



2024

Annual Report



www.SheboyganCountyCycling.org



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About SCC



2022

SCC was founded as a nonprofit organization in 2022 to promote all forms of cycling in Sheboygan County. Board members developed relationships with the City of Sheboygan, Sheboygan County, and Wisconsin Department of Natural Resources, committing to maintain existing trails and partner on trail improvements. Trail work at Evergreen and Quarry Parks in Sheboygan began, and SCC hosted the first annual Sheboygan County Classic WCA Cyclocross Race at Quarry Park in September.

2023

In 2023 SCC took over trail maintenance for Rocky Knoll in Plymouth and started winter grooming for fatbike riding. SCC hosted its first annual family Bike Festival in Sheboygan in June, and the Evergreen Trails improvement project was initiated. Funding was secured for the planning phase, and IMBA Trail Solutions conducted an on-site assessment at Evergreen Park in October.

2024

In Spring 2024 the IMBA concept plan was completed, and SCC rebranded and launched a new website. A funding campaign for Rocky Knoll flow trails was completed with construction set for Spring 2025. The Evergreen project campaign will be launched in 2025 upon city council approval.



Learn more about SCC and our Board of Directors →





Mission



Sheboygan County Cycling (SCC) is a 501(C)(3) not-for-profit organization whose mission is to promote all forms of cycling, for all people who live, work and play in Sheboygan County.

Vision



For Sheboygan County to be recognized as a location where cycling is ubiquitous, and its residents and visitors feel welcomed with safe, high-quality cycling experiences.

Core Activities



- Trail maintenance for Evergreen Park (Sheboygan), Rocky Knoll (Plymouth), and Greenbush (Glenbeulah) in Sheboygan County
- Partnering with municipalities and landowners for ongoing trail improvements in Sheboygan County
- Organized group rides (road and mountain bike) and social events
- Bicycle playgrounds and events to engage local youth
- Promoting cycling interest and tourism, including hosting a USA Cycling sanctioned cyclocross race

Learn about how to join the fun and support SCC →



Board of Directors



Nathaniel Darling
PRESIDENT



Kyle Dulmes
VICE PRESIDENT



Fay Uraynar
TREASURER



Ross Ristow
SECRETARY



Jeff Pitts
WESTERN TRAIL LEAD



Judd Baumann
EASTERN TRAIL LEAD



Jacob Meicher
COMMUNICATIONS



T.J. Thomas
COMMUNICATIONS



Drew Olenick
BOARD MEMBER



Jerry Vetter
BOARD MEMBER

Learn more about SCC Board Members
and how to apply to join our board →



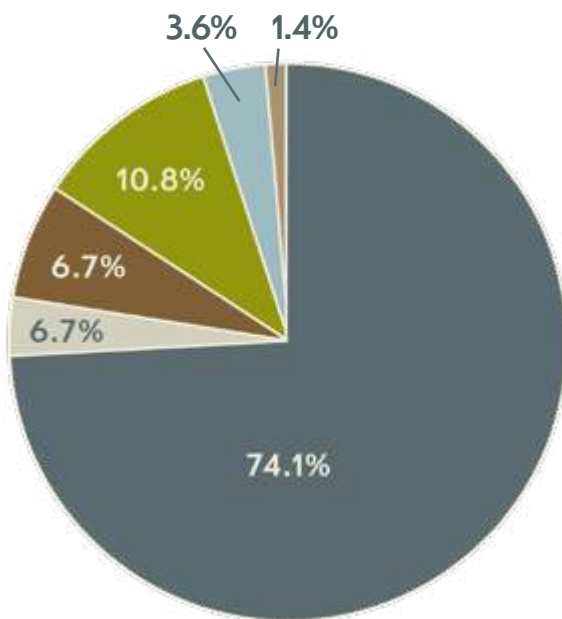
2024 Financials



SCC saw a 167% increase in revenue for 2024 compared to 2023, due in large part to grants and gifts for the Evergreen Park Trails project, and more than double the business sponsorships.

Revenue

\$175,725

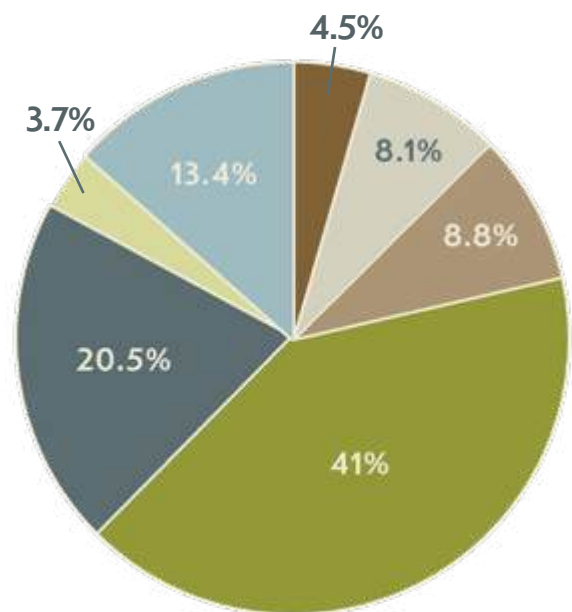


	\$130,278 Grants & Gifts
	\$18,938 Sponsorships
	\$11,796 Events & Fundraising
	\$6,364 Equipment Capital Campaign*
	\$5,896 Memberships
	\$2,454 Interest Income

*Capital Income / Expense

Expenses

\$44,623



	\$18,303 Evergreen Project
	\$9,151 Marketing & Communication
	\$5,999 Trail Maintenance Equipment*
	\$3,943 Events
	\$3,603 Admin & Insurance
	\$1,994 Trail Maintenance Supplies
	\$1,630 Professional Services

Learn about sponsorship opportunities
+ how you can support SCC's mission →



2024 Highlights



SCC continued to grow and engage more attendees, volunteers, and supporters in 2024 with public events welcoming all types of cycling enthusiasts.

35
ORGANIZED
TRAIL CARE DAYS

5500 VOLUNTEER
HOURS
BY SCC MEMBERS

8 BIKE
PLAYGROUNDS
Hosted 315 Kids



2nd Annual SCC Bike Festival

In June we hosted our second annual SCC Bike Festival to cap off Sheboygan's Bike Week. It was another family fun-filled day with a busy kid's bike playground, road and mountain bike group rides, food trucks, raffles, games, and a signature 3 Sheeps beer created just for us!

See more photos on our website →



3rd Annual SCC Classic Cyclocross Race

In September the SCC Classic returned for another fantastic turnout, with 21 categories, and 221 racers from across Wisconsin, Illinois, and Minnesota, and one from Texas. This race is a part of the Wisconsin Cycling Association's Cyclocross Series (WICX) presented by Trek.

See more photos on our website →



Bike Friendly Community Designation

Sheboygan County was recertified by the League of American Bicyclists in 2024 as a Bronze Level Bicycle Friendly Community (BFC). SCC applied for the recognition on behalf of Sheboygan County. We're proud to be part of the 460 communities across the U.S. recognized as Bicycle Friendly.

2024 Highlights



SCC rebranded, launched a new website, increased social media outreach significantly, and engaged many new followers and supporters in 2024.

**12 NEW
BUSINESS
SPONSORS**

**SOCIAL MEDIA
REACH +342%
FOLLOWS +103%**

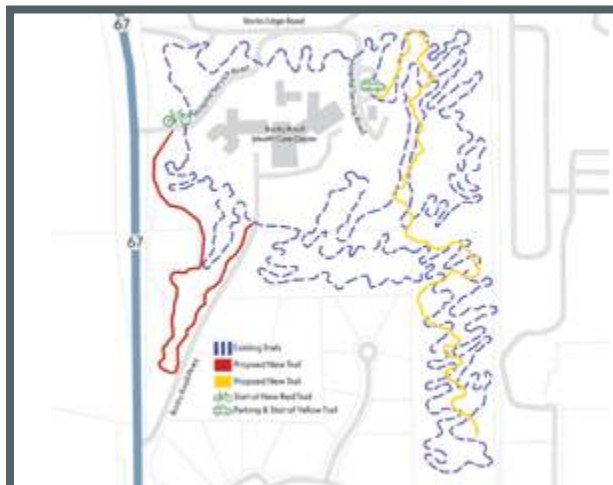
**5100+
ACTIVE WEBSITE
USERS IN 2024**



2nd Annual Making Spirits Bright Ride

Over 100 riders gathered on November 27th for a group ride through Sheboygan's annual holiday light show in Evergreen Park, bringing non-perishable food items for the Sheboygan County Food Bank. Families and riders of all ages decorated their bikes with festive lights to ride through the park, which was closed to cars for the event.

See more photos on our website →



Rocky Knoll Trail Project Funded

SCC is leading an exciting project to build new mountain bike flow trails in the wooded, 60-acre Rocky Knoll Trail System just north of Plymouth. In partnership with Wisconsin and Sheboygan County Stewardship and through the generosity of local business and private donors, we reached 138% of our funding goal, and trail construction will begin in Spring 2025.

Learn more on our website →



New SCC Website Launched August 2024

SCC partnered with Sparkworks Marketing & Web Design to develop a new logo, and website that includes SCC news and calendar pages, trail conditions, online membership, donation and sponsorship forms. Sparkworks is providing ongoing marketing support as a vendor and Gold level sponsor.

Evergreen Project



SCC has partnered with the City of Sheboygan to improve the trail experience at Evergreen Park. Our goal is to rebuild trails throughout the park to improve usability and sustainability, and create shared-use and bike trails with features for all skill levels.

Evergreen Park Assessment & Trail Planning

The International Mountain Bicycling Association (IMBA) was contracted to perform an assessment and create a concept plan for all Evergreen Park trails. IMBA Trail Solutions Staff performed an on-site trail assessment in October 2023 with the following trail issues identified:

- Trails difficult to navigate with many overlapping and crossing segments.
- Many wet segments in low-lying wetlands and drainage crossings result in eroding trail surfaces.
- Bridges within the trail network in great disrepair.
- Downed trees and standing dead tree hazards.
- Significant trail re-routing and tread surface establishment needed.

SCC's Evergreen Trails Development Project is the first to incorporate a professional trail assessment and comprehensive plan for shared-use trails across the entire park. Some existing trails would be improved, and some would be closed or rerouted to minimize user conflict and protect environmentally sensitive areas. Environmentally sustainable trails would be rebuilt for all park users to enjoy, with a focus on multi-use trails, using best management practices established by the PTBA, IMBA, and DNR. Existing hiking/skiing trails will be maintained and included in trailhead signage.



IMBA Evergreen Trails Concept Plan



Shared Use Perimeter Trails

- A Flow Trails
- B Pump Track
- C MTB Skill Zones
- D Kids Bicycle Playground
- E NICA* Training Zone
- F MTB Advanced Features Zone
- G Shared Use & Hiking Trails

*National Interscholastic Cycling Association Student Athletes

Learn about the Evergreen Trails project and donate online →



2025 Events



SCC is planning a number public events for 2025, including trail care days beginning in April, 7 Kid's Bike Playgrounds at various locations in the summer months, Fall Bikepacking at Greenbush, and the Annual Events listed below.

January

Jan. 4 - Hugh Jass Winter Fatbike Race at Greenbush Trail System (Glenbeulah)

February

Feb. 2 - Pedal Palooza Fundraiser at 3 Sheeps Brewing (Sheboygan)

April

Apr. 13 - Trail care days begin starting at Greenbush Trail System

May

May 1 - SCC Annual Meeting & Social at iVARS USA (Sheboygan)

May 3 - Group ride for International Women's Mountain Biking Day at Evergreen Park (Sheboygan)

June

June 8 - SCC Bike Festival at 3 Sheeps Brewing

September

Sep. 20 - SCC Classic Cyclocross Race at Quarry Park (Sheboygan)

November

TBD - Group ride in the Making Spirits Bright holiday lights show (Sheboygan).



Find the SCC Calendar of Events
with details on our website →



2024 Sponsors



Diamond \$5,000+



We extend our sincerest gratitude to each of our business sponsors and partners. Your generous and continued support is essential to making SCC's work possible!

Gold \$1,500+



Silver \$750+



Bronze \$250+

- Lakeland Chiropractic (Oostburg)
- Thomas by Ingersol Rand (Sheboygan)
- Rockline Industries (Sheboygan)
- Van Horn Automotive (Plymouth & Sheboygan)

Learn about sponsorship opportunities and
how you can support SCC's mission →



SCC Volunteers



We cannot express enough appreciation for our fantastic volunteers, whose dedicated efforts make it possible for us to have safe and enjoyable trails and community cycling events year round. SCC volunteers logged over 5500 hours in 2024 coordinating volunteers, maintaining and improving trails, planning and staffing SCC events, promoting SCC and local cycling online, networking and grant writing, and more.



Learn more about SCC's working committees and how to join the fun! →



Support SCC



There are so many ways to join the fun and support SCC's mission! Learn more by following us on social media, attending one of our events, connecting with an SCC board member, visiting our website, or scanning the QR codes below. We welcome people of all abilities and walks of life - all you need is a desire to support cycling in Sheboygan County!



**Become a
Sponsor**



**Become a
Member**



**Make a
Donation**



**Become a
Volunteer**

Contact SCC



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