

# **The “Coyotes MTB Team” Story**

## **The Team**

The Coyotes are a mountain biking team of student athletes from Grades K-12 and part of the West Michigan Coast Riders (WMCR) Cycling Club from Spring Lake, MI. This team started with an idea that my son and I began in 2017 and has grown to over 160 riders and 40+ coaches in five years. The website in 2017 was needed as a way to communicate with parents on how to sign-up their children for the team, provide the basic information for practices, and preview upcoming races.

## **The Building of the Website**

For the initial basic structure of this website I used a free generic template using HTML/CSS. In 2019, a new person has taken over the logistics of the team and has gone with a more robust webpage using a template he found on Dribbble.

- Latest Website: <https://coyotesmtb.org/>
- Facebook Page: <https://www.facebook.com/wmcoyotes/>

## **The Branding**

When brainstorming a name for this group I told my son to find an animal that was indigenous to the state of Michigan and a name not used by many other youth sport teams. He came up with the Coyotes so we investigated the use of this name and only found a few teams that were using it in 2017 (a youth soccer team in Caledonia, a youth hockey team from Detroit Area, and a youth lacrosse team from California) . We were able to secure the url “coyotesmtb.org” and commissioned the artist who did the Lacrosse Team’s logo to do a similar one for our team. The Branding has been a huge success because most of the cycling community in the State of Michigan has heard of the “Coyotes”

## **The Results**

The website was a good place to find the basics of what parents needed but in 2017 most student athletes and their parents were expecting to get their information from Face Book. In 2022 the website is pulling more of the weight as the team moves to a more private App called “Band” that provides a similar platform as Facebook.