



# Bicycle Racing Association of Colorado

## **Organization Report for 2011 Statement of Vision, Goals, Thoughts for 2012 and Beyond**

Chris McGee, Executive Director

January 1, 2012

Hello ACA Board,

I want to take a few minutes to recap the last 11 months and share with you my thoughts on the future.

First off, wow, what a wild ride in 2011! I am incredibly proud and very grateful for the work accomplished by the many great people in the ACA. Over the last year, we had significant difficulties and challenges, and as an organization, we rose to the occasion and presented ourselves in a professional and thoughtful manner.

Here is a brief description of major happenings in 2011:

The deployment of the timing system was very difficult and required considerable effort from many people. The amount and quality of work that was done by Yvonne, Doug Ashbaugh and Keith was truly extraordinary. We will continue to push our vendors until we are using the system to its full capabilities at every event. The good news: the vendor situation became much clearer on December 26, when Laurent Bourgon (the system's creator from Orion in France) ended his relationship with Times-7 of New Zealand. Times-7, which sold us the product, contributed nothing to our understanding of the timing system. In the future, we will deal directly with Laurent. The next major steps for the timing system are 1) an exchange of our current inventory for upgraded chips, 2) use of a new mini-decoder, and 3) three criterium test events in March with collegiate races. Laurent will attend two races to help Doug with a goal of maximizing the system after this visit.

USAC. The full nature of the situation with USAC became apparent in March, 2011 and escalated throughout the year. I thought we were at an impasse with USAC until Clint stepped into the role as mediator/negotiator in the process. Thanks to his energy and ability to communicate with USAC leadership, we were able to build a relationship that serves the best interests of both organizations and the Colorado cycling community. This reintegration has and continues to require an incredible effort on the part of many people, most notably Clint, Yvonne, and Keith.

The ACA promoted six major events in 2011: KHMTT (with the COBRAS), State TT (with Schwab Cycles), the Mini Classic (with Two Rivers), BCLTT (with COBRAS), the Junior Road Camp, and the Junior Cross Camp.

The year started with the registration fiasco for KHMTT. Our online provider was simply not equipped to handle the sudden surge of online traffic. In the future, we will run the registration for KHMTT as a lottery, and we will retain our ability to select specific start times for race volunteers and others who are integral to

the race effort. The business model for our time trial series will also change in 2012. Instead of a partnership with COBRAS, the ACA has contracted Alan Boisvert and his new club (Lima Beans Cycling) to run the event. Alan will work as the race director, coordinate with COBRAS and other clubs to fill the volunteer positions, and make a significant donation to the ACA for KHMTT. We are splitting advertising costs for this event. This new arrangement is a simple improvement in the business agreement for this event's promotion. Alan is excited about this opportunity and is simply great to work with.

Bear Creek Lake Time Trials will use a similar model as KHMTT. We will determine the size of the donation after KHMTT to make sure that Alan is protected. In 2011, we had nearly 200 racers at each event, and 40 riders attended our free beginners' clinic in the week before the Series.

Yvonne, with incredible help from Ed Grievell and Schwab Cycles, promoted the State TT with great success – over 400 racers! Ed jumped through some serious hoops to make this happen, as he dealt with cities and counties to get the permits completed. This team will do the same in 2012.

Bill Sommers and his Two Rivers Club did a fantastic job with the Colorado Mini Classic. We had 68 junior racers and more than 100 extended family members at this great event. The Mini Classic is much more than a race: it is a community building event that trains our juniors in how to be good bike racers. The kids learn how to pin numbers, sign in for stages, check results, act politely to race officials, and race in three different events: a time trial, criterium, and road race. The 2011 race used a criterium course that circled two city parks in Silt, which allowed our families and racers a great, shady venue for interaction and mutual support. We will use the same courses in 2012, when the race will be a Lance Armstrong Junior Race Series event, which is the top national designation for junior races. We are looking at getting onto the UCI junior calendar in 2013, which will necessitate a move to Glenwood Springs with its more services. Bill has the contacts in place for this move, and is excited about the great potential in this event.

The Junior Road Camp was a tremendous success despite snow, wind and rain. Jon Heidemann was contracted to coach the event, and did a great job in difficult conditions. We had 60 juniors attend the camp. Clint and I are meeting with Jon in mid-January to talk about the 2012 Camp.

The Junior Cross Camp was huge! 103 kids, Olympian Ann Trombley, and great weather. Congratulations and thanks to Adam Rachubinski from Alpha and Clint for their incredible work at this event.

In other event news:

Colorado Bike Law promoted a criterium at Elephant Rock and drew 300 racers. This is a great example of how we can tie a competitive event to a huge recreational ride. We need to explore a similar model at Copper Triangle with a criterium or hill climb, at the Triple Bypass with a criterium in Avon, and a criterium on the last day of Ride the Rockies. Who has connections to any of these great events?

Midweek evening cross racing in Golden was a big success: 500 racers over 5 weeks. Look for this series to return in 2012. Importantly, this series was held at the same time as Bear Creek Lake TTs, and both series had

good participation. This series was made possible by Lee Waldman, Green Mountain Sports, the Lookout School, and the City of Golden, which helped by mowing the course all summer. This great partnership with the Lookout School will continue in the future, and we can also use the facility as a last-minute backup if a weekend cross event loses its venue. We can hopefully avoid cancelling a cross race, as we did twice in 2011.

Tom Danielson and his family hosted 135 juniors for the inaugural Tommy D Turkey Ride on Thanksgiving. This was really an amazing day and one that will be remembered by everyone involved. Thanks to Deidre Moynihan from DBC Events and Clint for their work to make this happen.

ACA events that are being considered for national designation include: Morgul Superior RR as part of the Nature Valley Gran Prix Series in 2012 and NRC in 2013, Bob Cook/Mt Evans as NRC and/or National Hill Climb Championships in 2012 or 2013, and the Fort Collins Cycling Festival as NRC in 2013. Both the Colorado Cross Classic and the Boulder Cup will be UCI C2 events in 2012, and USGP is planning a return to Fort Collins as a C1 on Saturday and C2 on Sunday.

USA Pro Cycling Challenge. Since we are working with USAC in 2012, we can be involved in ancillary events to the Big Race. I am meeting with the Local Organizing Committee in Golden in January, and we have the contact info for Denver's LOC. A very important meeting will be with Brian Farris, COO of the USA PCC, and Bill Flaherty, a VP at Consumer Capital Partners, the company which owns Quiznos and Smashburger. Bill Flaherty contacted me in July, 2011 and wants our help in creating amateur events. He visited a Bear Creek TT last fall and likes what we do. Clint has a great idea: to coordinate our junior state road race with a stage of the USAPCC. He is working with Tommy D to further this idea within the race management.

Board involvement at ACA events. As we mentioned at the Annual Meeting, we will create a calendar of event assignments for our board members. Events that need board representation are:

- Road and Cross Awards Parties

- Promoters (Race Directors) and Race Registrar's Meeting

- Women's Summit

- Junior Summit

- State TT

- State HC

- State RR – master, senior, junior

- State Crit – master, senior, junior

- Colorado Mini Classic

- Junior Road Camp

- Junior Cross Camp

- Other marketing or outreach opportunities as they become available.

Race registration.

Registration was a nightmare in 2011, and caused an excessive amount of work on the part of our officials, staff and timing company. Without good registration data, we cannot use the timing system effectively. For 2012 we are making significant progress in the quality of our race registration. Aaron Bouplon created day-of registration software that greatly improves the quality of registration at the event. We are strongly encouraging our promoters to structure their pricing to include a \$10 entry fee discount to create a stronger incentive for pre-registration. We are purchasing a new laptop and printer so that we can better support our promoters with day-of registration. The goal is to remove NCR forms from the process on race day.

Into 2012 and Beyond

In my mind, we have answered the most pressing question of 2011, which was how to interact with USAC in the future. Now we can focus on being the best Local Association in the country, as measured by our successful Junior Development Program, our programs for beginning racers, our medals earned at Nationals, and our ability to promote world-class events.

Our role as leaders of this organization is to strengthen and grow the ACA. This will be best accomplished by growing the organization's membership, financial strength, and importance to Colorado cycling.

Membership: we must be very inclusive-minded. Groups on which we can focus for immediate inclusion are:

1. The High School League is growing and will continue to play a pivotal role in Colorado cycling. The League may rejoin USAC in the next 3-5 years and we must be ready to work with this group when this happens. Until then, we need to be a great racing option for these juniors and families when their race season is over.
2. We need to work more in recruiting and retaining women. The role of clubs in this endeavor is crucial. This will be the prime message at our Women's Summit in February, 2012.
3. Triathletes should be an easy group to approach as we add more time trials to our calendar. Another interesting factor for multi-sports is the combination of the Interbike and Multi-sport trade shows.
4. Mountain bike racing needs to return to the ACA calendar. Again, we have too much overlap with athletes to ignore this group. We can add 1-3 events per year until we have a presence in the dirt world without overtaxing our staff and resources.
5. Track – we will work with the CSVA for 2012 track racing, which includes a 2012 national championship event in Colorado Springs. With the new track in Erie, track racing will get bigger for us. Yvonne and I will meet with the CSVA people in the next few weeks.
6. Senior State Games (55+) – it is important that we build our schedule such that our athletes do not have to choose between these Games and the State TT (most of our older members are quite serious about the Games).
7. Junior Program gets national attention – with our Camps, events, and Juniors Ride Free, we have quite a bit of quality information with which we can gain national attention. We need to consider if we can do more to support our juniors who go to national championships. Also, are we ready to recreate the Colorado Select Junior Team, similar to what we had 7-8 years ago?

8. Seniors at nationals – What can we do to support our elite level senior athletes as they go to national championships?
9. Masters at nationals - What can we do to support our elite level master athletes as they go to national championships?

Financially, 2012 must be approached with apprehension. Our income model is radically different, and we have a budget that is 30% smaller than 2011. As Bill said, we need to count every penny and be careful with our spending. One of the most significant efforts for 2012 will be diversifying our income. We need more partners, in-kind donors, and cash donors. New board members Chris and Rachel have volunteered to be co-chairs of our new Fundraising & Communications Committee and are working to develop a sponsorship matrix and marketing materials, including an Annual Report.

This takes me to the big picture: how to be relevant and important as an organization. The ACA can be the one, centralized organization for local competitive cycling in Colorado, be it track, cross, road, mountain, junior, women, senior and masters. We are poised to be this organization, as we have in place the staff, organizational structure, website, timing system, Board of Directors, Technical Committee, and respect of the cycling community. This will not happen overnight, as we need to grow at a rate that does not put undue stress on our staff and volunteers. I believe that by striving for this goal, the ACA will be best positioned to grow and increase in importance to the Colorado cycling community.

Thanks to all of you for being part of the ACA leadership group, and your work on behalf of the sport.

*The Mission of the ACA is to expand and develop the sport of amateur bicycle racing in the Rocky Mountain region while ensuring quality experiences for all involved.*