



MORC 2017 Accomplishments Q2 (April 1st - July 1st)

- awarded REI \$10,000 Grant!
- launched BikeMN Dual Membership discount campaign
- interviewed by FrontLines MTB Podcast- IMBA Chapter Program
- attended 'Dreaming of Dirt' hosted by The HUB
- interviewed by Singletracks.com- IMBA Chapter Program
- attended 'Giddy UP! Film Tour'
- attended Women's Cycling Fest hosted by REI
- interviewed by Sun Sailor newspaper of Minnetonka
- interviewed by Star Tribune, Minnetonka Trails
- partnered with BikeMN on dual-membership discount
- attended happy hour fundraiser event hosted by Sociable Cider Werks
- launched 'Ride em All' Challenge (06.15 - 07.29)
- surpassed 1,000 members for the 1st time in MORC's history
- sold 50+ MORC shirts via online Teespring store
- sent direct mail campaign to 2000 home addresses for membership awareness
- surpassed 5,500 followers on Facebook
- developed updated trifold brochure featuring newest trail additions

On the horizon- events and more!

- Surly Brewing & MN United Happy Hour benefit (07.19)
- MORC TrailsFest @Carver Lake (07.29)
- 2017 MORC Masquerade Ball @Surly Brewing (10.28)

Trails Updates:

- Bertram Chain of Lakes hosted REI National Trails Day
- Carver Lake skills course trail reroutes performed, new features coming!
- Theodore Wirth hosted Tonka Cycles' Rough Riders team for trailwork
- Lake Rebecca- please ride directly THROUGH any wet spots
- Hillside- "Section 3" contractor rebuild complete, with "Section 4" underway
- Battle Creek crew is cutting new trail, but currently focused on trimming/mowing
- Murphy Hanrehan trimming season- seeking additional volunteer support!
- Lebanon Hills construction continues, visit the Dakota County site for more details: www.co.dakota.mn.us

Special Thanks to our 2017 Partners!

- ☆ 1UP USA
- ☆ REI
- ☆ County Cycles
- ☆ Bicycle Alliance of MN
- ☆ Sociable Cider Werks
- ☆ Advocate Cycles
- ☆ North Star Mountain Bike Guides
- ☆ Surly Brewing
- ☆ Angry Catfish Bicycle Shop + Coffee Bar