


2024 Impact Report

Great Times. Great Trails.



A group of people are hiking away from the camera on a narrow, leaf-covered trail in a dense forest. The trail is flanked by mossy rocks on the left and tall evergreen trees on the right. The scene is misty or foggy, with light filtering through the canopy. The hikers are wearing various outdoor gear, including backpacks and hats.

North Cowichan is situated on the traditional territories of the Quw'utsun Nation, which includes the Cowichan Tribes, the Halalt First Nation, the Lyackson First Nation, the Penelakut Tribe, the Stz'uminus First Nation, Ts'uubaa-asatx First Nation and the Snuneymuxw First Nation.

This statement is not definitive and continues to evolve as we learn. We are committed to understanding the true history of the Indigenous Peoples of this land.

Huychq'u - Thank you.

IN CELEBRATION OF COWICHAN'S MOST VALUED RECREATIONAL ASSET: NATURAL SURFACE TRAILS

CTSS constructs and maintains mixed-use hiking and mountain biking trails that are sustainable from an economic, environmental and social perspective within the working forests of the Cowichan Valley.

The value of natural surface trails to Cowichan includes benefits to residents, ecological processes and the economy. Cowichan Trails aims to take a lead role in advancing our natural surface trails.

Trails in the Cowichan Valley are significant to the social well-being of residents. Trails provide accessible leisure spaces that are low cost and low barrier for individuals of all income brackets and ages.

Well-designed and maintained trails balance nature appreciation and security of ecologically sensitive areas. Trails, culverts and bridges can mitigate erosion and keep users from sensitive ecosystems while allowing everyone to enjoy our mountains and forests.

Trails attract visitors and visitors contribute to the local economy. A Tourism Cowichan 2022 study asked visitors how important different attributes were to their choice to visit the Cowichan Region. 70% said outdoor adventure opportunities and 80% said parks and public spaces were important.

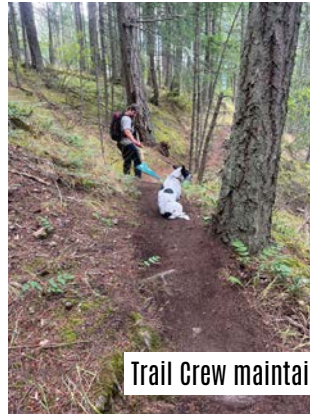


Volunteers working on Lower Maple Syrup

HOW DID WE CONTRIBUTE TO TRAILS IN 2024?

Brendan and Ian, our trail crew, worked 28 weeks on Prevost and 22 weeks on Maple and Tzouhalem.

Tzouhalem (Pi'paam) and Maple Mountain include 9 hike only trails that provide 27 km of moderate to difficult hiking opportunities plus 25 km of easy grade forestry roads. The trail crew brushes back these trails annually and keeps them clear of fallen trees and obstructions.



Trail Crew maintaining Awesome Trail



Fresh corners on Middle Double D

Double D, North Cowichan's signature mountain biking trail, received a complete facelift with the help of machines. Blown-out berms were replaced and many tabletops and rollers rebuilt to help this trail withstand its extensive usage. Machine work on Middle Double D was contracted to Bronson Trailworks, and machine work on Lower Double D was donated by Trevor Wince.

This work was made possible through immense fundraising efforts from the community as well as partnership with North Cowichan. The work was done with guidance from the original builder of the trail, Dom.



Dom and Brendan on Middle Double D



Trevor Wince & Crew on Lower Double D

HOW DID WE CONTRIBUTE TO TRAILS IN 2024?

The world renowned Mount Prevost (Swuq'us) downhill mountain bike trails achieved sanctioning. This was the gateway for two significant events.

Jackson Goldstone, the only World Cup Downhill racer to achieve 2 wins in 2023, filmed a Redbull episode on the trail "Puttin' On The Ritz". Shimano sponsored the filming with a US\$50,000 donation. The film will be released in spring 2025. The donation gave Cowichan Trails the resources to improve the trail to meet filming criteria and invest in future trail upgrades on Mt. Prevost.

The first Combine for aspiring World Cup riders was held on Prevost's "Race Trail". Fourteen unsigned youth riders from across BC got the opportunity to spend a weekend with professional riders, coaches and team leaders. The riders and their parents learned how the pro circuit works and the steps to get there. The weekend wrapped up with a simulated World Cup race.

Also of note, bike teams from across North America have been spotted on Prevost training and testing their prototype bikes and components in preparation for the 2025 World Cup circuit. Prevost is the first snow-free mountain that has the terrain they need. It is the only place in Canada to train downhill over the winter.



Dig day on Prevost with Miranda Miller & SRAM

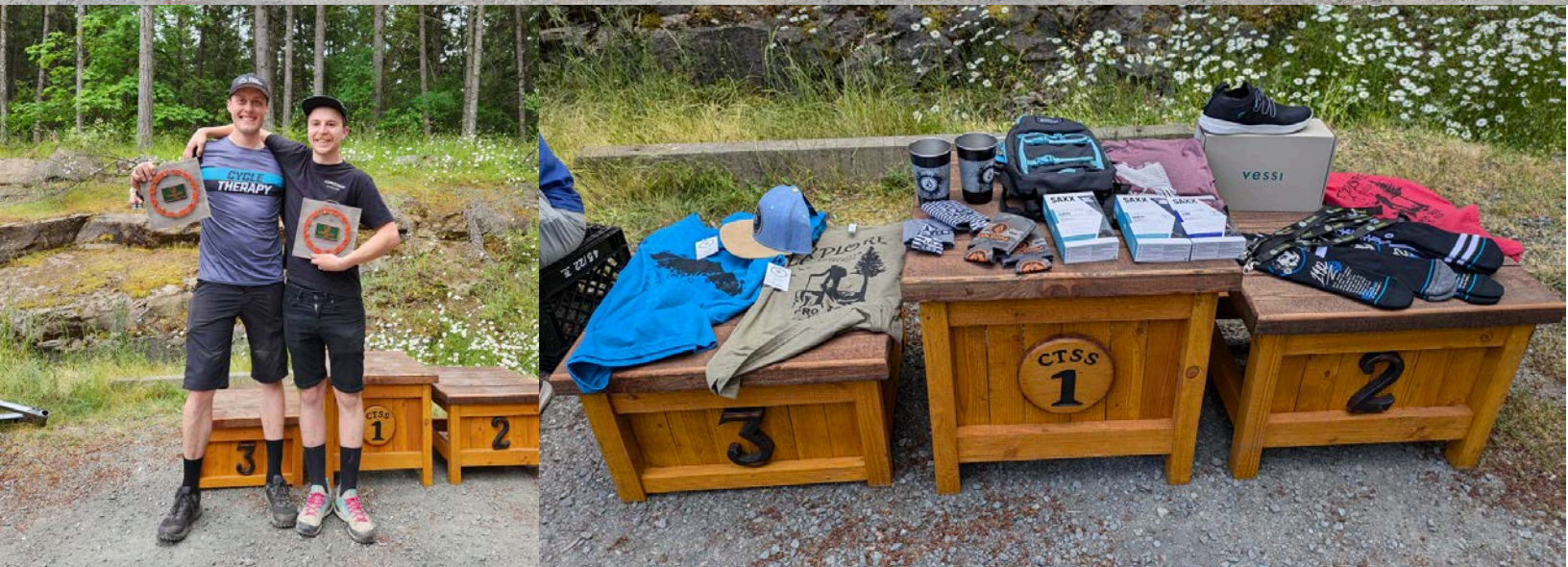




MT. PREVOST COMBINE 2024

Photos by Natalie Carriere





WHAT DID THE TRAIL USE STUDY FIND?

VIU completed the Trail Use in the Cowichan Valley study. The study sample included 1,010 participants. The three largest groups of participants were hikers (34%), mountain bikers (31%) and walkers (25%). Sampling was done in the months of November to January. Trail intercepts were done at the parking lots for 6 trail networks - Cobble Hill Mountain, Mount Tzouhalem, Mount Prevost, Maple Mountain, Mount Richards and Stoney Hill. The number of participants using each of these trail networks was fairly evenly distributed.

82% of participants were residents of the Cowichan Valley. Only 4% were visitors from off Vancouver Island. Most trail tourists are mountain biking day trippers. Hikers/walkers and mountain bikers value trail attributes differently. Hikers/walkers place high importance on a wilderness-like environment and lack of crowds. Trail options, reputation and culture were more important to mountain bikers.

Participants indicated their average spending on trail activities in the previous 2 months was \$734. Mountain bikers tend to be more affluent and spend more money on their activity - they spend 4 times as much as hikers/walkers.

All trail use and management issues were ranked as low to moderate. Hikers/walkers were concerned about inter-user conflicts, trail users ignoring rules and mountain biking activities expanding into traditional hiking/walking areas. Mountain bikers were concerned about the lack of new trails, inadequate parking and insufficient signage regarding safe trail use. Off leash dogs, soil erosion and motorized vehicles on trails were universally identified as safety and management issues.

In comparison, Squamish's trail user study found that 53% of users originated from outside Greater Vancouver and that 84% of visitors came primarily to mountain bike. Half of visitors stayed overnight and half stayed more than 3 nights. Visitors contributed \$26 million in direct spending.



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YOUR IMPACT

Our maintenance contract with the Municipality of North Cowichan provides the funding to maintain the trail networks. The North Cowichan Director of Parks, Recreation and Forestry, Neil Pukesh, and the Manager of Parks and Forestry, Shaun Mason have provided invaluable support to the CTSS team. As the trail networks expand, CTSS is challenged by an ever increasing workload, largely funded by a municipal budget that is at the mercy of taxpayers' demands.

That is where our supporters come in. Contributions from purchasing memberships, donations to the society, corporate sponsorships and merchandise sales, allow us to continue our growth and success. We need you to invest in world-class trails. We need you to support outdoor recreation. And we need you to raise your voice to support the expansion and funding of trails throughout the Cowichan Valley. Each of you can be a trail champion.

THANK YOU.

In 2024:

- Hatton Insurance was recognized as the number one broker in Western Canada with Mutual Fire Insurance of BC. They designated that the \$5,000 award be donated to CTSS.
- An individual donor specified that their payroll deduction for charity go to CTSS. This amounted to \$3,000.
- Matthuw Ronald-Jones PREC matched donations up to \$2,500 for the Double D rebuild. The community contributed \$3060, making the campaign total \$5560.
- The Free Radicals contributed \$2,000 in connection with Specialized filming on Tzouhalem.
- Cal Kaiser PREC was the \$1,500 title sponsor for the Beef and Beer fundraiser, which made an \$11,000 profit.
- Jason Hatton of SUN FM was a Sawmill Taphouse celebrity chef. The \$980 proceeds from sales of "bicycle pizzas" was donated to CTSS.
- North Cowichan donated Fire Smart fir and Steve Garnett donated cedar for bridge and boardwalk construction. Mark Wallace milled all the donated logs.
- Over \$20,000 of charitable donations were received in total.

Hours Contributed (that we know of!)

Volunteer

Board of Directors 1362

Volunteer Trail Builders 977

Dig Day & Event Volunteers 910

Volunteer hours 3249

**If these hours were paid it would amount to \$113,715*

Staff hours 4275

Total hours contributed 7524

2024 CORPORATE SPONSORS OF COWICHAN TRAILS

PLATINUM



**CYCLE
THERAPY**
BICYCLES



WHITE PACIFIC
AUTOMATION AND INTEGRATION SERVICES

SHIMANO

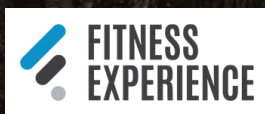


SILVER



Vezina Training Camps

BRONZE



Boulter Machine Works

Pure Fitness

Seasons Outdoor Training

TREASURER'S REPORT

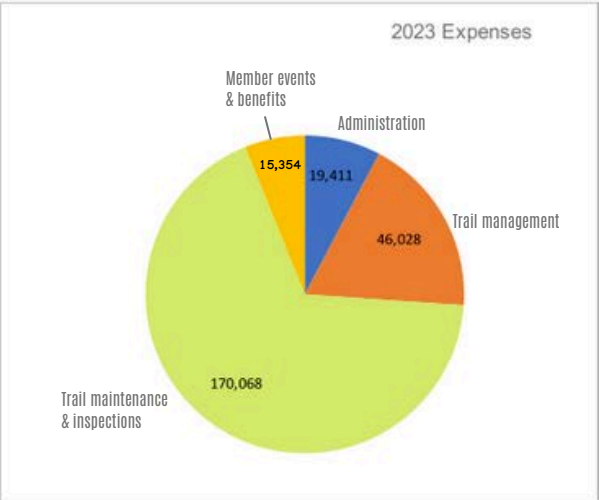
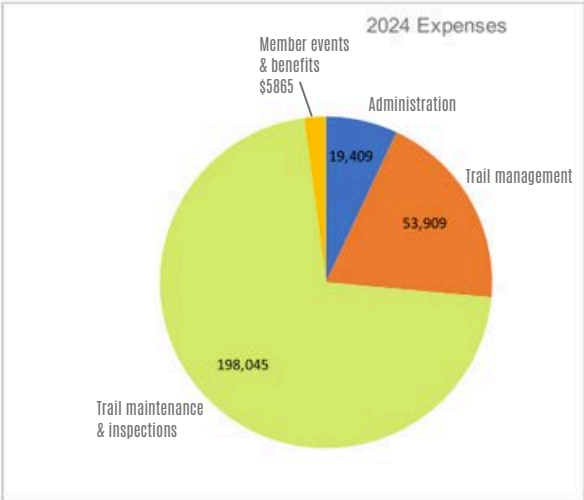
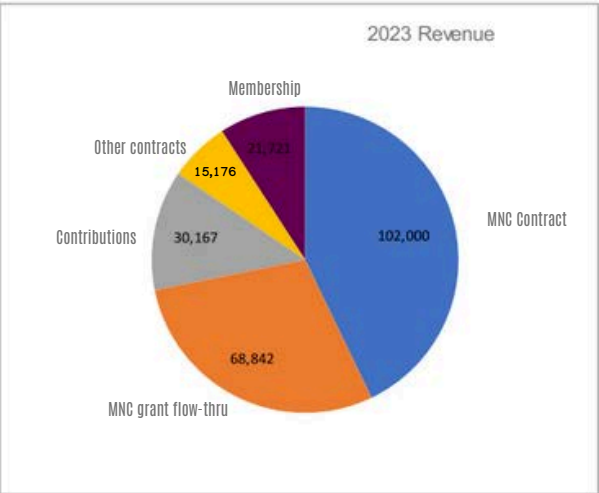
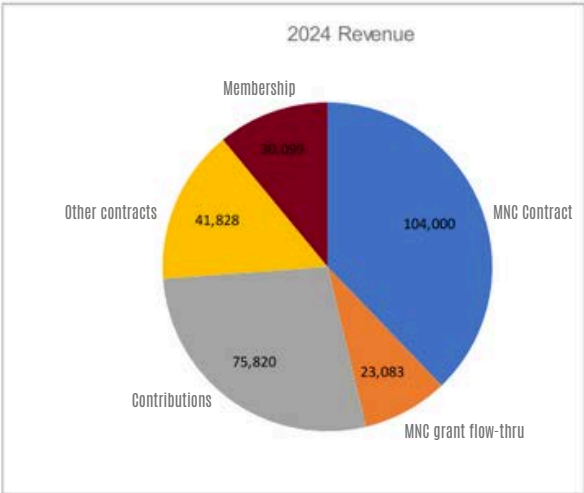
2024 FINANCIALS

Balance Sheet

	2023	2022
Current Assets	105,207	52,042
Equipment	12,780	17,565
Current Liabilities	82,439	31,659
Net Assets	35,548	37,947

Income Statement

Revenues	274,830	237,907
Expenses	277,228	250,861
Revenue Over (Under) Expenses	(2,399)	(12,955)





The Leadership Team

Lorrie Mansey	Executive Director
Brendan Gauthier	Trail Director

Board of Directors

Rick Martinson	President
Kelly Dougan	Vice President
Mike Evans	Treasurer
Robin McDaniel	Secretary
Dan Berard	
Dan Cathro	
Dan Johnson	
John Makson	
Mark Wallace	
Matt Grossnickle	
Mckay Vezina	
Michele Carr	
Pete Stevenson	
Ryan Jordan	
Tavish Annis	

Thank you to the Municipality of North Cowichan for their ongoing investment and dedication to trails and outdoor recreation. All of our work in North Cowichan is done in close partnership with MNC.

