

Chequamegon Area Mountain Bike Association



2019 Annual Report

Board of Directors

Joe Vadeboncoeur - Board President. Seeley resident.

Ben Welnack - Vice President. Hayward resident. Owner MTB Radio.

Tim Louis - Part Time Cable Resident.

Luke Bierl - Hayward Hospital president. Hayward resident.

Suzann Mouw - Secretary. Owner ROAM Campground. Seeley resident.

Ronda Tworek - Volunteer coordinator for Birkie. Hayward resident.

John Theil - Owner Howl Adventure Center Bayfield.

Jenny Swift - Seeley resident.

Thom Malnourie - Hayward area resident. Owner Malnourie Gym.

Laurie Woodbury - Treasurer. Part time area resident.



CAMBA Today



200+
miles of gravel
cycling routes

15
Trailheads

70
miles of groomed
fat bike routes

1000's
of trail signs
mark intersections



FOUNDED 1993

135
miles of
singletrack trails

LONGEST INTERCONNECTED SINGLETRACK IN THE MIDWEST



WISCONSIN
Sawyer & Bayfield counties



25,000
trail users annually*

\$16 MM
economic impact*

10,000
participants in the
10+ annual trail
based events


2,200
eNews
subscribers


4,000
Facebook
followers


1,000
Instagram
followers


26,000
web traffic users
2018


43,000
web traffic sessions
2018


27,000
web traffic
page views



NATIONALLY RECOGNIZED
IMBA Ride Center & IMBA Epic

* Estimated based on The Economic Impacts of Active Silent Sports Enthusiasts: A Case Study from Northern Wisconsin Extension Report 14.1 January 2014

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INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION



IMBA Ride Center & IMBA Epic
NATIONALLY RECOGNIZED

2019 Highlights

1. Economic Impact Study

- Measure level of trail use by trailhead
- Learn demographics of our trail users
- Calculate economic impact to the area
- Partnered with Wisconsin State Tourism
- Partnered with UW-River Falls Research Center
- 450+ trail intercepts with person-to-person Surveys
- Timeline:
 - July 2020 – Release report



2019 Highlights

2. Trail Projects

- System-wide maintenance: brushing, mowing, trail tread rehab, reroutes, drainage restoration, boardwalk repair, signage, Hospital Trail prep, Trailhead maintenance
- Trail Crew – 4 crew, 40 hours/week, 16 weeks.
- Significant initiatives:
 - Namakagon trail rehab
 - Seeley Pass Jump Line creation
 - No-Hands Bridge rebuild
 - Hatchery Creek rehab
 - Seeley Pass rehab
 - Flow Mama enhancement
 - Gravel Pit bridge bypass
 - Hayward Hospital phase 3 (3 miles)
 - Dirt Candy phase 2 (1.5 miles)
- Overall Investment - \$100,000+

2019 Highlights

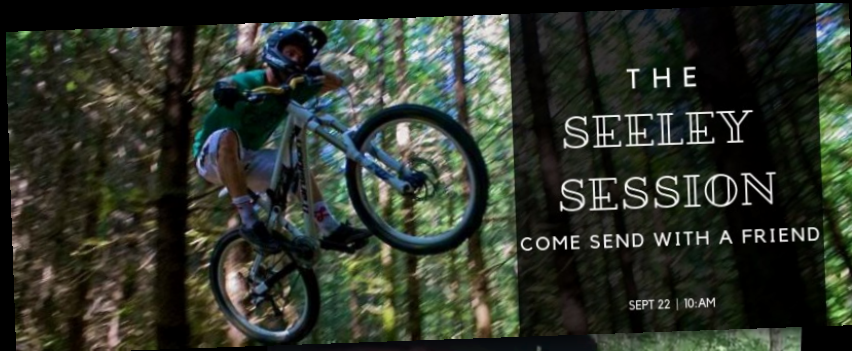
3. Events



COME
SUPPORT CAMBA

2019 Highlights

4. Marketing



Facebook

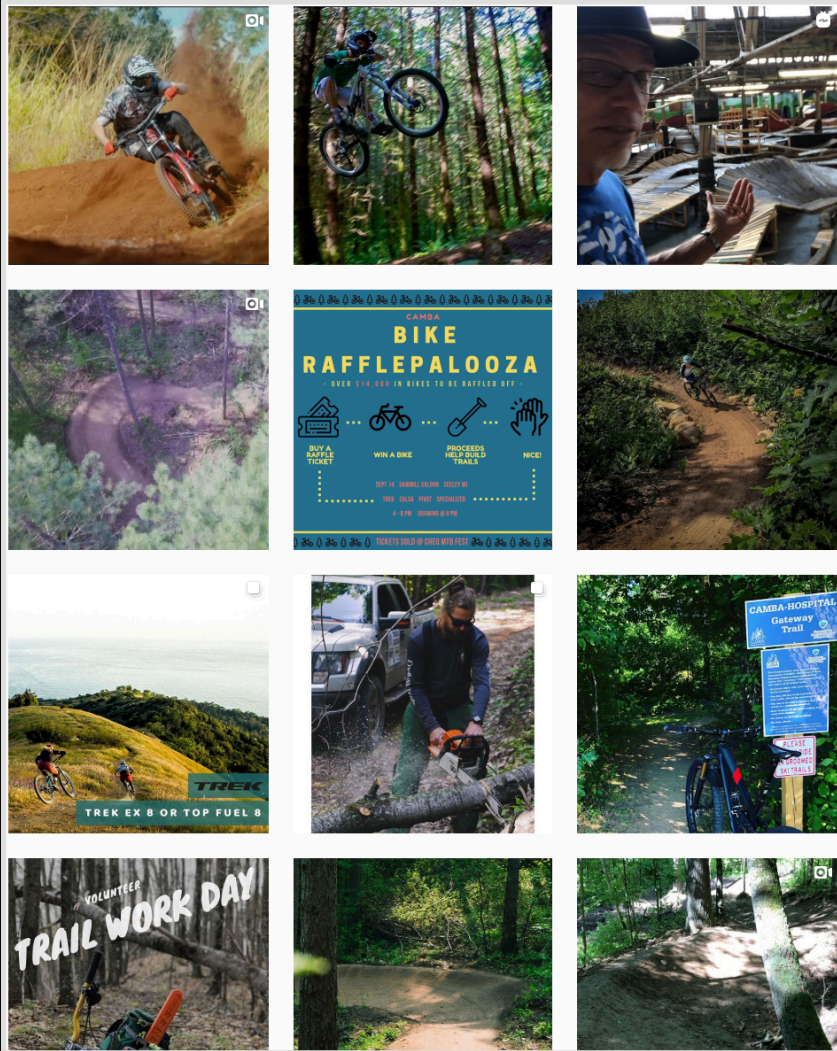
- Followers up 18%.
- Engagement numbers average 2500+ per post.
- Almost 40% female followers.

2019 Highlights

4. Marketing

Instagram

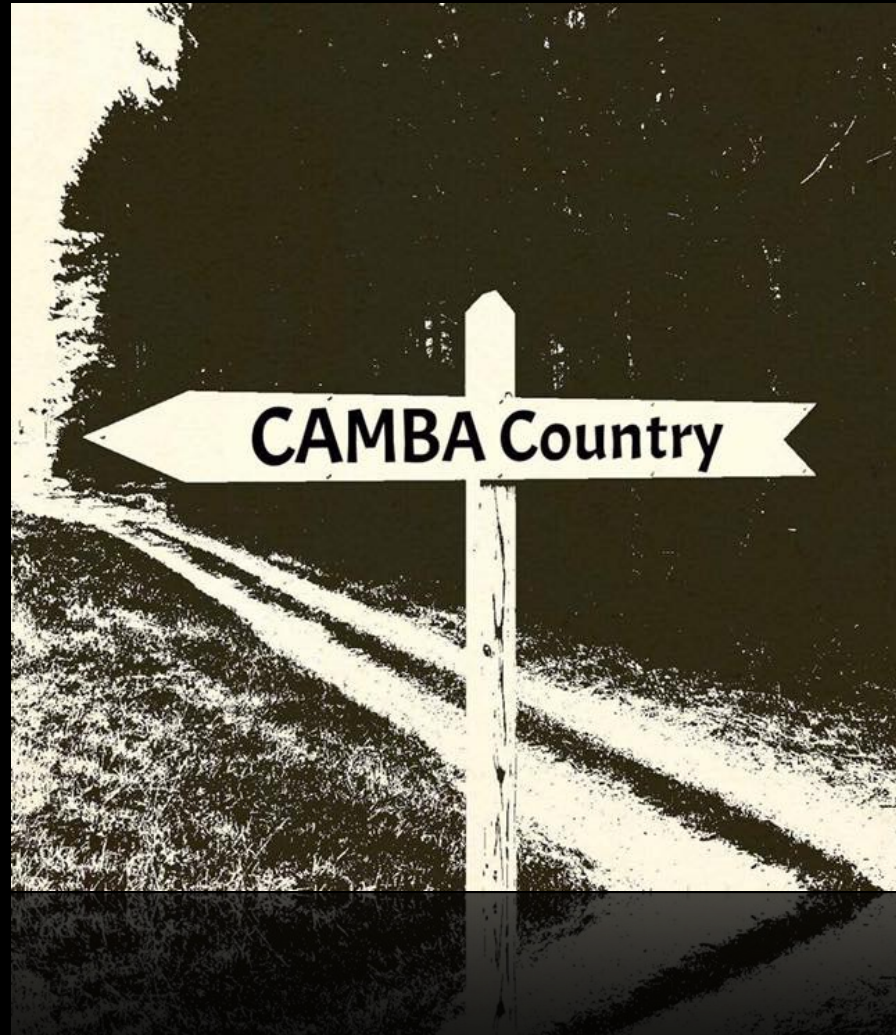
- Followers up 20%.
- Engagement up 25%.



2019 Highlights

4. Marketing

- CAMBA Country Podcast published weekly.
- Covering CAMBA topics and the community.
- CAMBA Country downloads average 250 per episode.

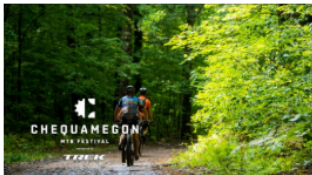




UP NEXT

CAMBA EVENTS TO PUT ON YOUR CALENDAR

FAT TIRE AFTER PARTY



CHEQUAMEGON MTB FESTIVAL AFTERPARTY & BIKE RAFFLEPALOOZA
| SEPT 13 & 14

CAMBA is excited to bring you the first ever **Chequamegon MTB Festival After Party & Bike Rafflepalooza**.

Come enjoy a well deserved post race beverage, food, entertainment & the raffling off of over **\$14,000 in bikes...**

MEMBER MEETING



CAMBA MEMBERSHIP MEETINGS & RETURN TO EARTH MTB MOVIE SCREENING
| OCT 18 & 19

The annual CAMBA membership meeting will be held at the [Sawmill Saloon](#) on Oct. 18th and a second meeting/movie premiere has been added Oct. 19th at the [South Shore brewery and Taphouse in Washburn](#). This event will offer members free beer, an opportunity to...

GATEWAY TRAIL DEDICATION



SEELEY JUMP LINE SESSION



2019 Highlights

4. Marketing

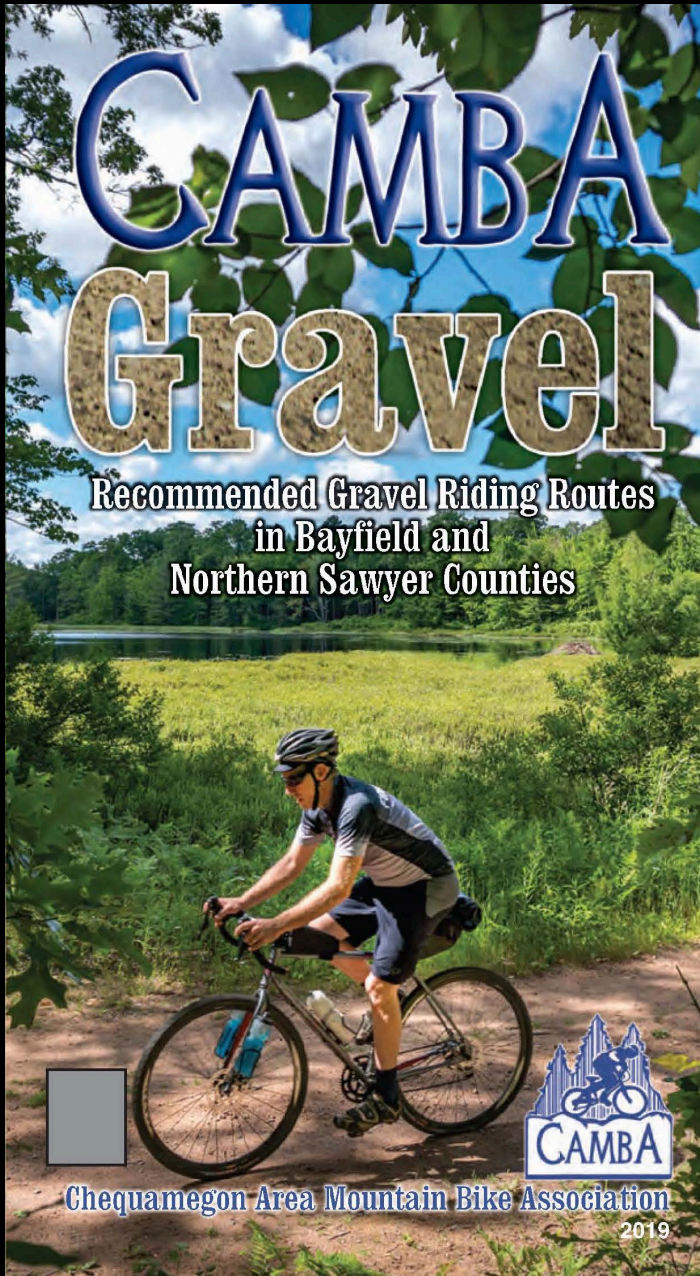
Newsletters

- Updated, modern Format.
- More than 1x per month.
- Reaching more than 3000 people.

2019 Highlights

5. Maps

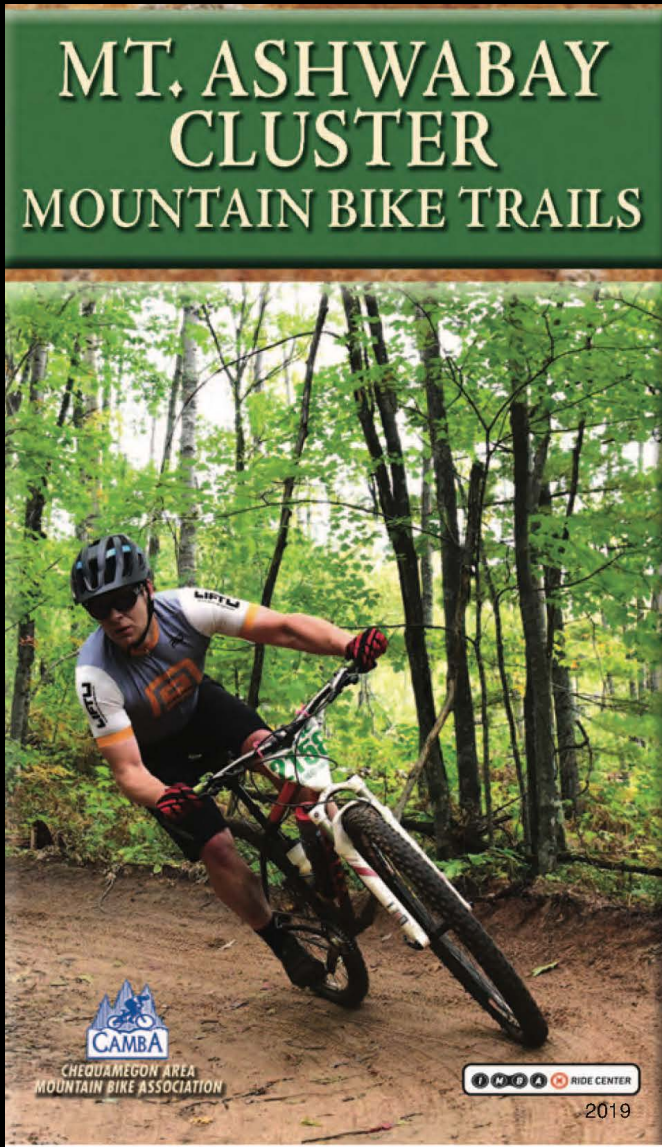
- Gravel Area Map
- Cluster Maps on website with QR code
 - General narrative
 - Cluster info
 - Specific Narrative
- Mobile Apps
 - Trail Treker
 - Avenza



2019 Highlights

5. Maps

- Mt. Ashwabay Map on the website and available locally



CAMBA Sponsors



Partner Level Sponsor

TREK



BAYFIELD
and the apostle islands



Memorial Medical Center
Right here in the place we love.

Hayward Area Memorial Hospital & Water's Edge

Titanium Level Sponsor



Platinum Level Sponsor

Gold Level Sponsor



Silver Level Sponsor



Bronze Level Sponsor



Copper Level Sponsor

Choice Title, LLC • Northern State Bank • Steffenson Carpentry

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2019 Financials - Income highlights

Grants:

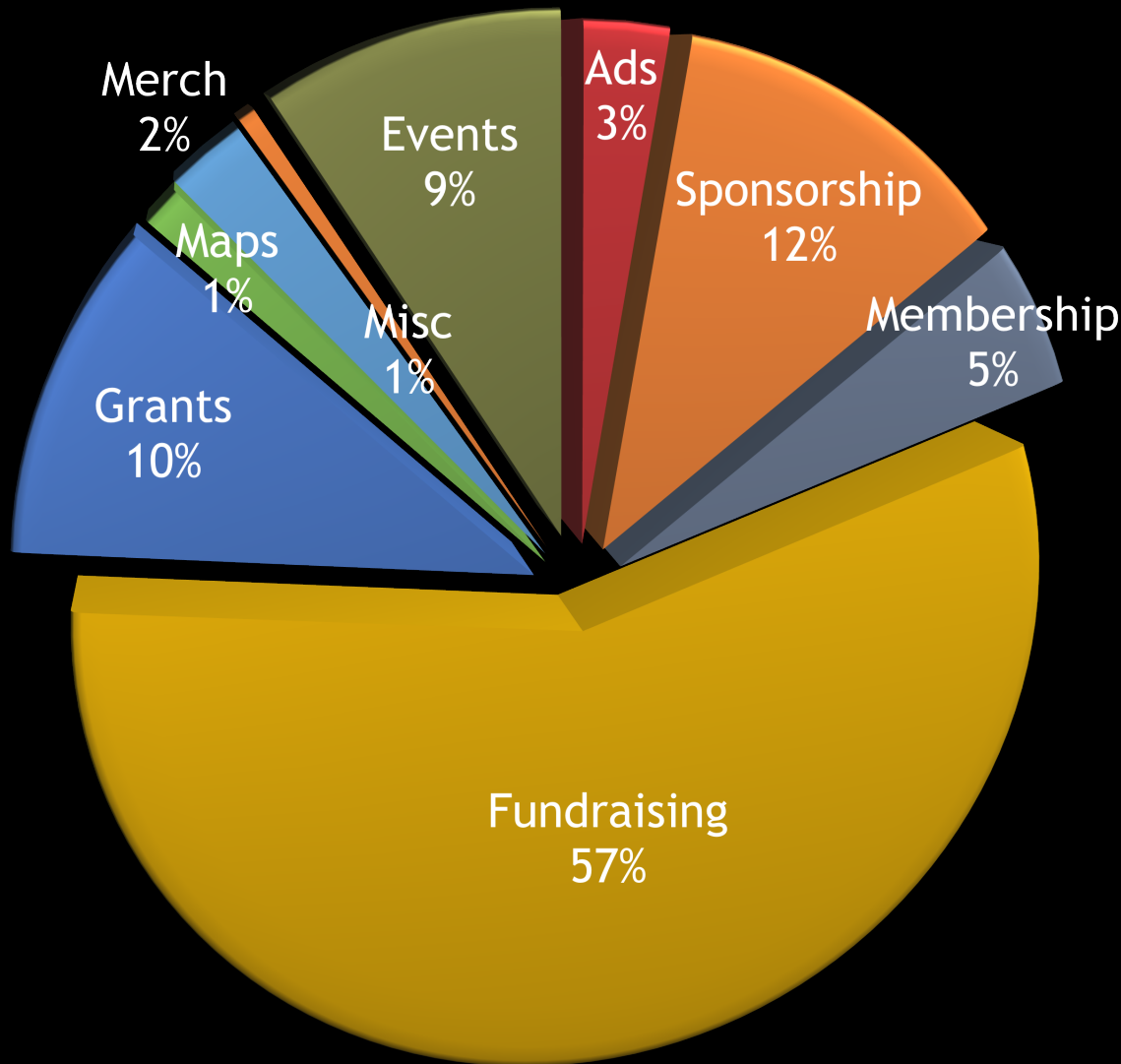
- JEM Economic Impact Study - \$14,000
- Enbridge Energy - \$2,500
- Essentia Health - \$2,500
- LP Foundation - \$2,500

Fundraising:

- Seeley Big Fat - \$3000
- Fat Bike Birkie - \$14000
- Borah Epic - \$17000
- Cheq. MTB Beer sales - \$9000
- Rafflepalooza - \$17000

2019 Financials

Income



- Total income = \$257,000
- Biggest opportunities
 - Events
 - Membership
 - Maps + Merchandise

2019 Financials

Expenses



- Total Expenses = \$255,000
- Notables
 - Trail building cost \$3-\$7 per foot.
 - \$100,000 spent on trail building and maintenance.

Chequamegon Area Mountain Bike Association

