

# HUDSON BAY MOUNTAIN RESORT

## 2025 | Summer MTB Forum



### TONIGHT'S AGENDA

- 6:00 PM** - Welcome & Informal Mingling
- 6:30 PM** - Forum Introduction (Lex Rei-Jones)
- 6:35 PM** - Vision & Resort Strategy (Gary + Gavin)
- 6:45 PM** - MTB Development Plan (Gavin + Lex)
- 7:10 PM** - Q&A / Open Discussion
- 7:30 PM** - Feedback & Round-table
- 8:00 PM** - 1-on-1 Conversations/Networking
- 9:00 PM** - Forum Close & Next Steps

# OUR VISION

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### 4-Season Destination

A mountain resort rooted in community, adventure, and long-term growth

### Inclusive & Family-Friendly

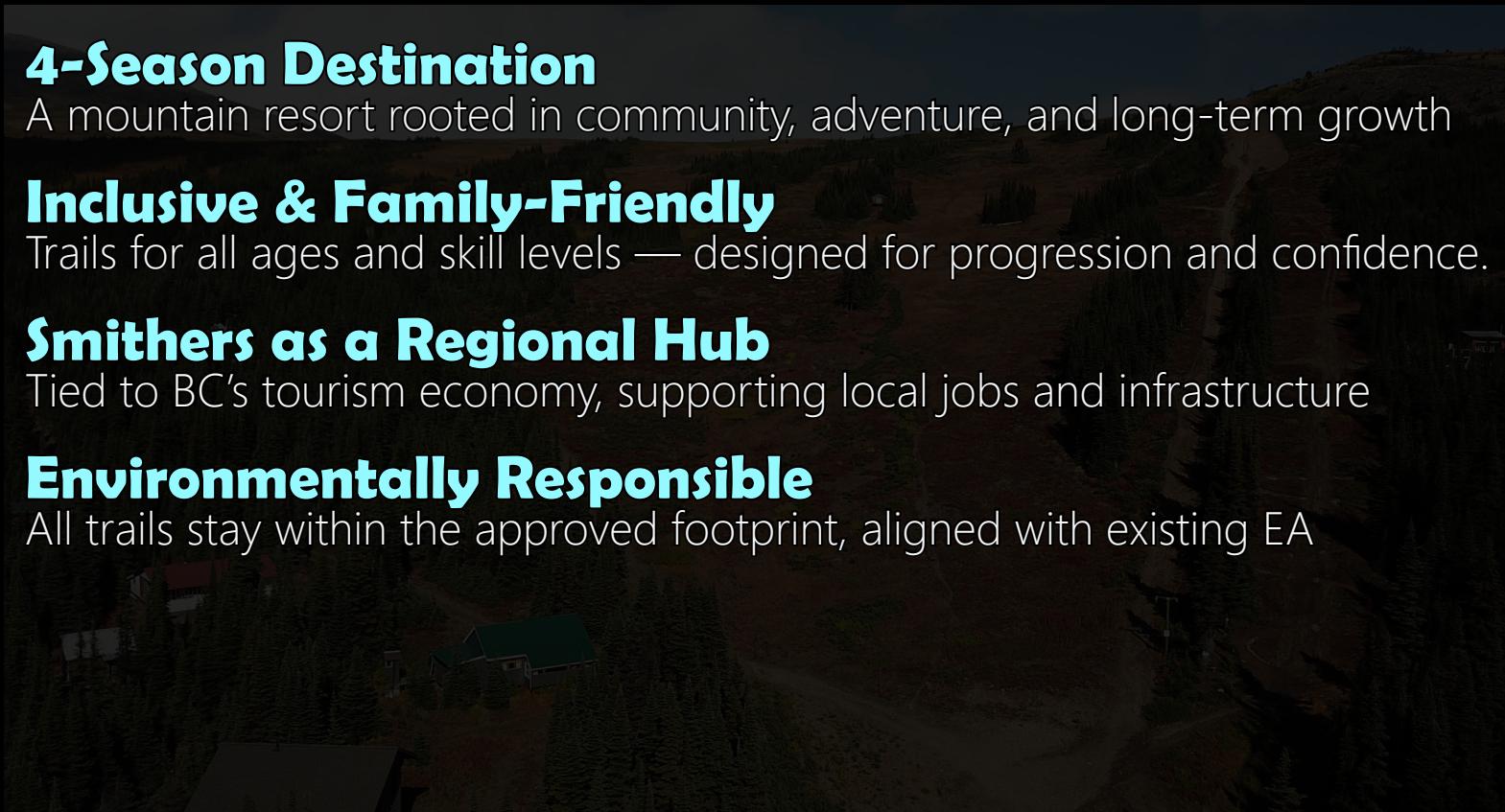
Trails for all ages and skill levels — designed for progression and confidence.

### Smithers as a Regional Hub

Tied to BC's tourism economy, supporting local jobs and infrastructure

### Environmentally Responsible

All trails stay within the approved footprint, aligned with existing EA



**QUAY  
NORTH**  
URBAN DEVELOPMENT

A graphic of stylized white mountain peaks, identical to the one in the top right corner.

# WHY MOUNTAIN BIKING?

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## Community Resilience & Youth Retention

Supports healthy lifestyles and helps engage youth through skill-building and sport

## Tourism Driver

Mountain biking attracts summer visitors and aligns with BC's recreation and tourism goals.

## Economic Impact

In 2023, BC's tourism sector generated **\$22.1B in revenue, \$9.7B in GDP**, and employed over **125,000 people**.

## Aligned with Destination BC

Supports the People, Planet, Prosperity framework for sustainable tourism and community benefit

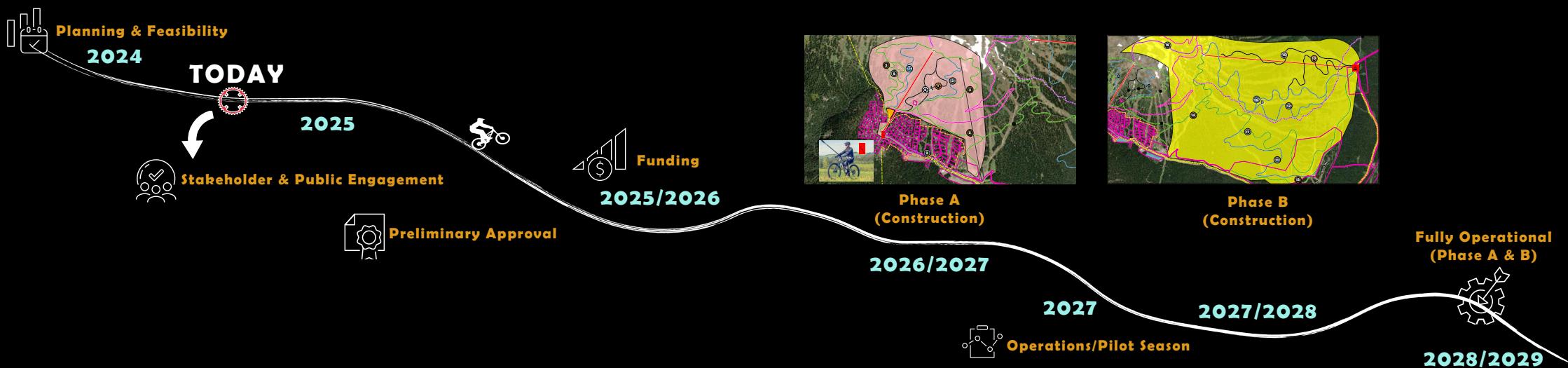
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# PROJECT TIMELINE

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Phased development from early feasibility to full lift-access summer operations (2024–2029)

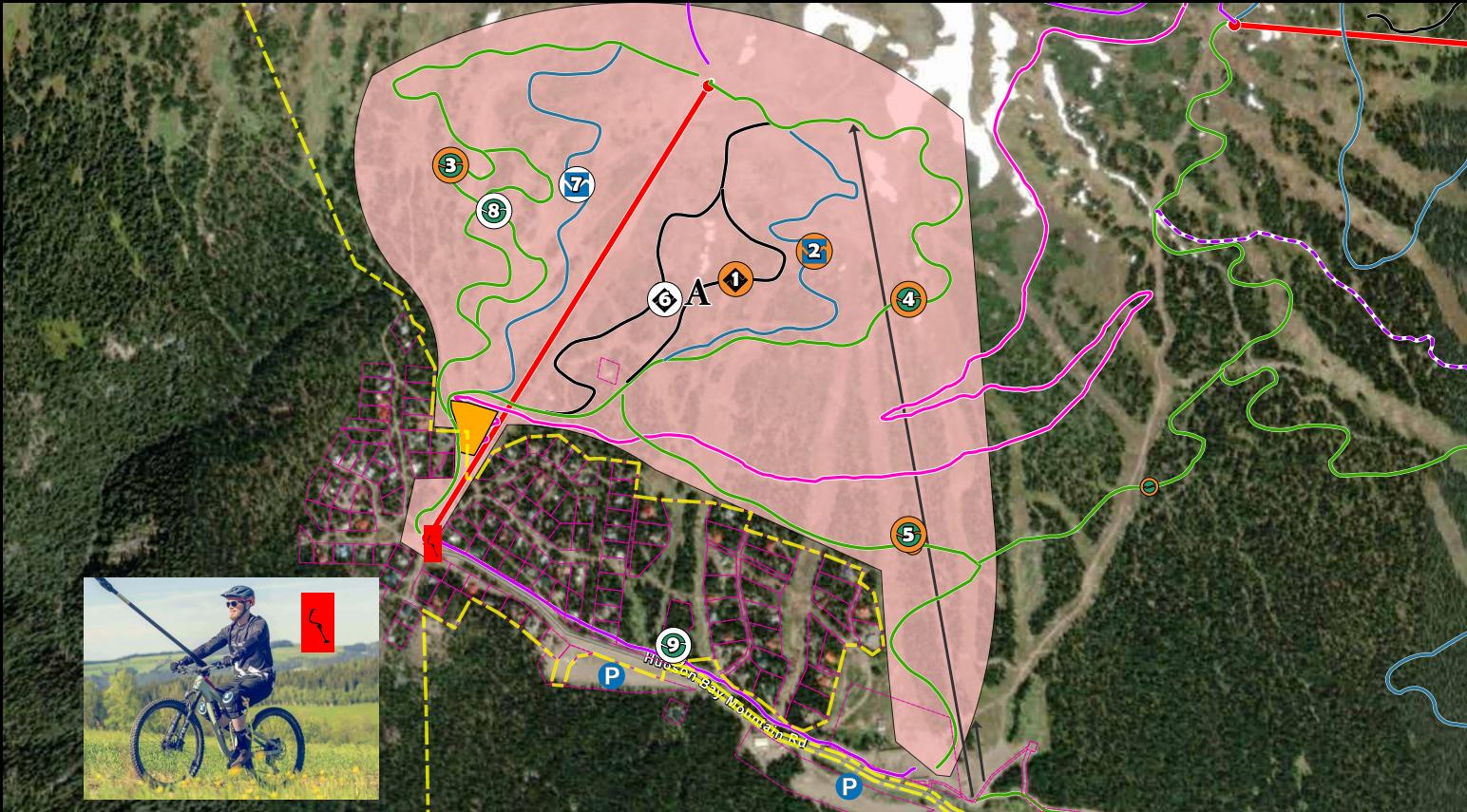
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# PHASE A - OVERVIEW

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Family-friendly zone with Easy-Loop access and progressive flow trails



### LEGEND

■	CRA	■	Lot Parcels	■	Phase A: MTB Summer Development
—	Round The Mountain Trail	—		■	Bike Park/Skills Zone
—	Beginner Trail	—	Intermediate Trail	—	Advanced Trail
P	Parking	Lift (Easy-Loop)			Freeride/Flow Trail
					Technical Downhill Trail

### FREERIDE/DOWNHILL TRAILS

1	Freeride/Flow Trail	488 m
2	Freeride/Flow Trail	826 m
3	Freeride/Flow Trail	1,596 m
4	Freeride/Flow Trail	1,605 m
5	Freeride/Flow Trail	1,070 m
6	Advanced Technical Downhill Trail	738 m
7	Intermediate Technical Downhill Trail	886 m
8	Beginner Technical Downhill Trail	585 m

### CONNECTOR TRAIL

9	Beginner Uphill/Enduro Trail	835 m
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# INFRASTRUCTURE UPGRADES

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### Easy-Loop & Core Infrastructure

- Reuses existing Prairie T-Bar to minimize disturbance
- Designed for safety and accessibility across all rider levels
- Hardware attachments, engineering sign-off, and on-site installation included

### Boardwalk & Environmental Enhancements

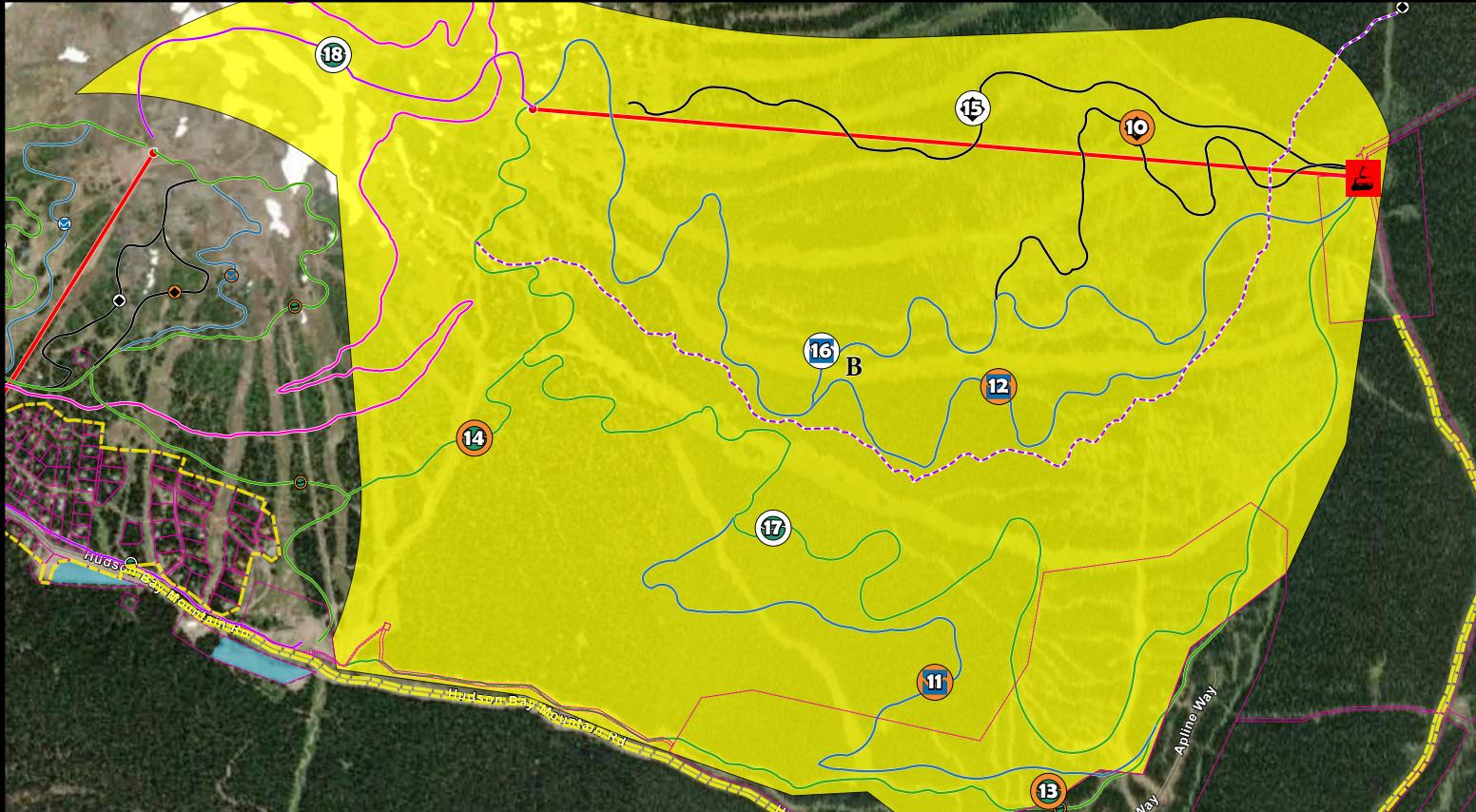
- Boardwalks proposed in steep and rocky terrain (15–20% grade)
- Improves accessibility while preserving natural terrain and minimizing earthworks
- Boardwalks to be engineered, fabricated, and installed as needed
- Supports safe trail flow through sensitive alpine zones

Here's a short demonstration of the Easy Loop system in action.

# PHASE B - OVERVIEW

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Advanced trail network with chairlift access and event-ready terrain



### LEGEND

	CRA		Lot Parcels		Phase B: MTB Summer Development
	Round The Mountain Trail		Backdoor Trail		
	Beginner Trail		Intermediate Trail		Advanced Trail
	Parking		Chair Lift		Freeride/Flow Trail
					Technical Downhill Trail

### FREEVIDE/DOWNHILL TRAILS

	Freeride/Flow Trail	1,578 m
	Freeride/Flow Trail	2,228 m
	Freeride/Flow Trail	1,335 m
	Freeride/Flow Trail	3,231 m
	Freeride/Flow Trail	592 m
	Advanced Technical Downhill Trail	1,812 m
	Intermediate Technical Downhill Trail	3,532 m
	Intermediate Technical Downhill Trail	4,273 m

### CONNECTOR TRAIL

	Beginner Connector Trail
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# ENVIRONMENTAL STEWARDSHIP

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### **Approved Development Area**

All trails remain within the resort's existing CRA and follow provincial processes

### **Crater Lake Collaboration**

HBMR is open to joint improvement efforts under a shared MOU — not assuming trail ownership or enforcement

### **Species & Habitat Mitigation**

Trail planning accounts for alpine sensitivity, including mountain goats and red-fawn lichen

### **Respectful, Ongoing Process**

Project team is committed to consultation, feedback, and long-term environmental alignment

# COMMUNITY INTEGRATION

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### Youth & Job Pathways

Creating opportunities for local youth through mentorship, guiding, and trail crew roles

### Expanded Year-Round Operations

Seasonal staffing supports consistency, monitoring, and community engagement

### Access, Parking & Trail Etiquette

Public signage, parking strategy (P2 + P3), and e-bike policy enhance shared use

### Inclusive Tourism & FN Partnership

Initiatives support Indigenous inclusion and align with Destination BC's tourism vision

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# FUNDING & IMPLEMENTATION

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### **CERIP Investment in Skyline Chair**

Upgraded in 2021 with provincial CERIP support — a capital boost for resort readiness

### **Partnership with SMBA**

HBMR + SMBA co-applied for grant funding; no transfer of funds between organizations

### **Forum = MDA Requirement**

Tonight's forum fulfills public engagement criteria under the Mountain Development Agreement

### **Strategic Regional Role**

Only lift-access MTB resort in NW BC, supported by ~700 SMBA members and regional demand

CERIP = Community Economic Recovery Infrastructure Program

# THANK YOU

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***Your feedback helps guide the next phase of summer development at Hudson Bay Mountain***

## QUESTIONS?

### Let's Talk

Explore the boards, speak with our team, or fill out a feedback form

### Next Steps

- What We Heard summary to follow
- Feedback forms available at tables and online