



MOUNTAIN BIKERS  
OF SANTA CRUZ

# 2025 Vision

CREATING WORLD CLASS MOUNTAIN BIKING  
RESPONSIBLY | SUSTAINABLY | COLLECTIVELY

The Vision of MBOSC's 2025 Strategic Plan



MOUNTAIN BIKERS OF SANTA CRUZ

# About Our Organization



Mountain Bikers of Santa Cruz (MBOSC) was founded in 1997 to support, preserve, and expand trail access and responsible mountain biking in Santa Cruz County, and has since become a highly skilled trail stewardship organization with expertise in advocacy, trail and bike park design, construction and maintenance, and project funding.

We are driven by passionate volunteers and high-caliber professional staff who promote legal and sustainable mountain bike access through trail building, hosting races and events, and collaborating throughout the county.

MBOSC has proven to be an invaluable partner for local land managers, investing nearly \$1,000,000, over 10,000 hours of staff time, and over 20,000 hours of volunteer time (a \$550,000 value) in trail construction and maintenance since 2012.

We are focused on furthering our mission to make Santa Cruz the best place to be a mountain biker. With more opportunities to expand mountain bike access in the county than at any point in history, MBOSC is planning for how we can best grow to capitalize on these opportunities.

WE ARE  
DEDICATED

SINCE 2012

**\$1,000,000**

RAISED & INVESTED

**20,000**

HOURS VOLUNTEERED

**10,000**

HOURS OF STAFF TIME

ALL TOWARDS TRAIL  
CONSTRUCTION & MAINTENANCE

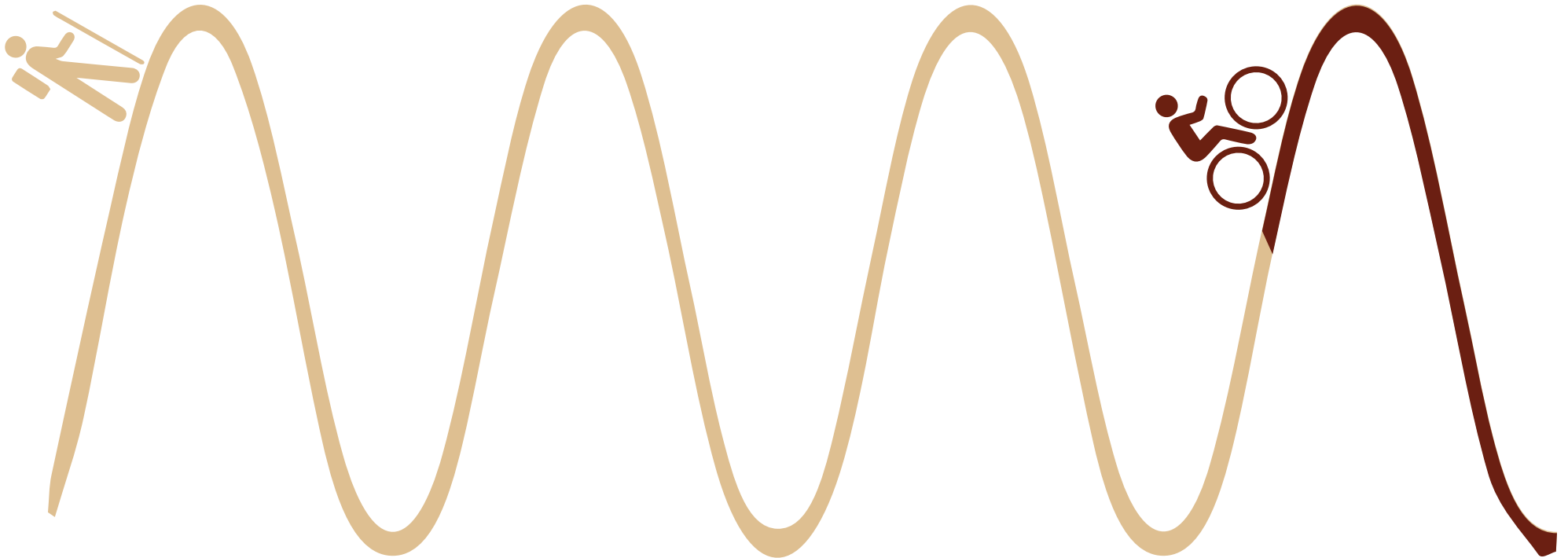


MOUNTAIN BIKERS OF SANTA CRUZ

## Did You Know?



There are more than 220 miles of official trail in Santa Cruz County.



**But less than 40 miles of those trails are open to mountain bikes.**  
(And none are mountain bike specific.)

**MOUNTAIN BIKERS OF SANTA CRUZ**

# We Want to Make Change



## MISSION

**Create world-class mountain biking,  
responsibly, sustainably, collectively.**



## VISION

**Make Santa Cruz County the premier  
place to be a mountain biker through  
advocacy, trail construction, maintenance,  
partnerships, and world class cycling events.**





# Our Key Initiatives



## INITIATIVE 1 ACCESS

**Enhance mountain bike access in the Santa Cruz area.**



## INITIATIVE 2 COMMUNITY

**Create a cohesive mountain bike community.**



## INITIATIVE 3 ORGANIZATION

**Build a sustainable organization.**



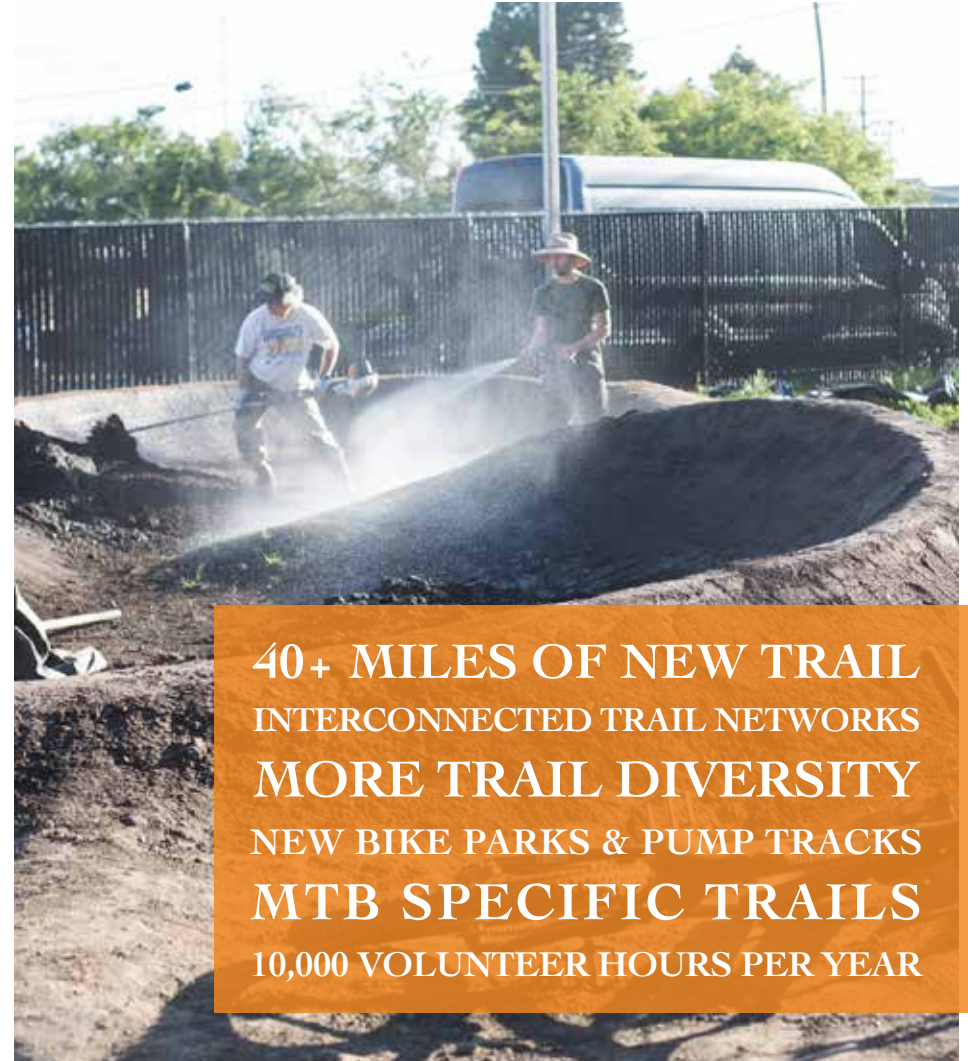
# ENHANCE MOUNTAIN BIKE ACCESS IN THE SANTA CRUZ AREA.

**1A. Bike Trails.** Develop interconnected trail networks by implementing a Regional Trail Plan Vision, including:

- Expanding legal trail offerings from 37 miles of legal trails to 85+ by 2025
- Creating grand singletrack loop connecting Wilder Ranch, Fall Creek, San Vicente Redwoods, Cotoni-Coast Dairies to Rail Trail by 2025

**1B. Trail Diversity.** Develop a diverse range of trail experiences throughout the county, including cross country, downhill, all-mountain, and freeride for all skill levels by:

- Implementing “Pay-to-Play” pass program for mtb access to private property
- Creating mountain bike specific opportunities



40+ MILES OF NEW TRAIL  
INTERCONNECTED TRAIL NETWORKS  
MORE TRAIL DIVERSITY  
NEW BIKE PARKS & PUMP TRACKS  
MTB SPECIFIC TRAILS  
10,000 VOLUNTEER HOURS PER YEAR

**1C. Bike Facilities.** Build mountain bike facilities that are designed for skill progression by developing bike parks, pump tracks (i.e., Watsonville pump track by 2018), and dirt jumps.

**1D. Trail Work.** Grow capacity for trail design, construction, and maintenance by:

- Increasing volunteer hours to 10,000 hours annually by 2025
- Hiring a seasonal trail specialist position in 2017 and converting to fulltime in 2019



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## Initiative 2 | Community

# CREATE A COHESIVE MOUNTAIN BIKE COMMUNITY.

**2A. Membership.** Make MBOSC membership a cultural standard for local riders by implementing an improved membership program in Q1 2018 with the goal of 3,000 members by 2020.

**2B. Races.** Expand revenue generating racing opportunities:

- Old Cabin Classic XC Race
- Big Basin Gravel Race & Festival (launching 2018)
- Smaller scale racing opportunities (bi-weekly evening XC series in 2020)

Our gravel race and festival will be the first bike race ever held in the iconic **Big Basin State Park.**

And it will be **legendary.**



**2C. Events.** Create mountain bike focused social events with broad appeal to attract 10,000 attendees annually across all events by 2025.

**2D. Followers.** Increase digital engagement through website, social media, and email newsletter to reach 10,000 social media followers and 5,000 email subscribers by 2025.



## Initiative 3 | Organization

# BUILD A SUSTAINABLE ORGANIZATION.

**3A. Funding.** Diversify funding sources to include:

- Improved membership program
- “Shop Local” donation program
- 1% for the Planet beneficiary status
- Fundraising campaigns
- Grant opportunities
- Paid-for services offering

**3B. Staff.** Recruit and retain highly qualified staff to focus on driving the MBOSC mission while receiving living wage salaries and benefits.

**3C. Board Members.** Recruit and retain highly qualified board members with relevant skillsets including fundraising, conservation issues, and non-profit management.



DIVERSIFY FUNDING  
RECRUIT HIGHLY QUALIFIED  
STAFF & BOARD MEMBERS

“MBOSC is the driving force behind so much positive change for mountain bikers in the Santa Cruz area, and we are just getting started. We’re committed to our mission.”

-MATT DE YOUNG  
EXECUTIVE DIRECTOR



**MOUNTAIN BIKERS OF SANTA CRUZ**

# Support Our Mission



## GET INVOLVED

To help get more trails in Santa Cruz, you can:

**BECOME A MEMBER**

**VOLUNTEER**

**DONATE**

Visit [www.mbosc.org](http://www.mbosc.org) to learn more.



## GET CONNECTED



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**WE LOOK FORWARD TO HEARING FROM YOU!**

