

Queen Elizabeth Bike Skills Park

2023-26 Capital Budget
Partial funding request for
Community Led Project

Edmonton Mountain Bike Alliance
Presentation to Edmonton City Council

Joe Yurkovich
President



November 28, 2022



Queen Elizabeth Park Master Plan

Page 658 of the Capital Budget notes that Phases 3 and 5 of the Master Plan remain unfunded, at a budgeted expenditure of \$7,600,000. This includes the Bike Skills Park.

Unfunded Growth Projects - Previously Designed (Continued)

Project Name	Project Description	Estimate of Additional Funding to Checkpoint 5	Estimate Accuracy	Profile to be Amended / Created if Funded
Queen Elizabeth (Phase III) <i>(Funded to Checkpoint 2)</i>	Planning, design and delivery of Phase 3 & Phase 5 of Queen Elizabeth Park to Checkpoint #5. The project includes trail improvements, bike skills park, upgrades to the existing washroom, and other park amenities.	7,600,000	Class 4: - 30% to + 50%	CM-30-3030 Open Space: Planning and Design - Growth CM-99-9000 Infrastructure Delivery - Growth



Phase 3 Proposal – Queen Elizabeth Master Plan

PHASE 3

INTENT

The intent of Phase 3 is to animate the lower park with the introduction of a highly sought after integrated Bike Skills Park in the lower park.

PHASE 3 ELEMENTS

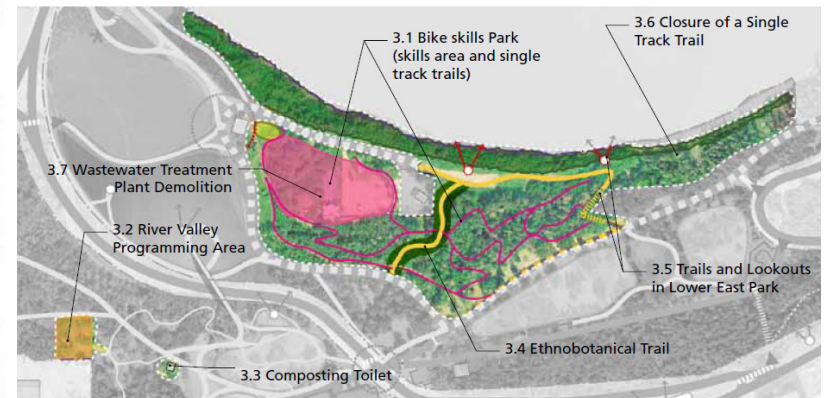
- 3.1 **Bike Skills Park** requires repurposing of the wastewater treatment plant to construct a Bike Skills Park in its place and develop a network of sanctioned single-track trails in the forest slopes between the picnic area and the Bike Skills Park. The park may include a boardwalk/path to a central viewing area, signage and a water source.
- 3.2 **River Valley Programming Area**, including aesthetic perimeter fencing, programming elements (archery, low ropes, bouldering wall) a storage building, shelter, picnic tables and paths.
- 3.3 **Composting Toilet** Barrier-free composting toilet between River Valley Programming and the Public Art Park
- 3.4 **Ethnobotanical Trail** and signage includes constructing a gravel path and stairs as required between the service road the riverbank trail east of the pump house. Works also include some clearing, drainage infrastructure, infill

planting interpretive signage and trail markers. Signage developed during the master plan phase will be finalized and used for this purpose.

- 3.5 **Trails and Lookouts in the Lower East Park** including rebuilding the trail along the east riverbank (east of the service road), creating two at-grade lookouts in existing clearings near the bank and constructing a new north-south trail and stair connection between the picnic area/play area and the riverbank trail, complete with signage and seating. Enhance vegetated riverbank with infill planting.
- 3.6 **Closure of a single-track trail** in the east end of the lower park includes erosion control measures (i.e. erosion control fabric, willow stakes) new growing medium and planting and fencing or other barrier to prevent entry while restoration is underway.

ELEMENTS WITH POTENTIAL CO-FUNDING

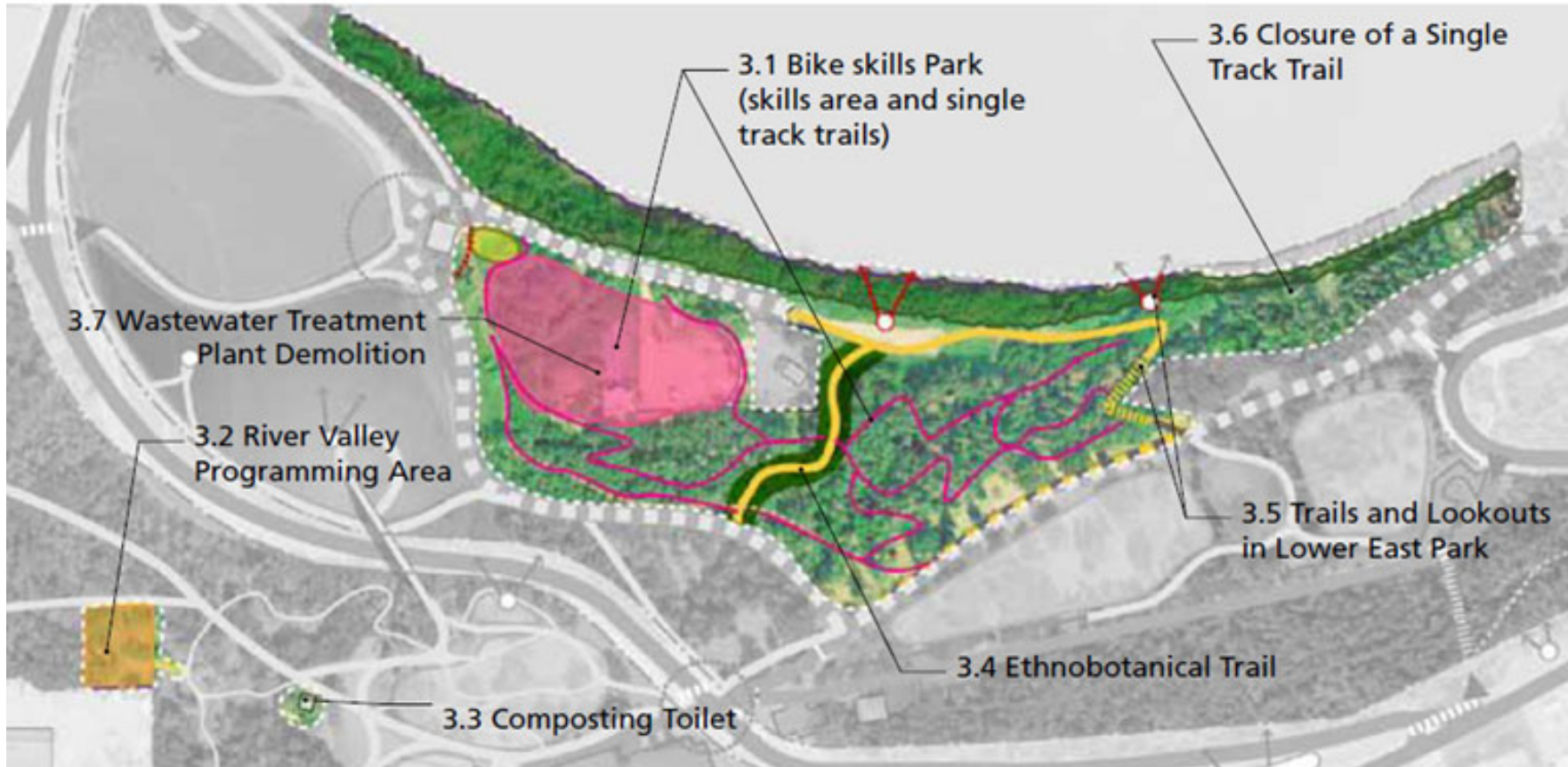
- 3.7 **Wastewater Treatment Plant Demolition** There may be a potential for cost sharing with the Drainage Department.



Page 176, Queen Elizabeth Master Plan



\$7,600,000 Phase 3 Proposal – Queen Elizabeth Master Plan



Queen Elizabeth Bike Skills Park – Partial funding request for EMBA's Community Led Project



EMBA will build this for \$1,235,000 with a \$600,000 contribution to our Community Led Project

PREPARED BY

FOR

LEGEND

Existing Elements
 01 Bitumen path
 02 Boarded path
 03 MTB trail
 04 Queen Elizabeth Park Road
 05 Pump station compound

Proposed Elements
 06 Trailhead for flow trail
 07 Beginner flow trail
 08 Intermediate flow trail
 09 Advanced flow trail
 10 Trailhead with sitting furniture and facility information signage
 11 Asphalt pump track
 12 Beginner jump line
 13 Intermediate jump line
 14 Advanced jump line
 15 Beginner - Intermediate skills loop
 16 Intermediate - Advanced skills loop

Trail riding surface
 Timber features
 Rock features
 Flat asphalt
 Curved/ramped asphalt
 Existing landscape surface finish
 Landscaped surface TBC
 Existing Tree
 Edge of existing bush



CONCEPT DESIGN >> EDMONTON BIKE PARK >> QUEEN ELIZABETH PARK 08

Queen Elizabeth Bike Skills Park – Partial funding request for EMBA’s Community Led Project

Master Plan Phase 3 Elements:

- ✓ Wastewater Treatment Plant Demolition **COMPLETED**
- ✗ Programming Area **LEAVE UNFUNDED**
- ✗ Composting Toilet **LEAVE UNFUNDED**
- ✗ Ethnobotanical Trail **LEAVE UNFUNDED**
- ✗ East Trails & Lookout **LEAVE UNFUNDED**
- ✗ Trail Closure **LEAVE UNFUNDED**
- ✓ Bike Skills Park and Trails **COMMUNITY LED PROJECT**



Funded Budgets require a 3.9% Tax Increase every year. WHY add this unfunded item?

- **Opinion: This budget, Edmonton council must consider the return from every dollar**
- Author of the article:
- [Kalen Anderson](#), [Alexandra Hryciw](#), [Anand Pye](#), [Lisa Baroldi](#)
- Publishing date:
- Nov 16, 2022

<https://edmontonjournal.com/opinion/columnists/opinion-this-budget-edmonton-council-must-consider-the-return-from-every-dollar>

We believe that the City's commitment of \$600,000 to this project will provide an exceptional return.



WALMART has made major donations to mountain bike parks and trails to attract and retain employees

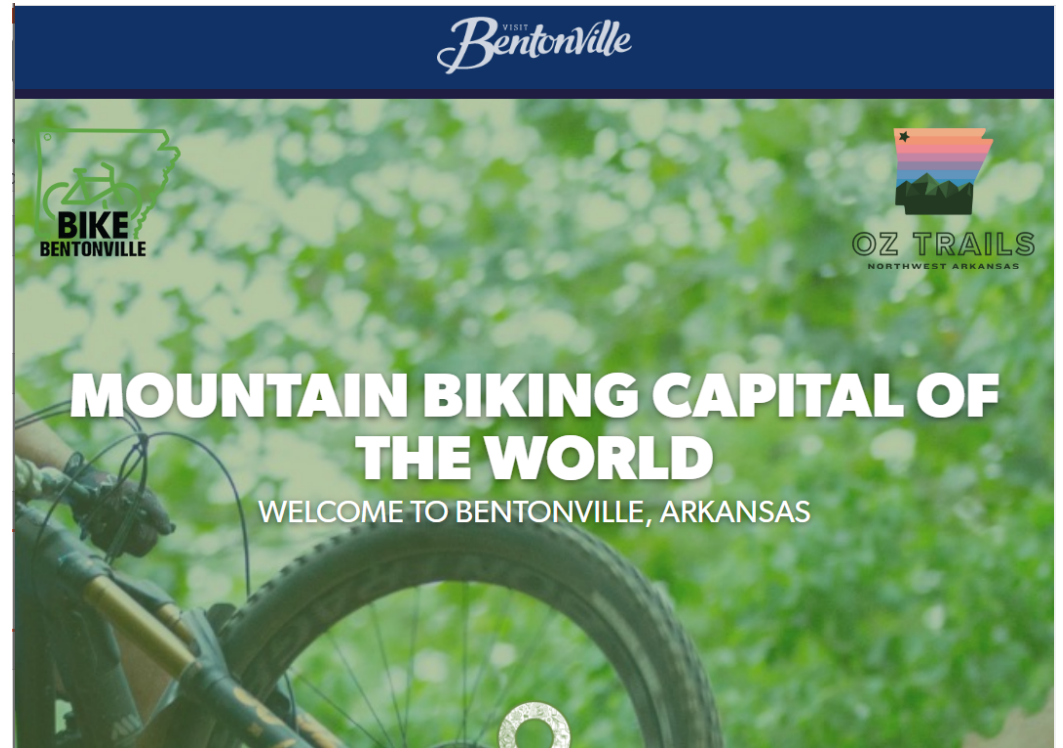
The Unlikely Mountain Bike Mecca of Bentonville, AR

Dec 27, 2016

by [Danielle Baker](#)



<https://www.pinkbike.com/news/the-unlikely-mountain-bike-mecca-of-bentonville-ar-2017.html>



<https://www.visitbentonville.com/sp/bike/>



October 5, 2022



Author
Kimberly Mitchell

Bentonville: Mountain Biking Capital of the World



For many years, Bentonville has been known internationally as the home to Walmart, where Sam Walton first launched his global chain of stores. Recently, Bentonville has been shifting that focus to new areas. When Crystal Bridges Museum of American Art opened in 2011, it put Bentonville on the international map for renowned art and for the museum's unique design. In recent years, Bentonville is seeing an explosion of interest in mountain biking, which prompted the city to declare itself the ["Mountain Biking Capital of the World."](#)

The landscape in Northwest Arkansas naturally lends itself to mountain biking. With the steep hills that make up the Ozark mountain landscape, even a quick jaunt on a paved bike path can leave you breathless. For a long time, the area had very few trails for mountain bikers, but that started to change when Tom and Stuart Walton took an interest in developing MTB trails in Bentonville. The brothers are the grandsons of Sam Walton, and both are mountain biking enthusiasts who helped lead the challenge to build trails through grants from the Walton Family Foundation.



[View larger](#)

<https://onlyinark.com/sports/bentonville-mountain-biking-capital-of-the-world/>



Northwest Arkansas has embraced and benefits from support for mountain biking infrastructure

Bentonville makes the social side of riding as fun as the ride itself. The area’s “come as you are” attitude invites mountain bikers to take a break for pre- and post-ride camaraderie at popular attractions and restaurants. No need to change out of your kit to mingle with locals while enjoying everything from food trucks to High South cuisine, antique shops to art galleries. Even the major destinations such as Crystal Bridges and The Momentary welcome cyclists to hitch their bikes outside and come inside to experience all that Bentonville offers.

Cyclists find other cyclists up and down A Street, the main artery that leads to Crystal Bridges. Bike trails roll right by Pedaler’s Pub, where riders carb up on woodfired pizzas and beer. At The Hub Bike Lounge, tacos and gyros are on the menu while other nooks inside let riders gear up, rent a bike, and even have their bikes serviced. The High South cuisine at The Hive—inside 21C Museum Hotel—sources much of its protein and produce from area farms. Another high-end option, The Preacher’s Son, offers a seasonal menu in a historic church near the city square.

Find more bike-centric businesses throughout downtown. At Blu Fish House, end a day of riding with a plate of Arkansas catfish, sharable bites from the sushi bar, or a crawfish boil. At Bike Rack Brewing Co. in the 8th Street Market near The Momentary, grab beers named after the chutes and trails you just shredded and head to the patio. At Oven & Tap, just off the downtown square, savor a woodfired meatball pizza and mug of beer at communal tables. Street taos steal the show at Yeyo’s Mexican Grill, a family affair that extends to the farms that provide much of the meat and vegetables. Take it easy at The Dive Bar, a no frills hole in the wall where the PBR is cold and dogs are welcome on the patio.

<https://www.visitbentonville.com/sp/bike>





Northwest Arkansas has embraced and benefits from support for mountain biking infrastructure

WHO IS...



Bike Bentonville was established in 2009 as a not-for-profit organization who's mission was to enhance the local quality of life by creating a bicycle and multisport friendly community, guided and built by those living in it. In 2015, the organization was absorbed by the City of Bentonville and the city's tourism bureau, Visit Bentonville, in order to utilize the tax base resources afforded to these municipal organizations.

The mission of Bike Bentonville has been enhanced by its new partners who work to increase production of cycling events, and programming while adding permanent cycling amenities to be enjoyed by locals and visitors alike. Trail growth and development, youth development, education, advocacy and outreach, events and programming remain the primary areas of focus for Bike Bentonville.



<https://www.visitbentonville.com/bike/contact/about-us/>

03 CONCEPT PLAN

Create an engaging urban mountain bike park that is easily accessible via bike for Edmonton City residents. Create a safe and engaging environment for the community and all users of all abilities.

OVERVIEW

Common Ground has developed this concept plan to further develop the previous work completed by Edmonton Mountain Bike Alliance, the initial masterplan of the site and in best response to the physical site to best respond to the project brief and vision. The bike facilities included within the concept plan are:

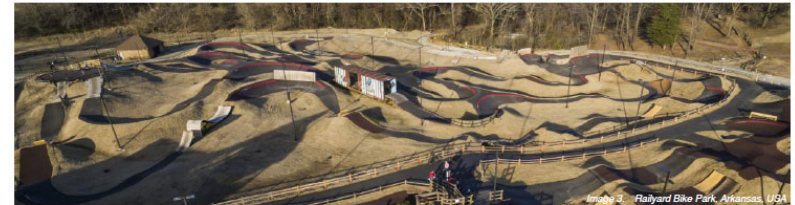
- Jump Park
- Asphalt Pump Track
- Flow trails
- Skill development area

No one component of the design is the stand out part of the design, rather the site has been arranged to best accommodate a full range of MTB experience into the site. The design accommodates users of all abilities on each type of facility provided. The

range of MTB based activity within the design will provide endless fun and progression for all users. Supervision/viewing areas are provided with a large trailhead area and on the elevated pump track platform where furniture and shelter could be provided.

The design has limited excavation and has been arranged to limit the impact on the existing vegetation with no impact to the trees in the clear lower basin. The drainage strategy typically allows overland stormwater to move towards the River with some pits and pipes required in small catchment areas connecting to the existing sewer to the north.

The design has given consideration to safety of users in the alignments provided and the interface between varying ability users.



CONCEPT DESIGN >> EDMONTON BIKE PARK >> QUEEN ELIZABETH PARK 07

Our consultant, Common Ground, built the Railyard Bike Skills Park in the adjacent community of Rogers, AR

<https://visitrogersarkansas.com/articles/rogers-premier-bike-park-railyard>



Other jurisdictions recognize the value of Mountain Biking for Tourism and Quality of Life

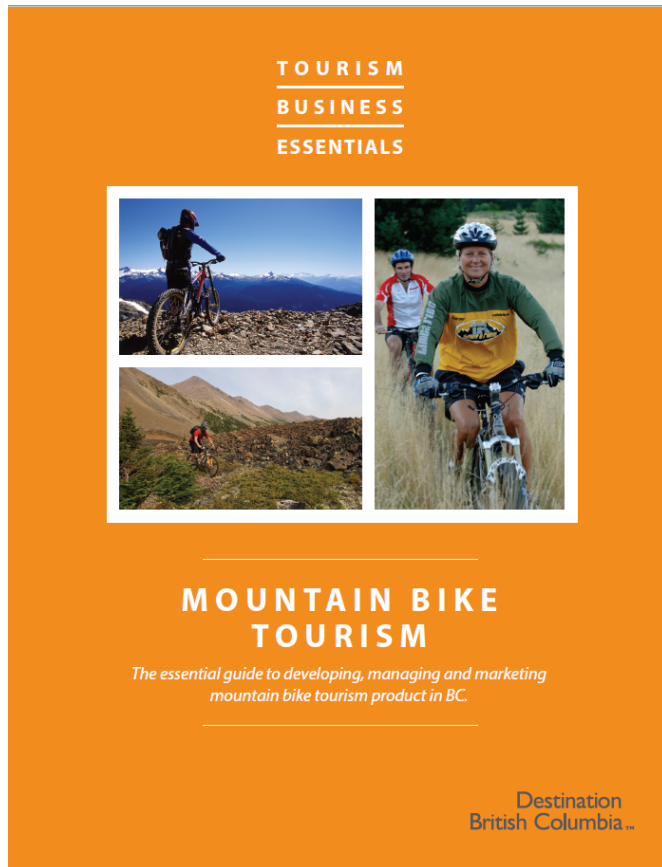


Table of Contents

1	Using the Guide.....	3
PART ONE		
2	What is Mountain Bike Tourism?.....	5
	Evolution of Mountain Biking.....	5
	Types of Mountain Biking.....	5
	Mountain Biking and Tourism.....	7
	The Core Product – Trails.....	8
	Success – Great Trails + Bike Infrastructure + Service/Hospitality.....	8
3	Why Develop Mountain Biking? The Business Case.....	9
	Cycling is an Important Recreational Activity.....	9
	Mountain Biking is an Evolving Sector.....	10
	Mountain Biking is a Travel Motivator.....	11
	Mountain Bikers are More Likely to Visit BC.....	13
	Mountain Biking Provides an Economic Return.....	13
4	What is Happening in British Columbia?.....	17
	The Product – Trails and Community-Based Product.....	17
	Issues and Challenges Facing Mountain Biking in BC.....	22
	Provincial Initiatives.....	24
PART TWO		
5	Has Your Community Got What It Takes?.....	26
6	Establishing a Partnership.....	27
7	Assessing Your Trail Network.....	32
	Prepare a Trails Inventory.....	32
	Determine Landownership.....	32
	Obtain a Profile of Existing Use.....	35
8	Creating a Sustainable Product – Developing a Management Plan.....	36
	Determine Trail Significance and Tourism Potential.....	36
	Building Partnership Agreements.....	38
	Address Liability and Insurance.....	39
	Determine Funding Sources.....	41
	Develop a Management Plan.....	43

Destination BC
Corp.
2015

<https://www.mbta.ca/wp-content/uploads/2015/10/Mountain-Bike-Tourism-TBE-Destination-BC.pdf>



Other jurisdictions recognize the value of Mountain Biking for Tourism and Quality of Life

3 Why Develop Mountain Biking? The Business Case

The benefits of mountain biking as a tourism product have been enjoyed to some extent by BC communities for over a decade, since mountain bike-specific trails began to emerge in the 1990s. The benefits are three fold:

ECONOMIC	ENVIRONMENTAL	SOCIAL
One of the most compelling benefits of trails is their ability to provide an economic return to communities by attracting riders from out of town.	Active management and planning of trail systems has led to rehabilitation of natural landscapes and a decrease in unauthorized trail construction and use.	Engaging youth in biking-related projects and providing opportunities for families to recreate can play a role in promoting a healthy lifestyle.

These benefits are becoming evident in traveller motivation studies and economic impact research.

1. Mountain biking IS a travel motivator and people WILL travel to destinations specifically to go mountain biking; and
2. Mountain bikers ARE well educated, affluent and the majority of them are over 30 years of age.

Cycling is an Important Recreational Activity

In 2009, the 2009/10 Outdoor Recreation Study was conducted to measure incidence of participation in various outdoor recreation activities in British Columbia.

~ 19% of Vancouver Coast and Mountain residents reported participating in mountain biking during the past 12 months.

British Columbia Outdoor Recreation Mountain Biking¹

- Of all British Columbians that mountain bike on trails, 64% of participants are male.

- In 2008/09, over nine-in-ten (91%) of British Columbia residents participated in at least one outdoor recreation activity during the past 12 months.

- Twenty-two per cent of British Columbia residents participated in mountain biking. Mountain bike participation levels varied by tourism region:
 - 38% of Cariboo Chilcotin Coast residents,
 - 36% of Kootenay Rockies residents,
 - 23% of Thompson Okanagan,
 - 22% of Vancouver Island residents,
 - 20% of Northern British Columbia residents, and

¹ Outdoor Recreation Mountain Bike/cycling sector profile www.destinationbc.ca/getattachment/Research/Research-by-Activity/Other/ODR_Biking_FINAL.pdf.aspx

Mountain Biking is a Travel Motivator

The 2006 **Travel Activities and Motivations Survey (TAMS)** was a comprehensive survey of over 110,000 North American households, designed to examine the travel habits, activities and behaviours of Canadians and Americans over the preceding two-year period.

Extensive information was collected on destination choices and trip activities as well as travel motivations and planning behaviours.³ The results have been presented in two key ways:

1. **Participation** – travellers who participated in a particular activity while on a trip.
2. **Motivation** – travellers who were motivated to take a trip in order to do a specific activity.

American and Canadian Cycling Travellers (includes mountain biking)

- Cycling⁴ is a key activity for many travellers with 10.7 million Americans and more than 2.4 million Canadians reporting having cycled while on an overnight trip in the last two years.

Further analysis has been undertaken at the product sector level. The findings relating to cycling travellers are summarized below.

- More than **3.6 million North Americans** were motivated to take a trip in the last two years to go cycling. The overall North American **mountain bike motivated travel market is 1.25 million.**
- **BC attracted 258,000 mountain bikers** who were motivated to visit the province in order to go mountain biking.

Size of the Motivated North American Cycling Market & Travel to British Columbia

Cyclists	North American Overall	US Cycling Travellers to BC	Canadian Cycling Travellers to BC	Total Cycling Travellers to BC
Overall Cyclists	3,664,110	356,949	273,114	630,063
Mountain Bikers	1,249,596	154,179	103,791	257,970
% of Overall	34%	43%	38%	41%

Source: TAMS 2006: US and Canadian Activity Profiles: Recreational Cyclists and Mountain Bikers

³ 2006 Travel Activities and Motivations Survey (TAMS)

⁴ Cycling includes any type of riding e.g. road riding, mountain biking, trails-to-trails etc.

Mountain Biking is a Travel Motivator

3 Why Develop Mountain Biking? The Business Case

Mountain Biking Visitor Studies conducted in 2011 in both Rosland and Golden BC found that three-quarters (76%) of respondents in Rosland and 90% in Golden indicated that they were very likely to be driven by mountain biking as their main motivation for another trip in British Columbia.⁵

Demographic Profile of US and Canadian Mountain Bikers Motivated to Travel to British Columbia

- Mountain bike travellers to BC from the US and Canada are most likely to be male and aged 18-34. US and Canadian mountain bikers are well educated, with over half having completed post secondary education.

- Mountain bike travellers to BC are also very affluent with one-third of the US and almost half the Canadians having a household income in excess of \$100,000.

US and Canadian Mountain Bikers to BC Demographics

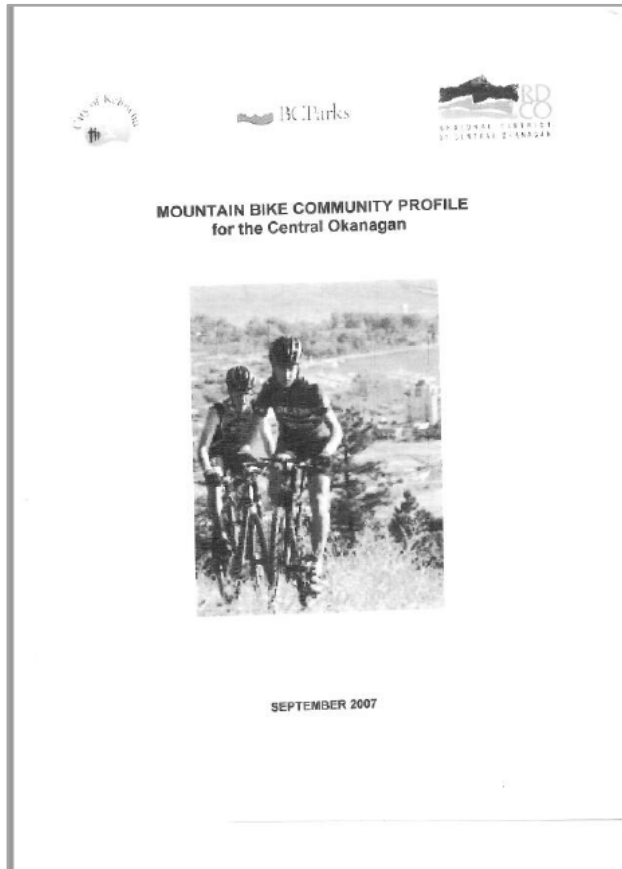
Cyclists	US to BC Mountain Bikers	Canada to BC Mountain Bikers
Unweighted Numbers	51	113
Adults 18+	154,179	103,791
Male	74%	75%
Female	26%	25%
Age		
18-34	48%	43%
35-44	16%	19%
45-54	17%	24%
55-64	14%	14%
65+	5%	0%
Household Income		
Under \$40,000	14%	22%
\$40,000 - \$59,999	6%	6%
\$60,000 - \$99,999	28%	22%
\$100,000 +	33%	47%
Not stated	19%	4%
Education		
Less than Secondary	5%	1%
Completed Secondary	5%	1%
Some Post Secondary	28%	19%
Completed Post Secondary	59%	60%
Other	2%	-
Not Stated	1%	0%

Source: TAMS 2006: US and Canadian Activity Profiles: Recreational Cyclists and Mountain Bikers

⁵ Rosland Mountain Bike Visitor Study 2011 Results - March 2013
Golden Mountain Bike Visitor Study 2011 Results - March 2013



Other jurisdictions recognize the value of Mountain Biking for Tourism and Quality of Life



1. The City of Kelowna, Regional District of Central Okanagan, and BC Parks should proceed with the development of a **Mountain Bike Strategy** including involvement from stakeholders, partners and the local mountain bike community.

B. *The economic impact of mountain biking has been well documented in other B.C. communities and is significant. Research to quantify the **economic impact** of mountain biking in the Central Okanagan should be considered as part of the Mountain Bike Strategy. This research will assist local governments in the decision to provide future funding for mountain bike infrastructure and trail management. In this way, local residents will greatly benefit from enhanced infrastructure that has been developed as a result of mountain bike tourism.*

C. *The Mountain Bike Strategy should consider **Mountain bike facilities** for all levels of ability and provide for a natural progression of skill as riders mature and their interest changes. Research indicates that mountain biking appeals to a variety of age groups and a variety of disciplines (e.g. cross country, freeriding, downhill, etc.). However, increasing opportunities for active youth should be the initial focus.*

E. *The Mountain Bike Strategy should consider making recommendations regarding planning and development of a **Technical Training Area** (Skills Park) including funding allocation, selecting and acquiring a suitable site, and working with a planning committee. The skills park should be developed with and for mountain bikers of all ages and include technical training features for beginner, intermediate and advanced riders. By planning and developing a technical training area in conjunction with local riders, which is centrally located in the community, there should be a reduction in "rogue" facilities being constructed.*

City of Kelowna, Regional District of Central Okanagan and BC Parks – September 2007 [MOUNTAIN BIKE COMMUNITY PROFILE for the Central Okanagan \(yumpu.com\)](http://www.yumpu.com)



Mountain Biking aligns with Explore Edmonton’s goals of enhancing our quality of life and attracting visitors

EXPLORE EDMONTON

Operating Budget p. 753

We are Edmonton’s Destination Management and Marketing Organization (DMMO). We manage the Edmonton Convention Centre and the Edmonton EXPO Centre. We collaborate with government, industry, and community to grow Edmonton’s visitor economy. We are a partner in Edmonton’s economic development ecosystem, working with Edmonton Global, Edmonton Unlimited, and the City of Edmonton to activate Edmonton’s economic growth strategy and Economic Action Plan.

In collaboration with our hotels, attractions and businesses, we strive to make Edmonton a four-season destination of choice, delivering year-round transformational experiences.

While our mandate is focused on attracting visitors to grow the visitor-based economy, what we do and how we do it also enhances and amplifies the quality of life for Edmontonians. The people who live here are our greatest ambassadors, so making it easier for them to love our city makes it easier for us to sell it.

At page 756 of the Operating Budget EEC States:

- The remaining increase supports post-pandemic scale-up of our destination development and marketing efforts. We have aligned our target markets with Travel Alberta and Destination Canada to maximize the impact of our own investments in visitor, conference, and event attraction.



Mountain Biking aligns with Explore Edmonton's goals of enhancing our quality of life and attracting visitors



Queen Elizabeth Bike Skills Park – Partial funding request for EMBA's Community Led Project





Mountain Bike amenities are low cost, accessible, recreation

THE TOTAL COST OF RECREATION
 A DISCUSSION PAPER COMPARING THE COSTS AND VALUE OF RECREATION FACILITIES AS COMMUNITY ASSETS FOR A MUNICIPALITY

INTERNATIONAL MOUNTAIN BIKE ASSOCIATION of CANADA - **I M B A**

Table 3: Drumroll please - the Total Cost of Recreation

Activity	Venue Type	Total Cost of Recreation Summary				Average of common facility
		Estimated Individual Users	Cost / Ind. user / 5 years	Typical Usage \$ / use / 5 years	Maximum Usage \$ / use / 5 years	
Hockey	Arena	250	\$129,000	\$160	\$48	\$54
Figure & Speed Skating	Arena	50	\$645,000	\$200	\$60	
Tennis	Tennis Court	100	\$2,550	\$10	\$1	\$1.26
Swimming	Pool	5000	\$4,400	\$22	\$4	\$4
Basketball	Gymnasium	1000	\$1,350	\$11	\$1	\$0.67
Baseball	Diamond	200	\$3,475	\$17	\$6	\$6
Soccer	Turf Field	250	\$9,467	\$32	\$7	\$5
Football	Grass Field	300	\$3,000	\$18	\$3	
Curling	Rink	150	\$75,333	\$140	\$42	\$42
Mountain Biking	Trail	800	\$581	\$1.54	\$0.21	\$0.14
Hiking	Trail	1000	\$205	\$0.20	\$0.07	
Trail Running	Trail	400	\$1,163	\$1.03	\$0.14	
Disc golf	Park	200	\$275	\$3.18	\$0.40	\$0.40

EMBA volunteers have sole responsibility for maintenance of Edmonton’s network of singletrack natural trails and we will continue to work in partnership with the City of Edmonton for maintenance of the Bike Skills Park.

Paper by R. Blondin available on request.



A Bike Skills Park will help minimize rogue trail building

3.2 Non-sanctioned Trails

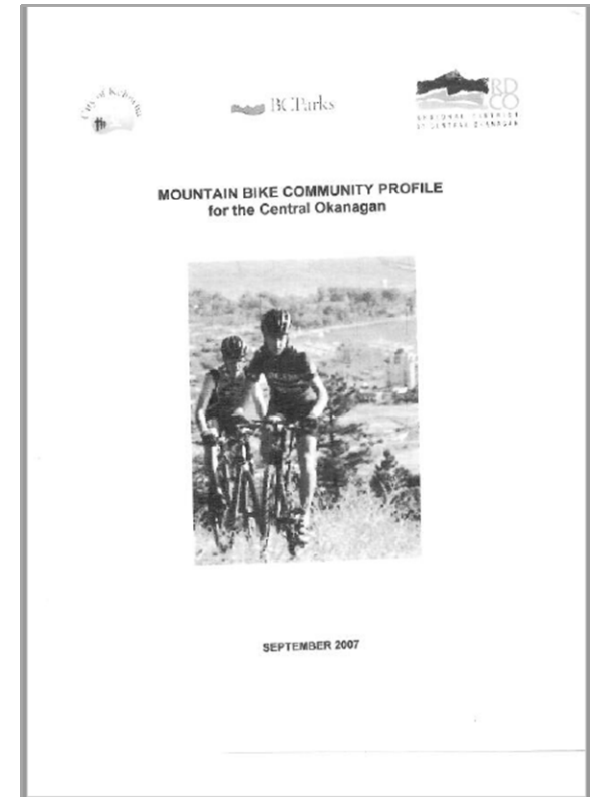
With the increasing popularity of free-riding and dirt jumping, mountain biking enthusiasts are building informal or "rogue" facilities on government land and private property. These facilities are not built to any construction standard, and lack regular maintenance or monitoring, creating risks for users and liability for property owners. When mountain bike facilities are not properly constructed, erosion of steep slopes and water drainage become major issues. It is essential that all trail builders are qualified and follow design and construction standards prepared by the International Mountain Biking Association (www.imba.com)

The International Mountain Biking Association (IMBA) guide *Trail Solutions: IMBA's Guide to Building Sweet Singletrack (2004)* provides an invaluable guide to trail construction techniques and drainage solutions for trail builders. Based on frequency and intensity of use, mountain/dirt biking constitutes the highest potential for trail damage. Since cycling can be expected on almost any trail and since IMBA's guidelines are also applicable to hiking trails, they should be adopted as a comprehensive set of guidelines for trail construction. (*Sea to Sky Corridor Recreation Trail Strategy, Ministry of Tourism, Sport and the Arts, 2007*)

Solutions:

Technical Training Area – TTA Skills Park

Provide a sanctioned technical training area (TTA) to reduce the use of unsanctioned areas. By providing an area for riders to practice their technical skills, the incidence of "renegade" riders looking for (or building) new challenges on or off existing trails will be reduced. (*South Island Mountain Bike Society, www.simbs.com*) By planning and developing a technical training area in conjunction with local riders, which is centrally located in the community, there should be a reduction in "rogue" facilities being constructed. Additional advantages of building a technical training area in a central location include: a) younger age groups like to be seen by others, b) availability of emergency first aid responders, c) families and community watching – leading to a greater understanding and support of the sport. (Some locations for a skills park suggested at the youth workshop include: the base of Dilworth Mountain, Crawford Estates, and Smith Creek.)



Page 15



EMBA will commit to raising the balance of the \$1,235,000 capital cost, above the City's \$600,000 investment

Through it's Community Led Process, EMBA will:

- Seek funding from other levels of government
- Raise funds from businesses, foundations and individual donors, including through the licensing of naming rights to the Bike Skills Park and its features

AS AN ALTERNATIVE to specific funding of this portion of the Queen Elizabeth Master Plan, EMBA would support funding of the Bike Skills Park through City Council's funding of CRC's Recreation Partnership and Facility Investment Programs (\$4,102,000 in 2023 – page 234 Operating Budget), conditional upon EMBA securing the balance of the capital cost from other sources.

Queen Elizabeth Bike Skills Park

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THANK YOU!



November 28, 2022