



>> >> USA Cycling Colorado Local Association 2024 Report

Introduction

Bicycle Colorado's Event Support Program is pleased to present this report, highlighting the work we've done as USA Cycling's Local Association for Colorado. We see our role as a connector, organizer, and facilitator. In collaboration with Bicycle Colorado's dedicated staff and a wide range of passionate stakeholders throughout the state, we provide vital support to event directors, clubs, athletes, officials, and the thousands of Coloradans who are committed to safe and fun cycling events.

2024 Highlights

1. Bicycle Colorado's website hosts a **Comprehensive Event Calendar** that displays more than 400 events across the state in 2024, with over 250,000 annual views.. Improved filters and tags made this information more relevant to more riders. BC supports all bicycle events in Colorado with our Comprehensive Calendar, ability to connect with permitting agencies, and guidance with law enforcement.
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.
4. We launched a **new promotional program** for events that are listed on the BC website - 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 race 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.
 - o Women's Time Trial at Karen Hornbostel Memorial TT Series
 - o Women's Gravel pb Amy D Foundation at Mad Gravel
 - o Two Junior and Beginner Drop-Bar with John Heidemann and the Littleton Twilight Criterium
 - o Women's CX pb Amy D Foundation at Back to Basics Cross Series



6. Our clinics partnered with established events so new athletes could take their new skills, knowledge, and confidence into a **real competitive environment**. In 2025, we will expand our safety and race 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.
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 the continued **success of 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.
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 and maintains a **Race Kit** of event supplies that is available to our member clubs at 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 Club 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:
 - Snow Mountain Ranch near Granby: gravel, cross, and XC mountain bike events
 - City of Wellington: road events



- Cuchara Resort: to improve their ability to host mountain bike events
 - 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 hosted Colo-Tucky Hot Laps CX, a **new cross race** in December to provide local athletes with a race before Nationals.
 21. Bicycle Colorado designates and supports USA Cycling State Championships for many disciplines. BC staff attend these events to support the awards ceremonies. We **secured a sponsorship through Primal, which provides Colorado State Championship jerseys** to winners in road, criterium, time trial, hill climb, XC mountain bike, and cyclocross for 28 categories.
 22. BC staff, including Yvonne van Gent, **support events** in many ways, building racing calendars, assigning and recruiting officials, verifying registration data, supporting results uploads, and editing race announcements. We also host meetings for officials.
 23. BC staff includes a paid **Data Coordinator** 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 at Copper Mountain by **helping manage race starts and awards ceremonies**.
 26. BC member club Boulder Junior Cycling Club participated in our **first youth advocacy program** and visited 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 focuses on filling the knowledge gaps seen in existing driving education, specifically on sharing the road safely with bicyclists and pedestrians.
30. We hosted a winter **Zwift Series** in 2024 and expanded the program in the winter of 2024/2025 with two Zwift series that were tied to select outdoor events. We have more than 450 athletes involved.
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, and other community events. We continue to **promote both velodromes** and support a deliberate calendar of events to maximize athlete participation.
33. BC staff continues to support event directors in their dealings with **permitting agencies**, including counties, parks, and municipalities.
34. We have a great relationship with the **Colorado High School Cycling League**, attend their events, and meet with their leadership.
35. BC staff spoke at the **Golden High School Team banquet** in November - GHS is one of the largest teams in the state.
36. We have **taken ownership of VeloSwap** and hosted a Happy Hour for attendees, event directors, and member clubs on the evening prior.
37. USA Cycling's **Search for Speed** was featured at Bicycle Colorado's VeloSwap bike expo in 2024.
38. BC works to recruit, mentor, and develop **new event directors and officials**.
39. BC provides **promotional outreach** at non-USAC events to encourage participants to explore racing. In 2024, this included attending the Triple Bypass, FoCo Fondo, Longmont Gravel, Tour of the Moon, and the Denver Century Ride.
40. BC helps **collegiate clubs** manage their events by paying vendors and officials, as most collegiate clubs do not have the ability to write checks.
41. 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.