



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

IMBA 101



INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION

Who is IMBA?

- 501(c)3 non-profit educational association
 - Includes:
 - Board of Directors
 - President and seven departments
 - 30 Countries
 - 200 Corporate Partners
 - 700 retail shops
 - 180 Chapters
 - 300 Clubs
 - 80,000 Constituents



What does IMBA do?

- Create a powerful voice for trails, public lands and management policies that are bike friendly.
- Advocate for mountain bike access and acceptance nationwide.
- Build sustainable trails and bike facilities to make mountain biking more accessible.
- Teach environmentally responsible trail building and trail etiquette practices.
- Inspire more people to experience the outdoors on bicycles.
- Educate bike groups on how to organize and make mountain biking better at the local level.



What is our mission?

To create, enhance and preserve great mountain biking experiences.



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Programs

- Trail Solutions
- IMBA/Subaru Trail Care Crew
- Mapping
- Government Affairs
- National Mountain Bike Patrol
- Model Trails Program
- Chapter Program
- Regional Directors
- Membership



Trail Solutions

Professional (fee based) trail consulting program in which services range from trail planning and design to construction, education and problem solving.



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IMBA / Subaru Trail Care Crew

Primary focus = EDUCATION

- **IMBA's grassroots educational program**
 - **sustainable trail building schools**
 - **high-level land manager training**
 - **organizational support for chapters and clubs**
 - **inspire volunteer work efforts**



Mapping

- **Nationwide effort to create an online database of mountain bike routes**
 - crowd sourced from IMBA supports & general public, curated by IMBA and partner staff
- **Tool available to all of IMBA's network & beyond**
 - members, supporters, chapters, etc.
- **MTB Project**
 - launched - spring of 2013
 - documented over 35,000 miles of mountain bike trails to date




Government Affairs

seeks to create well-reasoned, bike-friendly public policies and legislation on a national level

- Maintains relations with the federal, state, and local government agencies that intersect with mountain bikers' interests



Instructor Certification Program



Equips chapter, clubs and individuals to offer polished training sessions that teach a broad range of bike handling and safety skills.



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National Mountain Bike Patrol

Program to establish, certify, and operate patrols and trail ambassador programs in parks, open spaces and public land throughout the world.



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Model Trails Program

Recognizes outstanding mountain biking trails and locations

Goal is to inspire and inform riders of great trails to visit that would be a positive experience to new and experienced riders alike

Encompasses Epics, Flow Trails, Gateway Trails, Community Bike Parks, and Ride Centers



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Chapter Program

- **IMBA initiative to unite mountain bikers**
- **Works to organize clubs and riders in relative areas**
- **Provides joint memberships to individual organizations**
 - **creates access to IMBA's data management and organizational support**
 - **provides a number of other services to chapters that would otherwise be unavailable**

Regional Directors

- **paid professional staffers**
- **operate in distinct territories to manage land, help local chapters, etc.**
- **currently 8 regional directors covering most of the United States**



Supporting IMBA

IMBA is a network of members and local chapters

- Membership connects you with the world's largest non-profit organization dedicated to improving mountain biking.

Donations support new place to ride and protect bike access

- Trail Fund
- Annual Fun
- Chapter Donations
- iGive

Get Involved

- Volunteer
- Sign up for newsletter
- Practice rider's responsibility



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So why trails?

Cost-effective facilities



Community development



Safe surroundings
for outdoor
recreation



Economic revitalization



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IMBA and ACOE

- Memorandum of Understanding (MOU)
- Examples
 - Ray's Town Lake Project
 - Nolin Lake Project



Thank You!



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