

Treasurer's Report

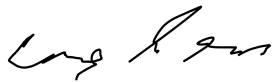
The Saskatoon Trail Alliance (Saskatoon Mountain Bike Alliance Inc.) finished the 2024 fiscal year in a good financial position once again despite several significant challenges throughout the year. As per our base financial goals, we have sufficient cash to cover insurance expenses for 2025. Membership revenue was significantly down this year due to decreased membership volume in all categories. For the 2024 year, we once again had no recognition of contributions received in previous periods. Sales were down in 2024 compared to previous years, as we did not run a clothing fundraiser this year.

Due to the decreases in revenue, and additional uncertainty of the MAP grant, the Trail Alliance had to carefully manage expenditures throughout the year. Notably however, we did have to start renting storage space to house the tools and equipment as the inventory has become too big for the current board members to manage in their existing spaces. This expenditure is expected to continue into the future. The biggest decrease in expenditures was in the form of promotional materials, which were purchased in 2023 and will not need to be repurchased for several years.

The organization is well positioned to be able to continue current scope operations for the 2025 year under the agreement with the City of Saskatoon. However, to continue to grow the organization the board will need to begin to operationally shift to a model with significantly more resources, which will require significant increases in revenue from sales, memberships, grants and sponsorships.

It has been a pleasure serving the Saskatoon recreational trail users as the Saskatoon Trail Alliance Treasurer since the organization's inception. I look forward to handing these responsibilities to the next treasurer and continuing to work with the organization's board and membership in other capacities.

Thank you,



Craig de Gier