

2023 IMPACT REPORT



evergreen
MOUNTAIN BIKE ALLIANCE



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MAKING WASHINGTON
THE BEST PLACE
TO RIDE



EVERGREEN: THE NEXT GENERATION.....



Trail joy, community excitement, and transition planning for what's next: that's how to sum up 2023 for Evergreen.

The Next Generation of Trails opened: the biggest jump lines on public lands at Port Gamble, and a first-ever black diamond directional downhill trail in State Parks at Mount Spokane.

The Next Generation of Ride Parks neared completion at Tehaleh: a public-private partnership utilizing Pierce County's Park Impact Fee Program to integrate a mountain bike park within a housing development.

The Next Generation of Community Engagement and Government Collaboration actualized through increased partnerships with the adaptive rider community, Washington tribes, and the Outdoor Alliance of WA.

And, The Next Generation of Evergreen Staff was onboarded and promoted - poised to lead the organization into its 35th birthyear and the next decade of success.

Transition planning was the name of the game this year, as we welcomed our new **Board President, Tony Hickock**, and promoted several staff to empower the **Next Generation of Program and Chapter Leadership**.

This work included transitioning my own leadership as Executive Director: We began planning for **the Next Generation of Executive Leadership** in late 2023.

Yet, with our focus on effective and smart internal organizational development, we did not skip a beat in completing the great field work you know us for:

Together, we built and celebrated new ribbons of trail at North Summit in the Methow, Mt Spokane, No2 Canyon in Wenatchee, Tennant TH Park in North Bend, Port Gamble Ride Park, and the Yacolt Burn State Forest in Battle Ground.

We also accomplished next-level outreach and events to share the joy of mountain biking with an increasingly more diverse community of riders. Our work culminated in yet another set of awards for excellence in trail work and advocacy, showcasing our continued ability to innovate and deliver results for our community and our members.

By the time you read this, I will have transitioned out of my Executive Director role. Thank you for all your support and enthusiasm for Evergreen this past decade. It's been a remarkable journey with a community I will always cherish and miss tremendously.

Ride on, at Warp Speed.

YVONNE KRAUS

Executive Director



TRAILS



TRAIL CONSTRUCTION, MAINTENANCE & DESIGN: PROGRESS, INNOVATION & MORE OPENINGS!

Evergreen's 2023 projects included a mix of new construction and trail maintenance contracts. Active construction took place on an incredible **77.9** miles of new mountain bike and multi-use trails, and we completed and/or opened 31 miles. Another banner year in terms of trail construction and active crew engagement on trail projects throughout the State.

New mountain bike trail and infrastructure project completions included:

- Mountain Bike Trails construction completion at **Tennant Trailhead Park** in North Bend,
- Completion and opening of the **Port Gamble Ride Park**,
- Phase 2 trail construction completion at the **Summit Bike Park** at the Summit at Snoqualmie,
- A **new black diamond directional DH** trail at Mount Spokane, and,
- A short community mountain bike practice trail at **Cedar Lanes Park** in the City of Auburn.

A notable accomplishment was securing our **first ever maintenance agreement** for the **Colville National Forest**. Evergreen launched a professional trail crew to inventory and maintain trails in the remarkable and remote **Kettle and Selkirk** mountain ranges. Fire restoration and trail recovery also kept crew busy in the Methow Valley on the **well-loved Chickadee trails**, funded through a BAER grant. Lastly, Evergreen continued work on an innovative design for a **playful, less than 2-acre, mountain bike park** in the City of Bainbridge Island.

PLANNING & DESIGN

Trail project planning, permitting and design included:

- **Port Townsend Pump Track**, Port Townsend
- **Strawberry Hill Bike Park**, Bainbridge Island
- **Cashmere Pump Track**, Cashmere
- **Cedar Lanes Skills Park**, Auburn
- **Cheasty North Trails**, City of Seattle
- **Snoqualmie Bike Park Phase 2**, I-90 Summit
- **Wards Lake Park**, Lakewood, WA
- **Crystal Mt. Bike Park**, Greenwater
- **I-5 Colonnade Revamp**, Seattle
- **Snohomish Co. MTB Park Study**, Snoco
- **Kaiser MTB Park Design**, Olympia
- **Soup Creek Trail Feasibility**, Naches

MAINTENANCE

Professional trail maintenance contracts were signed/continued in partnership with: • **King County** • **Metro Parks Tacoma** • **City of Redmond** • **Chelan-Douglas Land Trust** • **US Forest Service** • **DNR** • **State Parks** • **Pierce County** • **Kitsap County** • **Key Pen Parks** • **USFS**.

We covered hundreds of trail miles as part of our Recreational Trails Program (RTP) and REI Volunteer Maintenance grants, and received a **Great American Outdoors Act** grant to address trail maintenance for the Wenatchee River and Three Rivers Ranger Districts.

Member donations also funded trail maintenance work at: • **North Mountain** • **Mt Spokane** • **Chickadee** • **Yacolt Burn**. These trail networks, and many more, benefitted from donor funds to keep trails in great shape!



TRAILS



2023 TRAIL PROJECTS BY CHAPTER

CASCADES TO SOUND

NEW TRAILS COMPLETED: 12.25 MILES

- **Cedar Lane Bike Park - .5 mile**
Location: Auburn
- **Tehaleh MTB Park - 6.5 miles**
Location: Bonney Lake
- **Cheasty Greenspace - .25 mile**
Location: Seattle
- **Snoqualmie Bike Park - 3 miles**
Location: Summit at Snoqualmie
- **Tennant TH Bike Park - 2 miles**
Location: North Bend

ONGOING DESIGN & CONSTRUCTION:

- Summit Bike Park Phase 2
- Cheasty Greenspace North (Phase 2)
- Olallie Phase 2 / Raging River Phase 3
- Duthie Hill MTB Park Refresh
- Crystal MT MTB trail design and flagging
- Kaiser MTB Bike Park Design

METHOW

NEW TRAILS OPENED: 2.5 MILES

- **North Summit - 2.5 miles**
Location: Okanogan

DESIGN & CONSTRUCTION

- North Summit trail construction
- Restore fire affected trails/closures

EAST

NEW TRAILS OPENED: 5.6 MILES

- **Liberty Lake/Zephyr Trail - 2.5 miles**
Location: Liberty Lake
- **Mount Spokane State Park - 2 miles**
Location: Mead
- **Gold Hill - 1.1 miles**
Location: Chewelah

DESIGN & CONSTRUCTION

- Gold Hill trail development assistance
- Mount Spokane trail network upgrades
- Micah Peak trail network upgrades
- Colville NF Inventory/GAOA

WEST SOUND

NEW TRAILS OPENED: 5 MILES

- **Port Gamble Ride Park - 5 miles**
Location: Port Gamble

DESIGN & CONSTRUCTION

- Strawberry Hill Bike Park Design
- Port Townsend Pump Track
- Key Pen Park Improvements

SOUTHWEST

NEW TRAILS OPENED: 1 MILE

- **Yacolt Burn Vista Ridge - 1 mile**
Location: Battle Ground

DESIGN & CONSTRUCTION

- Yacolt Burn Upper Vista Ridge
- Yacolt Burn trail network expansion
- Yacolt Burn Skills Park planning

COWLITZ-NACHES

DESIGN & CONSTRUCTION

- Packwood Trail Project planning
- Tieton River Trail planning
- Soup Creek Planning
- Maintenance collaborations with USFS, Trans-Cascadia & Orogenesis Collective.

KITTITAS

NEW TRAILS OPENED: 1 MILE

- **Naneum Ridge - 1 mile**
Location: Ellensburg

DESIGN AND CONSTRUCTION

- Naneum Ridge Upper DH and XC trails
- Teanaway Connector trail construction

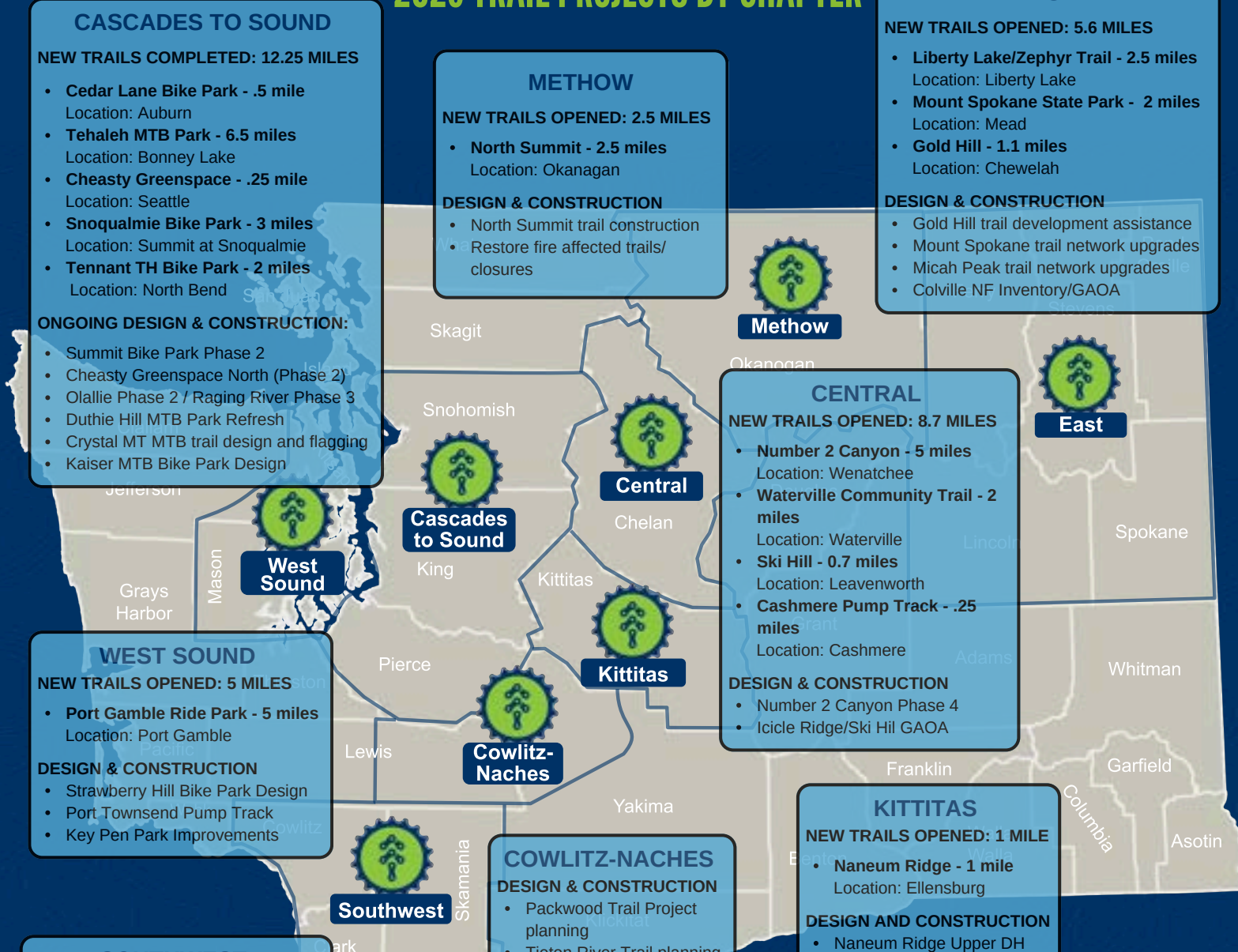
CENTRAL

NEW TRAILS OPENED: 8.7 MILES

- **Number 2 Canyon - 5 miles**
Location: Wenatchee
- **Waterville Community Trail - 2 miles**
Location: Waterville
- **Ski Hill - 0.7 miles**
Location: Leavenworth
- **Cashmere Pump Track - .25 miles**
Location: Cashmere

DESIGN & CONSTRUCTION

- Number 2 Canyon Phase 4
- Icicle Ridge/Ski Hill GAOA



VOLUNTEERS

20,933
Volunteer
Hours!

VOLUNTEERS ARE THE HEART AND SOUL OF OUR ORGANIZATION

"The heart of Evergreen lies in its volunteers. Their unwavering commitment to trail stewardship, quality educational programs, board leadership, and advocacy for recreational and mountain biking access drives our mission forward and truly makes Washington the best place to ride."

Brandon Lester
Volunteer Program Manager

Evergreen is a volunteer organization, at its core, and from its very start in 1989. Without volunteers, none of what we do is possible. **Hardly any of the trails we have built would have come to fruition, or would be maintained and rideable today, if it weren't for the extra value that our volunteers provide in project proposals and match value guarantees to our clients.**

Luckily, most mountain bikers like to roll up their sleeves to help keep trails in great shape. At the same time, we're experiencing a slowing trend in per-member and per-rider volunteer contribution.

Volunteer maintenance impact increased slightly this year, as we reached 70% of goal and pre-pandemic engagement levels. We hosted **473** volunteer work parties in national forests, state parks, state forests and community parks, and engaged **3,674** volunteers in work parties, contributing **18,246** hours of volunteer work on over **300 miles** of trail. **215** hours of these trail activities **were contributed by youth** enrolled in our 2023 summer dirt camps.

Non-trail volunteer hours for programs and board activities included **1,632 hours** contributed by **15 Board members**, as well as **1,400** hours of classes and clinics taught by **130** volunteer instructors in the Education program.

Our total volunteer impact amounted to 21,683 hours, delivered by 4,654 individual volunteers.

Joining our volunteer community is the best way to help us reach our trail and community goals, and the perfect way to contribute to the trails you ride and love. We hope to see a change in volunteer contributions toward our old target of 30,000 next year - please join us!

Thank you to all who helped us: on the trail, at events, and as part of our Chapter Councils and Board of Directors!!

Note: These results differ slightly from our 990 reporting and graph below, as we received additional volunteer hours in early 2023, after our 990 report was submitted.





VOLUNTEERS

VOLUNTEER IMPACT 2023 evergreen MOUNTAIN BIKE ALLIANCE

Total Volunteer Hours

21,683



18,246

hours of trailwork...



1,400

hours of education...

405

hours at events...



1,632

hours from board members...



MEMBERSHIP & EVENTS

8
Regional
Chapters

8,280
Members

60 Women +
Non-Binary
Folks Joined
Shovel &
Shred

906 Riders
Joined Our
Group Rides

247
Group
Rides

500 Riders
at Take A
Kid MTB
Day

2,000+
Attendees at
the MTB
Festival

5,000+
Event
Attendees



We brought together over 5,000 riders through our community building events and rides, fostering a welcoming and inclusive environment for all.



MEMBERSHIP & EVENTS

BUILDING TRAILS, ONE COMMUNITY AT A TIME!

Peak membership reached a new high of **9,387** in January.

We continue to work on finding the right balance between engaging the most number of riders at a place that is financially impactful for the organization.

Purpose and intent for our events is to **build community and grow the next generation of mountain bike leaders, teachers, volunteers, and trail stewards.**

Ongoing diversity, equity and inclusion initiatives continued to help expand our reach and diversify our events, making our sport more welcoming to underserved communities, youth, tribes, people with disabilities, and our BIPOC friends.

We made great strides this year in hosting women's work parties, tribal engagement, and both serving and hosting adaptive riders. We also continued to encourage volunteerism as well as active, engaged, and healthy lifestyles.

Building Community is what we do.



EDUCATION

Evergreen's Education Program welcomes and serves riders of all ages, skill levels and backgrounds. We empower outdoor enthusiasts with the confidence and skill to ride better, be safe and engage in trail stewardship.

2023 marked our 13th year of Youth Dirt Camps. We facilitated program growth within our chapters, especially at the new Port Gamble Ride Park. Riders of all backgrounds, from young kids to expert riders, flocked to the Westsound Chapter, where the number of students more than doubled!

While overall enrollment didn't grow, our internal team did: We hired a year-round EDU coordinator, hosted a record number of instructor trainings, and 130 volunteers donated over 1,400 hours. Thank you Volunteer Instructors, we are so lucky to have you!!

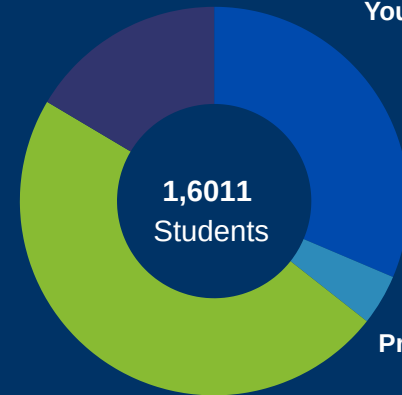
- **1,611** riders engaged in our classes, clinics & camps.
- **528 Youth Dirt Campers** learned skills & made friends.
- **277 School & Community Partner students** enrolled.
- Instructors donated **1,400 volunteer teaching hours**.
- Dirt Campers volunteered **215 hours of trail work!**



Participants by Class Type

DEI Scholarship/Program Enrollment:
277

Youth Dirt Camps:
528



Adult Skills Clinics:
806

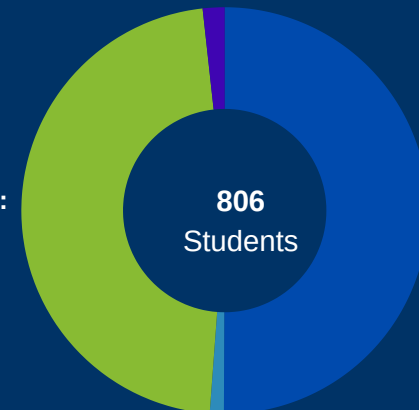
Private Lessons:
71

Adult Skill Clinics & Private Lesson Participation

Unknown / Prefer not to say:
14

Male:
380

Female:
404



Non-Binary / Third Gender / Other:
9



EDUCATION

OUR COMMITMENT TO EDUCATION EXTENDS BEYOND SKILLS CLASSES....

Evergreen’s Education Program aims to create opportunities for riders to join and feel welcomed into the mountain bike community, building confidence, learn skills, find comradery on the trail, and have fun.

2023 was once again groundbreaking: we added private lessons and offered teaching skills and curriculum modification to accommodate adaptive riders with disabilities on adaptive bikes, in collaboration with Outdoors For All. The adaptive bike program continues to grow, and **4 Evergreen instructors were certified in the new PMBIA aMTB Instructor certification**, in part funded through an Outride Fund grant.

The CTS chapter partnered with Sweetlines to offer a youth-specific instructor training, and hosted two Intro to MTB programs in partnership with Braided Seeds, at Cheasty Park in Seattle. We also added 4 pump track balance bike classes for 2-5 year-olds in Redmond and North Bend.

Girls-only camps were added at the Black Diamond Open Space in Maple Valley and at Camp Sekani in Spokane. Furthermore, we hosted **277 underserved students** in skills classes and after school programs with our scholarship program.

We look forward to continuing to build partnerships and increase diversity in access through all our educational programs, and are proud of the difference we made in our community and on the trails in 2023.

- The Evergreen Crank Sisters hosted an impressive **131 group-rides with 510 women riders!**
- **35 new instructors** joined our education community.
- Offered **2 chainsaw classes** for volunteers, serving **18 participants** Methow and C2S Chapters.
- Hosted first-ever **online Trail School with 82 signups**, and delivered a Trail School in our West Sound Chapter for **24** students, as well as a collaborative trail school with WTA, for WA State Parks staff.

“The teachers were fantastic. I loved the pace. They were very encouraging. The teacher to student ratio was great. I really appreciated the individual feedback.”

“My girls now have a love for mountain biking and this class is why they love it so much. We loved the teachers and felt welcomed. My girls still talk about the class and how much they loved it.”





ADVOCACY

GIVING TRAILS A VOICE

“Evergreen was born out of a critical need to advocate for trails or risk losing access. Trails need constant support and backing from passionate recreationists to keep them funded, open, accessible, and maintained. Without advocacy, there are no trails.”

We are one of the best advocates for modern and sustainable mountain bike and multi-use trail designs. Making trails welcoming to all and collaborating with trail stakeholders to find trail solutions that balance user needs, conservation and habitat protection is what we know and do best.”

Yvonne Kraus, Executive Director

What do hikers, bikers, equestrians, climbers, boaters, conservationists, foragers, and public land stewards have in common? **We all care about trails and public lands!** Our advocacy work centers on collaboration with our friends in the outdoor recreation world to plan, build and care for trails, and to do so sustainably.

Advocacy efforts included collaboration with other recreation organizations and tribes, as part of our membership and leadership role within the **Outdoor Alliance of WA**. Work included meetings with land managers on recreation planning and project development needs, outreach to and meetings with elected officials on recreation and environmental considerations and funding, as well as a tribal relations training series with the **Whitener Group**.

Our advocacy activities continue to be diverse and statewide, ranging from issuing letters for SEPA or NEPA public comment windows, to continued participation on the **Gifford Pinchot NF Sustainable Trails Strategy Committee** and the **Recreate Responsibly Coalition**, to working with land managers on issue resolution, to being active in Olympia for legislative actions as part of the **WA State Recreation Caucus**, and working with the **Snoqualmie Tribe** on **Lushootseed and Cultural Messaging integration at Tennant TH Park**.

We engaged our members in advocacy through topic-specific meetings, e-newsletters, social media, in person at trailheads, and via electronic advocacy alerts designed to engage members and spur comments.





2023 ADVOCACY ACTIONS & AWARDS

Evergreen's advocacy centers on strong relationships and offering value to recreation stakeholders and land managers, as well as planning and legislative action on the following projects and initiatives. We received a Trail Leader Award for Al Murphy in Central, and an Innovative Trail Partnership Award from Evergreen Trails in Pierce Co.

- Savor Snoqualmie Action Team Meetings
- Washington Recreate Responsibly Coalition - Member
- Dept. of Fish & Wildlife Rec Strategy - Stakeholder
- Gifford Pinchot Sustainable Trails Strategy - Member
- DNR OARR plan - Stakeholder
- NOVA Advisory Committee - Member
- RTP Advisory Committee - Member
- Outdoor Alliance of WA - Member
- E-Bike Advocacy trip to Olympia
- E-Bike Advocacy tour with USFS staff at Mission Ridge
- North Mountain promotional outreach with SnoCo
- Tribal outreach to discuss trail planning and impacts
- WSTC Caucus on Mercer Island
- USFS Leadership Presentation in Wenatchee

Advocacy meetings and site visits included feasibility discussions and issue resolution for:

- Yacolt Burn Trail Plan & Skills Park
- Pacific Northwest Trail Alliance meetings
- Mt Spokane Trails Plan & 290 Issue Resolution
- Tokul / Port Gamble Issue Resolution
- McCormick Woods MTB Trails Presentation

And as always, our work included a collaborative Legislative Day in Olympia as part of our partnership with the **Washington Wildlife and Recreation Coalition**.





MEDIA OUTREACH

SOCIAL MEDIA

Our social media channels tell our trail stories, promote our events, source volunteers, and connect with our community. We also continue to expand on our social media marketing for our fundraising campaigns throughout the year with staff interviews, chapter visits, and more.

During 2023, we published an average of 10 posts on each channel (Instagram & Facebook) per month, reaching a total of about 100k in 2023. Our highest engaged post of 2023 was a before & after photo on Facebook showing Tiger Mountain trail maintenance.

Platform	Followers
Facebook	18.3k
Instagram	15.2k
YouTube	1.2k
LinkedIn	883
TOTAL	35.6k

EMAIL MARKETING

Through our regular monthly storytelling newsletter (The Good Dirt) and marketing newsletter (Stoke Report), we regularly communicate with our community about upcoming activities and volunteer opportunities; and recap recent events and significant accomplishments.

We continue to increase and improve our email campaigns for our major fundraisers including GiveBig, Membership Drive, Giving Tuesday, and End Of Year.

Email Subscribers	19,545
Total Newsletters Sent	14
Open Rate	48.12%





2023 BOARD OF DIRECTORS



Tony Hickok
Vice President



Tyler Forman
Vice President



Melinda Dupree
Secretary



Jim Jacobsen
Treasurer



Vern Boyles
Metro



Chris Conley
Northeast



Jesse Cunningham
South Cascade



Ady Bee Lane
At Large



Joe Brown
North Cascade



Juliette Kern
Metro



Jon Phelps
Olympic



Patrick Lynch
Pilchuck



Josef Hoffman
Pinchot



Andrew Grant
Pilchuck



Greg Morris
Pinchot



Jami Balint
Southeast





CURRENT STAFF

ADMIN (2024 YEAR-ROUND STAFF)



Eddie Espinosa
Executive Director



Tara Moser
Operations Director



Micah Shapiro
Finance Director



Kristen McCune
Education Director



David Fleischhauer
Trails Director



Mike Westra
Trails Program Manager



Brandon Lester
Trails & Volunteer Program Manager



Michael McLane
Trails Program Manager (Eastern WA)



Elizabeth Lunderman
Cascades To Sound Development Lead



Vivika Stamolis
Marketing & Communications Manager



Matt Crosby
Systems Administrator



Kathryn Jaspersen
Administrative Coordinator



Jarrett Ziemer
Cascades To Sound Community Engagement Coordinator



Brian Tustison
Trail Project Manager

TRAIL CREW (2024 YEAR-ROUND STAFF)

Ian Robinson
(Trail Builder II)

Jeremy Bushnell
(Trail Builder II)

Jesse Cunningham
(Kittitas Project Manager, Board President)

Scott Miller
(Trail Builder II)

Matt Blossom
(Trail Builder II)

Michael Fischer
(Trail Builder II)

Paul Martin
(Trail Builder II)

Sean Sweeney
(Trail Builder II)

Heather DeChoudens
(Trail Builder & Education Project Manager)



THANK YOU TO OUR SPONSORS & PARTNERS



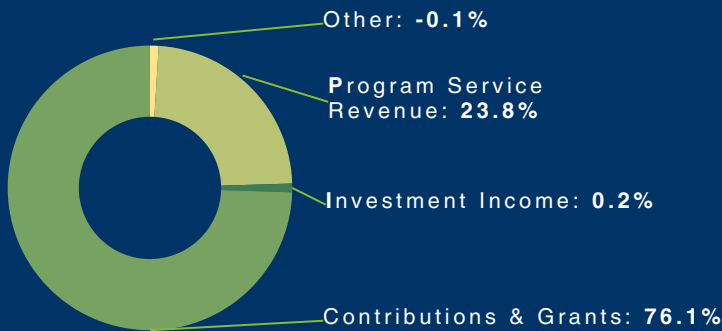
2023 FINANCIAL STATEMENT



Thank you to every member and donor for your support of trails in 2023!
Your giving spirit makes our work possible. Together we are making Washington the **Best Place to Ride.**

Note: These financials reflect our 990 tax statement based on our audited financial statements.

TOTAL REVENUE



REVENUE

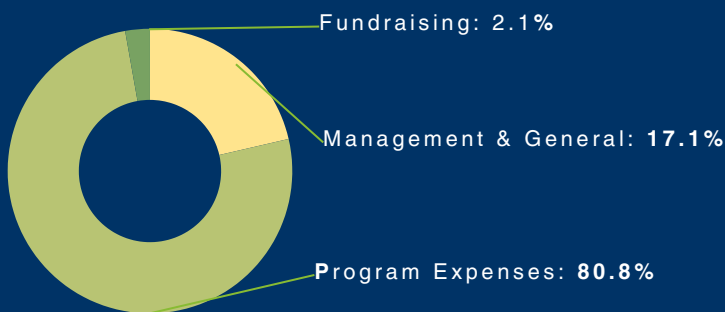
Contributions and Grants:	\$2,562,029
Program Service Revenue:	\$802,892
Other:	\$(4,981)
<u>Investment Income:</u>	<u>\$8,059</u>
TOTAL REVENUE:	\$3,367,999

OPERATING EXPENSES

Program Operations:	\$2,589,206
Management & General:	\$546,484
<u>Fundraising:</u>	<u>\$68,048</u>
TOTAL OPERATING EXPENSES:	\$3,203,738

NET INCOME **\$164,261**

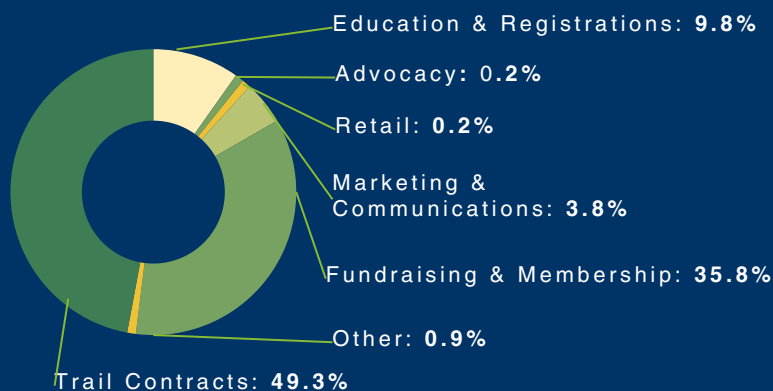
TOTAL EXPENSES



ASSETS **\$2,451,239**

LIABILITIES **\$167,056**

INCOME BY PROGRAM



INCOME BY PROGRAM

Education & Registrations:	\$329,926
Fundraising & Membership:	\$1,206,968
Trail Contracts:	\$1,659,319
Advocacy:	\$6,276
Marketing & Communications:	\$128,583
Retail:	\$7,337
<u>Other:</u>	<u>\$29,590</u>
TOTAL INCOME BY PROGRAM:	\$3,367,999

EXPENSES BY TYPE

Payroll:	\$2,099,931
Operating and Programs:	\$543,152
Professional Services:	\$222,600
Travel and Meetings:	\$163,871
Other:	\$159,753
<u>Taxes (B&O):</u>	<u>\$14,431</u>
TOTAL EXPENSES BY TYPE:	\$3,203,738

Thank You for Supporting Trails and Good Times!



Evergreen Mountain Bike Alliance

249 Main Ave S. STE 107-188

North Bend, WA 98045

evergreenmtb.org

Questions: questions@evergreenmtb.org
Become a Member: evergreenmtb.org/join
Chapter Info: evergreenmtb.org/chapters
Project Info: evergreenmtb.org/trails/projects
Donate: evergreenmtb.org/donate