

INTRODUCTIONS:

Outline:

Who we are.

Why we are important to HRM.

What we have done to date.

What we intend to do.

How we intend to do it.

How we are advantageous to HRM.

What we require from HRM to do this.

WHO WE ARE

Who we are:

- Mountain Bike Halifax is a volunteer-driven organization that strives to provide, preserve, and promote sustainable mountain biking in Halifax. In other words, we focus on mountain biking trail development in HRM only.
- We are a user group seeking to develop, manage and maintain single tracks in HRM. We are not a sport group.

Organizations we complement:

It is important to note that this organization aims to fill an important void in the work being done by existing community groups, which includes but is not limited to:

- Bicycle Nova Scotia, which has a much wider mandate that includes all types of cycling, throughout the province.
- Halifax Cycling Coalition, which was put in place to help facilitate bike use on city streets.
- McIntosh Run Watershed Association, which has a focus (as the name implies) on the development and providing access to the trails.
- Halifax North West Trails Association, which develops trails, but not specifically for biking.
- Blue Mountain Wilderness Trails Association, which focuses on hiking trail development in the Kearney Lake, Charles Lake and Ash Lake areas of the Blue Mountain Birch Cove Lakes Wilderness.

WHY WE ARE RELEVANT FOR HRM:

- Mountain bike trail development fits within the current Halifax Green Network Plan.
- Mountain biking is a growing sport in the maritime provinces and abroad.

- Halifax is lagging far behind other Canadian, Maritime and even Nova Scotia municipalities in terms of its provision of opportunities for mountain biking in the municipality.
- Examples of other community and municipality mountain bike trail partnerships:

United States

- Bend, OR
- Moab, UT
- Fruita, CO
- Sedona, AR
- Knoxville, TN
- Phoenix, AZ
- Tucson, AZ
- Sedona, AZ
- San Diego, California

British Columbia

- Whistler
- Squamish
- North Shore
- Kamloops

Alberta

- Bragg Creek

Ontario

- Kolapore Trails, Kolapore
- Durham Forest, Uxbridge
- GORBA, Guelph

New Brunswick

- French Fort Cove, Miramichi
- Rockwood Park, Saint John
- Claudie Road, Fredericton
- Madawaska Trails, Edmundston
- White Rock Recreation Area, Hillsborough
- Minto Trails, Minto

Prince Edward Island

- Brookvale Trails, Brookvale
- Strathgartney Trails, Bonshaw

Nova Scotia

- MARC trails, Bridgewater
- The Gorge, Kentville
- Victoria Park, Truro
- Reservoir Park, Wolfville
- Keppoch Mountain, Antigonish
- Woodville Trails, Woodville

WHAT WE HAVE DONE TO DATE:

Mission Statement

- By laws
- Elected a short term, temporary Board of Directors
- Registered with Joint Registry of Stocks
- Logo Design and Branding
- Website (landing page)
- Facebook Page
- Community kick off meeting at Spry Centre
- Spoken with the Healthy Living and Multisectoral Partnerships about federal funding.
- Emailed the Provincial Government.
- Have started communicating with corporate sponsors.

WHAT WE INTEND TO DO:

Goals (short term):

- To establish ourselves as a representative organization for mountain biking in HRM.
- Continue the momentum generated by HRM and MRWA for the development of recreational mountain bike trails in the McIntosh Run Watershed.
- To try to move ahead single track trail development in McIntosh Run by securing financing for 2018.
- Continue recruiting members.
- Have our first AGM, at which time the signed members will elect a board of directors.

Goals (long term):

Create a strong member-driven association through which we can:

- Have mountain biking recognized by Halifax council and HRM departments as a legitimate and valuable component of the HRM Regional Plan, Strategic Plan 2017-2021, and Green Network Plan.
- Work with HRM planning division, BNS, MRWA, HRTA, and other community groups to develop, manage and maintain mountain bike trails within HRM.
- Acquire funds through corporate sponsorship and other levels of government for trail development and signage.
- To help focus, redirect and harness the energy of informal trail building which has traditionally existed within HRM.
- To grow the capacity of the group to develop trails of an established and recognized standard.

HOW WE INTEND TO DO IT:

Build a strong relationship with HRM:

- Coordinate with HRM and other stakeholders to focus trail building efforts. Get own land use agreements and work with existing trail use associations.
- Provide advice to HRM on areas of use where new development logically could take place.

Trail building and maintenance:

- Through volunteer efforts that will be supported with professional and qualified trail build organizations and engagement from HRM, we intend to design, develop and maintain safe, sustainable, and well marked recreational mountain bike trails.
- While the core goal of Mountain Bike Halifax is biking, the multi-functional trails will create an interconnected network that can serve multiple healthy activities such as hiking, dog walking, trail running, snowshoeing, cross country skiing, photography and general trail appreciation.
- Trails will be built to the standards established by the International Mountain Bike Association (IMBA) and the municipality of Whistler, BC using widely accepted trail signage standards; Green = Beginner, Blue = Intermediate, Black = Expert.
- Existing landscape patterns will be used for both aesthetic, and functional reasons.

HOW WE ARE ADVANTAGEOUS TO HRM:

- Mountain Bike Halifax's mission statement to Provide, Promote and Preserve Sustainable Mountain biking in Halifax fits perfectly with the HGNP vision to 1. Build an interconnected open space network, 2. Is rooted in public involvement and 3. Offers citizens, healthy, productive, beautiful and enjoyable spaces.
- Our work will follow and enhance the Edge principle as explained in the HGNP, by connecting and making more accessible designated Edge areas.
- In HGNP, HRM promotes RECREATION + MOBILITY. We go places we go for fun, engagement with nature and active living/mobility. "The public desires an increased emphasis on nature-based park and open space experiences along with ecological conservation."
- MBH will help promote HRM as a high quality mountain bike destination which should result in socio-economic benefits to the region.
- By extension, this will help have HRM recognized as a region with opportunities for other forms of outdoor recreation including hiking, trail running, skiing, snowshoeing, dog-walking, etc.
- We will help integrate trail development efforts with the existing HRM Regional Plan, Strategic Plan 2017-2021, and Green Network Plan.

- Have HRM recognized as a better place to live and work thereby attracting and retaining residents in the area.
- This is a low cost, long-term, sustainable investment. Once the infrastructure is in place, the cost of operation and upkeep is extremely low.

In Summary:

The following is from the Halifax Green Network Plan

Recreation + Mobility: Directions

INVESTMENT

- Focus acquisition on filling gaps, creating flexible spaces, conserving representative land and contributing to existing public open space holdings
- Improve public access to lakes, coastal areas, beaches and water routes
- Focus on developing and improving large natural areas and connected parks and open spaces rather than small isolated parcels

Mountain Bike Halifax's goals and mission aligns strongly with the recreation and mobility strategy in the Halifax Green Network Plan and meets the Investment Objectives contained therein.

WHAT WE REQUIRE FROM HRM:

A partnership allowing for:

- Constructive relationship with HRM through which there is a streamlined process for land use agreements and an avenue for recreational single track trail funding.

Costs:

A small, yearly investment that is quantifiable and measurable to be used for:

- Building Materials
- Tools
- Signage
- Transport of materials to build sites
- Professional building labour
- Capacity building
- Association memberships
- Insurance

A shared cost strategy:

We propose a year 1 budget of \$163,000 with a 50% cost sharing. HRM would contribute \$80,000 in cash and Mountain Bike Halifax would contribute \$83,000 in cash, in-kind services, sponsorship and volunteer labour.

BUDGET: \$163,000

- HRM – \$80,000
- Volunteer Labour - \$30,000 (value)
- Corporate sponsorship – \$50,000
- Membership fees - 120 members @25 = \$3,000

EXPENSES - To leverage our budget, we will be seeking in-kind contributions or cost reductions as part of our financing package.

- Materials and tools - \$40,000
- Helicopter and trucking services to fly / haul in materials – \$15,000
- Signage design, manufacturing, and installation – \$5,000
- Build Labour - profession build organization and volunteer support - \$100,000
- Certifications and Association Memberships - \$1,000
- Accounting, Legal & Insurance - \$2,000

CONCLUSION:

- This is a low cost investment with a long term benefit.
- This type of infrastructure investment is common throughout North America, the Maritimes and other Nova Scotia municipalities.
- This project fits with the mandate of the Halifax Green Network Plan.
- The catalyst to obtaining other investment is a financial commitment from HRM.

Q&A: