

Treasurer's Report

The Saskatoon Trail Alliance (Saskatoon Mountain Bike Alliance Inc.) finished the 2023 fiscal year in a good financial position once again. As per our base financial goals, we have sufficient cash to cover insurance expenses for 2024. Membership revenue was up this year due to increased membership volume in all categories. For the 2023 year, we had no recognition of contributions received in previous periods. Sales were down up 2023 compared to 2022, related to the clothing fundraiser held in the spring.

The trail alliance had increased expenditures this year related to events which were not attended or organized in the previous period. Grant funding for the period was limited to MAP funding. Investments were made in promotional materials, including a popup tent and other banners, which will aid the organization in promotional activities for years to come. As these were funded primarily with operating revenues, we choose to expense these in the current period versus capitalizing/deferring.

The organization is well positioned to be able to plan operations for the 2024 year under the agreement with the City of Saskatoon. We anticipate additional fundraising activities in the year(s) to come as various projects are addressed. Matching project costs with fundraising revenues will be critical moving forward, and careful management of the organization will continue to be a priority to insure sustainability into the future.

Thank you,

Craig de Gier