

2021-2022 ANNUAL REPORT



10
YEARS

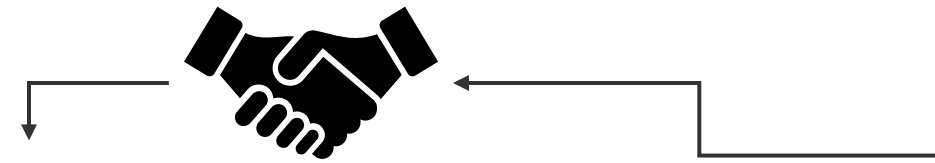
IMBA
INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION
NEW YORK
BRONZE LEVEL
Reading, Pennsylvania

2021-2022 Annual Report

WHO WE ARE

BAMBA was established in 2012 as the first IMBA (International Mountain Bicycling Association) Chapter in Berks County, PA.

Today, BAMBA is a 501(c)3 non-profit trail association IMBA Affiliate, whose mission is to create, enhance, and preserve great trail experiences for mountain bikers in Berks County, Pennsylvania.



OUR VISION

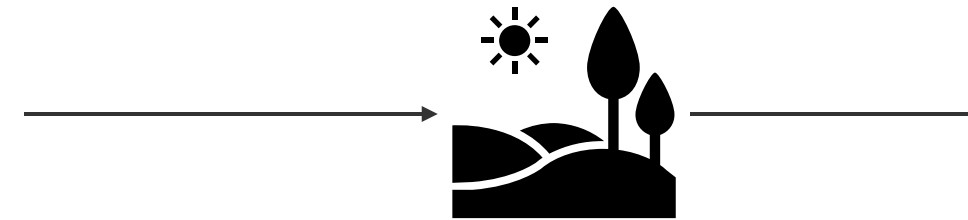
Establish, preserve, and enhance access to mountain biking trails on local multi-use trail networks through education, communication, partnerships, and unified action.

Create and enhance strong partnerships with local land managers, organizations, other trail user groups, businesses and government entities who support multi-use, sustainable trail systems.

Encourage responsible, respectful riding and trail use.

Support inclusion, wellness, fitness, healthy lifestyles, and friendships for all ages, genders, and abilities through mountain biking.

Educate our community about the many benefits of mountain biking.



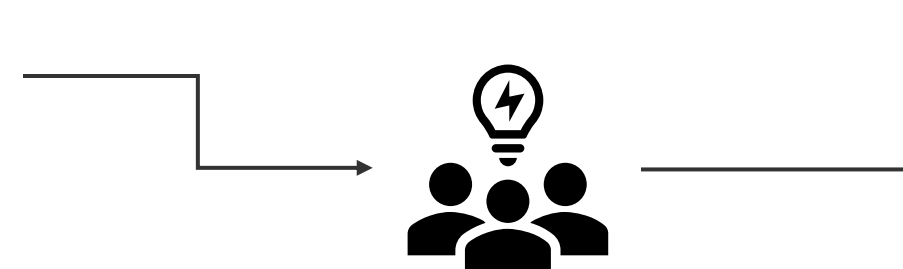
OUR VALUES

Facilitate community involvement to thoughtfully plan for a future of outdoor recreation on the many multi-use trail systems in our area.

Be a key contributor of conservation, protection, and sustainable, professionally-built trails of Berks County's recreational preserves.

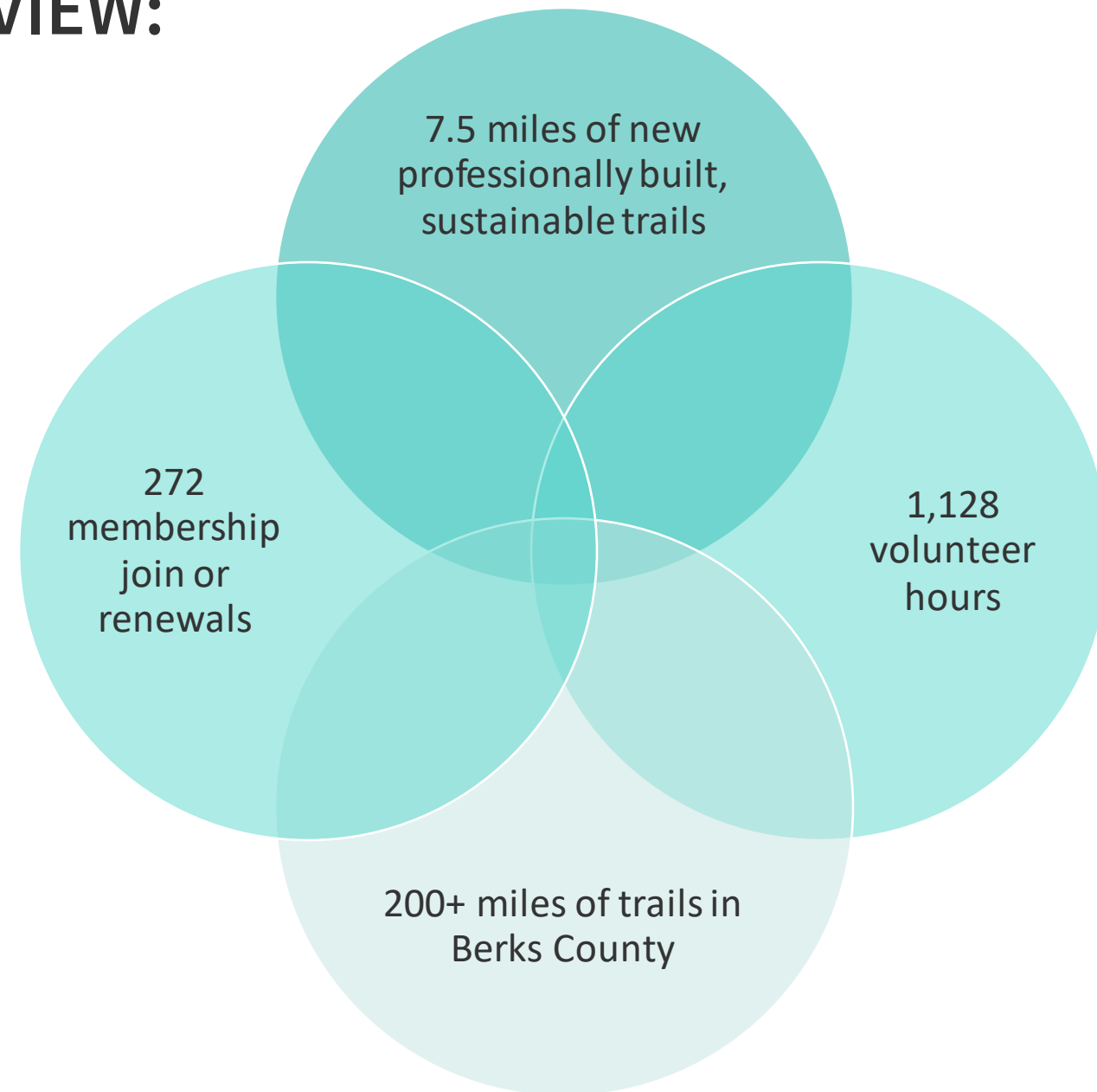
Represent the interests of our members through maintaining strong, working relationships with sponsors, land managers, and partners.

Encourage youth cycling to cultivate a lifelong passion for the sport with a focus on responsible, respectful riding and inclusion.



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2021 IN REVIEW:



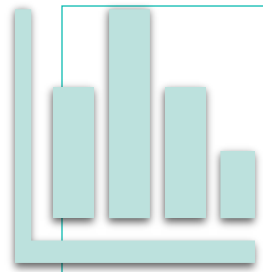
- ☑ Membership renewals, up 26% from 2020
- ☑ Amount of membership dues up 53% from 2020

MAJOR PROJECTS AND INITIATIVES

- ✓ **Blue Marsh Trail Restoration** completed phase 3 and kicked off phase 4.
- ✓ **Skyline Trail Revitalization** kick off and completion of phase 1 and 2.
- ✓ **Fundraising** and sponsorship efforts to support both projects.
- ✓ Support and participation in **community initiatives** such as EcoCamp and Cranksgiving.
- ✓ **Educational efforts** on the importance of trail sustainability, shared use and responsible riding.
- ✓ Continued **advocacy focus** on growing relationships with local land management agencies and other user groups, with a focus on sustainable trail systems.
- ✓ **Increased member communication** with the start of our blog and newsletters.
- ✓ Launched our **redesigned website** to provide another medium of more frequent communications.
- ✓ Offered **volunteer incentives** with a year end raffle of over \$ 500 in gift cards and prizes.

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MEMBER SURVEY HIGHLIGHTS



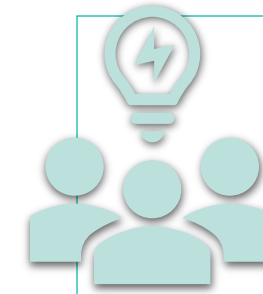
METHODOLOGY

- The survey was distributed in our newsletter and emailed to our new, current and lapsed members. It was active from December 13-31, 2021. Our sample size was 67, and we received 79 respondents which accounted for 37% of our current member base.



GEOGRAPHY AND MEMBERSHIP

- There is clear opportunity to expand our member base and incentivize visitors to ride in the Berks area. Local groups have also been identified as potential opportunities for growth, such as casual mountain bikers, younger riders, and more women.



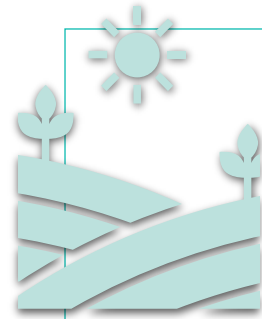
UNDERSTANDING OF OUR VISION

- Many respondents understand BAMBA's vision, goals, and the value of being a member. However, opportunities for education and communication are present.



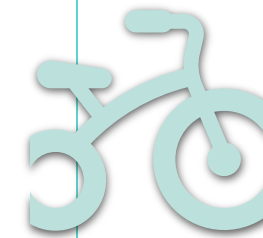
SUPPORT OF PROJECTS

- 92% of respondents are satisfied with BAMBA's trail work, and nearly 70% ride more at Blue Marsh since the trails have been optimized.



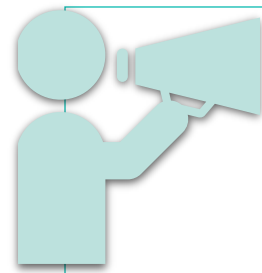
MORE FLOW AND INTERMEDIATE OPTIONS

- The request for flow trails is high, with 40% of respondents asking for more. 20% would like more intermediate trails with technical options.



SATISFIED WITH CURRENT VARIETY

- 23% of respondents indicated they are satisfied with the variety of trail features in Berks County.

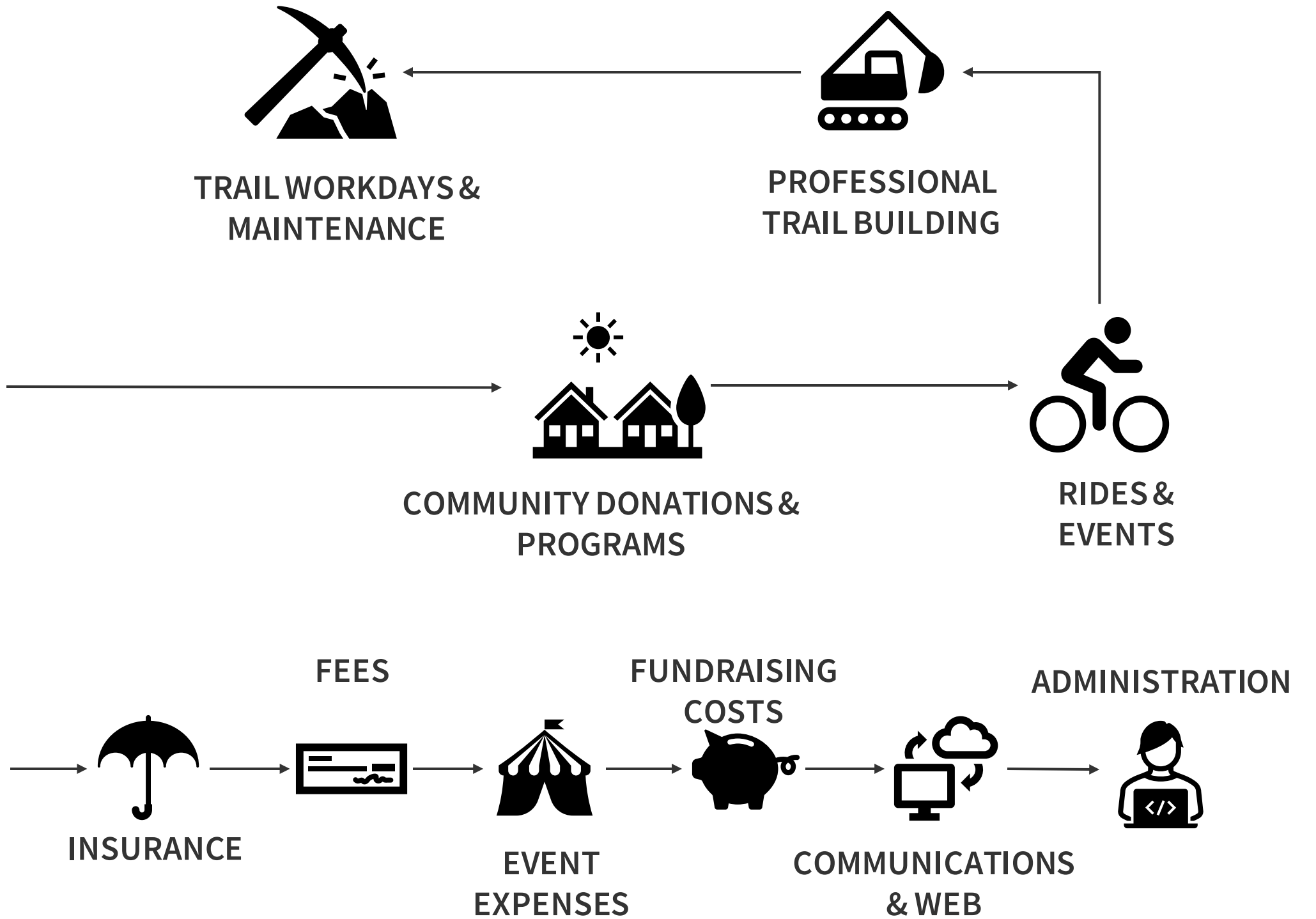
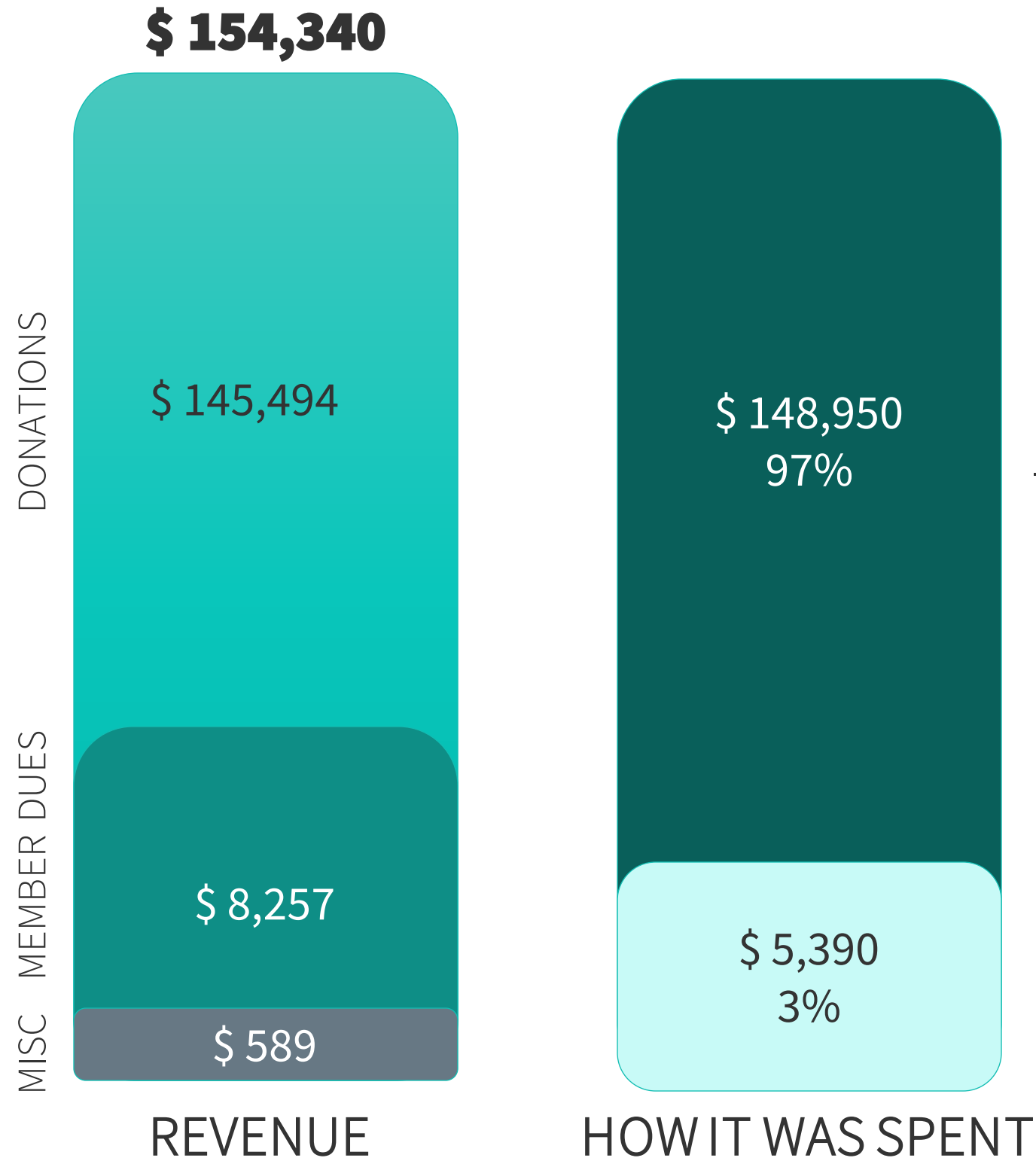


COMMUNICATIONS

- 81% of members feel well-informed by BAMBA about what is happening. 44% say their primary source of information is the weekly emails, while 42% rely on social media. However, 20% would like to be more informed on our advocacy efforts.

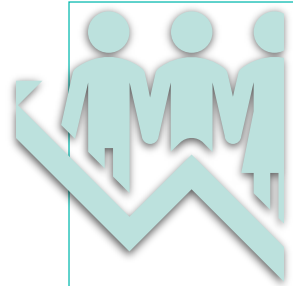
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2021 FINANCIAL REPORT



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2022 OUTLOOK AND TAKEAWAYS FROM SURVEY



DEMOGRAPHICS

- Focus on inclusivity
- Increase visibility of current female leadership and members' attendance to encourage others
- Pair new members up with a mentor
- Communicate that women and younger members are welcomed on rides and volunteer events



GEOGRAPHY AND MEMBERSHIP

- Expand our member base and incentivize visitors to ride in the Berks area.
- Start BAMBA Member Rewards Program to benefit members and local businesses
- Reach out more to different groups
- Prepare for the IMBA 2023 ride center re-evaluation



VALUE IN MEMBERSHIP

- Increase communication on educational topics for newer members
- Host 'bring a buddy' rides to invite others into the sport and welcome them to BAMBA
- Offer Level 1 and 2 foundational skills clinics in 2022 at discount for members



ADVOCACY

- Survey results shared with local land managers
- Popular vote for flow trails and more intermediate trails with technical options
- Will also share that many are satisfied and appreciative of the current trails
- Suggest adding welcoming trail signage



COMMUNICATIONS

- Focus on regular email updates, blog posts, events on website and social media, less on newsletters.
- Increase direct email and communications on advocacy efforts.
- Focus on advanced notice when possible for maintenance days and weekend rides

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OUR TEAM

2021 Board of Directors

Carla Quandel	Todd Papich
Scott Miller	Tom Durofchalk
John Pacharis	Jennifer Motze
Todd Good	Bob McClennan

2021 Committees

COMMITTEE:	Events & Rides	Trail Development & Maintenance	Technology	Membership & Marketing	Funding Strategies	Blue Marsh Project	Skyline Project
BOARD SPONSOR:	John Pacharis	Scott Miller	Carla Quandel	Bob McClennan	Bob McClennan	Bob McClennan	Scott Miller
MEMBERS:	Jeff Harrison	Carla Quandel	David Richards	Jennifer Motze	Fred Moreadith	Fred Moreadith	Carla Quandel
	Calvin Hess	Todd Good		John Pacharis		Todd Papich	Jennifer Motze
	Todd Good	John Pacharis		Tom Durofchalk		John Pacharis	Lester Kissinger
	Todd Papich	Jennifer Motze				Brianna Treichler	Kyle Zeibler
		Todd Papich				Scott Sunderland	
					Nate Freiwald		



Members, land managers, and community members have made BAMBA what it is today. We wouldn't be here without you. Every effort counts, no matter how great or small. 2022 marks our 10th Anniversary! Thanks to each and every one of you for making BAMBA the great community it is today.