



Bicycle Colorado - USA Cycling's Local Association for Colorado **2024 Report - October 31, 2024**

Introduction:

As we approach the end of 2024, Bicycle Colorado's Event Support Program is proud to provide this report which details the work that we have accomplished in the role of USA Cycling's Local Association for Colorado. We view our role as that of a connector, organizer and facilitator. Working with BC's incredible staff and many passionate stakeholders across the state, we serve as a support network for event directors, clubs, athletes, officials and the thousands of Coloradoans who are committed to safe and fun cycling events.

2024 Highlights:

1. Bicycle Colorado's website hosts a Comprehensive Event Calendar that displayed more than 400 events across the state in 2024. Improved filters and tags made this information more relevant to more riders. Our calendar pages are viewed more than 25,000 times each month.
2. BC's weekly Event Support Program emails are sent to 10,000+ subscribers with an open rate between 45 and 61%. These emails have been designed to align with BC's other communication tools and social media posts, and each week provide links and robust information for events across the state.
3. The BC website provides a comprehensive view of cycling in Colorado, including pages dedicated to competitive events, getting started in racing and USA Cycling. Our Event Support Program pages effectively communicate our role in the community.
4. We launched a new promotional program for events that are listed on the BC site - this effort has been a big success. This program was open to both USAC and non-USAC events, and more than 40 events opted for greater promotional levels on the site.
5. We hosted five rider safety and racing clinics in 2024 which exposed more than 100 new riders to different disciplines of the sport. These athletes received USAC and BC swag, and USAC One-day memberships as part of the registration process. We have stayed in contact with these athletes and see many of them at local events.
 - a. Women's Time Trial at Karen Hornbostel Memorial TT Series
 - b. Women's Gravel pb Amy D Foundation at Mad Gravel
 - c. Two Junior and Beginner Drop-Bar with John Heidemann and the Littleton Twilight Criterium
 - d. Women's CX pb Amy D Foundation at Back to Basics Cross Series
6. Our clinics were partnered with great events, so that athletes could take their new skills, knowledge and confidence into a real competitive environment. This model worked very well and we received excellent feedback. In 2025, we will expand our safety and racing clinics to collegiate athletes.

7. We created a BC Junior VIP Experience at the Audi Littleton Twilight Criterium and hosted young athletes and their families all day. This event was co-branded with USA Cycling, we included BC and USAC logos and messaging for this event. The day included a special guest for the afternoon: pro rider Cade Bickmore hung out with the kids all afternoon and then finished 7th under the lights.
8. BC has strong relationships with some of the country's most iconic bicycle events, including the Bob Cook Blue Sky Hill Climb, the Iron Horse Bicycle Classic, the Triple Bypass and the Bill Barr Memorial City Park Criterium (all of which have been in operation for more than 35 years).
9. Working in conjunction with RMCCC Director Jim Castagneri, BC works to support continued success for collegiate events and programs in Colorado. BC hosts a RMCCC webpage that provides relevant information about the conference. Our work for the conference includes scheduling events and officials, mentoring event directors, coordinating volunteers, developing new venues, and supporting athletes with their categories, upgrades and points competitions. Our relationship with the RMCCC is an example for the rest of the country.
10. Working in conjunction with USA Cycling ESRM Dave Muscanisi, BC is building relationships with event directors across Colorado, including the Front Range, Summit County, Aspen and southern Colorado to support more and new events around the state, and share with event directors the many benefits of being involved with USA Cycling.
11. Bicycle Colorado owns a 'Race Kit' of event supplies that is available to our member clubs at very reasonable pricing. Assets include computers, printers, radios, tables, chairs, tents, signage, tools, cones, stakes, course tape and more. We also purchase and provide race numbers for our member clubs for nominal fees.
12. BC pays for motor referee insurance certificates to support road event directors. In 2024, this was approximately \$5,000.
13. We worked with the COBRAS Club to produce another successful KHMTT series at Cherry Creek State Park (the 33rd annual!). As in the past, BC staff served as race day packet pickup/registrars for the 7 race series.
14. Working with the COBRAS and Colorado State Parks, we helped create a new time trial series for 2025 at Chatfield State Park. This is the first on-pavement cycling event at Chatfield in more than 20 years.
15. BC staff is working with cities and landowners to develop new venues for cycling events:
 - a. Snow Mountain Ranch near Granby: gravel, cross and XC mountain bike events
 - b. City of Wellington: road events
 - c. Cuchara Resort: to improve their ability to host mountain bike events
 - d. Chatfield State Park: road events
16. Bicycle Colorado hosts points competition series (the Rocky Mountain Road Cup and the Colorado Cross Cup) to increase participation and create promotional opportunities for events in our area. We increased our promotion for Road and Cross Cup competitions through webpage improvements, more robust calendar listings, social media posts, printed posters sent to 120+ Colorado bike shops, the creation and distribution of Cup stickers and weekly emails.
17. We are working to re-create the Colorado Track Cup in 2025.
18. We are working to create a Colorado Gravel Cup in 2025.
19. We are working to designate a USA Cycling Colorado State Championships for gravel in 2025.
20. Working in partnership with Rattler Racing, BC is hosting Colo-Tucky Hot Laps CX, a new cross race in December to provide local athletes with a race prior to Nationals.

21. Bicycle Colorado designates and supports USA Cycling State Championships for many disciplines. BC staff attends these events to support awards ceremonies. We secured a sponsorship through Primal which provides Colorado State Championship jerseys (at no charge) to winners in road, criterium, time trial, hill climb, XC mountain bike and cyclocross for 28 categories. Yes, that is a lot of jerseys!
22. BC staff, including Yvonne van Gent, builds racing calendars, assigns and recruit officials, verifies registration data, supports results uploads, edits race announcements and supports events in many ways.
23. BC staff includes a paid Data Wrangler to support the RMCCC and our Cup points competitions calculations.
24. BC staff attended 40+ cycling events in 2024, including out-of-state events in Wisconsin and Kentucky.
25. BC staff supported the 2024 Colorado State XC Mountain Bike Championships in Copper Mountain by helping manage race starts and awards ceremonies.
26. BC member club Boulder Junior Cycling Club attended the Colorado State Capitol to testify in support of the Hands-Free Bill and was recognized by Governor Polis.
27. Bicycle Colorado was a leader in the Ride for Magnus: Ride for Your Life, the nation's largest ever advocacy bicycle ride in honor of Magnus White. Executive Director Pete Piccolo was the MC for the event, and BC staff were a significant component in the event's operations.
28. Bicycle Colorado produced and makes available a road cycling safety video at no charge.
29. Bicycle Colorado produced and made available a driver training tool called SHIFT Driving, which teaches drivers how to ride around cyclists and teaches cyclists how to better ride in traffic. This tool is available at no charge and has been distributed to BC member clubs.
30. We hosted a winter Zwift Series in 2024 and will expand this program in the winter of 2024/2025 with two Zwift series that are tied to select outdoor events. As of October, 2024, we have more than 450 athletes involved in our Zwift series.
31. Bicycle Colorado has a club on Strava with 1750 athletes - we use this platform to market our events.
32. Colorado Springs and Boulder Valley Velodrome are both open with community rides, certification events, races, a cyclocross race and even movie nights and pickleball. We continue to promote both velodromes and support a deliberate calendar of events to maximize athlete participation.
33. Non-competitive rides across Colorado continue to provide big numbers for participation and fundraising, and many are creatively engaging the growing number of e-bike riders. BC supports all bicycle events in Colorado with our Comprehensive Calendar, ability to connect with permitting agencies, and guidance with law enforcement.
34. BC staff continues to support event directors in their dealings with permitting agencies, including counties, parks and municipalities.
35. We are actively working to develop new event directors and officials.
36. We have a great relationship with the Colorado High School Cycling League, attend their events, and meet with their leadership.
37. BC staff will speak at the Golden High School Team banquet in November - GHS is one of the largest teams in the state.
38. We have taken ownership of VeloSwap and will host a Happy Hour for attendees, event directors and member clubs on the evening prior.
39. USA Cycling's Search for Speed will attend VeloSwap in 2024.
40. As the LA, BC hosts officials meetings, planning sessions, an annual awards party and works to build racing calendars for road, cross, and track events each year.
41. BC works to recruit, mentor and develop new event directors.

42. BC provides promotional outreach at non-USAC events to encourage participants to explore racing. In 2024, this included attending the Triple Bypass, the Foco Fondo, Longmont Gravel, Tour of the Moon and the Denver Century Ride.
43. BC helps collegiate clubs manage their events by paying vendors and officials, as most collegiate clubs do not have the ability to write checks.
44. BC staff works with the Colorado Mountain Bike Association, the Colorado Mountain Bike Coalition and county landowning agencies to build relationships that allow clubs and events to use public lands.