

Subject: [Fwd: Regarding the Sea to Sky MTB Economic Impact Study]
From: Brian Platts <bplatts@shaw.ca>
Date: Wed, 07 Feb 2007 20:17:18 -0800
To: Corrie Kost <kost@triumf.ca>

Subject: Regarding the Sea to Sky MTB Economic Impact Study
From: Monica Craver <mecraver@shaw.ca>
Date: Wed, 07 Feb 2007 17:50:19 -0800
To: fonvca@fonvca.org

Dear FONVCA: This was presented to DNV Mayor and Council at Monday Night's Council Meeting, February 5th, 2007. It was in response to encouragement of more mountain bike tourism on the North Shore proposed in the form of :

DELEGATION

Mr. Martin Littlejohn, Director, Western Canada Mountain Bike Tourism Association regarding 2006 North Shore Mountain Biking Economic Impact Study

File 16.8450.60/000.000

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Email: [Ms Donna Green, Director, Western Canada Mountain Bike Tourism Association \(MBTA\), January 15, 2007](#)

Good Evening, Mayor Walton and Councillors:

The Sea to Sky MTB Economic Impact Study is fundamentally flawed if it lists the assets but not the liabilities: the cost of destruction of nature, of animal habitat, of decreased benefits to local taxpayers by reducing the forests' availability to other users, such as hikers, by reducing their safety, by increased burden on local taxpayers, the cost of enforcement, the cost of maintenance and repairs. If there are no downside costs listed, the study is flawed.

Did the economic impact report include amounts paid to hospitals and orthopedic surgeons; or the taxpayer cost of rescue of injured mountain bikers purposely pursuing risky activities: including air/drops, or jumps, and steep sloped downhill riding, etc. (70%).

Key stats to question:

- *Mtb on north shore consists mostly of adult males (85%) vs. 15% females.
- * 47% of mountain bikers are 30to 39 years old.
- *Only 33% of riders were "local".
- *Only 12% come from outside GVRD, other provinces, other countries.
- * 88% of the ridership prefer downhill riding which is most destructive to tour forest environment.

FACT: All mountain bikers are also hikers. A vast majority of hikers are not mountain bikers.

Hiking, nature walking, etc. are more gender/age balanced activities than mountain biking will ever be, due to its inherent extreme nature. A “like” survey **must** be done for hikers and other forest users other than mountain bikers to gain a more balanced view. Until then, the MTB report cannot be taken at face value. It just doesn’t hold water.

There are many more sustainable tourist ventures on the North Shore bringing in more revenue than mountain biking ever could -- and doing so without incurring the widespread damage, etc. mountain biking inflicts on our economic and natural resources.

Survey "on foot" tourists/locals who frequent Lynn Canyon Park, Capilano Suspension Bridge; the three recreational resorts/parks on the North Shore: Grouse, Cypress, Mt. Seymour. Talk to the skiers, snowboarders, etc. who pursue their sport successfully within well-contained, regulated and enforced areas. Talk to the landowners who run these resorts. That is where the real revenue comes from -- **not from the ongoing wholesale free ride on North Shore’s public forests and trails**. It is time for the District of North Vancouver to face reality that mountain biking is not the big money maker it pretends to be, and that it only adds stress to the forest environment and adds pressures to the adjacent residential communities. We do not **need** more of the kind of “tourism” the Sea to Sky study proposes.

The only ones benefiting from all of this is the bike manufacturers and bike shops, with their over priced bikes and bike parts. To believe otherwise is doing a great disservice to legitimate and sustainable tourist revenue producers on the North Shore, who also happen to serve a more balanced gender/age demographic. Meanwhile the mountain bikers already have an authorized, multi-jurisdictional place to free-ride on the North Shore – The Lower Seymour Conservation Reserve -- run by the GVWD/GVRD. Isn't that enough free ride for the limited demographic mountain biking proves to serve on the North Shore?

Thank you,

Monica Craver

Regarding the Sea to Sky MTB Economic Impact Study

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