



For all, outside, every season.



TRAILBLAZING
TOGETHER:
FUNDRAISING FOR
TRAILS 2025

CONTENTS

- A World-Class Outdoor Recreation Asset
- Widely Used and Accessible
- Master Trails Plan 2023: Example Highlights
- A Long History of Cooperation with Other Land Users
- A Bigger, Better, BCT Creates Value for the Region
- Events and Tourism at West Bragg Creek
- Enabling the Vision



A WORLD-CLASS OUTDOOR RECREATION ASSET

West Bragg Creek Trails



DONATE OR VOLUNTEER!
Your donations sustain construction and maintenance of the trail network
For more information please visit:
braggcreektrails.org

Greater Bragg Creek Trails Association is a registered Canadian charity.

Massive Area and Trail Network:

56 km² (13,760 acres) with 166 km of trails, vast future trail potential

Integrated and Interconnected:

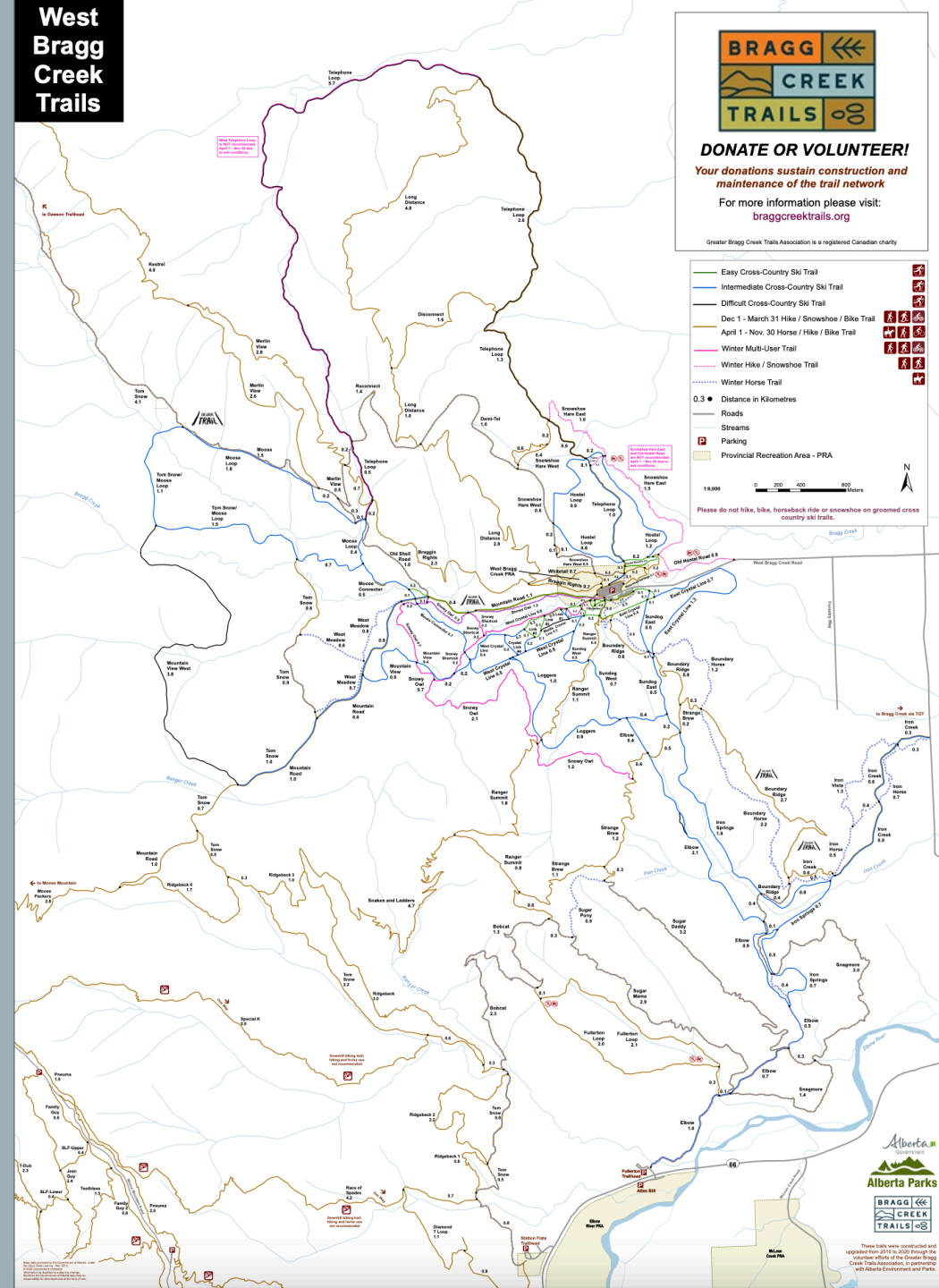
TransCanada Trail travels through BCT, and two other regional networks (CAMBA & MMBTS) are immediately adjacent

4-Season, Multi-Activity Usage:

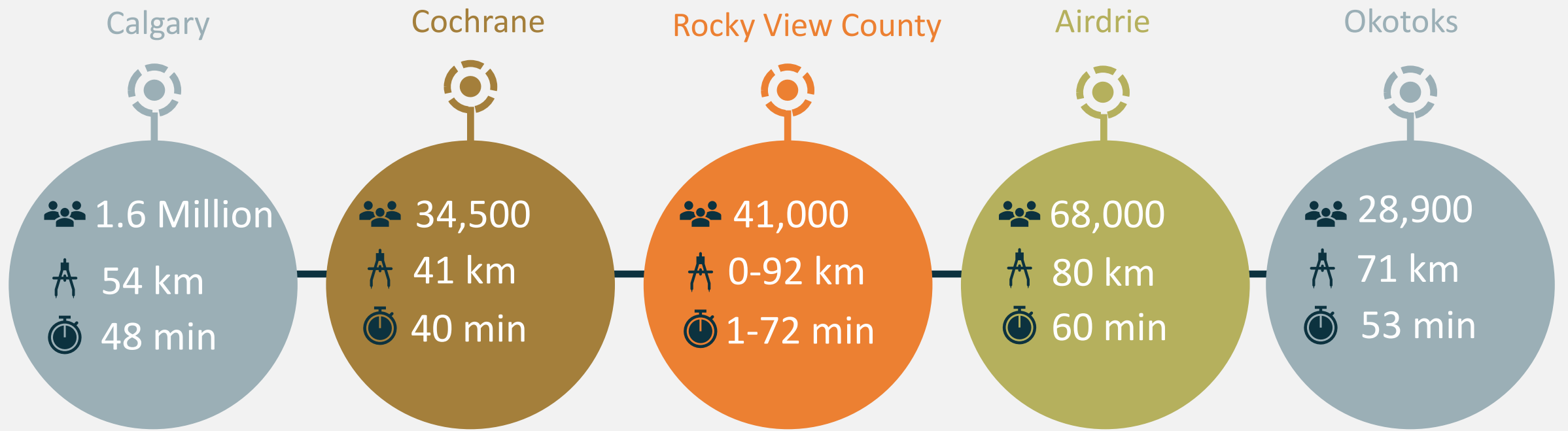
Hike, dog walk, mountain bike, trail run, equine pursuits, cross country ski, fat bike, & snowshoe (for *all* skill levels)

2 Major Trailheads:

West Bragg (475 parking spaces) and Fullerton (59 parking spaces)



This trail was constructed and updated from 2010 to 2020 through the volunteer work of the Greater Bragg Creek Trails Association, in partnership with Alberta Government and Parks.



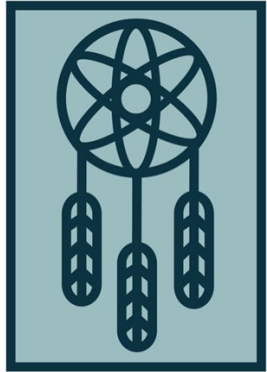
**WIDELY USED AND ACCESSIBLE:
300,000 PERSON-VISITS PER YEAR**

*A day in the life of BCT:
 West Bragg trailhead parking (475 spaces)
 on a beautiful winter day*



Indigenous Perspectives and Reconciliation

- Indigenous advisors from local Tsuut'ina Nations, Siksika and Kainai Nations were represented on the Planning Committee which produced the 2023 Master Plan.
- The plan sets out action items for indigenous youth in trail building, education and outreach, and commemoration structures of indigenous history and cultural significance features in the area.



Water and Riparian Health

- BCT will build on the success of 2019 multi-party Collaborative Watershed Stewardship Project in riparian restoration, off-stream livestock watering, native species plantings, and invasive species removal.
- Design new trails and modify existing trails to minimize water table exposure and resulting erosion/compaction potential, use bridges and culverts to protect riparian area where crossings are necessary.



Trail and Nature-based Education

- Help people connect with nature, history, and culture, and provide information and news of on-site environmental stewardship initiatives (e.g. beaver habitat management)
- Deliver education and communication via multiple channels, session programming, interpretive signage, and guided tours, along with youth field trips and youth trail building skills workshops.



Oil and Gas

- In 2020 a pipeline inspection road was repurposed into a double track winter ski trail - Mountain View West.
- Mountain Road, is a License of Occupation of an oil company which BCT now uses as both a summer and winter trail.



Forestry

- Containment ("fire break") line logging reduces the risk of wildfire spreading in the area.
- Log hauling road segments have been converted to trails with upgraded culverts, and have also been used by BCT for our own trail construction access.



Cattle Grazing

- BCT has studied and implemented several strategies to manage ongoing grazing to minimize trail and riparian impact.
- BCT assists grazers with information on injured animals, fencing / containment breaches and locating strays.





IMPACT: TRAIL USER SPENDING

\$32.93 / day average x 300,000 user-visits per year = **\$9.9MM *per year***

An increase of 50,000 user visits per year creates \$1.6MM of new spending per year



IMPACT: LOCAL REAL ESTATE VALUE

increased interest from remote workers who place a high value on space and natural surroundings... has driven a remarkable increase in rural real estate demand. (2)



IMPACT: EMPLOYMENT & INVESTMENT

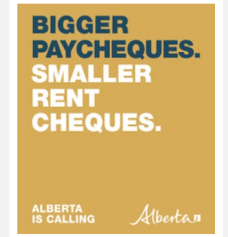
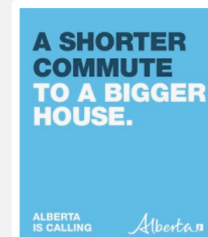
“recreation amenities that attract people ...improve [region] employee attraction and retention” (1)



Single-Day User Activity Analysis (1)

	Spending per day
Hiking	\$37.51
Trail running	\$24.25
Climbing	\$42.92
Fishing, hunting, and horseback riding	\$44.77
Biking activities	\$18.67
Water activities	\$26.65
Winter activities	\$39.43

- 98% of workers want to work remote at least some of the time
- 57% of workers would look for a new job if their current company didn't allow remote work
- 16% of companies operate fully remote



(1) The Economic Impact of Non-Motorized Recreation in Alberta April 11, 2018

(2) Pine Canada Financial Corp. Mortgage considerations for the remote worker 2023

EVENTS AND TOURISM AT WEST BRAGG CREEK



Single Track Mountain Bike Race – Stage 5 of event
July 17, 2023



7 km Trail Run
October 28th, 2023



Winter Fat Bike Race and fundraiser
January 18, 2024



Winter Trail Running
December 16, 2023



16, 29, 42, 50 km Trail Run
August 26, 2023



11th Annual Alberta Youth XC Ski Championships
March 1-3 2024



Activity Tracking App

West Bragg Creek User Home address statistics

Calgary	51%
Calgary region	9%
Edmonton, Other AB	2%
British Columbia (top 50)	1%
Other (rest of data)	37%

Mountain biking user statistics suggest many users from out of region

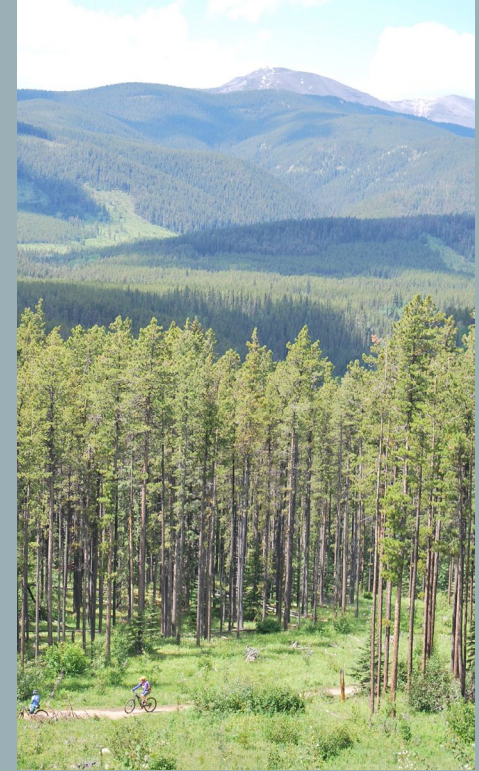
ENABLING THE VISION FOR



• TRAILS 2025

Bragg Creek Trails is situated within extensive scenic mountain forest under public ownership and jurisdiction, and accessible for the enjoyment of nearly 2 million people in a 1-hour radius. This combination of attributes is very rare in the world.

Over the past 13 years, the BCT organization has built a remarkable 4-season outdoor recreation space. The new Master Plan sets out an exciting and achievable vision to further expand the rewarding outdoor experiences at BCT.



Bragg Creek Trails is a registered charitable organization and relies entirely on donations from government agencies, corporations, and individuals to build and maintain the trails.

Trails 2025 is our one-time campaign to raise **\$1.66 MM** to build out the exciting new trails in the Master Plan and greatly enhance the existing trail network.

PLEASE DONATE NOW!