

Grant for Assistance Joint Application



Organization Information Sheet

Name of Organization:	Hon City Mountain Bike Club
Mailing Address:	Box 166, 108 Mile Ranch, BC
Telephone (office):	[REDACTED]
Purpose of Organization (From Constitution or Incorporation Documents):	Promotion of mountain biking & infrastructure.
How long has the organization operated in the community?	14 years
BC Society Registration Number:	S0050927
Federal Charitable Registration Number: (if applicable)	N/A
Chairperson's name:	Steve Law
Telephone:	[REDACTED]
Treasurer or Financial Officer's name:	Jade Laramie
Telephone:	[REDACTED]

Date of last Annual General Meeting (Attach minutes and current list of Directors):

June 29, 2020. Attached

Attach the last financial statement prepared and signed by the appropriate person (i.e., CA, CGA, CMA, comptroller, bookkeeper, financial officer, treasurer, etc.).

Previous Year Grant from CRD and District (if applicable) \$ N/A

NOTE: A Final Report for previous year's grant MUST be included with this submission.

Current Grant Amount Requested \$ 3000.⁰⁰

Grant for Assistance Application



Please answer the following questions, using additional paper if necessary.

1. What plans has your organization made to fund its activities over the next 3-5 years?

Through memberships, sponsorships, donations, fundraising activities and grants.

2. If your organization charges user fees/memberships/admission, attach your current fee structure: Annual Membership \$25.00

3. What are your organization's specific goals and objectives for this year? How do they differ from previous years?

Continue to build upon trail system at 99 Mile. Promotion of mountain biking in general and local trails. Hold events & clinics (Covid permitting) Same focus as previous years.

4. Who does your organization serve? (% of clients from District, % of clients from South Cariboo)

100 Mile House Community & South Cariboo District 60% S Cariboo 40%

5. Does your organization receive a rental subsidy from the CRD and/or District? If so, how much?

No.

6. Does your organization receive any benefit from permissive tax exemption, and if so, how much? (information available from District Tax Department)

No.

7. Does your organization use CRD or District owned facilities? If so, which ones?

No.

8. How will you indicate that the CRD and District are contributing to your organization?

Through our website and social media.

Grant for Assistance Application



7. Please describe the key activities that will take place to complete the project and any associated timelines.

Multi-day bikepacking trip in Mid March.
Camera + video documentation along route
from 70 Mile to Horsefly (further) if possible.

8. Please provide a detailed financial budget for the project.

See attached PowerPoint Presentation

9. Please explain how you will measure and evaluate the impact of this project on the community? How will you determine if it was successful?

Measured by increased traffic to website.
Trail counters on GRST and bike trails.
Regional + provincial distribution of
pictures, video and written articles.

THE INFORMATION INCLUDED IN THIS APPLICATION IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.



President/Chairperson

Grant for Assistance Application



Project Summary Sheet

Please answer the following questions, using additional paper if necessary.

1. Brief Description of Proposed Use of Grant Being Applied For:

As per attached Powerpoint + Presentation
Multi-day fat biking trip on Gold Rush Snowmobile
Trail with picture + video documentation

2. How do you know there is a need for this service/project in our community?

The economic impact from mill closures necessitates
the need to promote tourism + recreational
activities in our local communities.

3. Is your agency applying for funds from other levels of government or other sources for this project?

Yes

4. Would you still be able to complete the project if you do not receive the other funds applied for?

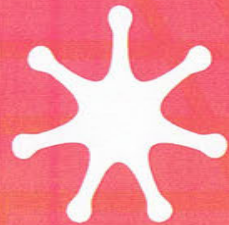
No

5. Please describe the impact of this application being denied or approval of an amount less than requested.

The video component of the event will
be impacted or eliminated.

6. Start date of the project: March 15, 2021

End date for the project: April 30, 2021



FRESHINC

MARKETING | BRANDING | DIGITAL

GRST Trail & RJ Sauer Funding Request

26/02/2021 | Presented By: Jen McKinney

Overview of Project Request



Marketing of the Gold Rush Snowmobile Trail

A unique opportunity has been presented to Cariboo Stakeholders to promote the Gold Rush Snowmobile Trail which reaches from 70 Mile to Horsefly.

As experiential adventure marketing is much more effective than traditional marketing. We are recommending that this opportunity to have an outdoor influencer and his family document a trip and tell the story for us to share what the Cariboo has to offer.

RJ, wife, son and another couple will be riding their fat bikes and pulling their son along the way through the trail starting around 70 mile. Over the 3 to 4 days, they will tent along the trail and capture the beauty and story of what the weather, views and Cariboo brings them.

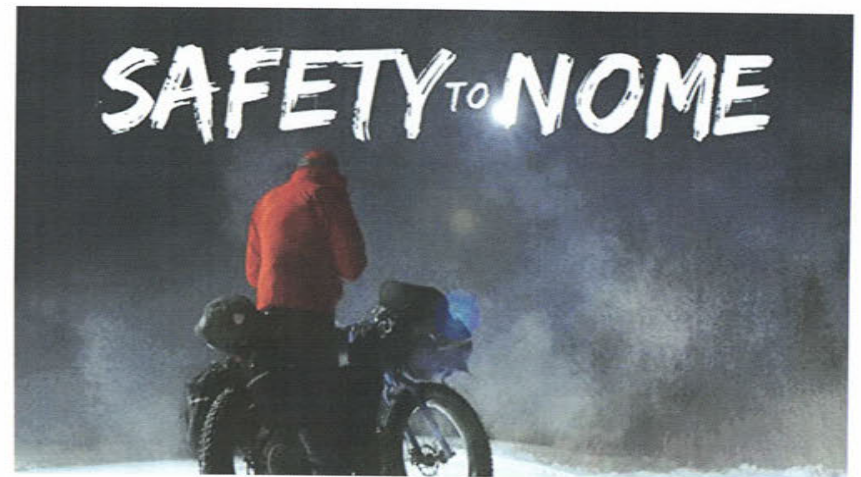
WHO IS RJ SAUER



RJ's is so passionate about riding and a challenge that is completed the Iditarod Trail and was part of a documentary of the grueling ride in Alaska.

The Iditarod Trail Invitational is the worlds longest, toughest and most remote ultra marathon, challenging competitors to journey 1000 miles across the Alaskan tundra on bike, foot, or ski. More people summit Everest in an afternoon than have made it from Anchorage to Nome on a bicycle.

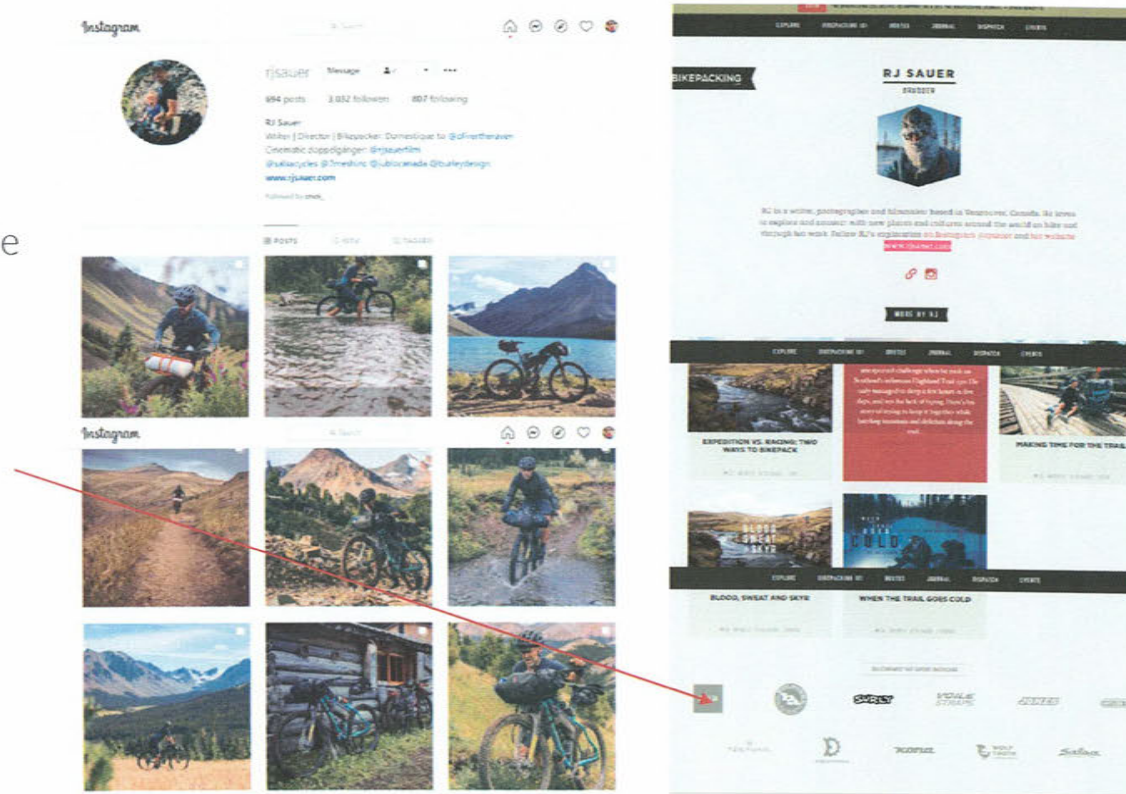
<https://www.youtube.com/watch?v=oOI8IA9N7Eg>



RJ Sauer Network



RJ's connections with sponsors and followers makes him a powerful marketing tool to tell the story to our target markets.



WHO IS RJ SAUER



RJ is a writer, photographer and filmmaker based in Vancouver, Canada. He loves to explore and connect with new places and cultures around the world on bike and through his work. Follow RJ's exploration [on Instagram @rjsauer](#) and [his website www.rjsauer.com](http://www.rjsauer.com)



Project Funds Request



Marketing of the Gold Rush Snowmobile Trail

A unique opportunity has been presented to Cariboo Stakeholders to promote the Gold Rush Snowmobile Trail which reaches from 70 Mile to Horsefly.

As experiential adventure marketing is much more effective than traditional marketing. We recommend that this chance to have an outdoor influencer and his family document his trip and tell the story for us to share to the world what the Cariboo has to offer.

Our request today is to fund the documenting and production of the documenting, filming and production of the stories of the 3 to 4 day Fat Biking ride along the trail

Marketing Goals & Deliverables



The goal is to develop professional story and marketing video of the region that will appeal to multiple demographics looking to explore BC.

We are sensitive to the COVID situation and kept it in mind with this project. The powerful nature of this type of marketing is that it organically tells the story of the region without specific invitation.

Target Market

- Outdoor enthusiasts 25 -55 M/F
- Families
- Mountain Bikers & Bike Packing
- Hiking

Marketing Goals & Deliverables



Deliverables

- Photos / Articles / Social Media Posts
- Cross Marketing with RJ Brand Sponsors
- Short Film

- This is nonexclusive

We will not own the rights but will be able to share with regional stakeholders

Marketing Goals & Deliverables



- 1-2 Days additional "camera operator" with snowmobile support (dedicated person) @ \$1,500/Day x 2
- Corresponding accommodation/food support for camera operator
- RJ and group "self-film" throughout \$2,000 for additional gear requirements
- Short film Edit @\$1,500

**Non-exclusive*

Total Cost \$6,500.00



**HUN CITY MOUNTAIN BIKE CLUB
DIRECTORS 2021**

Steve Law	President
Jade Laramie	Treasurer
Denise Van Dalen	Secretary
Sarah Diamond	Director
Craig Davidiuk	Director
Paul Halper	Director



ROYAL BANK OF CANADA
P.O. BAG SERVICE 2650
CALGARY AB T2P 2M7

Business Account Statement

RBBDA30000_2577857 E D 04120 00803
HUN CITY MOUNTAIN BIKE CLUB
PO BOX 10171
108 MILE RANCH BC V0K 2Z0

February 1, 2021 to March 1, 2021

Account number: [REDACTED]

How to reach us:

Please contact your RBC Banking representative or call
1-800-Royal[®]2-0
(1-800-769-2520)
www.rbcroyalbank.com/business

Account Summary for this Period

RBC Digital Choice Business[™] account package

Royal Bank of Canada
200 BIRCH AVE-PO BOX 700, 100 MILE HOUSE, BC V0K 2E0

Opening balance on February 1, 2021	\$1,110.20
Total deposits & credits (0)	+ 0.00
Total cheques & debits (1)	- 5.00
Closing balance on March 1, 2021	= \$1,105.20

Account Activity Details

Date	Description	Cheques & Debits (\$)	Deposits & Credits (\$)	Balance (\$)
	Opening balance			1,110.20
01 Feb	Monthly fee	5.00		1,105.20
	Closing balance			1,105.20

Account Fees: \$5.00

March 1, 2021 monthly fee - \$5.00
Cash + \$42.30

\$1,142.50

JADE LARAMIE
TREASURER, HOMB
MARCH 4, 2021