small town

Tennessee is home to several versions of the same dream: mountain biking supporting vibrant communities, big and small. IMBA has worked alongside local volunteers across the state, from Morristown's Panther Creek State Park to Kingsport's Big Oak Trail to Chattanooga's Five Points—just one of many trail systems that make up Chattanooga's 120 miles of purpose-built mountain bike trails.

In Knoxville, one of IMBA's most productive affiliates oversees nearly 80 miles of urban natural-surface trails, including 39 miles in the Knoxville Urban Wilderness just four miles from downtown. IMBA has been supporting Knoxville trail advocates for years, including sending multiple Subaru/IMBA Trail Care Crews, providing the Appalachian Mountain Bike Club (AMBC) with \$10,000 in assistance through IMBA's Bike Park Initiative in 2014, and helping select AMBC as the winner of the \$100,000 IMBA-Bell Built Grant in 2015. That grant funded the IMBA-designed Devil's Racetrack, a double black diamond trail in the Knoxville Urban Wilderness.

And in Johnson City, IMBA Trail Solutions began working with locals in 2016 to turn 40 acres of land on Tannery Knobs into a varied mountain biking playground rideable from downtown. When complete, Tannery Knobs will feature nearly six miles and a bike park chock full of features, challenges and skills areas, providing accessible outdoor recreation for the entire community and a draw for new residents.



# Arkansas

Northwest Arkansas

The Back 40



## a new mountain biking destination

Three IMBA Ride Centers in the same region? Yes, please. Bentonville, Fayetteville and Hot Springs have each embraced turning their beautiful Ozark Mountain settings into locally focused mountain biking playgrounds with hundreds of miles of trails across state and local lands. IMBA has been involved with all three for years, helping to plan, design, build and maintain the trail systems; supporting local advocacy groups; and assisting in securing funding for ongoing projects.

In Bentonville, particularly, trail development has been underway since 2007. IMBA supports a local, full-time professional crew to maintain the nearly 100 trail offerings. The trails are central to a thriving community of residents and visitors from all across the U.S. with breweries, bike shops, excellent restaurants, world-class museums and paved bike paths connecting all of those things directly to the singletrack.

A 2017 study of bicycling in the region concluded that the total economic benefits of bicycling for Northwest Arkansas are approximately \$137 million—\$51 million in business benefits and \$86 million in health benefits. Investment in mountain bike trails is a key driver of tourism. Trails have even been shown to increase the property values of homes located within a quarter mile.



# Utah

Draper, UT  
Corner Canyon



## enjoy the all-you-can-ride buffet

Draper City, Utah, is known for having one of the finest shared-use trail networks in the Salt Lake Valley. Draper's message is that open space is for sharing and trail enthusiasts deserve an equal chance to enjoy nature; all non-motorized users are welcome. Draper had one of the nation's first legal mountain bike downhill shuttle runs and features trails specifically designated for winter fat biking on south-facing sandy slopes.

Draper's Corner Canyon, accessible by bike from downtown, hosts 45 miles of trails, jump lines and pumptracks. Many of them were designed and/or built by IMBA, including a three-mile, directional, mountain-bike only flow trail called Rush. The Rush Trail has become a significant part of the training course for the area's National Interscholastic Cycling Association (NICA) high school mountain biking teams. The local team from Corner Canyon High School has long fielded one of the largest NICA teams in the nation.

IMBA also had a hand in designing and building a cluster of beginner-friendly trails in nearby Little Valley, which can prepare the curious for experiencing Draper's other offerings. Additionally, IMBA Trail Solutions staff has taught trail building schools to local business employees and volunteers from area hiking, running and equestrian groups. The city's solution to trail crowding? Build more trails, including directional and bike-specific. The trails not only support the town, but the community as a whole.



# our team

*"My first mountain bike experience was on a borrowed hybrid bicycle on steep river bluff trails in Nebraska. Stretching the limits of center-pull brakes and 35c tires, I was hooked! Mountain biking has since provided me with the most amazing life experiences as a rider, advocate, trail builder, promoter, retailer, coach and racer. Making all of that even more amazing are the wonderful people I have come to know and ride with along the way."*

**Kent McNeill**  
Vice President



Photographer: James Pafford



*"I've seen the bubble of the coal industry and how the decline of the industry has devastated many of the communities surrounding my hometown. Helping communities and IMBA Local groups with similar issues look past their economic hardships and embrace the natural assets that surround them is what drives me. Mountain biking changed my life and I believe it can change the lives of countless others if given the opportunity."*

**Anthony Duncan**  
IMBA Local

*"Mountain biking is a full-body puzzle. The feeling of accomplishment and confidence you get when you solve a new piece of the puzzle is something that translates far beyond the trail. It's hugely rewarding to know our work is furthering that feeling."*

**Eleanor Blick**  
Communications



*"Today, I'm most excited about how wide-ranging our sport has become. From seeing our staff design and build very fun, total beginner trails to crafting the most extreme, like Randy Spangler working at Redbull Rampage. The sport has fractured into so many groups and genres. That used to intimidate us, but we've learned to embrace all things mountain biking and to help manage it and support its growth."*

**Joey Klein**  
Trail Solutions



Photographer: Robert King



*join us*

# IMBA is mountain biking

Creating more trails close to home  
requires all of us to work together.  
Are you ready? Dig in at [IMBA.com](https://www.imba.com).

